

HOW ARE YOU BUILDING
A HEALTHIER GENERATION?
#MyHealthierGen

ANNUAL IMPACT REPORT

July 2013 - June 2014



DEAR FRIENDS:

Fiscal Year (FY) 2014 was a year of extraordinary growth and exciting new extensions of the Alliance for a Healthier Generation's core initiatives.

As this report outlines, the Alliance made enormous progress in activating four key societal systems—schools, out-of-school time programs, healthcare and the food and beverage industry—to create healthier environments for our nation's children.

None of this success would have happened without the support of an amazing group of people who make possible, and benefit from, the Alliance's evidence-based model of change. From students to CEOs, their personal stories and connections to our cause are highlighted throughout this report and inspire us all to keep building a healthier generation.

You will read how the Alliance's work directly impacted more than 20 million children, with a strong focus on reaching low-income and minority populations. More than 6,000 schools enrolled in the Alliance's Healthy Schools Program this year, by far the largest annual participation rate in the program's nine year history. More than 2.8 million children had access to healthcare benefits for the prevention and treatment of childhood obesity through a network of 56,000 healthcare providers. Millions more young people benefited from expanded access to healthy, affordable food and beverage choices that resulted from agreements negotiated by the Alliance with the corporate sector.

One of the highlights of FY 2014 was the dramatic growth in our Healthy Out-of-School Time Initiative. The number of community sites participating doubled and will grow exponentially over the next few years thanks to new national partnerships with two of the largest providers of out-of-school time programs: the Boys & Girls Clubs of America and the National Recreation and Park Association. These two amazing partners will work with the Alliance to ensure that 5.5 million young people, through 6,300 out-of-school time sites, will have access to healthier foods and increased opportunities for physical activity outside of the school day.

Another highlight was the Alliance's first agreement with a global corporation to improve the nutrition environment for children in restaurants. Our agreement with McDonalds, the world's largest restaurant chain, will increase customers' access to fruits and vegetables and help families and children to make healthier choices in the United States and in their top 20 markets worldwide—representing 85 percent of their total sales.

The Alliance was successful in bringing our program model into new settings, while expanding our work in communities that reach the children at greatest need. We are

helping schools on military bases and in communities disproportionately affected by obesity, such as the Navajo Nation, to become healthier places. And we launched an innovative pilot project to help juvenile justice centers, which house young people at exceptionally high risk for unhealthy habits, foster healthy eating and physical activity behaviors.

One last observation about the organization's extraordinary impact in FY 2014: The Alliance played a critical role in influencing national school nutrition policies by sharing inspirational success stories and introducing new tools, such as the Alliance Product Calculator, that provide invaluable support to schools implementing the new federal school nutrition standards. Through our technical assistance to schools, out-of-school time programs, and healthcare providers, and through our powerful influence on public and corporate policies, the Alliance for a Healthier Generation is making this nation a healthier place for our children.

For the first time in three decades, rates of child obesity have started to drop in at least one age group; modest declines have been seen in obesity rates among children between the ages of two and five. While this is encouraging, no progress has yet been seen in national data among older children, and any progress made to date with these younger children is extremely fragile. Much more dramatic progress in our fight against childhood obesity will be needed to avoid catastrophic public health and economic consequences. To see meaningful and lasting improvements, we will need to double down on our efforts to make the settings in which children live, learn and play healthier places. The Alliance's accomplishments for FY 2014 show that we are on the right track. With your continued support, we can reduce the current high rates of child obesity and give our children a world of good health.



With sincere gratitude,

Howell Wechsler

Howell Wechsler,
Chief Executive Officer

JEAN MCTAVISH

Principal

The work that the Alliance is doing is about saving kids' lives. I think about what it would be like if every child across the country had these resources and this kind of support.

Since my school (Edward A. Reynolds West Side High School) has been a part of the Alliance we have grown together as a community. They helped me set goals and put in a place a plan to make it happen. But being a healthy school isn't just something I can mandate; we all had to make a commitment. It takes the whole community to make that kind of change.

Some kids started out saying, "I don't eat green food" and then, you know what? Now they do. And they drink a lot of water. Being active is now what we do together. We play volleyball and basketball, and I created a spin studio and lead a morning class.

The kids tell me they feel a lot better. They feel less stressed. Where they come from, these kids are used to taking a lot of criticism. Now they're proud of being a part of a healthy school—and they know what it feels like to be distinguished.

We are now a community of champions.

▶ Watch Jean's story at HealthierGeneration.org/impact

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KASEIR ARCHIE

Student

It is important for kids to have a voice because we are the ones affected by this epidemic. We are the future. The Alliance gives kids like me a voice.

The Alliance has supported me in what I want to do. Hockey is a big part of my life and I spend a lot of time at the ice rink. That's where I teach nutrition classes to the younger kids. I teach them simple things that they can remember, like how to read labels and stay away from sugar. They try to listen to me because I am a hockey player and they know me. It feels really good to teach.

My mom now makes healthier choices. We eat more home cooked meals and we check the labels. I definitely like my mom's cooking better than fast food.

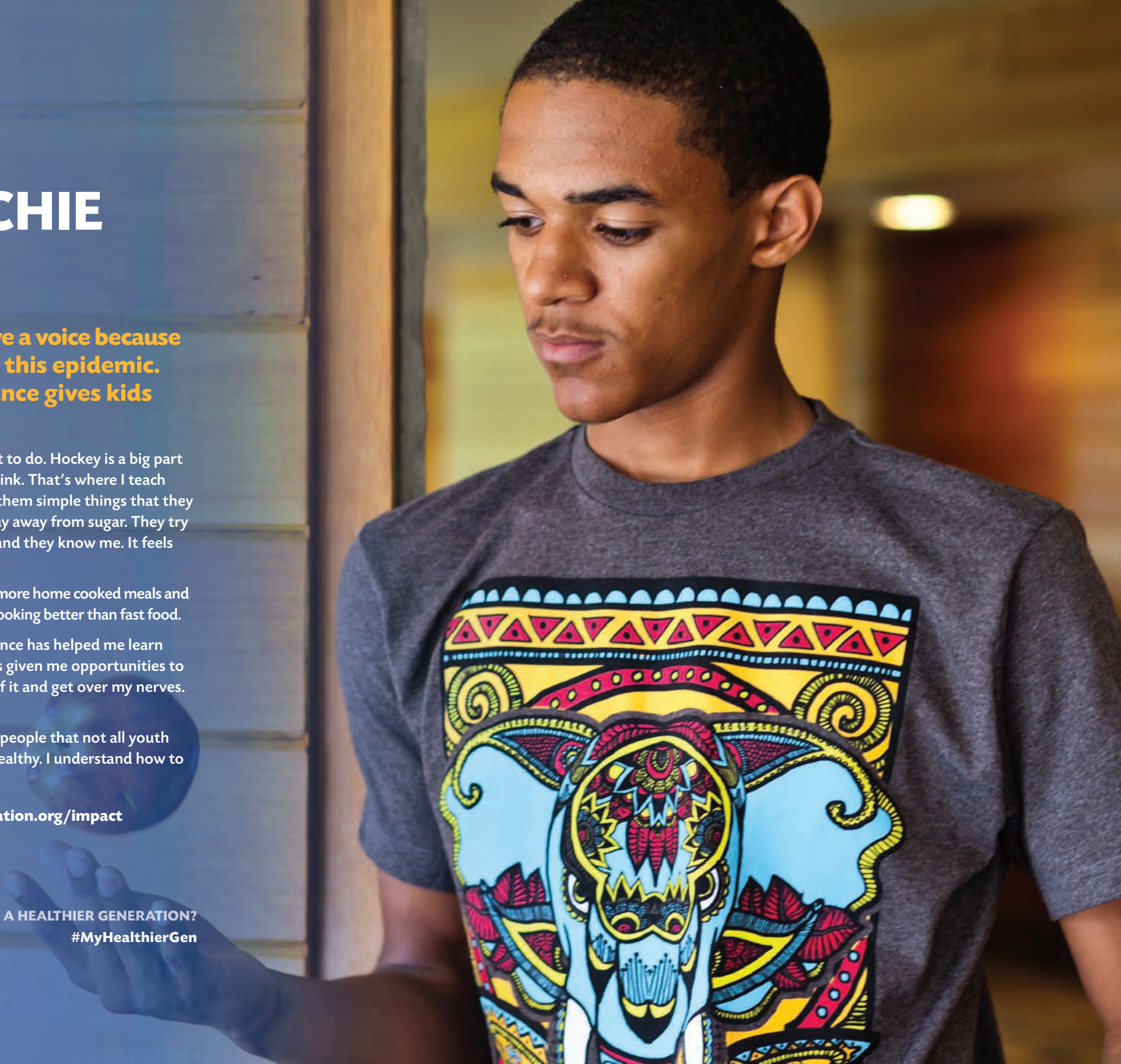
As a Youth Advisory Board Member, the Alliance has helped me learn the skills I need to give a good speech and has given me opportunities to speak in public. I'm starting to get the hang of it and get over my nerves. I feel more confident now.

Mostly, what I like about speaking is to show people that not all youth are going down a wrong path and eating unhealthy. I understand how to convince other people in our age group.

🎥 Watch Kaseir's story at HealthierGeneration.org/impact

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SCHOOLS

The Alliance for a Healthier Generation's Healthy Schools Program helps to create and sustain healthy school environments where students, especially those in greatest need, can flourish.

Healthy students learn better—studies show that they perform better on tests, get better grades, attend school more often and behave better in class. School participation in the Healthy Schools Program reached an all-time high last year as the Alliance has now helped 24,000 schools to increase quality physical activity, health education, and healthy eating for nearly 15 million students.

Growth in the Healthy Schools Program was largely due to its alignment with national partners, such as *Let's Move!* Active Schools, the Centers for Disease Control and Prevention (CDC), and the United States Department of Agriculture (USDA) to deliver a unified set of tools and evidence-based criteria to build and sustain a healthy school. Through the Healthy Schools Program, the Alliance continually seeks new and innovative ways to partner with and support the White House and federal agencies, as well as state and local entities, districts, schools and companies to bring about healthier campuses for students and staff.

The Alliance dedicated a great deal of its resources in FY 2014 to leading the way in support of schools' efforts to meet or exceed the federal school nutrition standards required by the Healthy, Hunger-Free Kids Act of 2010. The Act required schools around the country to implement updated nutrition standards at the start of the 2012-13 school year for meals served through the federally funded National School Lunch Program. The Alliance also led efforts to help schools prepare for the implementation of the USDA's Smart Snacks in School nutrition standards for the 2014-15 school year.

HEALTHY SCHOOLS PROGRAM IMPACT

24,000 schools

15 million students

5 military bases

267 nationally
recognized schools

Getting the new rules issued was just the first step. The Alliance's leadership in supporting successful implementation of the new standards included offering hundreds of user-friendly tools and real life success stories to help schools and companies promote healthy eating through meals and snacks in all corners of the school building. The most popular of the newly developed tools was the Alliance Product Calculator, promoted to all



schools in the country by the USDA as a helpful and accurate method for assisting with planning for healthy meals and snacks.

The Alliance analyzed schools in its Healthy Schools Program to learn more about their secret to school meal success. The findings: Schools that are thriving are using Alliance resources and technical support to not just implement the new guidelines and serve healthier foods, but to change their cafeteria culture to create an environment where good foods fit into their schools' wants and needs. In fact, schools participating in the Healthy Schools Program are exemplary in their efforts to serve healthy meals and 267 of them were honored at the Alliance for a Healthier Generation Healthy Schools Forum in Little Rock, Arkansas. President Clinton was among many important speakers who lauded the schools—100 percent of which had led the way in meeting or exceeding updated federal nutrition standards and serving healthy food to students.

The Healthy Schools Program also began to expand its successful model of systems change into new areas with high-need populations, including innovative work with the United States Department of Defense's Healthy Base Initiative. The Alliance was selected as the assessment partner to determine the current state of health at Department of Defense schools, and also as an implementation partner to introduce the Healthy Schools Program at 26 schools on five military bases.

This exciting expansion of the Alliance's work to critical populations of young people who are disproportionately affected by obesity also included further empowering Navajo Nation schools to use the Alliance's Healthy Schools Program Framework and tools to implement effective physical activity and nutrition policies and practices. The Alliance was so pleased with encouraging signs of improvement in FY 2014, it published a CEO blog and a white paper entitled, *Seeking Balance & Health in the Navajo Nation*. The report highlights three stories of hope from students and schools working to make sure that the next generation of Navajo children can live long and healthy lives.

ADRIENE HAYNES

Out-of-School Time Provider

The key for us—and for the Alliance—to changing behavior is allowing our children and parents to actually be able to apply what they learn. Being a part of that learning process is wonderful.

Every day, I go to work (with Concerned African Women, Inc.) to support the children and families in the communities around us that need us most. Over the years it's become clear that more of the families we serve have chronic health issues, such as diabetes, heart disease, and kidney disease. We knew we needed to do something to help. So we partnered with the Alliance and successfully followed their guidelines to create a healthier out-of-school time environment. We offer nutrition education for parents and students in a way that makes healthy eating as simple as possible. It's so important for children to learn alongside their parents.

Recently one mother had tears coming out of her eyes telling me how great our program was. Her 12-year-old daughter used to only want fried food and fried chicken was her favorite. Then by the end of our summer class she refused to eat anything fried. So much so that when they'd go grocery shopping, she'd say, "Mom, stay away from that outside aisle; that's where the unhealthy food is!" This kind of change happened in one summer!

🎥 Watch Adriene's story at HealthierGeneration.org/impact

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STORMIE HART

Juvenile Youth

All my life I grew up with self-esteem problems, but now I can look at myself and say you're going to do something big. And here I am (with the Alliance), doing something big!

I've gone through a whole lot. I've been in and out of foster care. My mom is really bad on drugs. She really didn't show that she wanted me. I built up a brick wall and I wouldn't let anyone in.

Being here (at the Arkansas Juvenile Assessment and Treatment Center) changed me. I actually learned here how the things we eat affect our bodies. Just eating the right things and watching what you eat...you don't want to eat sugars and junk food all the time because all that is going to do is build up and turn into fat. I didn't know any of these things until I got here.

At [the] Agriculture [Program], I learned about planting seeds. It's amazing! Not a lot of people know how to maintain plants. But here we learned a lot of skills of how to keep plants alive.

I like helping out people and if I could I would just grow everything and then give it to people... I can't stand that there are people out there suffering. That's just me: I'm caring like that.

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OUT-OF-SCHOOL SETTINGS & COMMUNITIES

More than 15 percent of American youth are involved in afterschool programs and millions are more engaged in summer camps and community organizations.

In order to positively impact these children, in FY 2014, the Alliance was the first in the field to announce an exciting national expansion of its work to increase access to healthier foods and physical activity in out-of-school time environments. The announcement built on the success of an Alliance pilot program to support out-of-school time providers in eight urban centers, made possible through funding from the Walmart Foundation and others.

Through an unprecedented partnership commitment from the Boys & Girls Clubs of America announced by President Clinton in January, as well as a similar commitment from the National Recreation and Park Association, the Alliance's work in out-of-school time settings will reach 5.5 million young people in more than 6,300 out-of-school time sites, including 4,000 Boys & Girls Clubs. By utilizing the Alliance's process, tools and resources, these community organizations are able to improve access to healthier foods, increase physical activity opportunities, and engage in positive youth development

OUT-OF-SCHOOL SETTINGS IMPACT

5.5 million young people

6,300 sites

4,000 Boys & Girls Clubs of America sites

2 juvenile justice pilot states

The Alliance started piloting its work in out-of-school time settings in 2011 as a natural expansion of its early success in the school environment. A similar innovative expansion occurred this year as the Alliance began to promote and teach healthy habits (diet and exercise) among youth living in juvenile justice communities in two states—California and Arkansas—with support from the Clinton Foundation. The majority of youth in these settings are low-income minorities who



are disproportionately impacted by poor health, including unhealthy dietary behaviors and inadequate physical activity. The pilot presents a unique opportunity for the Alliance to create a more supportive, healthy environment for young people staying in juvenile justice centers and to teach them positive lessons about nutrition and fitness that they can take back to their families and communities.

With the continued support of Walmart and so many others, the Alliance will ensure that thousands of providers and communities have the tools needed to create healthy settings for young people.

“We believe by creating healthier environments that surround a child, we can reduce the prevalence of childhood obesity. Outside of the school day, millions of young people across the country spend the majority of their time in these structured programs.”

— PRESIDENT CLINTON

JOHN E. MOORE, MD, FAAP

General Outpatient Pediatrician

Our biggest goal is education. Together we're tackling the knowledge gap with families, one child at a time.

Years ago, a brother and sister came in for a check-up and each had gained about five pounds. The next checkup, they had gained another five.... then another. Once they hit their early teens, their grades were slipping, and they complained of being teased. Their mother was morbidly obese. I could see it before my eyes: I knew what path they were on.

I was motivated to help these siblings and so many of my other patients who were steadily getting heavier, and as a result, suffering from asthma, joint pain, and developing high cholesterol. But I didn't know how. I didn't have the tools to help.

So I reached out to the Alliance. And now I do.

Being a part of the Healthier Generation Benefit has helped so many of my patients, as well as my professional journey as a pediatrician. The staff of the Alliance has so much passion. That translates into more resources for me to do preventative care, to train my staff, and to educate my patients and their parents.

🕒 Watch Dr. Moore's story at HealthierGeneration.org/impact

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CHRIS VIEHBACHER

Sanofi Chief Executive Officer

Working closely with the Alliance offers us an opportunity to learn more about patient and community needs—including those of our people and their families—while reducing the economic burdens of chronic disease.

Earlier in my career, I started investing my own time and energy into tackling the obesity epidemic in my community. I stuck with it because I started seeing results. At Sanofi, I had the opportunity to invest company resources towards this critical effort and was committed to the opportunity to partner with the Alliance.

Our partnership with the Alliance is built on trust and collaboration. It also means that some of our employees are given the chance, like I had years ago, to engage in the communities around them by volunteering in and supporting the 90 New Jersey schools that are now a part of the Alliance's Healthy Schools Program.

Most importantly, we internalize the work of the Alliance and more than 13,000 children of our Sanofi US employees have access to the Alliance's Healthier Generation Benefit, providing their families with critical preventative services that will help instill life-long healthy habits.

We all must do what we can to change behaviors and reverse the trends of this epidemic and other chronic diseases—Sanofi has made this our top priority.

▶ Learn more about our work with industry at HealthierGeneration.org/industry

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INDUSTRY & HEALTHCARE

The Alliance's cornerstone strategy of engaging industry groups through voluntary agreements to fight obesity continued to have a profound impact on the health of America's children.

In FY 2014, the Alliance extended this work to the restaurant sector by brokering a commitment for global change from the world's largest restaurant chain. Announced by President Clinton at the 2013 Clinton Global Initiative Annual Meeting in New York City, McDonald's committed to increase customers' access to fruit and vegetables and help families and children make informed choices in keeping with balanced lifestyles in the United States and 19 other countries that comprise the restaurant chain's largest markets. The President was joined onstage with McDonald's CEO and President Donald Thompson and Dr. Howell Wechsler (pictured right).

Specifically, McDonald's committed to: provide customers a choice of a side salad, fruit or vegetable as a substitute for French fries in Value Meals; promote and market only water, milk, and juice as the beverage in Happy Meals for kids; utilize Happy Meal and other packaging innovations and designs to generate excitement for fruit, vegetable, low/reduced-fat dairy, and water options for kids; dedicate Happy Meal box or bag panels to communicate a fun nutrition or children's well-

being message; and ensure 100 percent of all advertising directed to children will include a fun nutrition or children's well-being message. McDonald's also selected a credible third-party evaluator, KeyBridge, to verify progress on the commitment in a clear and transparent manner.

In FY 2014, the Alliance built upon its success in strategically working with industry to ensure that schools and communities have greater access to healthier food options at affordable prices. The Alliance worked with 14 food companies and group purchasing organizations to expand industry school agreements already in place with the Alliance to



the out-of-school time environment; and it added General Mills as a partner to all existing agreements. As a result of the Alliance's work with industry, providers in both settings are choosing healthier food and beverage purchases for kids (instead of unhealthy options), and achieving real savings along the way.

In the healthcare sector, the Alliance continued to grow its work with both the American Academy of Pediatrics and the Academy of Nutrition and Dietetics to educate healthcare professionals about resources and best practices for coordinated care to prevent and treat childhood obesity. By working together through the Alliance's Healthier Generation Benefit, doctors and registered dietitians help children and their families adopt healthier lifestyle habits to improve their health and weight. In FY 2014, the Benefit included more than 20 companies working with 56,000 providers offering the health services benefit to more than 2.8 million kids.

The Alliance furthered its work to address barriers to the effective provision of preventive health services to children by releasing, in partnership with the Bipartisan Policy Center (BPC) and the American College of Sports Medicine (ACSM), a white paper entitled, *Teaching Nutrition and Physical Activity in Medical School: Training Doctors for Prevention-Oriented Care*. Representatives from these groups joined the Alliance to speak about the findings and recommendations at an Institute of Medicine Roundtable on Obesity Solutions in Washington, DC. The paper points to a skills and knowledge gap among medical professionals that must be addressed to reverse the nation's obesity epidemic.



INDUSTRY IMPACT

20 top global McDonald's markets

14 food companies and GPOs in out-of-school time

HEALTHCARE IMPACT

56,000 providers

20 companies

2.8 million kids

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MARYBELLE DOE

Mother

My son (Bobby Sena) had the passion and the drive. What he needed were the skills, a network, and encouragement. That's where the Alliance came in.

The Alliance has given so much to my son, to me as a mom and to us as a family. As a Youth Advisory Board member, Bobby was given the skills and support to run an afterschool fitness club, start a school garden, and the inspiration to encourage his teachers to make healthy eating a part of their lesson plans. He's received grants to build community gardens for homeless shelters. He's met with Florida's Governor and First Lady Michelle Obama.

As a mom, I've been given the chance to watch my son's confidence grow and his character strengthened. He is so driven that he's now set his sights on being President!

And at home, Bobby keeps the health of our family together. I've long struggled with my health and weight. He's given me the motivation I've needed to be healthier. Even on his first day of school this year, rather than focusing on himself, he said, "Mom, it's time to go on our walk. No excuses." So we did! And my heart burst with pride.

🎧 Read more inspiring stories at HealthierGeneration.org/stories

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ANNA-MARIE JENSEN

Supporter

Being a part of Team Healthier Generation gives me a way to help—so that no one else has to go through what I did as a kid.

I was the fat kid in school. The only one. I was tormented and the middle school years were the hardest. Even when I wanted to do sports, I was told, “let’s face it, you’re not an athlete, you’re not a runner.”

Well now I am. I am a runner, and I surprise the heck out of myself. My husband and I run marathons, our daughter runs in races too. At first, running was about burning calories but now it’s so much more. It’s about making a difference for someone else. It feels good to be a part of Team Healthier Generation: to do the work, get people to back me, and earn my way into a race.

I know a lot of parents who want to make healthier choices for their families but it is hard and confusing. The truth is, if I were growing up now, I wouldn’t be the only fat kid. I would have plenty of company! The Alliance is working to change that through education and support, and I’m glad to be on their team.

🔗 Join Team Healthier Generation at teamhealthiergeneration.org

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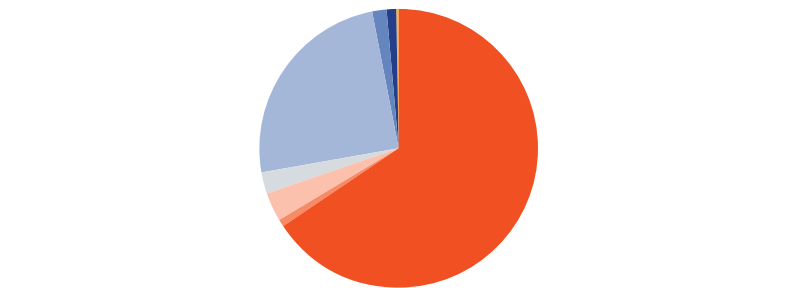


FINANCIALS

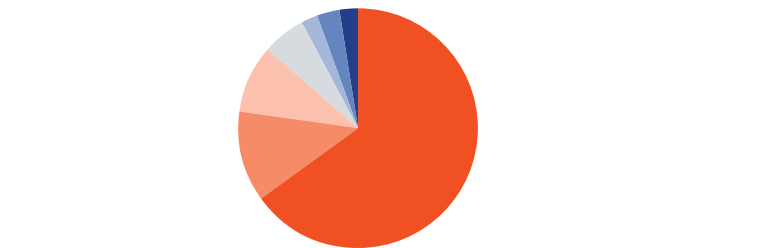
The goal of the Alliance for a Healthier Generation is to reduce the prevalence of childhood obesity and to empower kids nationwide to develop lifelong, healthy habits.

Research shows a strong link between a young person’s practice of healthy habits, including a good diet and regular physical activity, and an improvement in their overall life outcomes.

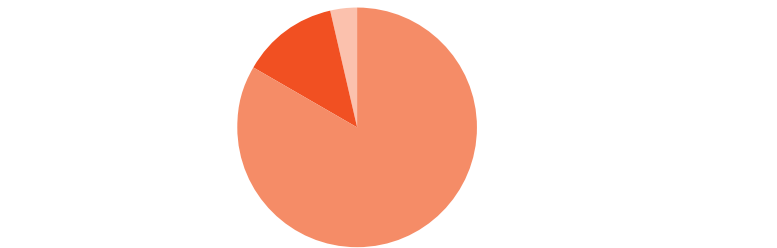
The Alliance works with schools, companies, community organizations, healthcare professionals and families to build healthier environments for millions of children. This report displays the financial activities of the Alliance during the fiscal year ending in June 30, 2014.



REVENUE		FY 2014
Grants		10,726,206
Government grants		114,296
Contributions		541,414
Grants from related parties		443,071
Contributions from related parties		4,000,000
Consulting fees		277,394
In-kind contributions		210,390
Interest and other income		8,447
TOTALS		16,321,218



EXPENSES		FY 2014
Salaries and fringe		10,563,652
Travel and meetings		1,971,566
Professional services		1,503,056
Office and other expenses		936,540
Technology		393,184
Depreciation		464,989
Grant awards and stipends		395,799
TOTALS		16,228,786



EXPENSE BREAKDOWN		FY 2014
Total Program expenses		13,562,207
Total Administrative expenses		2,088,428
Total Fundraising expenses		578,151
TOTALS		16,228,786

FUNDERS

Grants and Contributions

\$1,000,000 AND OVER

American Heart Association
Clinton Foundation
JPB Foundation
Kaiser Permanente National
Community Benefit Fund at the
East Bay Community Foundation
Michael and Susan Dell
Foundation*
Robert Wood Johnson
Foundation
Walmart Foundation

\$500,000 TO \$999,999

Desert Health Care Foundation
Health Foundation of
South Florida
NIKE, Inc.
sanofi-aventis US, LLC

\$100,000 TO \$499,999

Brita
Broward Regional Health
Planning Council, Inc.
Cellular One**

Department of Defense Healthy
Base Initiative
Dream Fund at UCLA*
Health Care Foundation of Greater
Kansas City*
Helios Education Foundation*
Jawbone
Juvenile Justice**
Mt. Sinai Health Care Foundation
Saint Luke's Foundation
School Board of Miami-Dade County,
Florida
The California Endowment

\$25,000 TO \$99,999

24 Hour Fitness USA, Inc.
Missouri Foundation for Health
Steele Foundation*
The Clorox Company
United Way Cleveland
Wasserman Foundation

* Assigned by the American Heart Association

** Assigned by the Clinton Foundation

Note: Total gift may cover multiple years

NEXT UP!

Below are notable developments that occurred after June 2014 that will be highlighted in next year's annual impact report:



◀ In September 2014, Alliance for a Healthier Generation and America's beverage companies announced a landmark CGI commitment to reduce beverage calories consumed across the nation by 20 percent.

More than 250 school, corporate and community leaders honored at the Alliance for a Healthier Generation 2014 Leaders Summit. ▶



◀ As of November 2014, more than 26,000 schools are participating in the Alliance's Healthy Schools Program.

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