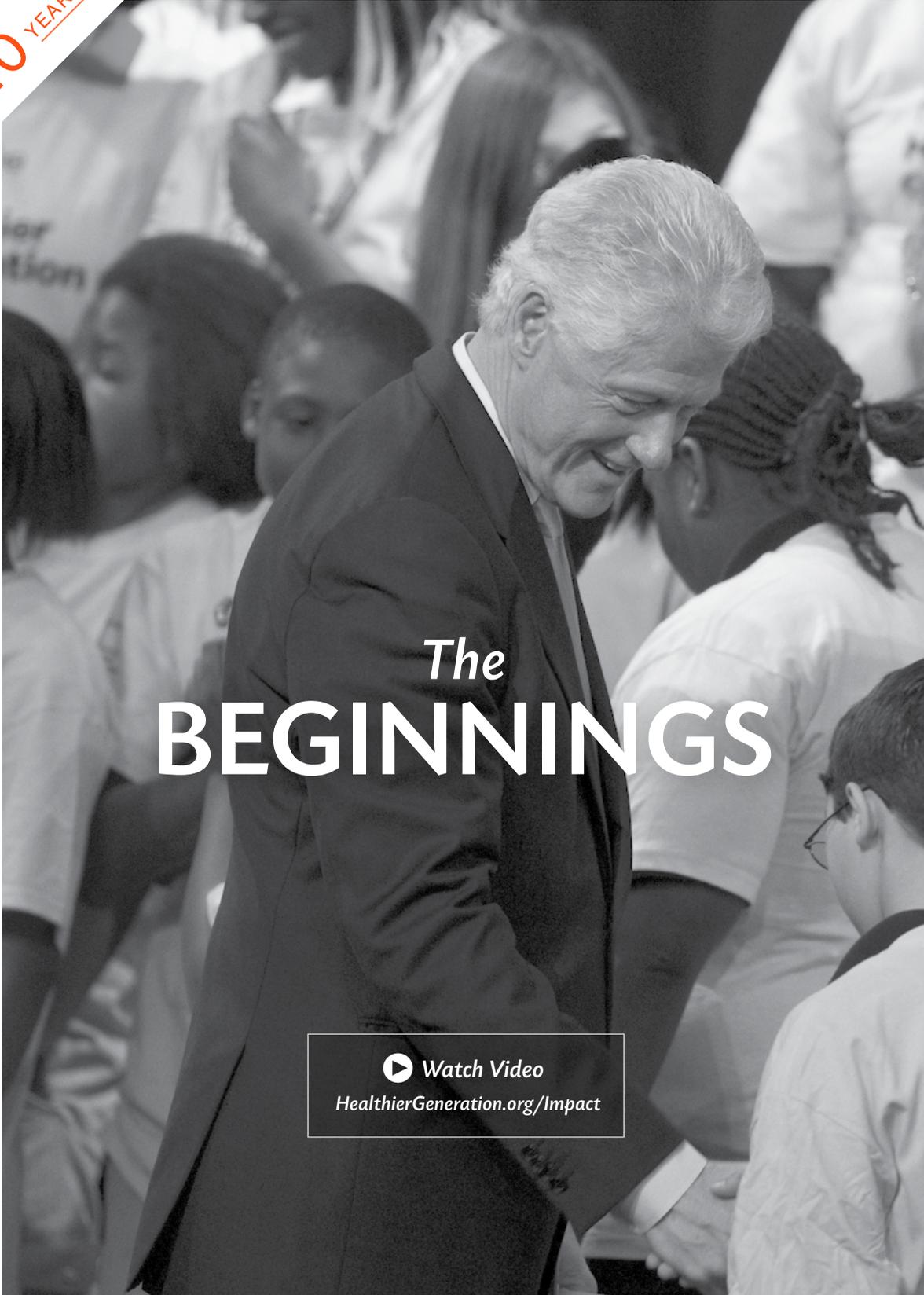




A LOT CAN HAPPEN IN 10 YEARS



10 YEARS!



The
BEGINNINGS



Watch Video

HealthierGeneration.org/Impact



2004
President Clinton
undergoes
emergency heart
bypass surgery

Change starts with a single step. A mom and her son head out the door on a busy morning and decide to walk, rather than drive, to school together—*because they took the first step*. A pediatrician, frustrated by the number of his young patients suffering from obesity-related illnesses, reaches out for the tools he needs to better treat them—*and in time, he provides the high-quality preventive care they need*. The CEO of a food manufacturing company is the first to reformulate better-tasting, lower-calorie products for schools—*and as a result, she's setting the pace for her competition*. The principal who knows that offering sugary drinks prevents his students from staying focused and ready to learn, so he replaces them with water dispensers—*and soon his students are better hydrated and better behaved*.

2005
The American Heart
Association and the
Clinton Foundation
partner to create
the Alliance

Our journey began with a bold step taken by a former president with a vision for the health of our nation. After his heart surgery in 2004, President Clinton decided to do something to help children live healthier lives. In the American Heart Association, he found a partner that shared his vision for the next generation to have a healthier relationship with food and fitness, as well as a mutual approach of bringing everyone to the table—schools, companies, communities, healthcare professionals and families—to empower children to develop lifelong healthy habits.

The result of that partnership, the Alliance for a Healthier Generation, is celebrating 10 years of creating healthier environments for more than 20 million children. Across the country, we've changed how kids eat, and we are changing how they move.

What started with a step is now a nationwide movement.



DEAR FRIENDS,

In 2015, the Alliance made a tremendous impact as it celebrated 10 years of fighting to reduce child obesity and create a generation of healthy, thriving kids.

You know what? *A lot can happen in 10 years.* We stopped a generation-long rise in child obesity rates. And we saw population-level improvements in child nutrition, including significant reductions in the intake of calories and sugar-sweetened beverages. Each year, the Alliance made meaningful strides towards success:

- The Alliance is largely credited as a trail-blazing force behind **new and improved Federal school meal and Smart Snacks in School standards.**
- **We reduced beverage calories shipped to America's schools** by 90 percent through an agreement with beverage industry giants.
- **We became the nation's largest, in-school child obesity prevention initiative**—today serving over 17 million children in over 29,000 schools. We actively invoke schools, communities, companies and families to create healthier environments where kids learn more and flourish.
- **We created unprecedented changes in the food industry**—including engaging McDonald's in the transformation of its Happy Meals to include healthier options and remove soda from its menu boards that target kids.
- **And we expanded access to preventive healthcare** on issues related to nutrition and weight management for 2.8 million kids through 56,000 doctors' offices.

To counter the good news of more kids having access to healthier food and beverages, this country hasn't seen similar improvement in population-level data related to youth physical activity levels. That's why, for our 10-year anniversary, the Alliance set out to change how kids move. In 2015, we launched our biggest marketing campaign to date, Commit2Ten,

asking everyone—from celebrities to school leaders to governors—to commit to adding 10 more minutes of physical activity to their daily routines.

We experienced another year of growth and progress in the reach, equity and impact measures of the Alliance's work, especially on behalf of kids in need.

Together, we will continue to grow, helping more children than ever before, particularly those who need it the most.

When history chronicles 2015 at the Alliance, what will be recorded?

- The 2014 Leaders Summit was a spectacular event recognizing 250 schools and community and corporate leaders, as well as the most-ever National Healthy Schools Gold Award winners in a single year.
- The release of a seminal research study published in the U.S. Centers for Disease Control and Prevention's journal *Preventing Chronic Disease*, which found that meaningful participation in the Alliance's Healthy Schools Program is linked to reductions in the prevalence of overweight and obesity among students in high-need schools. Additional evaluation studies of our food and beverage industry work and early work to create healthy juvenile justice facilities also proved that our systems-based approach to change is working.
- Another unprecedented announcement with the beverage industry where industry CEOs put competition aside to promote lower-calorie beverage options to all Americans. This wholesale business change is making it easier for children to reduce their intake of liquid calories, a strategy that is recognized as one of the most effective in reducing child obesity over the past decade.
- And let's not forget tremendous growth in all Alliance programs. In and out of schools, in healthcare, communities and corporate America, we made a huge difference in improving environments where our kids live, learn and play. In fact, we led the way and entered new areas—like early childcare—in partnership with others, so that we can have the greatest impact on the health of future generations.

You have made our past 10 years a success. Please join me in committing to 10 more years of progress. We are headed in the right direction; let's continue moving forward to create the healthiest generation.

Howell Wechsler

Howell Wechsler, EdD MPH
Chief Executive Officer
Alliance for a Healthier Generation



Watch Video

HealthierGeneration.org/Impact

10 YEARS!

Investing in Children
**STARTS AT
SCHOOL**

 [Watch Video](#)

HealthierGeneration.org/Impact



2006

The Alliance's Healthy Schools Program launches with the support of the Robert Wood Johnson Foundation

Our schools are our children's **lifeline** where they learn the healthy habits they'll need not just for success in school—but for a **lifetime**.

The Robert Wood Johnson Foundation understands that by changing health outcomes you can change life outcomes. In 2006, with their support, we launched our Healthy Schools Program to help schools win the fight against childhood obesity. This evidence-based initiative has supported tens of thousands of schools in building healthier environments, impacting the lives of millions of children. Across the country, school gardens, nutritious snacks and water dispensers have transformed unhealthy food and beverage options in cafeterias; teachers now have tools to incorporate health lessons into their curriculum; students have the opportunity to be active throughout the day; and wellness programs are turning school staff into role models for our kids.

2007

The Robert Wood Johnson Foundation gives \$20 million to expand the Healthy Schools Program

This initial investment by the Robert Wood Johnson Foundation has grown to include our other key partners and supporters and it has paid off: A peer-reviewed study by the University of California, Berkeley found that our Healthy Schools Program is delivering on our mission to reduce the prevalence of childhood obesity. By doubling down on an investment in healthy schools, our funders and partners have given millions of children a better chance to succeed in all areas of their life. Healthy students have better attendance, higher test scores and behave better in class.

Our Healthy Schools Program is proof positive that commitment and a collaborative approach is a winning combination.

And we've only just begun.

SCHOOLS

The Alliance's Healthy Schools Program is the nation's largest, evidence-based child obesity prevention initiative, helping schools create and sustain healthy environments.

When kids are healthy, research shows that they perform better on tests, get better grades, attend school more often and behave better in class. Beyond that, healthy schools teach kids how to develop lifelong healthy habits that extend far beyond the classroom. Schools are seeing these benefits firsthand and today, the Alliance's Healthy Schools Program is the nation's largest, evidence-based child obesity prevention initiative, helping more than 29,000 schools create healthier environments for 17 million students nationwide. That's a long way from the Program's humble beginnings in 2006. Then, with generous support from the Robert Wood Johnson Foundation, the Healthy Schools Program launched in 13 states and 231 schools and, after its first year, just 25 schools were recognized for their success.

Fast forward to today, the Alliance was proud to recognize 250 schools at the 2014 Leaders Summit. These

schools offer healthy eating and physical activity programs and policies that meet or exceed stringent standards set by the Healthy Schools Program. A record-breaking six schools earned the Alliance's highest distinction—the National Healthy Schools Gold Award. The tremendous growth in the number of schools both enrolled in and recognized by the Program was supported by Desert Healthcare Foundation, Health Foundation of South Florida, The JPB Foundation, Kaiser Permanente National Community Benefit Fund at the East Bay Community Foundation, Mt. Sinai Health Care Foundation, PKF Consulting USA, the Robert Wood Johnson Foundation, Saint Luke's Foundation, Sanofi, and United Way of Greater Cleveland.

The alignment of the Program's school health criteria and the criteria of national partners further encouraged more schools than ever to enroll in 2015. In September, the Alliance replaced its Healthy Schools Program



“Providing nutritious food and regular physical activity at school will help all kids grow up with healthy habits that last a lifetime.”

— Risa Lavizzo-Mourey, MD,
President and CEO of the Robert
Wood Johnson Foundation

Inventory with an updated version of the U.S. Centers for Disease Control and Prevention’s School Health Index. Offering this unified assessment tool makes it easier for schools to implement policies and practices that help students stay healthy and ready to learn. Given the similar goals of the Alliance, the U.S. Department of Agriculture and *Let’s Move!* Active Schools to reverse child obesity trends, these partner organizations teamed up to streamline the recognition process for schools, enabling more healthy schools to be lauded for their efforts.

The Healthy Schools Program has aligned more than its assessment tools and recognition processes with national partners. The Product Calculator, one of the Program’s most popular tools, was verified by the USDA to ensure the foods served throughout the school day meet Smart Snacks in School standards, which went into effect in 2014. The Product Calculator and Product Navigator have been integral in helping schools comply with the new standards, which affect the nutritional quality of foods served outside of the school meal program in à la carte lines, in school stores and during in-school fundraisers. In December, the Alliance released its

HEALTHY SCHOOLS PROGRAM IMPACT



29,000
schools



17 million
students



250 award-
winning
schools

Model Wellness Policy, a template for schools and districts to get a jumpstart on updating the policies that govern the availability of healthy options in schools in advance of new guidelines expected to be issued by the USDA next year.

In May, a peer-reviewed study confirmed that the Alliance’s Healthy Schools Program is delivering on its mission to reduce child obesity. In the U.S. Centers for Disease Control and Prevention’s journal *Preventing Chronic Disease*, researchers from the University of California, Berkeley concluded that the Healthy Schools Program is “an effective model for addressing childhood obesity among engaged schools,” and that meaningful participation in the Program is linked to reductions in the prevalence of overweight and obesity among students in high-need schools.

The findings of this study reinforce the critical role that the Alliance’s Healthy Schools Program can play in making healthy schools the norm—and not the exception—in America.

10 YEARS!

Time Out of School = Time for

HEALTHY HABITS



Watch Video

HealthierGeneration.org/Impact

Brrriiiiiinnnnnnng... Brrriiiiiinnng... Brrriiiiiinnng..!

Years ago, the familiar sound of the afternoon school bell signaled it was time to go home. But today, for millions of kids, that bell means it's time to head to one of many afterschool programs held at a community center, church, library or even at school.

This generation is growing up with parents who work long hours, sometimes including evenings and weekends. Out-of-school time programs are the glue that allow working families to function, while enhancing the development of children with tutoring, sports, nutrition, mentoring, friendships and a much-needed support system. And not just during the school year, but during summer and holidays, when working parents need that help the most.

Today, about one out of every three children in the United States is overweight or obese. Faced with this staggering reality, we knew to truly fight this epidemic we have to address those critical hours outside of school.

That meant launching the Healthy Out-of-School Time Initiative to share our evidence-based knowledge and give support to hardworking providers who strive to create healthier conditions for the young people they serve. What started as a pilot project in 2011 has transformed into a national initiative thanks to support from the Walmart Foundation and others, with the potential to reach 5.5 million young people through our partnerships with the Boys & Girls Club of America, the National Recreation and Park Association and many others.

So today, when that school bell rings, thousands of kids enjoy eating healthier snacks, taking cooking and nutrition classes, being more active and becoming better prepared for their healthy lives ahead.

2011

The Alliance launches the Healthy Out-of-School Time Initiative in four communities

2014

The Alliance forms national partnerships with the Boys & Girls Clubs of America and the National Recreation and Park Association

OUT-OF-SCHOOL TIME SETTINGS AND COMMUNITIES

Out-of-school time providers play an essential role in empowering youth to make healthy choices and become health advocates.

Out-of-school time sites are critically important places to reinforce the healthy messages that children receive in schools. Around the country, 18 percent of kids are involved in afterschool programs and millions more are engaged in summer camps, community centers and faith-based organizations. The Alliance's work in out-of-school time settings reaches important populations of high-need and minority youth who are at increased risk for childhood obesity and other serious diseases. Almost 90 percent of children who attend sites enrolled in the Alliance's Healthy Out-of-School Time Initiative are high need, and nearly 70 percent are Hispanic or African American.

As a result of landmark partnerships with the Boys & Girls Clubs of America, announced by President Clinton last year, and the National Recreation and Park Association, the Healthy Out-of-School Time initiative has expanded rapidly over the past year. The Initiative,

thanks to support from the Walmart Foundation and others, is providing out-of-school time staff with a science-based framework that helps them create environments where children can eat better and move more. Within the next several years, the Healthy Out-of-School Time Initiative will have the opportunity to reach more than 5.5 million young people in more than 6,300 sites, including 4,000 Boys & Girls Clubs and 2,000 National Recreation and Park Association agencies.

Evaluators found encouraging results in a 2014 study examining the impact of a nutrition education curriculum on youth participating in Healthy Out-of-School Time enrolled sites. Both consumption of and preference for vegetables showed greater improvement among children who participated in the curriculum than among children who did not. Participating children also perceived more parent encouragement to help buy and serve vegetables, and greater improvement in consuming unsweetened cereal.



“The kids in juvenile facilities deserve every tool, every option, and every opportunity to make healthier choices every day of their lives.”

— Chelsea Clinton, Vice Chair,
Clinton Foundation

In recognition of the outstanding programs that have created healthier environments for kids outside of school, the Alliance awarded its first Healthy Out-of-School Time Hero Award at its 2014 Leaders Summit to the Wilson Park Unit of the Boys & Girls Clubs of Philadelphia. The site was recognized for improving the healthfulness of its food offerings—including during celebrations—and introducing a variety of new ways for kids to increase physical activity.

It's not just community leaders who are reinforcing healthy habits for kids during out-of-school time by working with the Alliance. Last fall, the Alliance, the National AfterSchool Association and Nickelodeon joined forces with Penguin Young Readers to distribute 60,000 free copies of a special edition Peter Rabbit book, *On Your Mark, Get Set, Hop!* to more than 300 out-of-school time providers across the United States. The books were part of a unique health and wellness initiative, *Peter Rabbit Hop to Health*, accompanied by posters and placemats, which contained messages empowering children and their families to develop healthy habits for life.

OUR COMMITMENT TO HEALTHY OUT-OF- SCHOOL TIME

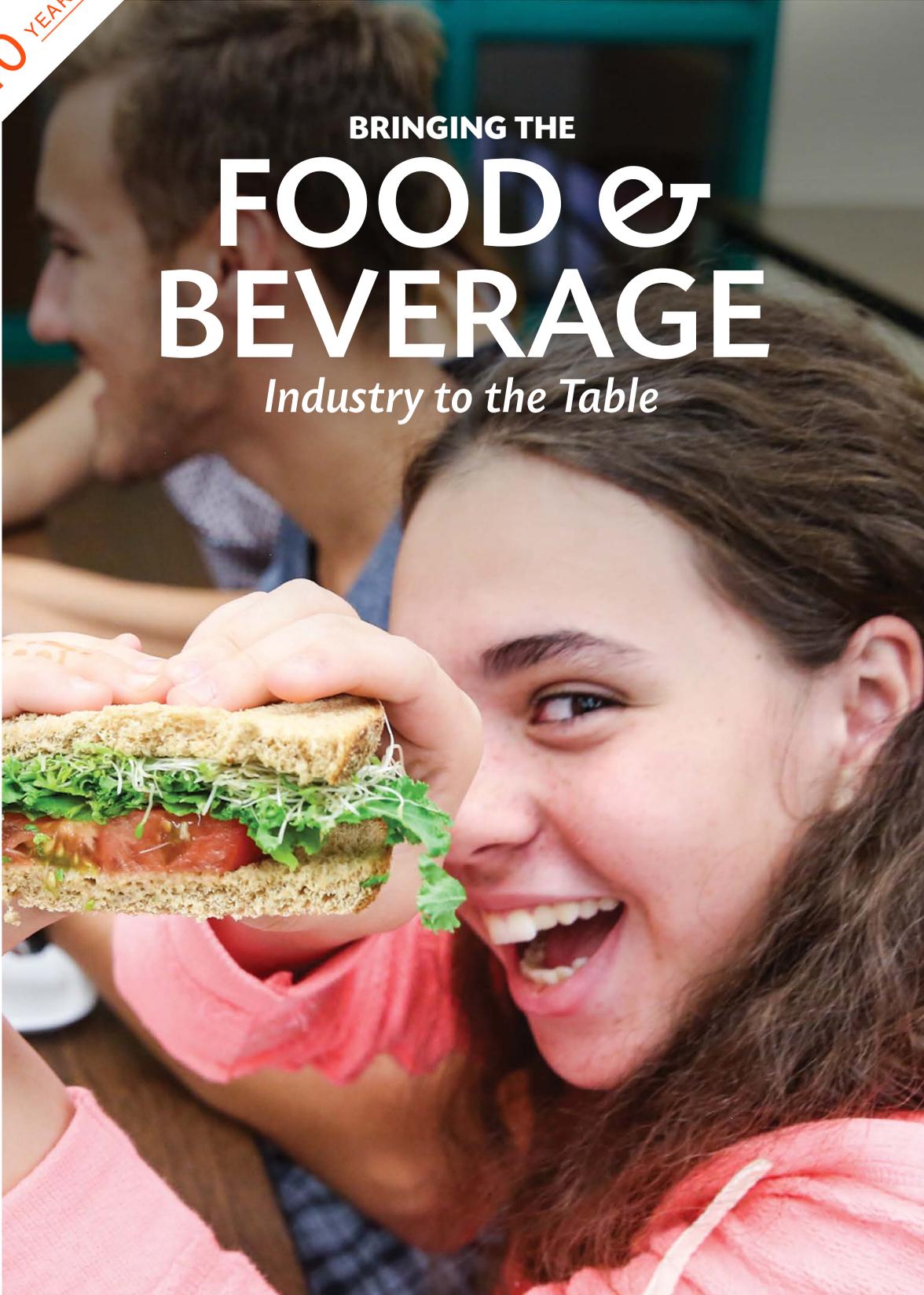


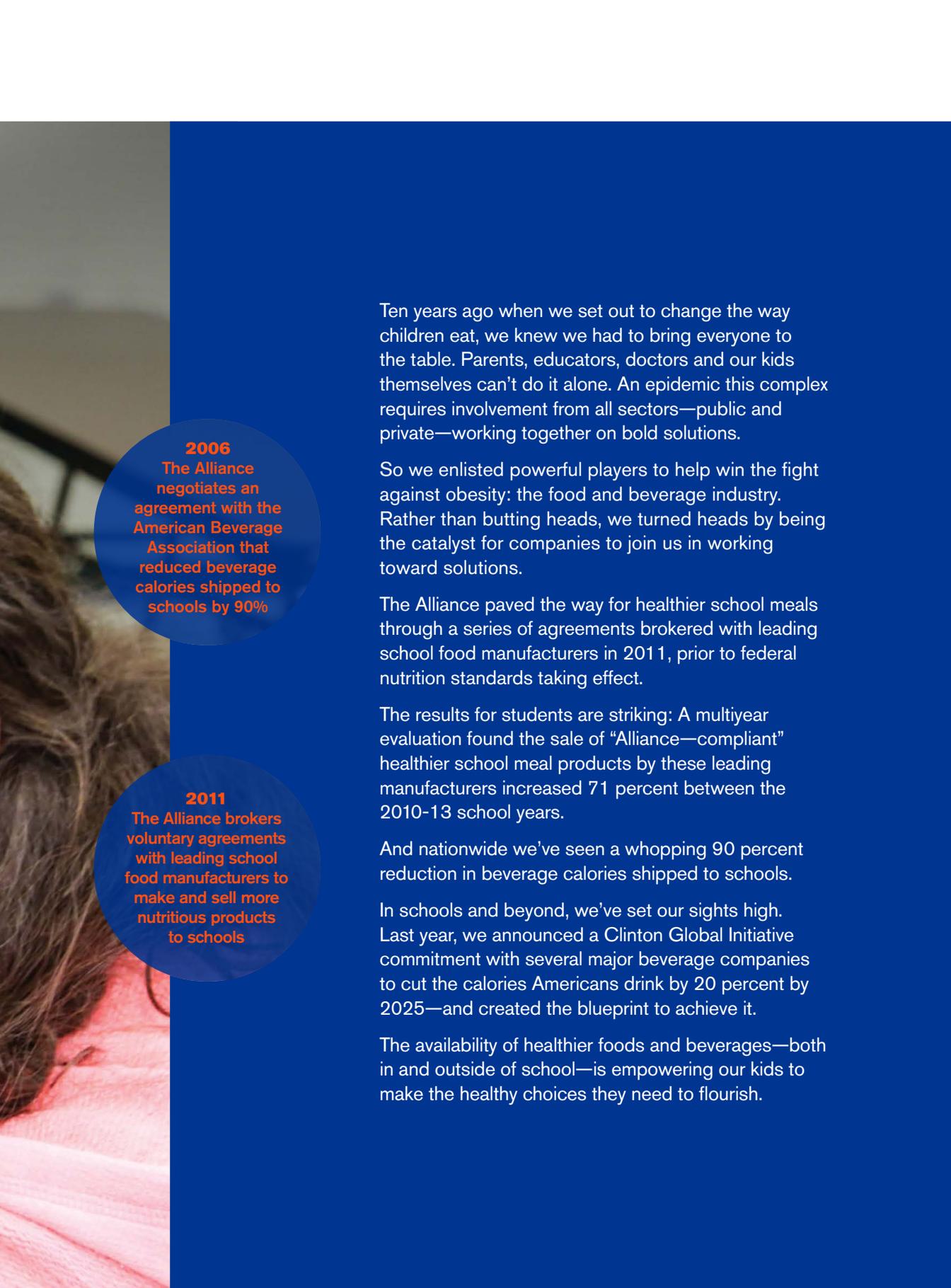
Through national partnerships with the Boys & Girls Clubs of America and the National Recreation and Park Association, we are ensuring 5.5 million young people, through 6,300 out-of-school time providers, will have access to healthier foods and increased opportunities for physical activity outside of the school day.

The expansion of the Alliance's successful work with out-of-school time sites continued to target youth living in juvenile justice communities in 2015. On any given day, more than 60,000 young people are detained or committed within more than 2,000 juvenile residential centers across the United States. The Healthy Juvenile Justice pilot project, which launched in early 2014 with support from the Clinton Foundation, applies the Alliance's framework for schools and out-of-school time settings to a juvenile justice audience. Over the past year, enrolled facilities in Arkansas and California have proven that the model to support healthier juvenile justice facilities is effective. All nine participating facilities now have wellness policies to sustain healthy eating and physical activity practices at both the facility and state level.

10 YEARS!

BRINGING THE
**FOOD &
BEVERAGE**
Industry to the Table





2006

The Alliance negotiates an agreement with the American Beverage Association that reduced beverage calories shipped to schools by 90%

Ten years ago when we set out to change the way children eat, we knew we had to bring everyone to the table. Parents, educators, doctors and our kids themselves can't do it alone. An epidemic this complex requires involvement from all sectors—public and private—working together on bold solutions.

So we enlisted powerful players to help win the fight against obesity: the food and beverage industry. Rather than butting heads, we turned heads by being the catalyst for companies to join us in working toward solutions.

The Alliance paved the way for healthier school meals through a series of agreements brokered with leading school food manufacturers in 2011, prior to federal nutrition standards taking effect.

The results for students are striking: A multiyear evaluation found the sale of "Alliance—compliant" healthier school meal products by these leading manufacturers increased 71 percent between the 2010-13 school years.

And nationwide we've seen a whopping 90 percent reduction in beverage calories shipped to schools.

In schools and beyond, we've set our sights high. Last year, we announced a Clinton Global Initiative commitment with several major beverage companies to cut the calories Americans drink by 20 percent by 2025—and created the blueprint to achieve it.

The availability of healthier foods and beverages—both in and outside of school—is empowering our kids to make the healthy choices they need to flourish.

2011

The Alliance brokers voluntary agreements with leading school food manufacturers to make and sell more nutritious products to schools



6,300

Out-of-school time sites will provide kids the opportunity to eat healthier and move more

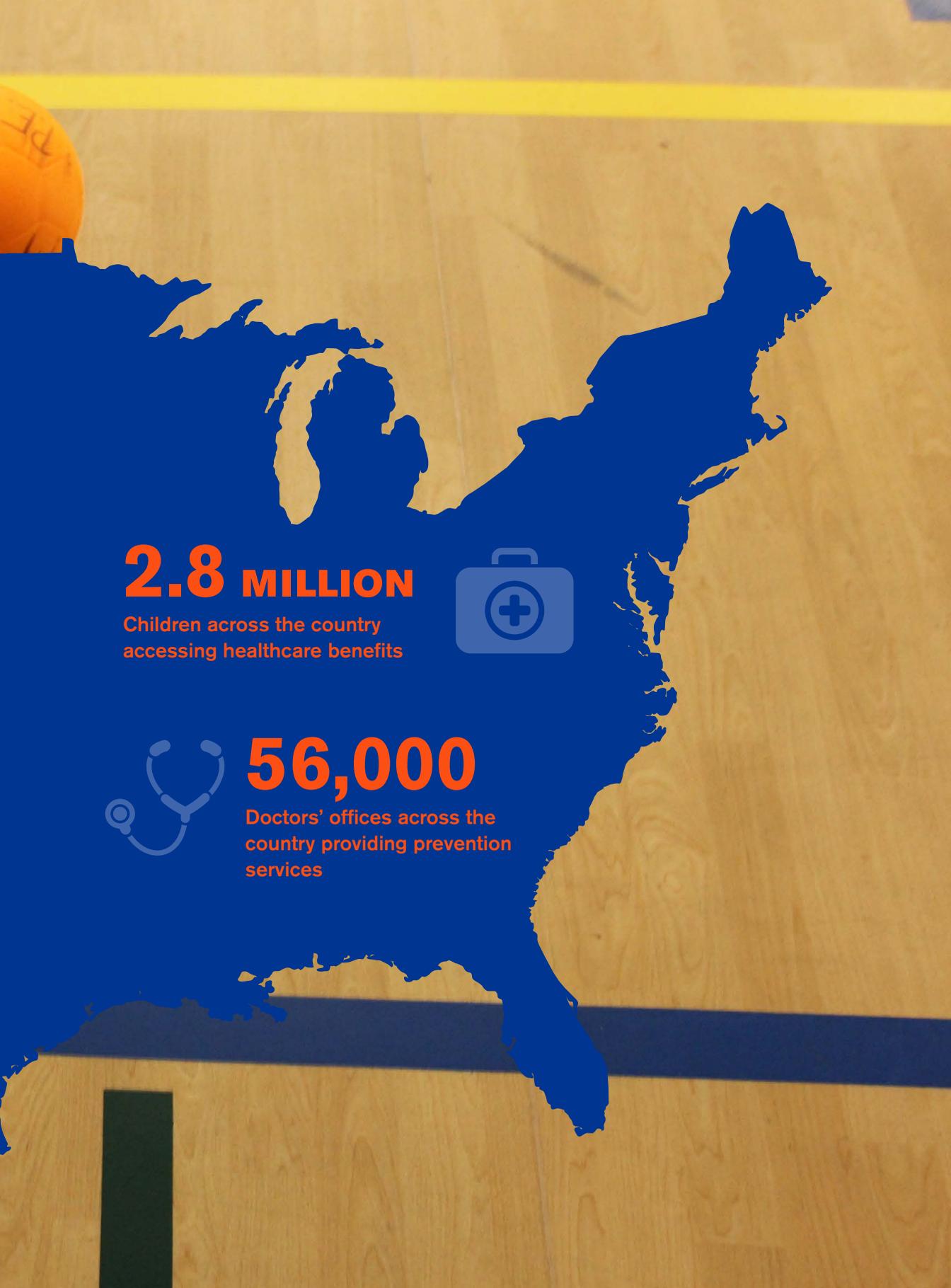
29,000

Schools in all 50 states creating healthier environments



120

Companies selling healthier options across the country



2.8 MILLION

Children across the country
accessing healthcare benefits



56,000

Doctors' offices across the
country providing prevention
services

INDUSTRY AND HEALTHCARE

Through groundbreaking agreements with the food and beverage and healthcare industries, the Alliance has made it easier for children across the country to make healthy choices where they live, learn and play.

The Alliance's goal has always been to create systemic change. It aims to do this by bringing about changes that are not isolated to one home, community, school or industry, but that build upon one another and create a system, a nation, that makes the healthy choice the easy choice. The Alliance's work to engage with companies in diverse industries has done just that—it has systemically improved children's access to healthier options across the country.

Since 2013, the Alliance has been working with McDonald's Corporation to deliver on a global commitment to increase customers' access to fruits and vegetables and help families and children make informed choices in keeping with balanced lifestyles. In June, Keybridge, an independent evaluator, released the first annual report on McDonald's progress, which showed that the company is delivering on its commitments—and then some. The evaluation showed an eight percentage

point decrease in soda selected with a Happy Meal, an increase in healthier options being offered in restaurants, and 21 million more low-fat and fat-free milk jugs and 100 percent apple juice boxes being purchased.

With the knowledge that calories from beverages remain a leading contributor to weight gain—comprising up to six percent of Americans' daily caloric intake—the Alliance expanded on its prior work to reduce beverage calories shipped to schools. In September, the Alliance announced a landmark agreement with America's leading beverage companies, including the American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group and PepsiCo, to reduce beverage calories consumed per person nationally by 20 percent by 2025. To achieve this goal, the beverage companies adopted a two-pronged approach that included a national initiative to reduce portion sizes and



“McDonald’s looks forward to working with the Alliance for a Healthier Generation to offer more choices to our customers around the world.”

— Steve Easterbrook, President and Chief Executive Officer, McDonald’s

promote no- or low-calorie beverages and focused efforts in ten communities across the country where, for a variety of reasons, there has been less consumer interest in—and thus less access to—bottled water, lower-calorie and smaller-portion beverage choices.

In May, the Alliance and America’s beverage companies announced that communities in Los Angeles, Little Rock and New York City had been selected to receive the first targeted campaigns. The campaigns will utilize a range of marketplace strategies in these neighborhoods in an effort to help people reduce their calories, such as making lower-calorie and smaller-portion beverages more available in stores, providing incentives for consumers to try these options and displaying new calorie awareness messages at points of sale. Progress and interim benchmarks towards these commitments will be tracked by an independent, third-party evaluator.

The Healthier Generation Benefit, which reimburses doctors and registered dietitians for multiple visits that help to treat and prevent obesity in children, includes 19 signatories: Aetna Inc., American Heart Association, Blue Cross Blue Shield of Kansas City, Blue

INDUSTRY IMPACT



20 top global McDonald’s countries



21 million additional milk jugs and 100% juice boxes served*



38 million Cuties® Clementines served**

**From July 2014 to May 2015*

***From Nov. 2014 to March 2015*

HEALTHCARE IMPACT

19 companies providing greater access to preventive care to 2.8 million kids through 56,000 doctors’ offices

Cross Blue Shield of North Carolina, Blue Cross Blue Shield of Massachusetts, Capital District Physicians’ Health Plan, Cigna, Clinton Foundation, Georgia State Health Plan, Grand Valley Health Plan, Highmark Inc., Humana, Leviton, Nationwide Children’s Hospital, North Shore Long Island Jewish Health System, PepsiCo, Sanofi US, Weight Watchers and WellPoint. The collective reach impacts 2.8 million children in the United States. By working together, doctors and registered dietitians are helping children and their families adopt healthier lifestyle habits to improve their health and weight.

10 YEARS!

A photograph of two young boys running on a grassy field. The boy on the left is wearing a maroon t-shirt and black shorts, and the boy on the right is wearing a white t-shirt with an orange logo and black shorts. They are both smiling and appear to be enjoying their run. The background shows green trees and a clear sky.

A HEALTHY LIFESTYLE

for Kids Who Need It Most



Watch Video

HealthierGeneration.org/Impact



2014
The Healthy Juvenile Justice Pilot Program launches in nine facilities in Arkansas and California

2015
Four additional emergency shelters in Arkansas join the Healthy Juvenile Justice Program

Mental health issues. Histories of abuse. Special education needs. These are the common and adverse facets of life that many of the 60,000 incarcerated and detained young people in our country deal with every day.

Here is another hard reality: many consume a daily diet of up to 4,000 calories from fattening, salty foods, and few fresh vegetables and fruits—while getting little exercise. Yet the science is clear that eating nutritious food and daily physical activity is essential for youth development, improving mental and physical health while reducing tendencies towards anti-social and violent behavior.

Chelsea Clinton, a passionate advocate for young people in the juvenile justice system, visited a juvenile justice residential center and was shocked by what she saw. She had the bold vision to improve the health environment of these institutions so that they better support—rather than exacerbate—the challenges these troubled youth face. So she turned to the Alliance.

In 2014, with Chelsea's support, we launched the Healthy Juvenile Justice pilot program in nine facilities in Arkansas and California, helping their staff implement healthy changes based on best practices from our Healthy Schools and Healthy Out-of-School Time programs. During the second year of the program, four additional emergency shelters in Arkansas joined the effort and several county-level facilities in Los Angeles and Santa Clara have agreed to join the program in its third year.

And in a short time, we're making important strides towards fulfilling Chelsea's vision of a day when all young people can live healthier—now and when it's time to forge their own future.



1



2



3



4



5



6



7



8



9



10



11

1
William J. Bryant
CHAIRMAN
Attorney and Shareholder,
Dominick Feld Hyde, P.C.

2
Nancy Brown
Chief Executive Officer,
American Heart
Association

3
Chelsea Clinton
Vice Chair,
Clinton Foundation

4
Mary Beth Donahue
EVP, Policy and
Operations, America's
Health Insurance Plans

5
David P. Faxon, MD
Vice Chair, Medicine for
Strategic Planning, Brigham
and Women's Hospital

6
Bruce Lindsey
Chairman of the Board,
Clinton Foundation

7
Angela Moskow
Vice President, Chronic
Disease Prevention &
Wellness, Sanofi U.S.

8
Wendell Pierce
Actor; Principal, Sterling
Farms Grocery Stores

9
Rica Rodman
Executive Director,
Wasserman Foundation

10
Trooper Sanders
Senior Advisor, Hello
Wallet; Founder, Wise
Whisper Consulting

11
Joan Werner
Senior Director, New
York Life Investments;
Treasurer of 100 Women
in Hedge Funds



Kaseir Archie
Philadelphia, Pennsylvania

Sophie Bernstein
Clayton, Missouri

Patrick Binder
Yankton, South Dakota

Aisha Chebbi
Miami, Florida

Jodi Evans
Bowie, Maryland

Farrah Hawkins
Birmingham, Alabama

James Hoover
Charlotte, North Carolina

Nadya Khan
Piscataway, New Jersey

Carter Kostler
Virginia Beach, Virginia

Bodhi Lovely
Russellville, Arkansas

Isaac McFarland
Keithville, Louisiana

Erik Okino
Los Alamitos, California

May Phyo
Garden City, Kansas

Faviola Ramirez
Chicago, Illinois

Genna Ringler
Versailles, Kentucky

Bobby Sena
Orlando, Florida

Reagan Spomer
Pierre, South Dakota

Tyler Tucker
Fitzgerald, Georgia

Shayna Underwood
New Braunfels, Texas

Bryan Zhang
Indianapolis, Indiana

10 YEARS!

GOLDEN ARCHES

of Progress



Watch Video

HealthierGeneration.org/Impact



2013
McDonalds starts a partnership with the Alliance to increase access to fruit and vegetables

2013
McDonalds promises to ensure that all advertising directed to children will include a fun nutrition or children's well-being message

Over the past 10 years, we've done a lot of big things: we've created a healthy environment for over 17 million students in 29,000 schools and thousands of out-of-school-time programs; through the Healthy Generation Benefit, we've given 2.8 million kids access to preventative obesity healthcare.

So, naturally, when we decided to work with a restaurant to increase healthy food options for kids, we went big. As big as you can get: McDonald's.

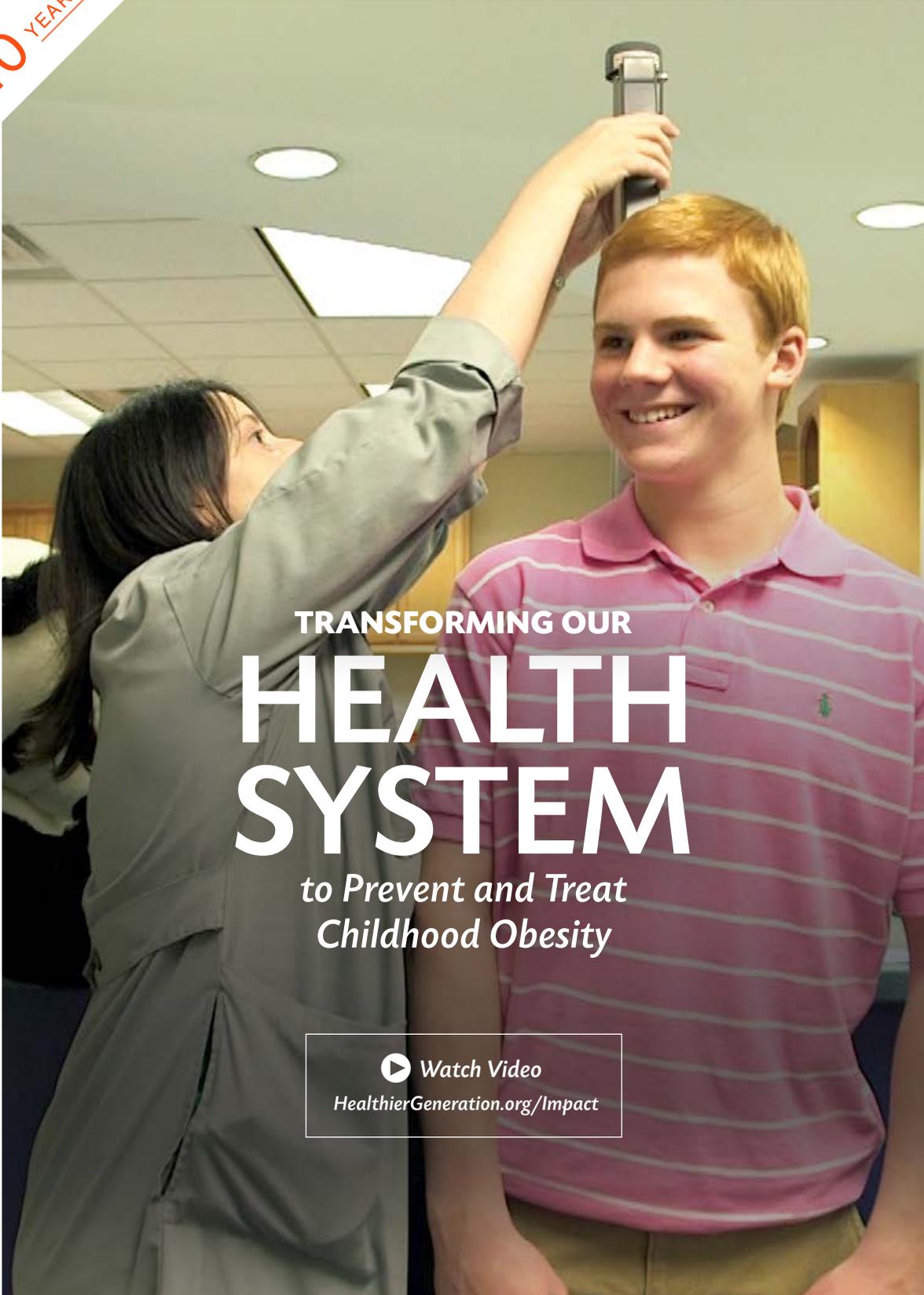
Our work with McDonald's means millions of healthier meals are served at this fast food chain—every day. At the 2013 Clinton Global Initiative meeting, McDonald's made five commitments to improve their menu and harness their global marketing power to promote healthier eating for children and families.

And after just one year of action, the results have been very big: By only promoting milk, juice and water in Happy Meals, 21 million more low-fat and fat-free milk jugs and 100 percent apple juice cartons were sold, while the selection of soda has gone down eight percentage points. When offered healthier options, McDonald's customers chose an additional 380 million bags of apple slices, 38 million Cuties® Clementines and 161 million tubes of Go-Gurt® low-fat strawberry yogurt.

While this progress was big, our work with McDonald's was just a start. Shortly after our announcement, nearly every fast food chain in America followed suit by announcing similar plans to offer healthier meals to kids. We'll keep pushing for more healthy options while enlisting others to follow their lead.

The fight against childhood obesity isn't just big—it's enormous. We can win it, but it's going to take us all.

10 YEARS!



TRANSFORMING OUR
**HEALTH
SYSTEM**

*to Prevent and Treat
Childhood Obesity*



Watch Video

HealthierGeneration.org/Impact



2009

The Alliance signs a landmark agreement with payers to reimburse physicians and registered dietitians for obesity treatment and prevention

2015

The Alliance's Healthier Generation Benefit expands our reach to 2.8 million children nationwide

Even as a child of five, Luke knew that being overweight was slowing him down in the thing he loved most: baseball.

But now, as a 12-year-old boy, Luke's weight is healthy and when he runs the bases, he's as fast as any kid on the field. What changed? A lot.

Luke's success story began when his doctor started actively working with him and his family to establish and maintain a healthy lifestyle. Luke receives this care because he's one of 2.8 million children who are covered by the Alliance's Healthier Generation Benefit, a program that gives registered dietitians and doctors the tools they need to offer consistent treatment for kids struggling with weight issues.

Fun on the baseball field wasn't the only thing Luke gained by getting off the path of childhood obesity: asthma, joint pain and high cholesterol likely could have followed. Yet with so many health implications, too often a child's weight is not effectively addressed in the doctor's office. Historically, insurance companies have not covered the cost of medical treatment if weight was the primary diagnosis.

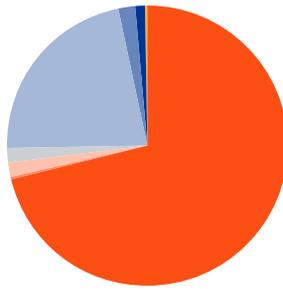
And now many of them do. In a partnership no one had thought possible, we brought insurers together with medical professionals and providers to establish the Healthier Generation Benefit.

Transforming our healthcare system to treat and prevent childhood obesity—that's what we call a home run.

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 June 30, 2015.



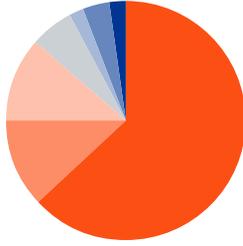
REVENUE

FY 2015

● Grants	12,857,864
● Government grants	54,366
● Contributions	295,660
● Grants from related parties	316,168
● Contributions from related parties	4,000,000
● Consulting fees	345,501
● In-kind contributions	204,424
● Interest and other income	4,330

TOTALS

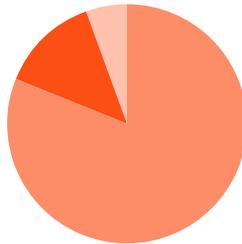
18,078,313



EXPENSES

FY 2015

● Salaries and fringe	10,368,448
● Travel and meetings	1,995,303
● Professional services	1,867,951
● Office and other expenses	934,187
● Technology	334,395
● Depreciation	586,956
● Grant awards and stipends	349,022
TOTALS	16,436,262



EXPENSE BREAKDOWN

FY 2015

● Total program expenses	13,361,495
● Total administrative expenses	2,186,725
● Total fundraising expenses	888,042
TOTALS	16,436,262

OUR FUNDERS
have provided the
much-needed
dollars to expand
our organization's
reach, increase
the effectiveness
of our initiatives
and programs, and
build nationwide
awareness around
our cause.

GRANTS AND CONTRIBUTIONS

\$1,000,000 and Over

American Heart Association
Clinton Foundation
The JPB Foundation
Kaiser Permanente National
Community Benefit Fund at the East Bay
Community Foundation
Robert Wood Johnson Foundation
Walmart Foundation

\$500,000 to \$999,999

Cook County Department of
Public Health
Department of Defense Healthy
Base Initiative
Desert Health Care Foundation
Kansas Health Foundation
NIKE, Inc.
Sanofi US

\$100,000 to \$499,999

Health Foundation of South Florida
Clinton Foundation—Juvenile Justice**
Mt. Sinai Health Care Foundation
SHAPE America
Saint Luke's Foundation
The California Endowment

\$25,000 to \$99,999

Broward Regional Health Planning
Council, Inc.
Missouri Foundation for Health
Technogym
Nutribullet
Wasserman Foundation

*** Assigned by the Clinton Foundation*

Note: Total gift may cover multiple years



10 YEARS!

ALLIANCE FOR A
HEALTHIER
GENERATION



FOUNDED BY:  American Heart Association. 