



2025 IMPACT REPORT

A Generation of Progress





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Shaping Tomorrow Together: Reflections on our 20th Year



On May 5, 2005, the American Heart Association and the Clinton Foundation jointly announced a bold new effort to address some of the most pressing issues impacting children's health. As I reflect on that moment a generation later (20 years!), I am filled with gratitude and pride for all that our **Alliance for a Healthier Generation** has accomplished since that fateful day.

We were founded with a bold vision: to ensure that every child has a healthy environment in which to learn and grow. In the last two decades, Healthier Generation has:

- **pioneered transformative changes in school nutrition**, helping to establish improved Federal school meal standards and Smart Snacks in School guidelines.
- **forged groundbreaking partnerships with the beverage industry**, resulting in a 90% reduction in beverage calories shipped to America's schools.
- **catalyzed major shifts in the food industry**, including engaging McDonald's to improve its Happy Meals with healthier options and remove soda from its kid's meal.
- **co-created healthy eating and physical activity (HEPA) standards** for out-of-school time programs later adopted by the National AfterSchool Association.
- **developed the first national Model Wellness Policy** for healthy school foods which the USDA later cited as the recommended standard.
- **served as a trusted partner and convener**, uniting leaders across education, public health, nonprofits, business and philanthropy to drive scalable, sustainable solutions that improve children's health.

From our deep community-level partnerships to the national offerings we've announced over the years—including America's Healthiest Schools (2007), the Healthier Generation Action Center (2018), and The Walking Classroom (2022)—we've remained steadfast in our commitment to meeting schools where they are and helping them move forward.

Today, our vision continues to guide us as we support schools and districts across the country in advancing student, staff, and family health. Our core focus areas—nutrition and food access, physical activity, school health services, family and community engagement, and staff well-being—remain at the heart of our work. And our mission remains clear: to support schools in creating environments where health and learning go hand in hand.

Thank you to every partner, educator, and advocate who has joined us on this journey. Together, we are building a future where every school is a place where health supports success—and all young people live healthier lives.

With gratitude and hope,
Kathy Higgins



Kathy Higgins,
CEO of Healthier Generation



As we take stock of our progress, we're also looking ahead with renewed commitment and vigor. This fall, I announced the next chapter for America's Healthiest Schools: our intention to recognize a total of 5,000 schools by 2030. This goal reflects not only our ambition, but our belief in the power of schools to lead healthy change."

31.5 million

children have benefitted from greater access to nutritious foods, increased opportunities for physical activity, coordinated school health services, and healthier school and family environments

58,000

schools, districts, and out-of-school-time sites have advanced health and well-being through evidence-based policy and practice change

72%

of the schools and districts supported by Healthier Generation programs serve under-resourced communities

3,348 schools

have been recognized as **America's Healthiest Schools**

500,000 students

have walked, listened, and learned with **The Walking Classroom**



“We started the Alliance for a Healthier Generation in 2005 with the simple idea that every child across America deserves to grow up healthy and ready to thrive. Now, 20 years later, tens of millions of young people have had the chance to eat better, move more, and develop lifelong healthy habits that will serve them well throughout adulthood. And just as important, Healthier Generation’s partnerships with schools, youth-serving organizations, and the food and beverage industry have shown what’s possible when we work together in the spirit of getting big things done. I can’t wait to see what more will be achieved in the years to come.”

President Bill Clinton



“The Alliance for a Healthier Generation—founded in 2005 by the American Heart Association and the Clinton Foundation—has been a driving force for change by empowering schools, youth organizations, and communities to create healthier futures for millions of children. Its relentless commitment to young people has transformed policies and practices nationwide, ensuring every child has the opportunity to thrive through better nutrition and active lifestyles.”

Nancy Brown
CEO, American Heart Association



“It will always be one of the honors of my life that I had the chance to help launch Alliance for a Healthier Generation and give millions of young people the opportunities to grow into healthy adults. The work that has been done through the years to expand Healthier Generation’s mission and impact is truly inspiring, and I’m grateful to everyone who has had a hand in these life-changing efforts.”

Bob Harrison
CEO, Clinton Foundation

2005	<ul style="list-style-type: none"> • Founded by the American Heart Association and the Clinton Foundation.
2006	<ul style="list-style-type: none"> • Launched the Healthy Schools Program across 13 states and 231 schools with ongoing support from the Robert Wood Johnson Foundation. In 2015, a peer-reviewed study found that more engagement in the Healthy Schools Program was associated with declines in numbers of overweight and obese children. • Negotiated agreement with the American Beverage Association (ABA) to reduce beverage calories shipped to schools by 90%. • Brokered voluntary agreements with leading school food manufacturers to make and sell more nutritious products to schools.
2007	<ul style="list-style-type: none"> • Introduced the Healthy Schools Award (now known as America's Healthiest Schools) to recognize schools implementing evidence-based policies and practices—awarding a total of 3,348 schools to date for their commitment to student health.
2008	<ul style="list-style-type: none"> • Hosted inaugural Healthy Schools Forum to celebrate progress and share best practices.
2009	<ul style="list-style-type: none"> • Established Healthier Generation Benefit to reimburse physicians and registered dietitians for consultations related to weight management, later expanded to reach 2.8 million children nationwide. • Designated the month of September as <i>Go Healthy Month</i>, inspiring kids to move more and eat healthy foods as part of the empowerME Movement.
2011	<ul style="list-style-type: none"> • Launched Healthy Out-of-School Time initiative which led the creation of evidence-based, healthy eating and physical activity (HEPA) standards for out-of-school time programs which were later adopted by the National AfterSchool Association. • Partnered with Kaiser Permanente to further expand the Healthy Schools Program, deploying intensive training and technical assistance across 21 school districts.
2013	<ul style="list-style-type: none"> • Announced the first public commitment with McDonald's to increase access to fruit, vegetables, low-fat dairy, and water. • Became a managing partner of First Lady Michelle Obama's <i>Let's Move!</i> Active Schools initiative.
2014	<ul style="list-style-type: none"> • Developed and launched the Smart Snacks Calculator to help schools meet USDA nutrition standards. The tool has been instrumental in supporting compliance with guidelines for foods sold outside the school meal program—including à la carte lines, school stores, and in-school fundraisers—and has been accessed over 1 million times since its launch. • Released the first national Model Wellness Policy on healthy foods in schools. In July 2016, the USDA released a final rule to strengthen school wellness policy guidelines, citing Healthier Generation's model wellness policy as the recommended source for schools across the country to utilize. Today, districts across the country have made significant progress using our Model Wellness Policy to update and strengthen their wellness policies in support of whole child health and learning. • Launched the Healthy Juvenile Justice Pilot Program to help youth live healthier and to strengthen their transition back into their homes and communities.

2015	<ul style="list-style-type: none"> Led a consortium of national partners to support nutrition and physical activity in schools as part of Voices for Healthy Kids, a national public policy advocacy initiative of the American Heart Association and the Robert Wood Johnson Foundation. Partnered with the Urban School Food Alliance, a nonprofit coalition of the largest school districts in the United States, to combine meal-related budgets totaling over \$3 billion.
2016	<ul style="list-style-type: none"> Launched #GirlsAre campaign, uniting dozens of companies, media partners, non-profit organizations, and celebrities to celebrate and inspire a new generation of strong, active girls and women.
2017	<ul style="list-style-type: none"> Partnered with Amazon Business to launch the first verified online store exclusively selling products that met USDA Smart Snacks in School and National AfterSchool Association Healthy Eating Standards.
2018	<ul style="list-style-type: none"> Launched the Healthier Generation Action Center, a free online platform with assessments, tools, and resources to strengthen school health policies and practices. Nearly 10,000 school communities regularly use Healthier Generation's online Action Center to build the knowledge and skills needed to strengthen whole-child health policies and practices. Announced joint effort with Partnership for a Healthier America, ABA, and the National Association of Convenience Stores to reduce sugar consumed from beverages. Expanded commitment with McDonald's to offer and promote more balanced kid's meals in 20 major markets globally.
2019	<ul style="list-style-type: none"> Launched <i>Resilience in School Environments (RISE)</i> initiative with Kaiser Permanente to support the social-emotional health of students and staff. Introduced <i>Kohl's Healthy at Home</i>, family health and well-being initiative, in partnership with Kohl's Cares.
2020	<ul style="list-style-type: none"> Responded to the COVID-19 pandemic by rapidly adapting resources to support virtual learning, mental health, and family well-being during school closures. These tools, including webinars and resources focused on whole child health, were accessed over 85,000 times by educators, parents, and caregivers. Notably, 3.2 million students across 1,900 schools and districts benefited from our COVID-19 Quick Start Health Assessment. Introduced partnership with BlueCross® BlueShield® of South Carolina's statewide initiative, <i>Diabetes Free SC</i>, to improve health outcomes for children and adults.
2021	<ul style="list-style-type: none"> Expanded school health services to include oral health and vaccine education and access. These resources have been accessed more than 55,000 times by over 1,500 individuals across 1,600 schools, districts, and out-of-school-time sites. Released <i>Thriving School Integrated Assessment</i> in partnership with Kaiser Permanente to help schools support whole child health.

- | | |
|------|--|
| 2022 | <ul style="list-style-type: none"> • Awarded \$15 million from MacKenzie Scott to advance equitable whole child health. • Onboarded The Walking Classroom, an award-winning podcast-based educational program, to our portfolio of school-based supports benefiting more than 500,000 students. • Hosted national thought leadership event, <i>Girls in Motion</i>, in honor of the 50th anniversary of Title IX. • Launched partnership with Novo Nordisk to improve food access and health education in rural North Carolina. |
| 2023 | <ul style="list-style-type: none"> • Announced results of McDonald's 2018 commitment, including significant global reductions in calories, sodium, saturated fats and added sugar in Happy Meals. |
| 2024 | <ul style="list-style-type: none"> • Established media partnership with Google Kids & Families and YouTube Kids to support caregivers with evidence-based health content and resources. |
| 2025 | <ul style="list-style-type: none"> • Named as beneficiary of Harris Teeter <i>Together in Education</i> round-up campaign to support school communities in the Southeast. • Announced Commitment to Action at Clinton Global Initiative annual meeting to recognize 5,000 America's Healthiest Schools by 2030. |



Bob Harrison, CEO, Clinton Foundation and Kathy Higgins, CEO, Healthier Generation.



Driving Change Where Kids Learn, Live, and Grow

CELEBRATING
20
YEARS



A child's physical and mental health directly affects their ability to succeed in school. Food insecurity disrupts concentration, memory, and motor skills, while limited access to physical activity and emotional support undermines academic performance. With nearly 50 million students spending much of their day in schools, these institutions are uniquely positioned to drive positive health outcomes. Yet school-based health strategies are too often underutilized and inconsistently implemented.

That's why we work at the intersection of health and education systems—meeting schools where they are to advance health equity and learning through evidence-based policy and practice change. We unite changemakers across education, public health, nonprofits, business and philanthropy to drive scalable, sustainable solutions that improve children's health.

Through national and place-based initiatives, we advance health and well-being in five core areas: increasing nutrition and food access, promoting physical activity, strengthening school health services, cultivating family and community engagement, and improving staff well-being. The Healthier Generation Action Center,

launched in 2018, provides assessments, action plans, and tools to help educators drive change in each of these areas regardless of location or capacity. Since its creation, the Action Center has registered nearly 200,000 users and been utilized by over 58,000 schools, districts, and out-of-school-time programs across the country.

Our place-based efforts ensure meaningful, community-led impact in areas of critical need, while our national reach allows for scale. This comprehensive approach to whole child health supports environments where learning and wellness go hand in hand. As we look ahead, these priorities will continue to guide our mission to build healthier schools and brighter futures for all.

Increasing Nutrition and Food Access

Building on our founding commitment, we have worked to advance nutrition and food access through high-impact collaborations, industry commitments, and innovative tools. From reducing beverage calories in schools to expanding access to healthier meals and snacks nationwide, we've helped shape a more nutritious food environment. Today, our partnerships with leading brands and public health advocates continue to drive progress toward community-centered solutions.

Cultivating Food Access Through Student Leadership

In partnership with The Campbell's Company and their **Full Futures** program, Healthier Generation supports an array of community partners to improve school nutrition environments. During the 2024-25 school year, Full Futures reached over 11,000 students, caregivers, and school staff in Camden, NJ, Hanover, PA, and Charlotte, NC, where an innovative **farmers market** is providing a space for students to lead, serve, and make a difference in their community.

The student-run Garinger High School Market, hosted by Charlotte-Mecklenburg Schools in collaboration with local non-profit The Bulb, distributes no-cost produce to Charlotte residents. The market is scheduled during school hours so that culinary students can receive credit for their Career and Technical Education (CTE) internships by participating.



Community members peruse the offerings at Garinger Market.

Between October 2024 and July 2025, the market distributed 15,775 pounds of fresh produce to over 2,000 residents. Youth consistently made up 40 – 45% of those served, highlighting the market's role in supporting families with school-aged children.

This initiative not only expanded access to healthy food but also fostered real-world learning, civic pride, and sustainable community connections. “The most rewarding part is hearing directly from students about the impact this experience has on them—the skills they gain, the pride they feel in serving, and the way they connect with their community,” says Jukelia Bess, project manager with Healthier Generation.

“

Seeing high school students actively engaged in food distribution and wellness education resonated deeply with our market guests. It was equally powerful to hear from the students themselves, both in real time and during their year-end presentations, about how valuable the experience was to them.”

Lisa Mathews
Executive Director at The Bulb



COMMUNITY SNAPSHOT

Bolstering Rural Food Security in Person County, NC

Nutrition insecurity can be particularly acute in rural areas, where fewer options and longer travel times create barriers to accessing fresh produce. To help address this inequity, Healthier Generation has teamed up with Novo Nordisk, Person County Schools, and local partners to host a series of food distribution and educational events in rural North Carolina.

More than 200 families have received boxes of fresh, locally-sourced produce at each event, along with resources on diabetes management, home gardening, and healthy recipes. The events fostered community connection and highlighted the power of local partnerships. “We really had our hearts and our bellies full, thanks to our sponsor, our community partners, our farmers, our volunteers and our families,” said Erin Redfern, STEAM teacher at South Elementary.

Additionally, the planning committee brought together local farmers and nutrition educators to create a sustainable system that supports families year-round. By centering local voices and resources, this initiative has strengthened community connections and established a model for improving rural food security.



Students share herb samples grown from their school garden at a food distribution and nutrition education event in Person County.

Nourishing Minds with Healthy Breakfasts

For many students, school breakfast is a vital source of nourishment. “Every morning, millions of children walk into classrooms with empty stomachs, making it difficult for them to focus and learn,” wrote the leaders of Healthier Generation, Del Monte Foods, and the Food Research & Action Center (FRAC) in a **June op-ed**. “For many families, especially those in underserved communities, rising food costs can often mean tough choices—sometimes between healthy food and affordable food. The result? A growing nutrition gap that affects not only children’s health but also their ability to learn, grow, and thrive.”

Our initiative with Del Monte Foods, now in its fourth year, provides programming and resources to promote nutrition education and access for students and their families. To date, this effort has reached more than 7.6 million students at 14,000 schools, of which 82% serve under-resourced communities.

To highlight the importance of a nourishing breakfast, teams from Healthier Generation and Del Monte Foods



Students participate in a cooking demonstration at Family Friday.

visited Field Elementary in San Diego, CA, for a school breakfast event in April. At the school’s monthly Family Friday assembly, students assembled tasty breakfast fruit and yogurt bowls in a demonstration led by a registered dietitian. Families in attendance received canned foods and instructions to replicate the recipe at home, equipping them with practical tools to build healthier habits beyond the classroom.

Strengthening Nutrition Initiatives Through Strategic Evaluation

Healthier Generation also provides evaluative support for nutrition efforts such as the Georgia ACRE Collective, a multi-year initiative focused on improving access to nutritious food and supporting underserved farmers. With support from The Rockefeller Foundation and led by The Common Market, the initiative helps institutions buy from local producers that align with their values. Healthier Generation's evaluation illuminated the initiative's achievements, including 17 new farms totaling 600 acres brought into wholesale production, critical investments in equipment and productivity through programs such as the Farmer Loan Fund and Infrastructure Grant Program, and over 1 million pounds of healthy food distributed to Metro Atlanta institutions.



The ACRE Collective works to improve nutrition access.
(Source: thecommonmarket.org)



Promoting Physical Activity

Physical activity fuels healthier minds and bodies—and has been central to our mission from day one. From collaborating on First Lady Michelle Obama’s *Let’s Move!* Active Schools national initiative to launching the #GirlsAre campaign, we’ve inspired movement and inclusion at scale. Our school-based supports, including The Walking Classroom program, continue to foster active, equitable environments where all kids can thrive.

Learning While Moving with The Walking Classroom

Healthier Generation’s award-winning podcast-based educational program, **The Walking Classroom**, is helping schools make strides in health and learning. In 2025, the program expanded to thousands more students across the country, helping kids move more throughout the school day while boosting academic engagement and success. Support from funders including JCPenney Community Foundation, On, the bioMérieux Endowment Fund for Education, and the National Park Foundation has been instrumental in scaling the program. For instance, courtesy of JCPenney Community Foundation’s multi-year investment to distribute 5,000 WalkKits nationally, Plano Independent School District has been able to enhance school year programming and summer learning with The Walking Classroom.

We also launched a new partnership with the National Park Foundation to create a series of **engaging podcast episodes** about Mammoth Cave National Park. The episodes feature park rangers and students exploring the cave’s history, geology, and environmental significance, connecting listeners of all ages to nature while they walk, listen, and learn.



St. Louis Public Schools students using The Walking Classroom during the school day.



The behavior on Walk To Learn Days is remarkably different. Students are much more refreshed and able to focus on the learning that takes place in the classroom. The walks are a great reset to being alert and engaged during long days of heavy curriculum. It is a great way to expose students to topics of instruction they will cover throughout their educational years.”

Teacher response in The Walking Classroom 2025 adopter survey



WATCH

See how students at William Walker Elementary in Beaverton, OR are bringing learning to life through movement and curiosity, thanks to a generous donation from On.





COMMUNITY SNAPSHOT

Building a Culture of Health in Lugoff, SC

At Lugoff Elementary School in Kershaw County, SC, movement is a way of life. In 2025, the school earned a spot on the list of America's Healthiest Schools for achievements in four topic areas, including physical education and activity.

With support from Healthier Generation and the Diabetes Free South Carolina school wellness initiative, sponsored by the BlueCross® BlueShield® of South Carolina Foundation, the school has transformed its physical activity culture—integrating movement into daily lessons, growing its walking and running club, and expanding community access to its walking trail. Staff have access to “Fitness Nooks” throughout the school, each stocked with exercise equipment for mid-day movement breaks, and are encouraged



Students at Lugoff Elementary participate in outdoor activity.

to champion healthy lifestyles. By supporting physical activity for staff as well as students, the school demonstrates the importance of everyday movement for lifelong health.



There's so much good stuff happening in the school here at Lugoff... We've taken things a step further and it's not just the students—it's faculty and staff.”

Edward Rickwood
Gifted Education Teacher, Lugoff Elementary

Impact of the Diabetes Free South Carolina initiative to date:

9,000+ students

now have more options to choose healthy foods and beverages in their school lunchrooms.

10,000+ students

are participating in daily physical activity breaks.

12,000+ students

are gaining the skills needed to maintain and improve their health.



WATCH

Learn how Lugoff Elementary is promoting a school-wide culture of health and well-being.

Strengthening School Health Services

When the COVID-19 pandemic disrupted learning, Healthier Generation quickly mobilized to adapt its resources to support virtual instruction, mental health, and family well-being during school closures. As school communities continue to navigate new and ongoing challenges, we have evolved our approach to meet them where they are. Recently, we've expanded our school health services supports to include another vital area: improving vaccine education and access.

Advancing Vaccine Confidence Nationwide

On-time vaccinations are essential to protecting school-age children and their families from preventable disease outbreaks that can have serious, lasting consequences. Since 2021, Healthier Generation has been at the forefront of this effort—conducting research, sharing actionable findings, and developing trusted, evidence-based resources to improve vaccine access, build confidence, and drive uptake in communities nationwide.

In February, we released the findings of our **survey of 767 caregivers** of school-aged children, conducted with support from Merck & Co, to better understand



Healthier Generation staff member Nicole Blanton attends the National HPV Conference.

how schools can best communicate about vaccine requirements. Respondents reported high levels of trust in healthcare providers, especially family doctors, pediatricians, and school nurses. They also favored brief, respectful, informative messaging that addresses concerns about safety and scheduling. Building on these findings, Healthier Generation hosted a **virtual conversation** with the National Association of School Nurses (NASN) to further explore the critical role that school nurses play in promoting student vaccinations.

In addition to school-required vaccinations, the human papillomavirus (HPV) vaccine is recommended for children and teens to prevent cancers. To support vaccine uptake, Healthier Generation exhibited at the first-ever National HPV Conference in Indianapolis, IN, joining more than 400 researchers, clinicians, and advocates to share strategies and resources. A **feature on our work** to increase HPV vaccine uptake in Robeson County, NC through culturally responsive partnerships was also published by St. Jude Children's Research Hospital.



KEY FINDINGS OF OUR CAREGIVER SURVEY

- *Doctors are by far the most trusted source of advice when it comes to making health care decisions like vaccines. Over 80% of parents and caregivers cited family doctors or pediatricians as a trusted source.*
- *By a margin of 7 to 1, parents and caregivers agreed that there are vaccines that should be necessary for school entry.*
- *Within the school system, school nurses are the most trusted source of communications about healthcare options like vaccines.*

In October, Healthier Generation staff presented at the National Conference for Immunization Coalitions and Partnerships (NCICP) about our Childhood Vaccine Partnership (CVP) model, which leverages schools' role as community hubs to drive vaccination uptake. The model was validated by the Office of Infectious Disease and HIV/AIDS Policy at the Department of Health and Human Services in 2024.

Through implementation of the CVP model in rural North Carolina, partners in Robeson County saw a 440% increase in measles, mumps, and rubella (MMR) doses, a 298% increase in polio doses, and a 54% rise in influenza doses among school-aged youth between 2022 and 2023. Bertie County partners saw modest vaccination uptake in 2022 and 2023 and strengthened collaboration with neighboring counties to accommodate families for vaccination appointments.

Today, this model continues to advance vaccine confidence for school-required and recommended immunizations in northeastern North Carolina and Kentucky, with support from the Anonymous Trust and Kentucky Association of Health Plans.

These efforts reflect our ongoing commitment to supporting every school community with the care and information they need to thrive.



In October, Healthier Generation staff members Shauvon Simmons-Wright and Syeda Ali presented our comprehensive approach to increasing childhood vaccination uptake at the National Conference for Immunization Coalitions and Partnerships.





COMMUNITY SNAPSHOT

Engaging Youth with Vaccine Education in Durham, NC

Healthier Generation engages youth directly to foster informed decision-making around health topics like vaccination.

In North Carolina, Healthier Generation led 2,400 eighth graders in interactive activities to foster vaccine confidence, health equity, and community well-being at a career exploration event hosted by Durham Public Schools and supported by CSL Seqirus. Healthier Generation staff also led a vaccine education session built around open conversations with students at Southern School of Energy and Sustainability, a STEM high school. Programs like these are key to fostering trust and combating misinformation around important health decisions.



Students in North Carolina participated in a Healthier Generation-led vaccine education session.



The students had an amazing time, and I appreciate Healthier Generation working to give them an opportunity for their voices to be heard."

Mrs. Anita Cooper
Career Development Coordinator at Southern
School of Energy and Sustainability



Cultivating Family and Community Engagement

Family and community engagement is a key driver of student success—building trust, improving attendance, and creating healthier learning environments at school and at home. Schools and districts nationwide are strengthening community with Healthier Generation’s support. In just the last six years, more than 9 million families nationwide have benefited from our culturally responsive family health resources and action planning tools for educators.



Parents and caregivers can access a wide variety of family-friendly activities in the Kohl’s Healthy at Home resource hub designed to strengthen connections and boost family well-being.



Healthier Generation has been a phenomenal partner. The team took great care in hearing us and really looking at our needs. We now have a playbook of things our staff can choose from, and the supports are available on the platform. All of that leads us to better outcomes, and Healthier Generation helps us guide each campus on how we can grow and expand this work.”

Krishna Shah
Coordinator of Special Projects,
Pasadena ISD



WATCH

Find out how Murray Elementary is engaging families and leveraging community partnerships to promote health and well-being for all.

Support to Build a Sense of Belonging

Healthier Generation’s asset-based approach centers the unique strengths, skills, and knowledge within each family and school community. Since 2021, in partnership with Kohl’s Cares, we’ve recognized 727 schools for their success in cultivating strong community partnerships that promote whole child health.

This year, we expanded our **Healthy at Home** digital resource hub with Mandarin and Nepali translations of popular family bonding, nutrition, and movement activities to promote well-being at home, and launched a micro-learning module to support educators in implementing best practices.

Sparkling Lasting Change in Communities of Focus

In western Kentucky, Murray Elementary engages families to support student success. “One of Murray’s greatest strengths is our community,” says Morgan Workman, a teacher at the school. “We really view the parent as our teammate.” Prior to the start of each school year, homeroom teachers arrange home visits to welcome incoming students to the community. “It’s a great way to start connecting with families,” says Workman.

Murray Elementary is one of 270 schools benefitting from a unique, place-based collaboration with Healthier Generation and Kohl’s Healthy at Home that spans three communities of focus: 16 counties in Kentucky served by Healthier Generation’s intermediary partner Baptist Health Deaconess Madisonville; Mesa Unified School District in Arizona; and Pasadena Independent School District in Texas. Through tailored family and community engagement strategies, these school communities are improving access to supports for families in ways that reflect their local priorities and context.



Improving Staff Well-Being

Healthy, supported staff are the foundation of thriving schools—yet educators often face significant challenges, from limited staff capacity to competing priorities. When staff feel their best, they bring more energy to the classroom, manage stress more effectively, and model the healthy behaviors that shape school culture. In recent years, Healthier Generation resources have benefited over 12,000 educators across more than 9,500 schools, districts, and out-of-school time sites. This deepening impact reflects our belief that when educators are cared for, entire school communities can flourish.

Leading by Example with Educator Health

Healthier Generation continues to champion staff well-being as a vital component of whole child health, supporting schools to create environments where educators and staff thrive. Across the country, schools are embracing this mission with renewed energy, including Silver Creek Elementary in Colorado and Shades Mountain Elementary in Alabama.

At Shades Mountain Elementary, national recognition has energized the faculty's approach to wellness. "Being recognized as one of America's Healthiest Schools has helped open the eyes of our staff and faculty to the importance of maintaining an active and healthy lifestyle," said Elisabeth Goodman, Shades Mountain's School Nurse. "Since then, they've become more open and enthusiastic about embracing the health initiatives and challenges I introduce." By dedicating resources to staff well-being, schools not only boost job satisfaction and reduce teacher burnout, but also set an example for students of lifelong health.



Shades Mountain Elementary staff members participate in CPR lessons alongside parents and family members at the Hoover City Health Fair, organized and hosted by Shades Mountain Elementary School.



WATCH

See how Silver Creek Elementary is creating a culture where educators and staff thrive through wellness and connection.

Since our founding, strategic partnerships have been central to Healthier Generation’s approach to advancing children’s health. After all, “Alliance” is our first name. From regional collaborations to national initiatives, these efforts have strengthened our reach within communities, elevated youth voices, and expanded access to essential resources. The results reflect the power of shared purpose and collective action to create lasting change.

Uniting Champions for Youth Well-Being

In 2025, Healthier Generation and Harmony Academy continued their joint efforts to host partner gatherings in cities from Baltimore to Los Angeles. These convenings brought together students and parents, educators, public health professionals, and youth development advocates, united by a commitment to children’s health and mental well-being. From these gatherings, a vibrant and growing network has emerged, grounded in the belief that investing in young people is one of the most powerful and unifying actions we can take.



Chef Dene Lynn, a former Healthier Generation intern, attends a Harmony Academy partner gathering in Atlanta, GA.



This is what keeps so many of us going—swapping ideas, frustrations, and triumphs with amazing people who are all fighting the same uphill battle, often with a smile. Every conversation reminds me that we’re not in this alone, and that progress happens when passionate people come together.”

Chad Norton
Deputy Director of Recreation, Town of Wellesley, MA

Elevating Community Voices Across Kentucky

Since 2024, Healthier Generation has partnered with the University of Kentucky’s **EMPOWER program** to reduce tobacco use and amplify community voices throughout the state. By connecting EMPOWER with our network of schools, districts, and local organizations, we’re helping scale tailored interventions and driving policy and systems change to address the use of flavored tobacco. PREVENT Alliance, Drug Free Lex, Roots 101, and Baptist Health Deaconess, among others, have joined us in statewide efforts to support the well-being of youth and families, including events such as the 2025 Black Family Conference in Lexington and a regional partner gathering in Louisville. These efforts fostered meaningful dialogue, strengthened local partnerships, and elevated youth perspectives in shaping healthier communities across Kentucky.



Community health advocates met in Louisville, KY for a gathering led by Healthier Generation in August.



COMMUNITY SNAPSHOT

Nurturing Student Leadership in Minneapolis, MN

In Minneapolis, MN, young entrepreneurs are taking an innovative approach to supporting community nutrition access. [Green Garden Bakery](#) (GGB) is a youth-led organization that grows vegetables and bakes them into desserts that fit a variety of dietary needs—from vegan beet brownie bites to gluten-free lemon zucchini muffins. In partnership with [Urban Strategies Inc.](#), Healthier Generation worked alongside the youth team to document their success and create tools to help other communities replicate their model.

Through the summer, Healthier Generation engaged GGB youth in co-designing replication resources, including presentation materials and coaching guides, that reflect their authentic voices and leadership. At the center of this work is the Practice Profile, a framework designed to guide implementation while ensuring that youth ownership and community connection remain core to the process.



Green Garden Bakery in Minneapolis, MN.



Harris Teeter customers can contribute to the Together in Education campaign by rounding up their transactions to the nearest whole dollar at checkout.

Partnering to Fuel our Mission

In July, grocery chain Harris Teeter launched its **Together in Education round-up campaign** to benefit Healthier Generation and other nonprofits, giving customers the chance to support students and educators by rounding up purchases at checkout in hundreds of stores and fuel centers. Funds raised will support schools, wellness initiatives, and other resources that directly benefit children and educators in the Southeast.

Across the country, these partnerships reflect our unwavering commitment to centering youth, community, and collaboration in the pursuit of lasting progress.

Since 2007, Healthier Generation has recognized schools making meaningful strides in whole child health through its annual award—first introduced as the Healthy Schools Award and later rebranded as *America's Healthiest Schools*. What began with just a handful of awardees has grown into a nationwide movement, with 3,348 schools honored to date, spanning 47 states and serving predominantly under-resourced communities. In celebration of our 20th anniversary, we've committed to recognizing 5,000 schools by 2030, reaffirming our belief in the power of schools to lead lasting, equitable change.

Championing Whole Child Health with America's Healthiest Schools

In 2025, we unveiled our largest-ever **list of America's Healthiest Schools**, honoring 1,120 K–12 schools nationwide for advancing the health of students, staff, and families.

Supported by Del Monte Foods, Kaiser Permanente, and Kohl's Cares, the annual award program celebrates schools that implement evidence-based policies and practices in nine health-related topic areas. This year, 15% of awardees earned an All-Star distinction by meeting recognition criteria across all nine topic areas.



Students at Murray Elementary (KY), an America's Healthiest Schools All-Star, celebrate at a school assembly.



COMMUNITY SNAPSHOT

Leading the Way to Healthier Schools in Tampa, FL

At Hillsborough County Public Schools (HCPS) in Tampa, FL, students are leading a movement to make their district one of the healthiest in the nation. With support from Alliance for Public Schools, HCPS students are using the America's Healthiest Schools application process to identify strengths in school health and set goals for the future. "The framework around the nine topic areas will enable them to identify where to focus their efforts first," says Superintendent Van Ayres. "Once these areas are identified, students can utilize targeted tools provided by Healthier Generation to kickstart their initiatives more efficiently."

Two HCPS high schools were recognized as America's Healthiest Schools in 2025, and the district aims to increase this number through student-led initiatives in the future. For students, a successful application is a lasting legacy that they can be proud of. "If my school got recognized as an America's Healthiest School, I would feel complete," says student Kendall A.



Middleton High School students participating in the GradNation program.



I have seen firsthand the remarkable insights that student leaders bring to the table. They are acutely aware of the changes needed to improve their school experience."

Van Ayres
Superintendent at Hillsborough
County Public Schools

Honoring Health Champions at the America's Healthiest Schools Leaders Summit

In October, Healthier Generation hosted a virtual celebration of America's Healthiest Schools, highlighting awardees whose dedication has created healthier learning environments. The event included a panel discussion where 2025 awardees shared insights about partnerships, mentorship, and turning vision into action. Over 400 past, current, and potential future awardees tuned in to learn how educators, with support from Healthier Generation, are creating lasting change to support student and staff health.



At Pasadena ISD near Houston, TX, staff celebrated their America's Healthiest Schools Awards at a Leaders Summit watch party.



COMMUNITY SNAPSHOT

Growing Healthy Habits in San Diego, CA



At Field Elementary in San Diego, CA, students are growing healthy habits with the “[Field of Greens](#),” an accessible garden promoting hands-on science learning, nutrition, and mindfulness. These efforts helped the school earn recognition as one of America's Healthiest Schools in 2025 across five topic areas, including Nutrition & Food Access.

“What began as a tiny ‘seedling’ of an idea has blossomed into the vibrant, thriving garden we know and love today,” says School Nurse Juliet dela Paz, RN, MSN. “It’s a perfect example of how a small spark can lead to something much bigger when nurtured by a passionate community.”

Blooming nasturtiums and handmade signs in the school garden at Field Elementary.

In Gratitude: Honoring Two Decades of Shared Impact

CELEBRATING
20
YEARS



As we celebrate 20 years of advancing equitable whole child health for all children, we honor the people and partners who have made this journey possible.

To our **founders**, donors, and philanthropic supporters: Your sustained partnership has powered a movement that reaches millions of students and families nationwide. Thank you for believing in the promise of a healthier generation and for investing in bold ideas that create lasting impact.

To parents and caregivers, educators, administrators, and school staff: You are the everyday champions of children's health. Thank you for your dedication, compassion, and commitment to nurturing environments where every young person can learn, grow, and thrive.

To our health advocates and community partners: Thank you for leading with courage, responsiveness, and conviction. Together, we continue to shape a future where every child—no matter who they are or where they live—can grow up healthy and ready to succeed.



Network of Supporters

These organizations and individuals have provided historically significant financial support that has been vital in shaping Healthier Generation's legacy of 20 years of impact.

Founders

American Heart Association
Clinton Foundation

Legacy Supporters

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These supporters were instrumental in driving our programs and progress throughout 2025.

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Board of Directors



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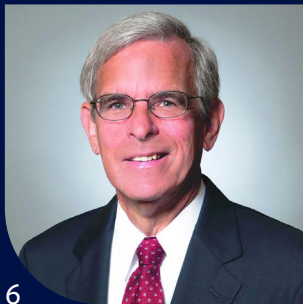
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12

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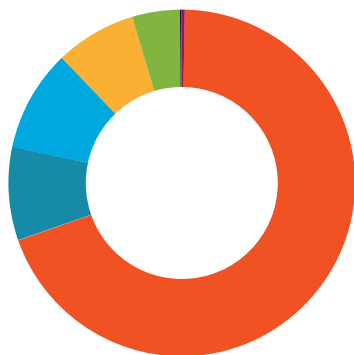
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Healthier Generation – FY 2025 Financials

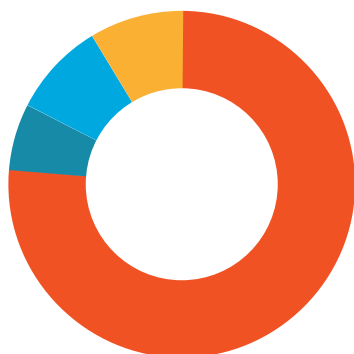
This page displays the financial activities of Healthier Generation in the fiscal year ending June 30, 2025.



Revenue

Foundations & Grants	8,308,445
Net Investment Return	1,046,249
Corporate & Sponsorship	1,126,500
Consulting & Other Income	921,114
Product Sales	497,348
Government	7,399
Individual	34,623

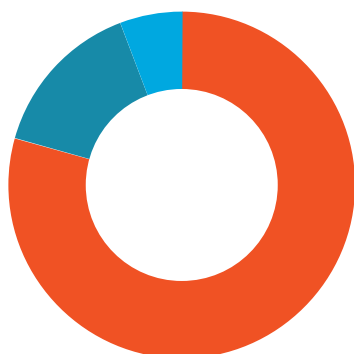
Total	\$11,941,678
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Expenses

Salaries & Benefits	11,496,863
Professional Fees	935,594
Travel & Meetings	1,332,183
Other Expenses	1,264,386

Total	\$15,029,026
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Expenses Breakdown

Total Program Expenses	11,964,654
Total Administration Expenses	2,191,415
Total Fundraising Expenses	872,957

Total	\$15,029,026
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ENGAGE WITH OUR WORK

For schools, districts and out-of-school time sites, get started in our Action Center to find resources and access trainings.

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