

Every Child Deserves a Healthy Future



ANNUAL IMPACT REPORT

FY 2017 - 2018





up to
25 MILLION STUDENTS

benefiting from healthier meals and high-quality physical activity

up to
42,000 SCHOOLS

receiving technical assistance to create healthier environments

nearly
100 VIRTUAL LEARNING OPPORTUNITIES

accessible at no cost for wellness leaders

DEAR FRIENDS,

For nearly a decade as a member and the last four years as its chairman, I have had the distinct privilege of serving on the Alliance for a Healthier Generation's Board of Directors. In this time, I have experienced first-hand Healthier Generation's comprehensive approach to improving environments that shape health outcomes of millions of children.

What began in 2005 with a strong focus on **obesity prevention** has grown into a thriving organizational purpose to address the health needs of the **whole child**—especially those in greatest need of support. In addition to our continued focus on improving **nutrition** and **physical activity**, this year, Healthier Generation took meaningful steps to address a broader set of critical issues associated with obesity and poor child health outcomes, including reducing **toxic stress** and improving **social-emotional health, empathy** and **sleep quality**.

Throughout this exciting evolution, our core belief remains the same: that *every child deserves a healthy future*. This belief drives Healthier Generation to target its work in areas that need it most, providing vital support to **schools** and **out-of-school time sites** in under-resourced communities and engaging valued **community partners and business leaders** to join our cause.

The tremendous impact of our **core programmatic work** (highlighted above) remains a point of pride for Healthier Generation, with health equity sitting at the forefront of our work. In fact, 73 percent of schools and 77 percent of out-of-school time sites enrolled in our programs serve high-need populations. Additionally, through Healthier Generation's **robust online platform** and expansion



nearly
**200 COMPLIANT
SNACKS**

easily purchasable via the
Healthier Generation Store
with Amazon Business

up to
509,000 KIDS

learning and thriving
through healthier
afterschool programs

up to
**3,500 OUT-
OF-SCHOOL
TIME SITES**

benefiting from improved
nutrition and increased
movement

in **digital technologies**, fiscal year 2018 demonstrated a unique ability to scale our evidence-based practices, reaching more children in more communities than ever before:

- Our enhanced use of **innovative marketing techniques** and **data analytics** increased engagement opportunities, improved program experience and drove thousands of schools and sites to take action.
- We launched over a dozen **powerful marketing campaigns** to raise awareness, drive action and inspire all through success stories that define what it means to give more children the chance at brighter, healthier futures.
- The expansion of Healthier Generation's digital network aided in the enrollment of **3,125 new schools** and **384 new out-of-school time sites** this year alone.

This report offers a unique glimpse into these successes and more from Healthier Generation's transformative portfolio of work over fiscal year 2018. I hope the stories will help you appreciate our longstanding commitment to serving kids in communities across the United States marked by significant health inequities—and most of all, inspire you to join the exciting and diverse scope of work that lies ahead.

William J. Bryant
Chairman of the Board of Directors, 2014-2018
Alliance for a Healthier Generation

EVERY CHILD DESERVES

HEALTHY SCHOOLS

Healthier Generation’s Healthy Schools Program guides schools to create and sustain healthier learning environments where students, especially those in greatest need, can thrive. In 2017, we honored **323 schools**—79 percent of which serve high-need student populations—from 30 states and the District of Columbia as [“America’s Healthiest Schools.”](#) These schools exemplify a growing national movement to create healthier schools for kids. Their successes are rooted in Healthier Generation’s work to [inform school policies](#) to ensure schools implement evidence-based practices that promote physical activity and healthy eating before, during and after school.

Additionally, with the support of a \$1 million donation from Target in the form of Target GiftCards™, we **executed nearly 100 campaigns** to incentivize and promote wellness in schools and homes across the nation. From helping Houston schools recover after Hurricane Harvey to [launching a formal partnership](#) with the New York City Department of Education, the GiftCards motivated thousands of people across the country to live healthier and support kids’ health.

[WATCH VIDEO](#)

A Riverside, California middle school brings heart and health together to become one of America’s Healthiest Schools.



[READ ARTICLE](#)

Woman’s Day shares nine strategies practiced by America’s Healthiest Schools.

“

The research is clear about how important it is to be physically fit and to move. It has a direct correlation with students' academic performance. If you don't feel well or you're tired, how are you going to learn?”

– KAREN COOK, PRINCIPAL, OKLAHOMA



EVERY CHILD DESERVES

HEALTHY CHOICES

When it comes to ensuring that all children and families have access to healthier choices, everyone has a role to play. In fiscal year 2018, we [announced an exciting new step in our work with McDonald's](#), marking the first time the fast food chain has established nutrition criteria globally focused on children's meals. These new, bold steps to increase families' access to fruit, vegetables, water and low-fat dairy represent great progress toward the strategy of reducing kids' intake of calories, fat, salt and sugar from restaurants.

We also teamed up with Partnership for a Healthier America to [announce a new collaboration with the American Beverage Association and the National](#)

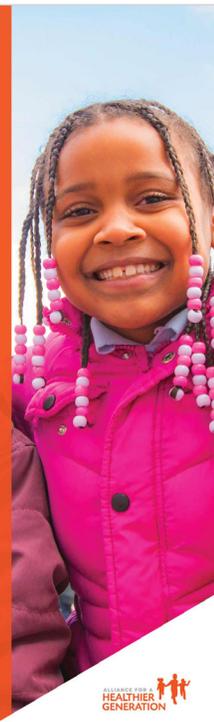
[Association of Convenience Stores](#) to help kids and families reduce sugar consumed from beverages. Through this [collaboration](#), beverage manufacturers and retailers are working together on marketing, merchandising and distribution strategies that drive awareness for and increase availability and purchases of zero- and reduced-sugar beverages, including water, in convenience stores across the country.

In August 2017, we launched the [Healthier Generation Store with Amazon Business](#), the first verified, online store dedicated to exclusively selling food products that comply with U.S. Department of Agriculture Smart Snacks in School requirements and National AfterSchool Association Healthy Eating Standards. The store allows school and afterschool leaders to easily identify and purchase healthier, compliant snacks and beverages to serve at celebrations, events, school functions and more.

McDonald's new global nutrition criteria

By 2022, 50% or more of Happy Meals offered on the menu will have:

- ≤ **600** calories
- ≤ **10%** of calories from saturated fat
- ≤ **650** milligrams of sodium
- ≤ **10%** of calories from added sugar



[READ ARTICLE](#)

The Washington Post: Find out how the McDonald's Happy Meal is about to get a makeover.



“

As a nutritionist and a mom, this is a pivotal moment as we unveil new, ambitious goals in collaboration with Healthier Generation that we hope will positively impact families around the world.”

– JULIA BRAUN, HEAD OF GLOBAL NUTRITION, MCDONALD’S

EVERY CHILD DESERVES

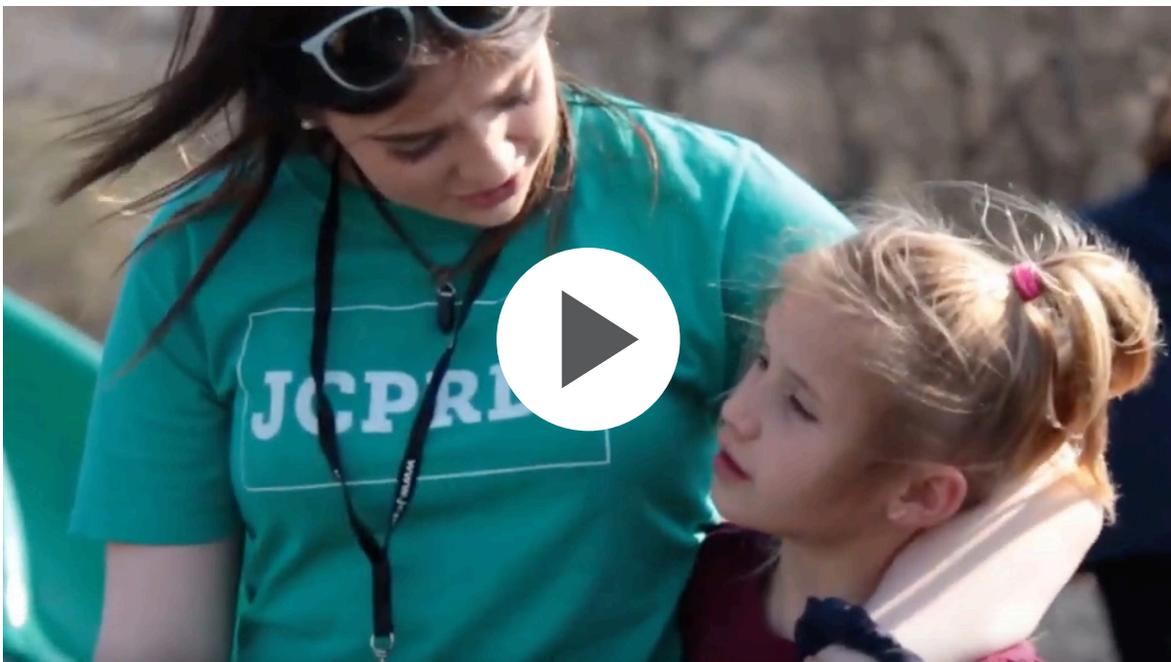
HEALTHY COMMUNITIES

For the 10.2 million children who attend afterschool programs, time outside the home is a critical avenue to develop healthy habits and social-emotional skills. Rooted in strong local and national partnerships, our out-of-school time work touches down across America. In Kansas, for example, we collaborated with the Kansas Enrichment Network to **launch Healthy Kids, Healthy Kansas**, a campaign to support local out-of-school time sites in improving kids' physical and emotional health and engaging their families. Additionally, with support from the Aetna Foundation, we **continued our work in juvenile justice centers**, helping youth live healthier and strengthen their transition back into their homes and communities.

Our groundbreaking work with the **beverage industry** and **corporations** continues to expand, with a focus on increasing our impact in local communities marked by health inequities. We create an inclusive environment where cross-sector collaboration and strategic convenings can maximize the power of business engagement to address children's health. From supporting corner store initiatives to bringing together public health leaders and representatives from McDonald's and the American Beverage Association, Healthier Generation continues to evolve our marketplace work, bringing a new dimension of leadership and impact to communities nationwide.

[WATCH VIDEO](#)

Healthier Generation, the Kansas Health Foundation and Kansas Enrichment Network team up to improve the lives of children throughout Kansas.





“

The Alliance for a Healthier Generation has come in to talk about providing healthy snacks and meals and has really helped us open the door to social-emotional learning.”

– RACHEL WILLIS, RESEARCH PROJECT MANAGER, KANSAS ENRICHMENT NETWORK

EVERY CHILD DESERVES

HEALTHY ROLE MODELS

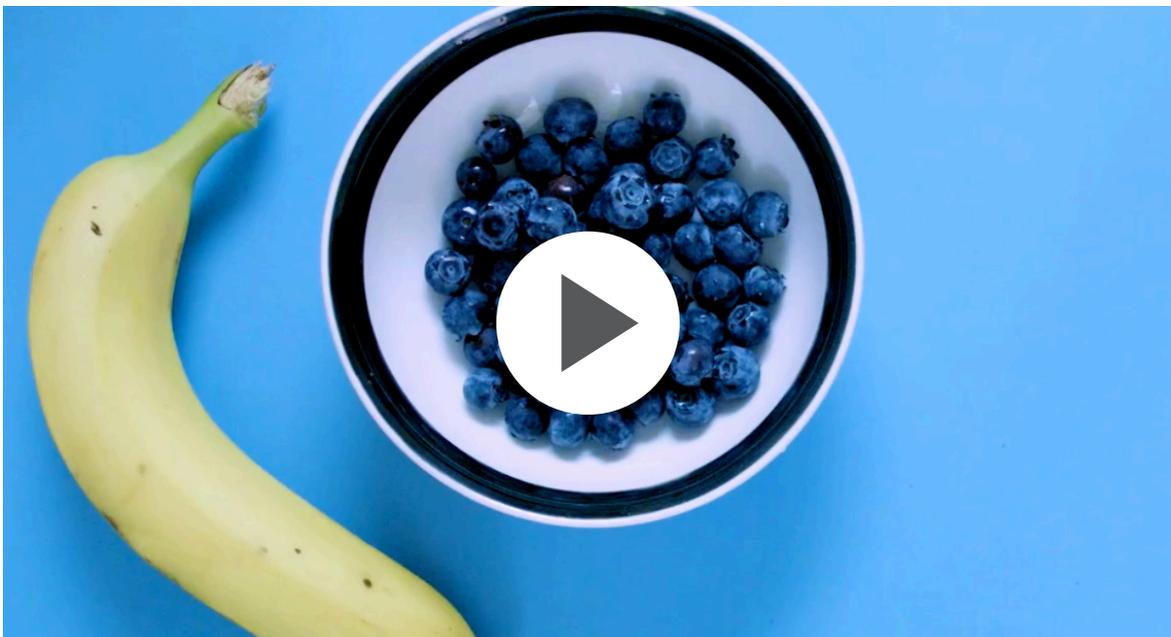
Parents, teachers and community leaders play key roles in helping kids develop lifelong healthy habits. Our **digital marketing campaigns** give these role models the tools to practice and drive healthy behaviors. From hosting healthier [Halloween](#) and [Valentine's Day](#) celebrations to finding [simple, healthy swaps](#) to beat the summer heat, we inspired thousands of parents, families and wellness champions to help kids eat healthy and move more—while having fun!

A particular highlight this year is [#TeachersTAKES](#), a campaign presented in partnership with Kaiser Permanente. Through this campaign, educators downloaded over 4,100 five-minute self-care activities to improve their physical, mental and social well-being. In total, [#TeachersTAKES](#) generated over 2.4 million impressions on social media, over 32,000 page views from 10,000 unique visitors (66 percent of whom were first-time visitors to Healthier Generation's Healthy Schools Program), and prompted more than 1,000 new users to join our program.



[WATCH VIDEO](#)

Serve up a healthier treat at your next family picnic with Healthier Generation's "Sparkle Pops" recipe.





“

Our healthy Valentine’s Day party was a huge success thanks to #SweeterStudents. Thank you for inspiring us to promote healthier living in our school.”

– POLLY KELEKIS, CLINTON ELEMENTARY SCHOOL, NEW JERSEY

Healthier Generation's philanthropic partners provide much-needed resources to expand our reach, increase effectiveness of our youth-serving initiatives and programs, as well as build nationwide awareness for children's health. In addition to our founding organizations, learn how just a few of Healthier Generation's many supporters are helping advance our mission across the country.

"By expanding our partnership with the Alliance for a Healthier Generation, we will help more of our schools make powerful, sustainable changes, resulting in a healthier school staff, and healthier students ready to learn."

– LOEL SOLOMON, VICE PRESIDENT OF COMMUNITY HEALTH, KAISER PERMANENTE

Expanding Our National Impact with Kaiser Permanente

 KAISER PERMANENTE

THRIVING SCHOOLS
a partnership for healthy students, staff & teachers

Since 2013, Healthier Generation has worked with Kaiser Permanente to create healthier learning environments for 198,000 students and 16,500 staff in 21 school districts. In February 2018, Kaiser [awarded](#) a \$3.1 million grant to Healthier Generation to expand the Healthy Schools Program in Northern and Southern California, Oregon, Mid-Atlantic states, Colorado and Washington. With this new grant and expanded support, Healthier Generation and Kaiser will reach an additional 210,000 students and 17,500 staff in 350 new schools, giving more kids a chance at the healthy futures they deserve.

"The first year of the Healthy Out-of-School Time Initiative was a very gratifying experience. We had excellent partners to support our leadership of this new initiative, with Healthier Generation as our go-to trainer, the Health Foundation of South Florida as a funder, and Live Healthy Miami Gardens, with which we already had a great relationship."

– CAROLYN "KIANI" NESBITT, FOUNDER AND CHIEF EXECUTIVE OFFICER,
CONCERNED AFRICAN WOMEN

A Decade of Wellness in South Florida

 **HEALTH FOUNDATION**
of south florida

For ten years, the Health Foundation of South Florida (HFSF) has supported our work to create healthier schools and communities within South Florida. This year, HFSF **awarded Healthier Generation additional funding to support our work with Concerned African Women**, an [intermediary partner](#) and previous participant in Healthier Generation's [Healthy Out-of-School Time Initiative](#). Through this grant, Healthier Generation will continue to support Concerned African Women in leading the Healthy Out-of-School Time Initiative with 20 afterschool sites in Miami Gardens, Florida. The funding also includes a grant opportunity for out-of-school sites to incentivize engagement and promote healthier eating and physical activity.

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10



11



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PHILANTHROPIC PARTNERS

\$1,000,000 and Over

American Heart Association
Clinton Foundation
The JPB Foundation
Kaiser Permanente National
Community Benefit Fund
Robert Wood Johnson Foundation
Target Enterprise, Inc.

\$500,000 to \$999,999

Cook County Department of
Public Health

Kansas Health Foundation
United States Department of Health
& Human Services – The Centers
for Disease Control and Prevention

\$100,000 to \$499,999

Aetna Foundation
Health Foundation of South Florida
Healthy Schools Campaign*
Missouri Foundation for Health
Saint Luke's Foundation of
Cleveland, Ohio

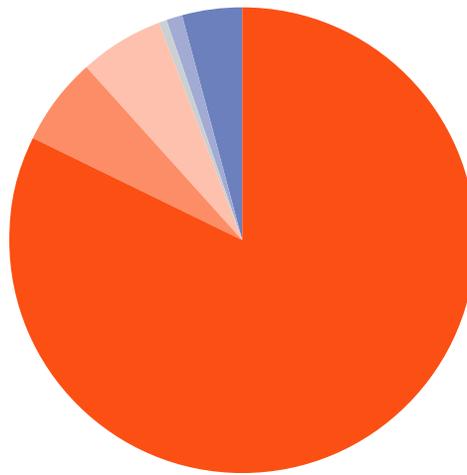
Mt. Sinai Health Care Foundation
Sleep Number Corporation
Virginia G. Piper Charitable Trust

\$25,000 to \$99,999

The Assisi Foundation of Memphis, Inc.
Bipartisan Policy Center*
Laureus Sport for Good Foundation USA
Louisiana Department of Education

* subcontract through Robert Wood Johnson
Foundation

Healthier Generation empowers kids to develop lifelong healthy habits by ensuring the environments that surround them provide and promote good health. Driven by our passion that all young people deserve a chance to live healthier lives, our work with schools, communities and businesses has helped up to 28 million children across the country. This report displays the financial activities of Healthier Generation in the fiscal year ending on June 30, 2018.*

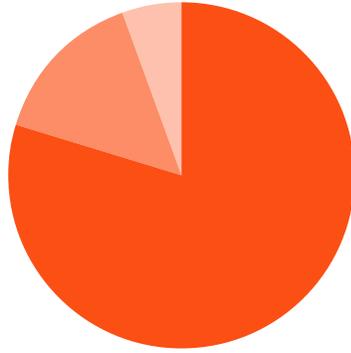


REVENUE

FY 2018

| | |
|-----------------------------|---------------------|
| ● Foundations & Grants | 9,474,501 |
| ● Corporate & Sponsorship | 700,565 |
| ● Government | 676,795 |
| ● Individual | 48,574 |
| ● In-Kind Contributions | 132,257 |
| ● Consulting & Other Income | 470,325 |
| TOTALS | \$11,503,017 |

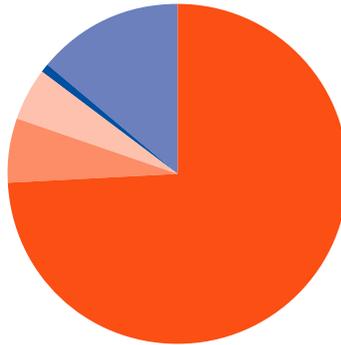
*\$4.4M in funding was recorded in fiscal year 2017 revenue and committed to fiscal year 2018 operating expenses



EXPENSES

FY 2018

| | |
|---------------------------------|---------------------|
| ● Total Program Expenses | 12,288,924 |
| ● Total Administrative Expenses | 2,270,513 |
| ● Total Fundraising Expenses | 845,910 |
| TOTALS | \$15,405,347 |



EXPENSES BREAKDOWN

FY 2018

| | |
|-------------------------|---------------------|
| ● Salary & Benefits | 11,462,949 |
| ● Travel & Meetings | 941,508 |
| ● Professional Fees | 739,572 |
| ● In-Kind Contributions | 132,257 |
| ● Other Expenses | 2,129,061 |
| TOTALS | \$15,405,347 |



HealthierGeneration.org