

2009-2012 Strategic Goal

Work with 25,000 schools to help them adopt strong wellness policies and programs that teach kids about eating healthy and being active every day. Our efforts will focus on collaborating with schools that lack facilities, resources and expertise to provide students with opportunities to eat right and be active at school so they are ready to learn.

Conduct a successful multi-year campaign to fund expanded national and local operations and our long-range vision.

Develop the organizational infrastructure to conduct high-impact school wellness programming and advocacy in every state.

- Grow our volunteer and partner networks to provide programs and resources to target school districts developing and implementing school health action plans.
- Strengthen national operations staff to optimize program development, communications, education, support services and strategic focus.

Fully develop and implement our "school health" model to help schools become healthier places through relationship building, volunteer support, and best-practice programs and practices.

Foster broad awareness and understanding of critical school wellness issues and their impact on student health and achievement.

- Focus communications and education to engage key stakeholders, including school administrators, educators, parents, students and volunteers in underserved communities, as well as our partner network.

OUR CORE ACTIVITIES

Key to everything we do is five activities that we believe will help us achieve our goals, and transform awareness into action that reverses the epidemics of childhood obesity and undernourishment by accelerating change in our schools:

1. Create family-school-community partnerships to advocate for effective and sustainable wellness policies, plans and practices, especially in underserved communities;
2. Help more parents, caregivers and students who want to be healthy at home and learn to work with schools;
3. Promote nutritional quality as well as daily physical education and activity;
4. Collaborate closely with school administrators and educators to meet their and their school's needs; and
5. Continue to advocate for better ways to implement, monitor and evaluate school wellness initiatives.

WHO WE ARE

The nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by partnering with schools to improve nutrition and physical activity to help our kids learn to eat right, be active every day, and be ready to learn.

VISION

That all kids develop the lifelong habits necessary to promote health and learning.

MISSION

To engage diverse organizations, leaders and volunteers in actions that foster sound nutrition and good physical activity in children, youth and schools.