



# Action for Healthy Kids®

**OUR PROGRESS ON MAKING EVERY KID  
HEALTHY AND READY TO LEARN**

**2014-2015 ANNUAL REPORT CARD**







# year in review

2014-2015 SCHOOL YEAR



## Dear Friends and Supporters,

As we entered 2014, AFHK prepared for new policies that would impact the health of our nation's students, from new school food guidelines to local wellness policy rules. Even as obesity rates appeared to stabilize, the task of reversing the epidemic and meeting the needs of underserved children who rely on school meals remains great. These and other developments provided the backdrop for many accomplishments this past year. Thanks to our staff, supporters and volunteers, we achieved record numbers in key areas.

By 2014, AFHK has reached more than 29,000 schools and 5,300 school districts impacting 12.9 million children by providing grants, delivering program resources and technical assistance, and matching volunteers to schools across urban, suburban and rural areas in every state. We have also grown our network of volunteers and champions from 14,000 in 2009 to more than 90,000 today, and the in-kind value they offer to AFHK and our school partners has grown nearly fourfold, from \$2.9 million to \$10.9 million.

AFHK awarded the most School Grants for Healthy Kids in its history during the 2013-2014 school year. We also funded a new category of grants specifically geared toward increasing physical activity. These grants are particularly vital as the first U.S. report card on physical activity for children and youth, released by the National Physical Activity Plan Alliance and the American College of Sports Medicine, found that only 25 percent of children ages 6 to 15 meet the national recommendation of 60 minutes of physical activity per day.

Looking ahead, our funded schools for the 2015-2016 school year will be the first in our network to utilize our new online School Portal and the School Health Index (SHI), an online assessment tool developed by the Centers for Disease Control (CDC) that we have now adopted as our assessment tool. AFHK worked closely with the CDC to offer an abbreviated online version of the SHI to schools as a unified assessment tool to guide school-based obesity prevention and health promotion efforts.

Advancing the field's cause on a broader scale, AFHK is serving as the backbone organization of the Every Kid Healthy Coalition, a collective impact initiative of organizations established to engage and support schools in becoming health promoting. We're also taking an increasingly active approach to policies related to school food and health, research, and education, including advocating for the need for stronger local wellness policies at the district level to improve nutrition and physical activity programs in all schools.

The need to create healthier schools is as important today as it was when AFHK was founded. We look forward to continuing to tell the stories of the countless teachers, superintendents, principals, food service personnel, school nurses, parents, students, community volunteers and many others who are working hard every day to help make every kid healthy and ready to learn.

Yours in good health,

Reggie Washington, M.D.  
Chair, Board of Directors

Rob Bisceglie  
CEO

# School Grants for Healthy Kids

Through our partners at CSX Transportation, Kellogg Company Fund, Kellogg Company, Walmart Foundation, and many more funding partners, we provided an unprecedented number of grants during the 2014-2015 school year. Our newest grants focused on physical activity and helped schools achieve, on average, 56 minutes of physical activity per day. While we continued to grow our network of schools, through our stalwart State Coordinators and state teams on the ground, we drove deeper into our relationships with schools to further the impact of the resources and services, grants, trainings, and technical assistance they receive from AFHK.

**\$1,614,000 AWARDED**

**1,138 SCHOOL GRANTS**

**50% INCREASE OVER  
2013-2014 SCHOOL YEAR**



## School Breakfast Grants



**\$1,190,000**

**731 GRANTS**



**72,793 NEW STUDENTS REACHED**

**6,511,410 ADDITIONAL  
SCHOOL BREAKFASTS**

## Physical Activity Grants



**\$324,000**

**286 GRANTS**

**142,772 STUDENTS REACHED**

**15 NEW MINUTES  
PHYSICAL ACTIVITY  
ADDED PER DAY**



## Other School Grants



**\$100,000**

**121 GRANTS**

## A Healthy School Hero Ensures Breakfast For All

*Doreen Simonds, Food Services Director at Waterford School District in Ortonville, Michigan, noticed that many of her students were not receiving adequate nutrition to start their day. She took matters into her own hands and applied for an AFHK Universal School Breakfast Grant funded by Walmart Foundation for three elementary schools in the district. Breakfast participation skyrocketed by 73%. One student even shared that "he was so happy to have breakfast at school because he would get so hungry sometimes his brain hurt."*



*Food services director Doreen Simonds steps into the classroom.*



*Waterford students learned how to make "Smart Snacks" (fruit kabobs) and the nutrition benefits of each fruit.*





Students eat breakfast in the classroom.

## Breakfast in the Classroom on the Rise

Montgomery County Public Schools received a district grant from AFHK funded by the Kellogg Company Fund to impact 14 schools in their district through the implementation of breakfast in the classroom. Schools increased average breakfast participation during the 2014-2015 school year to 48% during the grant period, up from 22% during the year prior.

## One School Nurse with All the Right Moves

Mary Colver is a school nurse working to transform Little Fort Elementary School in Waukegan, Illinois into a place where kids get physically active every day. The school had an obesity rate of 55% and students were falling short of the daily recommendation for physical activity. Mary used two grants from AFHK funded by CSX Transportation and CVS Caremark to implement a number of programs, including a Get Up and Move morning music and dance program to get kids moving for five minutes at the start of each day to help them focus before class. Additionally, classroom brain breaks, a before-school exercise club and a half-mile school walking path, have all transformed students' confidence and behavior and helped them achieve 60 minutes of physical activity per day. This 2014 Healthy School Hero was even featured as a People Magazine Heroes Among Us!



Little Fort Elementary's Get Up & Move morning program in action.



School Nurse Mary Colver surrounded by active students.



## Technically Speaking: Providing Support and Technical Assistance

Grants are just one tool we provide to help partner schools incorporate fitness and nutrition into the school day. In 2014 we continued to offer technical assistance to school health team members, school health advocates and parents through trainings and workshops focused on implementing successful alternative school breakfast models and building and sustaining effective school health teams.

**343 TRAININGS, CONFERENCES  
AND WORKSHOPS**  
**15,468 PARTICIPANTS**



*We unveiled a new school blueprint to help users navigate Game On activities around the school building.*

### Getting Results with Game On

*Teachers at William Hammerschmidt Elementary School in Lombard, Illinois were determined to increase daily physical activity for their students. They used an AFHK grant funded by CSX Transportation along with Game On, our online framework for schools, to establish a school wellness team and learn how to implement daily brain breaks into the classroom. They also started a walking club for students, improved their playground, and hosted a community Walk & Roll to School in which 30 percent of the school's students and parents participated.*

## School Health Index

In 2014 we entered into an agreement with the Centers for Disease Control and Prevention to adopt the School Health Index (SHI), an online assessment tool developed by the CDC. The 2014 SHI guides school-based obesity prevention and health promotion efforts. We built the first phase in late 2014 and are adding reporting and action planning functionalities in 2015. By offering a unified tool, Action for Healthy Kids has joined the CDC in making it easier for schools to implement policies and practices that can help students stay healthy and ready to learn.



*Shinar Walton and his son help refurbish the outdoor play area at MLK Jr. Academy for Boys, Toledo, OH*

## Get in the Action Center

In late 2014, we piloted our volunteer management technology, the Get in the Action Center, where schools can register and post their events or ongoing volunteer needs, and volunteers can register to search for and be matched with available volunteer opportunities in local schools that can benefit from their skills, expertise and passion for creating healthy learning environments. A major upgrade of the technology is taking place during Q4 2015, after which time all AFHK partner schools and volunteers will have the opportunity to begin using our enhanced online system to make connections and utilize volunteer assistance and support for a wide variety of school health projects.



# Every Kid Healthy and Ready to Learn

## Every Kid Healthy Week

Every Kid Healthy Week continued to grow during the 2014-2015 school year. An annual observance the last week of April and launched by Action for Healthy Kids in 2013, Every Kid Healthy Week celebrates our partner schools' accomplishments in improving school nutrition and physical activity programs year round.



**1,503 EVERY KID HEALTHY WEEK EVENTS**



**39 STATES**

**801,851 PARTICIPANTS**



## Every Kid Healthy Coalition

Following the first Every Kid Healthy Summit in November 2013, AFHK is serving as the backbone organization of the Every Kid Healthy Coalition, a collective impact initiative of public and private organizations engaged in improving school and child health by working toward a common vision that all U.S. schools will provide healthy foods, quality health and physical education, and comprehensive physical activity opportunities for all students by 2030. We held our second summit in April 2015 and are developing a strategic plan with our partners with a focus on coordinating our work with schools to access, build, support and strengthen their capacity to create and sustain policies, systems, environments, and practices that optimize the health of all students.

## Celebrating Every Kid Healthy Week

*Trace Crossings Elementary School in Hoover, AL used an AFHK grant, funded by Kellogg Company, to purchase carts to deliver breakfast to every classroom in the morning. The school reported not only a decrease in student tardiness but increased their average ADP from 51% to 97% in one year. To celebrate the great strides made in increasing healthy food offerings, nutrition education, and physical activity, students were treated during Every Kid Healthy Week to a healthy foods taste test featuring fresh guacamole, sugar snap peas with red pepper hummus, and fruit smoothies made with strawberries and yogurt.*



*Kids try guacamole for the first time at Trace Crossings Elementary, Hoover, AL.*



*Alex Landberg, a community partner, leads students in a brain break session at Lewis School of Excellence, Chicago, IL.*





P.E. teacher Brandon VanLear helps paint a cafeteria mural at Spencer Technology Academy, Chicago, IL.

We couldn't do all the work we do in schools without the help of invaluable volunteers and school personnel who go above and beyond to help make schools healthier places for kids to learn and succeed academically. From parents and school wellness champions, to Team Healthy Kids athletes, to our 12 national Healthy School Hero award winners, here's how volunteers helped make a difference around the country.



**90,000 VOLUNTEERS/CHAMPIONS** and growing  
**343 WEBINARS/TRAININGS** reaching **15,468 STAKEHOLDERS**

**1,503 EVERY KID HEALTHY WEEK EVENTS** IN 39 STATES;  
**801,851 PARTICIPANTS**

**\$193,000 RAISED THROUGH TEAM HEALTHY KIDS**



**290 RUNNERS/ATHLETES**

**5,349 MILES RUN**



**\*IN-KIND VALUE OF TIME AND EXPERTISE = \$10.8 MILLION**

\*In-kind contributions include the time commitments of AFHK's dynamically growing network of volunteers, valued by Independent Sector at \$23.07/hour.



PTA Champion and Healthy School Hero Greta Massetti.

## From Volunteer to Healthy School Hero

Greta Massetti is the PTA Champion at her two daughters' school, Evansdale Elementary in Doraville, Georgia. She is also a key contributor to the school's growing school wellness council. With Greta leading the way, school staff and students diligently worked to transform a plot of land from an overgrown jumble of weeds to a beautiful display of trees, garden beds and flowers. Using AFHK webinars and resources as inspiration, Greta continues to look for fun ways to bring health, nutrition and physical activity to the forefront at Evansdale.



## Team Healthy Kids

In 2014, volunteers not only raised more than \$190,000 and ran over 5,000 miles in premier road races with Team Healthy Kids, but we expanded our reach by adding more spots to our teams in the New York City and Chicago Marathons and adding the Ohio CapCity and Chicago Shamrock Shuffle to our roster of half marathons. We also continued our partnership with Ultramarathon Man Dean Karnazes, who inspired our teams and ran the big ones with us, while Kopf Running continued to provide coaching and training support to our runners. One thing we never run out of is inspiring athlete stories.



Colleen Gonzalez (pictured far right), Chicago Marathon Runner and Healthy School Hero Award winner.

## From Marathon Runner to Healthy School Hero

Colleen Gonzalez first discovered AFHK when she decided to run the Chicago Marathon with our Team Healthy Kids. Along with four friends, Colleen raised \$10,000 to support our cause. The marathon mom and community volunteer at Lake Orienta Elementary School in Altamonte Springs, Florida never slowed down and is a driving force for fitness at the school, organizing Friday Fun Runs for students, parents, and school staff and an annual district-wide cross country event, for which she has rallied the support of local business to ensure free program access for all kids.

## Healthy School Heroes

Since 2004 AFHK has recognized individuals for their outstanding volunteerism, dedication and passion in helping schools become healthier places for America's kids. Healthy School Hero awards are given based on the individual's exceptional dedication and service towards the vision, mission, and goals of AFHK through work in their school communities. We proudly recognized 12 Healthy School Heroes for the 2014-2015 school year:

**Mary Colver, RN** – Certified School Nurse, Little Fort Elementary School (Waukegan, IL)

**Dana Dougherty** – Parent, PTA Volunteer, Substitute Teacher, Oakridge Elementary School (Arlington, VA)

**Colleen Gonzalez** – Youth Health & Wellness Advocate, Lake Orienta Elementary (Altamonte Springs, FL)

**Leslie Levine** – Technical Assistance Coordinator, Live Well Colorado, Parent Volunteer, Greenwood Elementary/West Middle School (Greenwood Village, CO)

**Robert Lewis** – Director of Nutrition Services, El Monte City School District (El Monte, CA)

**Greta Massetti** – PTA Volunteer, Evansdale Elementary School (DeKalb, GA)

**Sarah McAfee** – Parent, Community Coordinator, James A. Garfield IPS 31 (Indianapolis, IN)

**Kelly Miller**, PTA Wellness Chair  
Laurel Woods Elementary (Laurel, MD)

**Jessica F. Sartain** – Kindergarten Teacher, Northport Elementary School (Tuscaloosa, AL)

**Doreen Simonds** – School Foodservice Director, Waterford School District (Waterford, MI)

**Dana Williams** – School Leader Pathway Programs, Former Principal, University Park Elementary School (Denver, CO)

**Paul Zientarski** – PE Consultant, Retired Learning Readiness PE (LRPE) Coordinator, Naperville Central High School (Naperville, IL)



## Financials\*

*AFHK is a 501(c)(3) nonprofit organization.  
Nearly 84 cents of every dollar coming to AFHK goes directly to  
our child health programming.*

Total operating revenues & in-kind contributions: \$5,509,239\*

- School health program expenses: \$4,343,233 | 83.9%
- Fundraising: \$469,819 | 9.1%
- Administrative Program Expenses: \$362,838 | 7.0%

\* The above financials reflect the 2014 fiscal year.



## Our Board

We are proud to have a distinguished and dedicated group of professionals with a wide range of experience and expertise serving on our Board of Directors and helping to guide the vision and mission of AFHK. We added four new board members, bringing diverse skills and experience to help grow our impact and guide AFHK in pursuing its mission.

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Dream Makerz Foundation  
Ecovate  
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ERSC Holdings  
Extreme Pita  
Eye 4 Group  
Family Resource Center Association, Inc.  
Fidelity Exploration & Production  
First Communications  
First United Methodist Church  
Florida Healthy Kids and KidCare  
Framingham State University  
General Mills Foundation  
Heart & Sole LLC  
Hillshire Brands  
Hope Heart Institute  
Indiana University Health  
Institute for Integrative Nutrition  
ISEC Foundation  
Johnson & Johnson  
Kids' Adventures, Inc.  
King County  
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\* 2014 fiscal year





 Action for Healthy Kids®

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