

2016–2017 Annual Report Card

ACTION FOR
HEALTHY
KIDS 





40,000

Schools

5,500

School districts

20M

Children

Dear Friends,

Some of the most prominent issues of 2017 had a profound effect on the schools and children served by Action for Healthy Kids (AFHK), our state teams, and our organizational partners nationwide—immigration, natural disasters, standards for children with special needs, lunch shaming, and discrimination related to discipline policies, to name a few. Meanwhile, schools continue to face budget cuts in the face of curriculum pressures and health and safety issues.

Despite these and many other challenges, we believe, as we did when AFHK was founded, that all students deserve to learn in a healthy, safe and supportive environment. We recognize the inextricable link between physical and emotional health and a child's ability to manage the issues that so many kids carry to school each day, no matter where they live.

That is why one of the cornerstones of our new 2020 strategic plan is to reposition and re-energize school health as a core educational priority. At the heart of our new plan is a vision of building a robust ecosystem for transformational change in child health and education. We are taking critical steps toward our long-term goal of supporting all our partner schools in becoming health promoting. That means schools are providing environments where nutrition, physical education and physical activity practices support learning and that all students are healthy, active and ready to learn and equipped with skills they need to thrive.

Some highlights of our work this year included:

- » Expanding our Parents for Healthy Kids initiative nationwide with the launch of a new website and parent-focused grants, with local workshops rolling out in 2018.

140K

Volunteers and
Champions

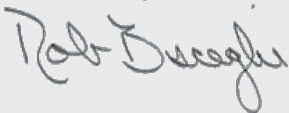
\$4.5M

Grants and
technical
support

- » Adding 10 school districts to grow our Urban School Wellness Coalition to 30 of the largest urban school districts nationwide.
- » Lending our voice and support to federal education and health issues: ESSA Title IV A in support of physical education and other health and wellness initiatives; the preservation of government nutrition programs; funding for research that targets the reduction of health disparities among children; and state legislative issues including school breakfast in California, Massachusetts and Maryland, recess in Arizona, and Farm to School programs in New York.

We are ignited by the challenges that lay ahead and by the strategic plan we have set for AFHK to elevate school health issues, support schools in creating and activating effective school health teams, and continue to build our network and grow our capacity to contribute to the transformational change in health and education our country needs.

We invite you to engage deeper with us in the years ahead, and we thank you for your continued support.



Rob Bisceglie
Chief Executive Officer
Action for Healthy Kids

School Grants for Healthy Kids

Thanks to our generous sponsors, AFHK provides schools with programming, funding and technical support to activate their grants, develop their school health teams, and assess and improve their school health environments.

1,034

Total number
of school grants

\$4,577,025

Total value of
school grants*

40 States

555,814

Number of students
reached through
grant-funded programs

"The Game On activities helped us so much to learn how physical activity could make us feel better and allow us to learn about how we can help others in the community."

Steven Robinson, Student Leader
Bartram High School
Philadelphia, PA



*Reflects funding plus technical support provided through Game On, School Breakfast and other AFHK grants.

Game On Grants

Through our Game On program and grants, we are helping schools implement a wide array of physical activity and nutrition initiatives and become health-promoting schools.

535

Total number of
Game On grants

332 districts

272,416 students impacted

\$2,427,025

value of Game On grants

531,588,420

new physical activity minutes*

11

average number of new physical
activity minutes added/day

87%

schools reporting an increase
in physical activity minutes

96%

schools reporting they provide at least
30 minutes/day of physical activity

61%

increase in schools providing
60 minutes/day of physical activity

GAME ON  FOR
HEALTHY
KIDS

*Average increase in physical activity minutes per day X total number of students impacted X 180 school days = estimated number of new physical activity minutes added to the school year.

More than half of U.S. kids will be obese by the time they're 35.

— *New England Journal of Medicine*, November 2017

Top Strategies Used By Partner Schools

Physical Activity



38%

brain breaks



37%

PE equipment



35%

active outdoor recess



23%

active indoor recess



22%

after-school programs

Nutrition



61%

nutrition education



44%

taste tests



31%

school gardens



11%

healthy classroom
celebrations



11%

Smarter Lunchrooms

Key Impacts

Reported by Schools



89%

increased student participation
in physical activity

86%

increased awareness of
nutrition benefits

81%

increased awareness of physical
activity benefits

“My son has loved the before-school exercise program. When he started he was overweight and not very good at sports. Now he is in great shape and can participate confidently in sports. This program has had a huge impact on his health and his confidence.”

Elvira Herrera, Parent
Little Fort Elementary School
Waukegan, IL



Moderate to vigorous physical activity in children is linked to a lower risk of developing depression. — *Pediatrics*, February 2017

School Breakfast Grants

We're helping schools improve access to and increase student participation in school breakfast through equipment purchases, technical support, and implementation of alternative school breakfast programs.

"Breakfast in the Classroom has been such an amazing program for our school. Kids are more focused after breakfast, are excited to get to the class to eat their breakfast, and most importantly, they don't begin the school day with an empty stomach."

Berkeley Stoltz, 4th Grade Teacher
Dawson Elementary School
Austin, TX

479 breakfast grants

136 school districts

278,469 students impacted

\$2,100,000

value of school breakfast grants

11,587,561

breakfasts served by partner schools

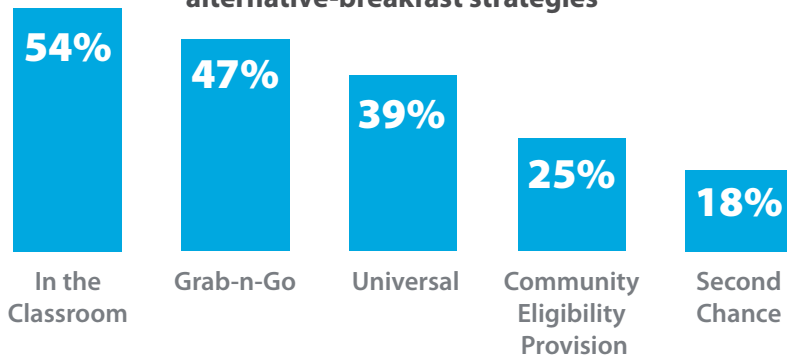
49% average increase in ADP
(Average Daily Participation)

+ 8% (2016–2017 school year growth)

+ 49% (Multi-year growth as of 2016–2017 school year.)

Breakfast Programs in Action

Percentage of schools using different alternative-breakfast strategies



#EveryKidHealthy Week

April 24–28, 2017

Every Kid Healthy Week is an annual observance that celebrates schools' efforts to create healthier environments for their students. Recognized on the calendar of National Health Observances the last week of April each year, this event also shines a spotlight on the continuing need to address childhood obesity and undernourishment and the link between nutrition, physical activity, and learning.



1,425 events

42 states

525,611 participants



2.5M participants
and **5,000+** schools



Educational and Training Opportunities



31 active state teams

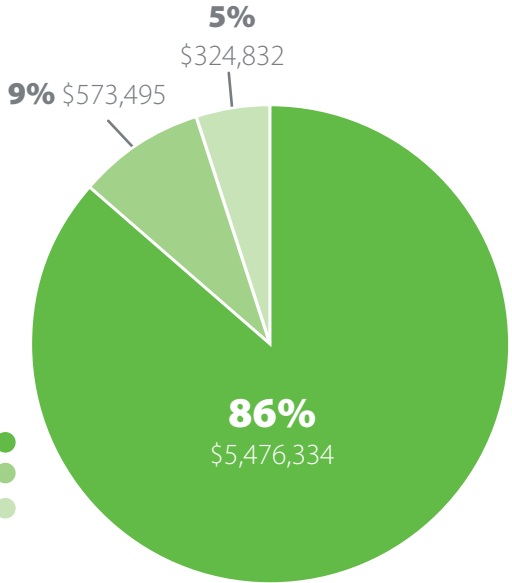
222 trainings/workshops hosted

If all eight- to 11-year-olds in the U.S. exercised 25 minutes/day, 3x/week, \$62.3 billion in medical costs and lost wages over the course of their lifetimes could be saved and 1.2 million fewer youths would be overweight or obese. — *Health Affairs*, May 2017

Financials (FY2017)

\$0.86 of every \$1
goes to school health programs

- School health program expenses ●
- Fundraising expenses ●
- Administrative expenses ●



\$6,493,013

Total operating revenues

\$15,163,046

In-kind value of volunteers*

We delivered more than \$21.7 million to schools in the form of grants, technical support and the in-kind value of our network of volunteers.

*Based on Independent Sector rate of \$24.69/hour for volunteers



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Thank You to Our 2017 Sponsors*

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\$1M+

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The Walmart Foundation

\$500K+

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\$250K+

Colorado Health Foundation
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**“Because of Action for
Healthy Kids, we are able
to implement things that
we would not have been
able to do on our own.
Thanks for investing in
our future generation!”**

Amy Oliver, PE Teacher
Cumberland Trace Elementary School
Bowling Green, KY

Supporting Funders

\$100K+

Blue Cross Blue Shield of Michigan
Cargill

\$25K+

Aetna Foundation
Allina Health System
Children’s Hospital Omaha
Chicago Cubs Charities
Community Foundation of Greater Birmingham
Foglia Family Foundation
Grabbagreen Foundation
Ohio Department of Public Health
Probiotic America
Target Corporation

\$5K+

Advocate Good Samaritan Hospital
Advocate Illinois Masonic Hospital
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Pennsylvania Department of Health
UnitedHealth Group and United Health Foundation
W. R. Grace Foundation

*Thanks to the many individual donors
and Team Healthy Kids runners who
have contributed to AFHK and helped
make a difference in the lives of kids
this past year.*

*July 2016 – December 2017