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.
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

Physical activity and PE improve classroom behaviors and benefit several aspects of academic achievement, especially math skills and reading. – American Academy of Pediatrics, November 2017
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.
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

*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

54% In the Classroom
47% Grab-n-Go
39% Universal
25% Community Eligibility Provision
18% Second Chance

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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.

### 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)

$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

$0.86 of every $1 goes to school health programs

School health program expenses
Fundraising expenses
Administrative expenses

5% $324,832

9% $573,495

86% $5,476,334
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Physical Activity/Education Consultant
Thank You to Our 2017 Sponsors*

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<tr>
<th>Donation Level</th>
<th>Sponsors</th>
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<tbody>
<tr>
<td>$1M+</td>
<td>ALDI, Inc. CSX Transportation The Walmart Foundation</td>
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<td>$500K+</td>
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### Supporting Funders

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<td>$25K+</td>
<td>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</td>
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<tr>
<td>$5K+</td>
<td>Advocate Good Samaritan Hospital Advocate Illinois Masonic Hospital Blue Cross Blue Shield Minnesota FORWARD Pennsylvania Department of Health UnitedHealth Group and United Health Foundation W. R. Grace Foundation</td>
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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

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