

As we reflected on 2019 and the 2018–2019 school year to create this annual report card, our country was swept up in a global pandemic and civil unrest challenging our nation in a way most of us have not experienced in our lifetimes.

This perfect storm of extraordinary circumstances has further highlighted inequalities in our healthcare and education systems, which has forced us to rethink how we can drive more resources and programming to support children in underserved communities. Preceding these events, Action for Healthy Kids spent a good part of 2019 accelerating our new strategic plan for the new decade. Through our work over the years, we have provided more than 9,000 grants to schools, impacting over 2.5 million students through health and well-being initiatives. Yet, we already knew we had to address far deeper issues and challenges facing the health and well-being of kids and families today, double down on investing in underserved schools and communities, and expand on family-school partnerships so critical to the work we do. Given the state of children's health and well-being in the U.S., it's hard to believe the challenges are even more monumental and the imperative even greater than at the start of 2020. When our CEO Rob Bisceglie wrote in his first blog post of the year, "The start of a new year and new decade warrants bold resolutions," none of us could have imagined the situation in which our nation finds itself today.


We are proud of our accomplishments in 2019 and the work our network of health champions in schools and communities nationwide has done to improve children's health and well-being, but we look ahead knowing that additional resources, programming, understanding and determination will be needed among all stakeholders to address our new normal. This means addressing the root causes of the child health crisis and supporting the three foundations of lifelong health for children: nutrition and physical activity, safe and supportive environments, and nurturing relationships with adults. To this end our new strategic plan and programmatic work will build on our decades of experience in food access, nutrition education, and physical activity and grow our work in social emotional health and learning.

Thank you for taking a look back with us and for joining us as we take on, together, what lies ahead of us all.

In good health,



Martin (Jay) McHale, Jr.
Board Chair



Rob Bisceglie
CEO

September 2020



2019 Highlights

- » **Accelerated our new 3-year strategic plan** for 2020–2022 and longer-term outlook through 2030.
- » **Expanded our parent ambassador network** from 7 to 12 in five states, including new parent ambassadors in Illinois, Maryland and Texas. Parent ambassadors engaged more than 800 parents and caregivers to take action for their children's health.
- » **Held the 7th annual Urban School Wellness Coalition (USWC) convening** in Charlotte, NC, with learning opportunities focused on promoting and advancing the Whole School, Whole Community, Whole Child model across our 33 member districts. The convening was also the last official USWC convening, as we prepare to launch our expanded National School District Wellness (NSDW) Coalition in 2020, invite 10–15 new district members representing suburban and rural areas to join our community of practice, and meet virtually during our annual conference as a larger, more diverse NSDW Coalition in October 2020.
- » **Began our study of the sustainability** of our school breakfast work with Walmart Foundation support.
- » Action for Healthy Kids and Active Schools both **launched newly designed websites** to streamline resources and provide a better experience for parents, school staff and other visitors.

By the Numbers: 2018–2019 School Year



Number of school grants	889
Number of schools awarded	873
66% median free/reduced lunch rate 92% of schools funded are public schools	
Number of districts awarded	474
Number of states	41
Students impacted by school grants	437,301
Value of grants in dollars and programmatic support	\$4.85 million



52% increase in percentage of schools participating in 60 min or more physical activity/day

10 additional minutes of physical activity provided to students each day



405,777,600 total number of new physical activity minutes added to school day

23 average number of free time minutes provided to students through pilot social emotional health grants in CA, NY and IL



20%
increase in school health teams at grantee schools



7,120

volunteers involved in grant projects including 4,325 parents and family members



33
districts in Urban School Wellness Coalition

43,452
estimated hours of volunteer time



90% increase in student awareness of nutrition benefits of healthy eating



85% percentage of schools that increased average daily participation (ADP) in school breakfast

53% ADP for all school breakfast grantees

5,381,468
New meals served to students through school breakfast grants



New breakfasts reflect increase of 22,231 new students served. New students refers to those who previously did not have access or had not participated in the school breakfast program.



1,001

Every Kid Healthy Week events held



States represented



450,953

Participants

Students, staff, parents, community representatives and volunteers



Most popular alternative breakfast program
★ **Grab 'N Go Breakfast to the Classroom**

Most popular nutrition strategy employed by schools
★ **Implementation of nutrition education in schools using USDA My Plate guidelines and curriculum**

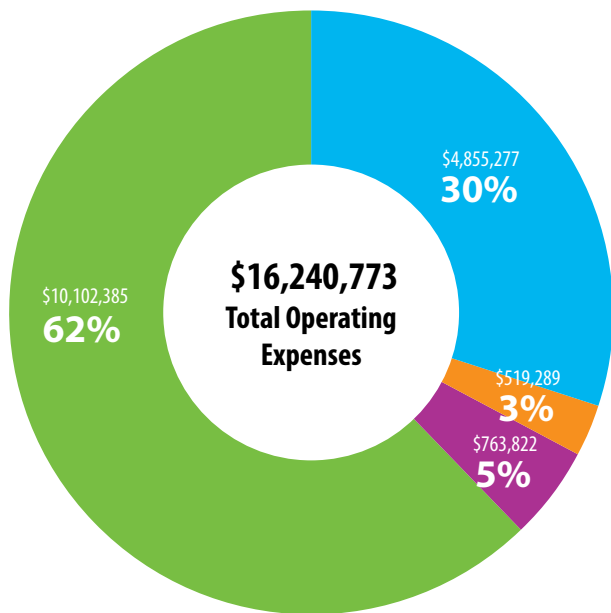
Most commonly reported nutrition impacts by schools
★ **Increased student awareness of nutrition benefits which led to healthier eating behaviors**

Most popular physical activity strategy employed by schools
★ **Purchased and provided new physical education equipment for recess and P.E.**

Most commonly reported physical activity impacts by schools
★ **Increased student participation in physical activity**

2019 Fiscal Year Data

Total operating expenses



- In-kind school health program expenses
- School health program expenses
- Fundraising expenses
- Administrative expenses

Value of in-kind volunteers: \$10.1M

We delivered more than **\$16.2 million** to schools in the form of grants, programmatic support and the in-kind value of our network of volunteers.

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