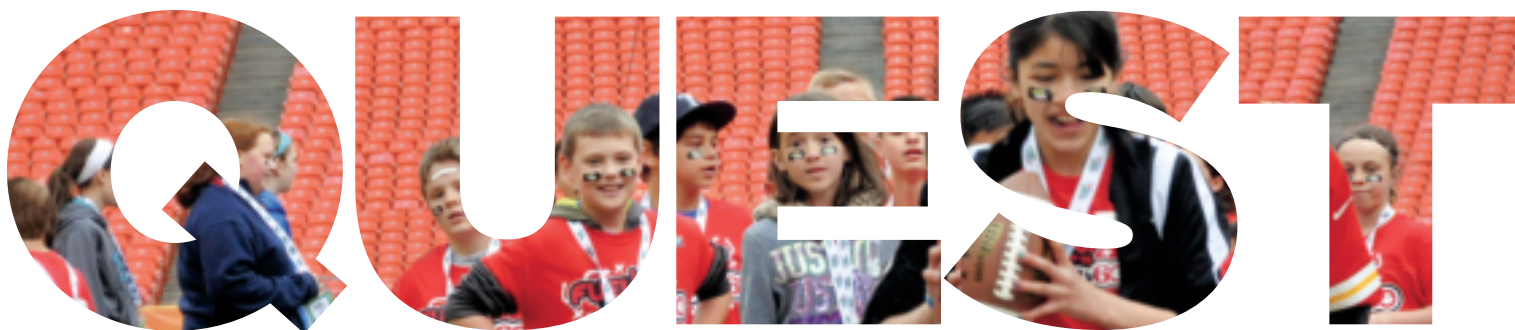


THE



FOR HEALTHY,
HIGH-ACHIEVING
SCHOOLS

GENYOUTH Foundation
Progress Report 2014

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Thank You

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On A Personal Note

It is with pleasure that we present this report of GENYOUth Foundation's progress over our first three years.

When I think about how far we've come, my first emotion is gratitude — not only to our founding partners at National Dairy Council — America's 50,000 dairy farm families — and the National Football League, but also to the growing list of companies and organizations which, in the spirit of public-private partnership, have stepped up with support when we have asked, and even when we haven't. That gratitude extends to every one of the students and educators in the 73,000 schools reached by our signature program, Fuel Up to Play 60. Each one of them has helped make that program — the largest in-school nutrition and physical activity program in existence — what it is today.

I can't help but look back on my own career, to try to pinpoint what it is in my history that has helped me — and helped us — get to this point. In 2010, when I took the helm of GENYOUth, I came to foundation work from a career on Wall Street and cable-news business reporting. But I have to say that it wasn't running floor-operations at the New York Stock Exchange that was my greatest preparation. And it wasn't reporting as a business correspondent for CNBC, or serving as Vice President of Business News at Fox.

My greatest qualification for overseeing GENYOUth Foundation is the fact that I am the mother of four children, at this writing all under 13. GENYOUth's guiding philosophy, you see, is the belief that, in the quest for cultures of wellness in our schools, chil-



children themselves are the primary voices to which we must be listening. It is the empowerment of students as their own agents of change, not as the passive recipients of well-meaning wisdom from above, that differentiates our Foundation from the other worthy groups working in our field.

My primary reaction to the reality of our children not getting access to the healthy foods they deserve, and to the physical activity they urgently need, is an emotional and a visceral one. It's made even more so by my knowledge that, when given the tools, the permission, and the encouragement to solve their own challenges, children never cease to amaze us with their originality, their energy, their optimism, and yes, their entrepreneurship. The kind of entrepreneurship that could give our nation healthier, higher-achieving youth within a generation.

Which brings me to Warren Buffett.

Two years ago, GENYOUth launched an initiative called AdVenture Capital, a program that expands on and

Alexis Glick, Fuel Up to Play 60 student AdVenture Capital winners, and Warren Buffett at the Berkshire Hathaway annual meeting



See
GENYOUth
AdVenture
Capital
students
with
Warren Buffett



“Today’s world requires leaders with entrepreneurial spirits who are capable of adapting and taking risks. I welcomed the opportunity to play a part in AdVenture Capital, a program that recognizes and rewards students for their ideas and instills in them the confidence to own the process of change to create healthier learning environments.”

Warren Buffett,
Chairman and CEO,
Berkshire Hathaway

uplifts the Fuel Up to Play 60 Student Ambassador program, in which students can submit proposals for nutrition and physical activity projects in their own schools. The application process is rigorous and specific, and monies go to schools to help students implement their winning ideas. In the first year of the program, we were looking for a special way to reward our winning crop of student AdVenture Capitalists — something that would represent the spirit of the program, which is student-led entrepreneurship.

I reached out to my Wall Street friend and colleague Warren Buffett, the business icon and philanthropist. Several months later I found myself, along with our students, on a plane bound for Omaha to attend — at Mr. Buffett’s invitation — the shareholders’ meeting of Berkshire Hathaway Corporation, of which he is Chairman.

Warren’s generosity with the students during our visit was astonishing for a man of his time commitments. But it was while I was in his office, watching this man, arguably the greatest investor of our day, interact with our students that solidified in my mind the importance of what we’re doing at GENYOUth — apart, of course, from spreading the “learning connection” message, about the positive impact on academic performance of improved nutrition and increased opportunity for physical activity in the school environment.

Just like Warren Buffett, we are *investors*. We are *investing* in our students — and, by extension, in their health and their future. Our investment is fostering their creativity, their leadership, their maturity, and their success. And the return on our investment is nothing less than our success as a society, and as a nation.

So much of that success rests on a foundation of healthy, high-achieving schools. It’s the kind of success I want for my own children — and for the 38 million students in the schools reached by Fuel Up to Play 60 every day of the school year. I can’t think of anything more important. With that in mind, I’m proud to share the information on these pages with you, and invite you to join us on our mission. Why? Because we need your help.

As those who know me will attest, I will not stop until our work is done. While I am proud of our efforts, I am emboldened every day to do more, learn more, forge new partnerships, and pursue additional resources. As an organization, we have only just begun. The game has kicked off and the ball is in play — but we’ve got three more quarters to go, and who knows how many touchdowns to make along the way!

Alexis Glick, CEO
GENYOUth Foundation

A Guiding Presence



From GENYOUth's founding, Dr. David Satcher has been both mentor and champion in all of GENYOUth Foundation's efforts. It was Dr. Satcher, in his role as 16th Surgeon General of the United States, who released the landmark report on preventing and decreasing overweight and obesity that called national attention to the fact that poor nutrition and lack of physical activity were contributing to the growing rates of overweight and undernourished children. The report helped elevate to national awareness the fact that, since America's schools reach over 55 million children a day, 180 days a year, schools must be part of the solution. Dr. Satcher has been a tireless supporter of the message that multiple

benefits stem from improved nutrition and physical activity — including reduction of chronic disease, and improvements in cognitive function, academic performance, discipline, and behavior. Now heading up the Satcher Health Leadership Institute at Morehouse School of Medicine, Dr. Satcher is a GENYOUth board member, Chair of GENYOUth's national summits and our Health and Wellness Evaluation Committee, and a key presence at the foundation's Leadership Roundtables and regional Town Halls across the country.



See Dr. Satcher at
GENYOUth's 2012 Summit



“I want to commend the GENYOUth Foundation for carrying the banner forward for child health and school wellness in America. Effective leadership is best exemplified when we collaborate together, and GENYOUth continues to demonstrate that type of leadership, serving as a high-level convener, embracing and disseminating the best available science along with new information, and supporting wellness-focused programs and initiatives. GENYOUth will continue to make a difference in the health of our country's children, while at the same time helping to improve their educational performance and overall achievement.”

David Satcher, M.D., Ph.D.,
16th U.S. Surgeon
General

Defining A Mission

Committed to child health and wellness in the school environment, GENYOUth was launched in 2010, the result of an unprecedented partnership between the National Dairy Council (NDC)—funded by America’s 50,000 dairy farm families — and the National Football League (NFL). These two organizations recognized, then and now, the importance of bringing leaders in health, education, government, and business together in a movement to help America’s youth achieve a healthier future — and to raise funds to help make that happen.



GENYOUth’s mission is to nurture children’s health and wellness in the school environment and surrounding community by raising funds, uniting partners with shared goals, and empowering youth to own change.

We are at a crisis point in this nation as regards children’s health and wellness, and the statistics are widely known. Food insecurity, poor dietary choices, and lack of physical activity are contributing to epidemic rates of overweight, obese, and under-nourished children.

Consider that in the United States:

- * **One in three** children and adolescents is overweight or obese — with devastating near- and long-term implications for their health, cognition, and well-being.
- * **More than half** of adolescents ages 12 to 15 are considered physically unfit.
- * Fewer than **4%** of elementary schools, **8%** of middle schools, and **3%** of high schools offer daily physical education.
- * Only **20%** of school districts require daily recess.
- * **More than half** of all teens do not eat breakfast each day, yet research shows that breakfast is vital to students’ success in school.
- * Only **2%** of kids get adequate daily servings of all food groups.
- * Children’s diet quality — the actual quality of the foods children eat — is important to their growth and development, yet the **majority** of youth eat fewer nutrient-rich

foods and over consume calories, fat, and added sugar.

- * **One in five** U.S. children lives in a food-insecure household.

GENYOUth was established to address these challenges, and to collaborate with students, schools, communities, business partners, and thought leaders to identify solutions that improve nutrition and physical activity by putting students at the center of the conversation. We know that when youth are given a voice, change can happen.



See GENYOUth and Fuel Up to Play 60 celebrate five more years of healthy change

Much of GENYOUth’s growth in these early years has been marked by the rapid expansion of Fuel Up to Play 60, GENYOUth’s flagship program and the largest health and wellness initiative in schools across the country.

The program, which currently reaches nearly two-thirds of all U.S. school children and three-quarters of all school districts, encourages students

What Are Our Tasks at Hand?



**Creating a
Movement**



**Aggregating
Partnerships**



**Raising
Funds**

Those three elements of our mission are the lens through which, on the following pages, we summarize our work to date.

to consume nutrient-rich foods (whole grains, low-fat and fat-free dairy, fruits, and vegetables) and achieve at least 60 minutes of physical activity every day. Based on the remarkable way in which the program has been embraced by America's schools, NDC's and NFL's commitment to Fuel Up to Play 60 was renewed at the end of 2013 for five more years. The extension of the original Memorandum of Understanding with the U.S. Departments of Agriculture, Education, and Health and Human Services was celebrated at a highly publicized media event in December of that year.

Page 4 data sources: Centers for Disease Control and Prevention; SHAPE America; GENYOUth's *The Wellness Impact*; Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans; Food Research and Action Center; CDC Youth Risk Behavior Surveillance Study 2013.





Creating a Movement

GENYOUth is empowering and inspiring students — as well as their schools, families, and communities — to take action for healthy, high-achieving schools. We're building awareness and engagement, and promoting solutions that will allow leaders in nutrition, education, government, and business to collaborate with, participate in, and advance the student voice. Exactly what has this entailed in our first three years? We've produced an issue-framing report that elevated the

dialogue and spurred action on a national level. Our flagship program, Fuel Up to Play 60, has grown, is encouraging demand for, and is actually creating cultures of wellness in schools. Above all, we've established opportunities for cultivating and empowering youth as change agents for their own healthier future. ►



See an example
of how we're
elevating the issue

CREATING A MOVEMENT

HOW WE ARE MAKING A DIFFERENCE

In GENYOUth's First Three Years:

Fuel Up to Play 60 has been adopted by 73,000 schools, making it the largest in-school nutrition and physical activity program in the country, helping to increase demand for school environments that support proper nutrition and physical activity, and getting 14 million students eating healthier and moving more.

Nearly 20,000 students have signed on as Fuel Up to Play 60 Ambassadors, a national cadre of young people helping to improve their school communities.

Almost 40,000 adults are serving as Fuel Up to Play 60 program leaders in schools, supported by over a quarter million other educators and committed adults.

The National Football League, The National Football League Players Association, and all 32 NFL Teams have been actively involved in Fuel Up to Play 60 — raising awareness, creating excitement, and driving action toward healthier schools in their local communities.

The Wellness Impact — our national issue-framing report on the links between nutrition, physical activity, and student achievement — has raised visibility of and increased commitment to school wellness among educators, students, parents, community leaders, and businesses.

Two national Fuel Up to Play 60 campaigns achieved massive reach:

- * With partners SHAPE America and Quaker Oats, “Make Your Move” rallied students, educators, families, and the public around a physical activity call to action in fall 2013, resulting in over 18 million media impressions, almost 6 million people reached through social media, and 1.4 million video views.
- * With partners Share Our Strength, Dean Foods, state and regional Dairy Councils, and others, “It Starts with School Breakfast” drove nationwide awareness of, demand for, and participation in school breakfast in spring 2014 — resulting in over 19 million media impressions, over 80 million people reached through social media, digital ads, and media impressions, and a 5.9% average increase in students eating school breakfast during the campaign in participating schools.



See
NFL players
and students
“Make Your
Move”



See
NY Giants'
Victor Cruz
and students
“bedazzle”
school
breakfast
on Chef
Carla Hall's
The Chew

Nutrition, Physical Activity, and Learning: The Indisputable Link



Read
*The Wellness
Impact*
report



GENYOUth's publication of *The Wellness Impact: Enhancing Academic Success through Healthy School Environments* helped to stimulate discussion around, and draw attention to, the now-undisputed link between improved nutrition, greater opportunities for physical activity in the school environment, and academic success. Circulated widely in print and digital format, the report addressed the reasons why schools play a more important role than ever in helping forge the nation's future, and illuminated the vital importance of eating better and moving more in enriching students' readiness to learn.

The Wellness Impact was produced in cooperation with National Dairy Council, the American College of Sports Medicine, and the American

School Health Association, with funding support from Midwest Dairy Council. Read by professionals and parents alike, the report became both a calling card and primary textbook for GENYOUth's early years. Because the correlational evidence regarding the relationship between physical activity, proper nutrition, and academic performance does exist, the report challenges everyone to think "What can I do?" to create meaningful change for youth in schools. The report remains a touchstone of our work to come.

VITAL TAKEAWAYS

1. Schools play a critical role in ensuring the healthy environment that learning requires.

There is a positive correlation between health and learning, and they are mutually reinforcing. A broad range of critical societal conditions, from workplace preparedness to military readiness, depend on the effectiveness of our schools when it comes to wellness and well-being.

2. There is a crisis of physical inactivity in this country.

As the call for measurable academic achievement in schools has grown louder, the number of school districts that have eliminated or curtailed recess and/or physical education entirely has correspondingly grown. Common sense might characterize that decision as misguided, and now quantitative and rigorous scientific research is backing it up.



3. Breakfast is a key issue.

Serving school breakfast — especially through alternative options such as breakfast in the classroom and grab and go — is possibly the easiest, most cost-effective, and most directly helpful step schools can take to improve school and student wellness. And because of federal reimbursements, potentially high participation rates and profitability, school breakfast programs make economic sense.

4. The costs will mount for ignoring school wellness.

The rise in poor nutrition, inactivity, and unhealthy weight among children and youth not only adversely affect academic achievement, but also come with devastating monetary, individual, and societal costs — costs for children, for business and commerce, for healthcare, and for society at large.

5. It's time to act.

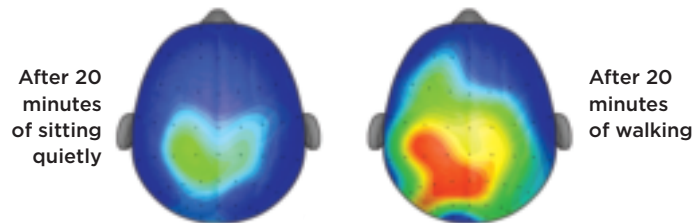
Cultures of wellness in schools — environments in which every child can access good nutrition and regular physical activity — are achievable. Many school districts have made progress toward that goal over the

past decade, so it is doable. But it requires a support system, active communication and promotion, an active school health advisory council, and a formal set of comprehensive wellness policies that are implemented.

THE PROOF IS IN THE BRAIN

Effects of Exercise on Brain Function in Preadolescent Children

Average composite of 20 students' brains taking the same test after sitting quietly or taking a 20-minute walk.



Reprinted with permission of Dr. C. H. Hillman.

Neuroscience is illuminating the effects of nutrition and physical activity on learning. The brain is malleable when responding to biological and environmental factors, which proves an important attribute for learning. Research indicates the quality of foods children eat impacts cognition — with poor nutrition linked with absenteeism, hunger symptoms, and psychosocial problems. Brain-imaging studies show that the brains of aerobically fit children may exhibit superior executive control function. Physical activity, regardless of whether it's during recess, in the classroom, or in physical education class, may improve school performance and achievement.

The Ultimate Movement



“I have been deeply engaged in the success and scale of GENYOUth’s flagship program, Fuel Up to Play 60, and I am proud to have helped forge its new and burgeoning partnership with United Way of Metropolitan Dallas Healthy Zone School Recognition Program, in partnership with The Cooper Institute.”

Charlotte Jones Anderson,
Chair, NFL Foundation and
Executive Vice President,
Dallas Cowboys



Read about the positive changes and successes that are taking place in schools

GENYOUth Foundation’s flagship program, Fuel Up to Play 60, is the nation’s largest in-school nutrition and physical activity program, now reaching 73,000 schools that enroll over 38 million students. Launched nationally in 2010 by National Dairy Council and the National Football League, in collaboration with the U.S. Department of Agriculture, Fuel Up to Play 60 is designed to help students make changes in their schools by improving opportunities to consume nutrient-rich foods and get at least 60 minutes of physical activity every day.



The program aims to involve the whole school in creating a culture of wellness, with students taking a lead role in identifying and implementing positive in-school changes. The Fuel Up to Play 60 “Playbook” of school-tested healthy eating and physical activity action strategies can be adapted to fit a particular school’s schedule and culture.

Importantly, Fuel Up to Play 60 offers the high-energy excitement of the Na-



tional Football League as both motivation and inspiration. Students and schools can earn NFL-themed rewards and recognition like NFL player visits, game tickets, NFL footballs and shirts, teacher and student events at local NFL stadiums, and digital prizes.

The best news: we know it’s working in schools. A recent Fuel Up to Play 60 Utilization Survey generated dozens of relevant data points that show we’re on the right track, and that helps us continually improve the program (see box on page 11). These results underscore Fuel Up to Play 60’s contributions to promoting child health and wellness.

FUEL UP TO PLAY 60: RESULTS THAT COUNT

In Fuel Up to Play 60, GENYOUth is committed to a process of continuous program improvement. Built on authoritative guidance, science-based theories, expert input, and participatory research about what’s needed and what’s working to address childhood obesity and school wellness, Fuel Up to Play 60 has evolved considerably since its national launch in 2010 to achieve program aims, which focus on:

- * Empowering and engaging youth
- * Improving school nutrition and physical activity environments

to make the healthy choice the easy choice

- * Influencing behavior so students make positive healthy eating and physical activity choices

Fuel Up to Play 60's evaluation approach conforms to the Centers for Disease Control and Prevention's Framework for Evaluation of Health Promotion Programs and to the RE-AIM (Reach, Effectiveness, Adoption, Implementation, Maintenance) framework for evidence-based health promotion programs, which provides a

practical way to plan and evaluate programs like Fuel Up to Play 60 and increase their likelihood of working in real-world settings.

Guided by former U.S. Surgeon General David Satcher and renowned researchers and academics on our Health & Wellness Evaluation Committee (see inside back cover), our program evaluation effort includes formative and summative data-gathering — including an annual utilization survey of nearly 10,000 respondents, highlights of which appear below.



“America’s dairy farmers have a long history, going back over a century, of supporting healthy nutrition in schools. Fuel Up to Play 60 is very much a part of that ongoing tradition, the latest evidence of our continuing commitment to child health and wellness. And U.S. dairy farmers are proud to help make it possible.”

Jerry Messer,
Dairy Producer,
North Dakota,
Chairman of National
Dairy Council



See the
Fuel Up
to Play 60
Playbook

RESULTS THAT COUNT

- Improving school environments and student behavior**
Because of Fuel Up to Play 60..*
18 million students now have access to healthier foods at school
17 million students now have access to more physical activity opportunities at school
14 million students are eating healthier
14 million students are more physically active
- Engaging students**
Fuel Up to Play 60 reaches up to **38 million students** in enrolled schools
20,000 students — and rapidly growing — serve as Ambassadors, leading and creating demand for healthy improvements in their school
- Meeting schools' goals**
69% of enrolled educators believe the program is positively influencing their school environment
65% say it helps them achieve their school wellness goals
- Complementing — and creating demand for — other wellness initiatives**
36% of schools say Fuel Up to Play 60 increases their involvement in other wellness programs
- Helping underserved students and schools**
Over 60% of Funds for Fuel Up to Play 60 — over \$10 million to date — have gone to schools with a high proportion of at-risk and underserved students
Over 30% of enrolled schools are in urban settings with predominantly minority and lower-income students

*Based on educator observations and reporting in enrolled schools.

Data are based on 2013 Fuel Up to Play 60 Utilization Survey, Funds for Fuel Up to Play 60 reporting, and program enrollment data.

Youth as Change Agents

When youth are actively engaged in a problem that concerns them, outcomes are better — which is why engaging *students themselves* in nutrition and physical activity solutions has from the beginning been a GENYOUth priority.



“Fuel Up to Play 60 and AdVenture Capital really help kids’ voices be heard and let their ideas come to life and shine. These programs are really about the kids. They let us show who we are and what we can do.”

Lily, New Hampshire
Fuel Up to Play 60
Student Ambassador

When it comes to creating healthy schools, students have frequently been an overlooked source of wisdom and action — while, inarguably, they are the most important players. Encouraging students to be “movers and shakers,” the actual change agents within the school building, is a cornerstone tenet at GENYOUth.

Here’s how students are leading the charge:

FUEL UP TO PLAY 60 STUDENT AMBASSADORS

The Fuel Up to Play 60 Student Ambassador Program — now 20,000 strong and growing — engages, empowers, and develops youth as change-agents and leaders for school wellness. Student Ambassadors receive digital and in-person tools and training, peer-to-peer mentoring and supports, rewards, and recognition that inspire and inform their ability to be a positive force for change in their schools.

STUDENT AMBASSADOR SUMMITS

The annual Fuel Up to Play 60 Student Ambassador Summit brings together hundreds of students at the top level of engagement in the program in one location to receive training, work on collective and individual goals, support one another’s learning about health and wellness, and celebrate their successes in making changes

with their fellow peers and influencers across different industries and celebrities, including NFL superstars.



ADVENTURE CAPITAL: SOCIAL ENTREPRENEURSHIP

This initiative gives Fuel Up to Play 60 students ownership of making healthy changes in their schools and communities, while developing social entrepreneurship skills that will serve them in school and beyond. The program awards grants to fund students’ ideas for school-based nutrition and physical activity solutions, from building a greenhouse at a school for students to select and grow their own fruits and vegetables for the cafeteria, to establishing community nights that educate families in need of guidance about making healthy, affordable food choices.

INSPIRATION PANEL

We call our network of influencers and young mavericks the Inspiration Panel. These youthful leaders, ranging from ages 17 to 24, do not perceive age as a boundary and have already made names for themselves in fields ranging from education and sustainability to government and entrepreneurship. AdVenture Capital grant winners are matched one-on-one with a mentor from the Inspiration Panel, who helps him or her bring a project to life.

YOUTH VOICE

Students are always included as key members of GENYOUth's regular Leadership Roundtables, regional Town Halls, and national Summits. Students have equity at GENYOUth because, perhaps more than any other stakeholder group, they know what health and wellness solutions can work and be most sustainable in their schools and, in many cases, their communities.



“GENYOUth works one-on-one with youth and builds their confidence by showing them that they have the power to create change.”

Anisha, Fuel Up to Play 60 Student Ambassador and AdVenture Capital grantee



Fuel Up to Play 60 provides students with engagement and leadership opportunities through an interactive dashboard and student-created blog, "The Huddle"



Supporting Students: Committed Educators and Other Caring Adults

Students would not succeed as change-agents and leaders without the many thousands of educators and adult volunteers across the country who guide and support students involved in our initiatives. Fuel Up to Play 60 currently has nearly 40,000 inspiring, hard-working educators, school administrators, school nutrition professionals, school wellness coordinators, school nurses, parents, and other adults who serve as Program Advisors and champions, supported by over a quarter million other educators and committed adults. These are our program's heroes. We couldn't do what we do without them.



See the 2014 Fuel Up to Play 60 Program Advisor Hall of Fame winners and read their stories

STUDENT PROFILES

They present at Leadership Roundtables. Participate in regional Town Halls. Serve as exemplary Fuel Up to Play 60 Ambassadors. Earn AdVenture Capital grants. And speak at our national Summits. GENYOUth is proud to have encouraged and empowered, and to keep empowering, students like those pictured here — their own generation’s most powerful spokespeople.



Read what students are saying in the Fuel Up to Play 60 Huddle



Anisha

7th grade, New Jersey

School project: Planned and built a healthy fitness trail at her school for students and the

entire community to use and get active.

“Fuel Up to Play 60 has emphasized the importance of incorporating proper nutrition and physical activity in my life. It has helped me spark awareness for this field, and encourage its mission throughout my school.”



Josh

7th grade, Minnesota

School project: Started “Motivational Mondays,” an exercise program during recess on Mondays that features unique physical activities such as Zumba and obstacle courses.

“Because of GENYOUth and Fuel Up to Play 60, this has been the best year of my life.”



Emma

11th grade, Virginia

School project: Created a monthly class called “Healthy Matters: Teaching Wellness for All Generations,” which features health information, family cooking classes, and personal fitness guidance for her school community.

“This has been the most rewarding project I have ever set out to do.”



Trinity

6th grade, Texas

School project: Created a competition in her school where students submitted “cooking show” videos featuring their favorite healthy breakfast recipes.

Winners of the competition had their recipes prepared by the school’s nutrition department to be considered as a permanent option on the school’s breakfast menu. **“Our cafeteria is now serving much healthier foods, and the kids at school are seeing things in the cafeteria that we tried in our taste tests.”**



Heaven

8th grade, Louisiana

School project: Started a “Walk for Wellness Club” in her school. **“Without becoming involved in Fuel Up to Play**

60 and attending the awesome Summit in 2013, I wouldn’t have improved my leadership as well as communication skills.”



Kaylene

10th grade, Colorado

School project: Created a recreational sports league where middle and high school students mentor elementary

school students, teaching them to focus on teamwork, healthy eating, exercise, and strategy skills. **“It’s never too late to try something, so try, try, and try. You can make a difference, and you can start a healthy revolution.”**



Aggregating Partnerships

GENYOUth Foundation is working closely with health professionals, government, and business to activate resources to support student and school wellness, and to ensure that, in schools, the healthy choice is the easy choice. We're committed to the power of many to make that happen, to foster change that results in improved nutrition and

greater access to physical activity. Convening — the bringing together of diverse constituencies — has been, and continues to be, our strategy for doing this. We do this in large, national forums and smaller, regional gatherings. It is our mechanism for engagement and for catalyzing the actions that lead to change. ►

AGGREGATING PARTNERSHIPS

HOW WE ARE MAKING A DIFFERENCE



Read the *Nutrition Today* report on the 2012 GENYOUth Summit

In GENYOUth's First Three Years:

We signed a six-way Memorandum of Understanding with the National Dairy Council, the National Football League, and the U.S. Departments of Agriculture, Education, and Health and Human Services. This productive, synergistic agreement is the basis of everything we do.

Our two national thought-leader Summits have convened nearly 1,000 top-tier leaders in education, philanthropy, health and wellness, nutrition, physical education, physical activity, and business — catalyzing new ideas, energy, and commitments for healthy schools.

Our seven distinctive city-based Town Halls, conducted in partnership with local Dairy Councils, NFL Teams, and other partners, have generated new networks, galvanized community support, and encouraged new investments in local schools.

We stepped up as a Founding Partner of *Let's Move!* Active Schools, working also with ChildObesity180, SHAPE America, the Alliance for a Healthier Generation, Nike, and the Presidential Youth Fitness Program on joint programs, measurement, and funding opportunities to improve physical activity in schools.

With United Way of Metropolitan Dallas, the Dallas Cowboys, The Cooper Institute, and Dairy MAX, GENYOUth is helping to pilot and scale a collaboration between Healthy Zone Schools and Fuel Up to Play 60 in Texas schools.

To address childhood hunger during the summer months, GENYOUth and local Dairy Councils worked with the U.S. Department of Agriculture, along with NFL players and Fuel Up to Play 60 Student Ambassadors, to promote summer feeding kickoff events in 11 targeted states in 2014.



The St. Louis Town Hall — sponsored by Jamba Juice, Washington University, Midwest Dairy Council, St. Louis Rams, St. Louis Children's Hospital, and The Magic House — was attended by Rams players, the city's Mayor, Fuel Up to Play 60 Program Advisors and student leaders



“The Denver Learning Connection Town Hall was remarkably impactful at convincing the business people in the room that support is essential to Colorado schools, and indeed schools everywhere. In fact, it inspired us to commit \$50,000 to GENYOUth and Fuel Up to Play 60 to benefit Colorado schools.” Joe Ellis, President, Denver Broncos

Coming Together for a Purpose

GENYOUth Foundation is dedicated to being a convener of the dialogue among the increasingly diverse public- and private-sector stakeholders who count improved nutrition and greater opportunities for physical activity in schools as a local and national priority. Bringing together concerned men, women, and youth



GENYOUth's second Leadership Roundtable



James White, CEO, Jamba Juice, and GENYOUth Board Member at the second Leadership Roundtable

who don't normally sit down in the same room together — and certainly not to discuss nutrition and physical activity in schools — is a key component of our mission.

Beginning with the 2012 GENYOUth Nutrition & Physical Activity Learning

Connection Summit, GENYOUth assumed the role of convener of the dialogue around the learning connection. Consequently, GENYOUth has thus far convened three Leadership Roundtables, at which senior figures in health and wellness, medicine, education, administration, philanthropy, and the corporate world have come together to discuss concrete steps they can and should take to further the cause of healthier schools.

At a 2013 Leadership Roundtable held at the headquarters of the NFL Players Association in Washington, it was agreed that it was necessary to move the dialogue from the national to the local level, where change is really effected. With that in mind, GENYOUth launched a 2013-2014 series of Learning Connection regional Town Halls.

Several markets were selected as ideal cities in which to hold Town Halls, dictated in part by the presence of NFL teams, but also taking into account the on-the-ground support of state and regional Dairy Councils and other sponsor-partners. At these regional events — some of which are large gatherings, some of which are panel discussions followed by Q-and-As, and some of which are smaller but high-level community meetings — the bottom line is getting community stakeholders to make hard-and-fast commitments of time, resources, and dollars to local school-wellness initiatives.

Attendees at these Town Hall events include leaders in the community or

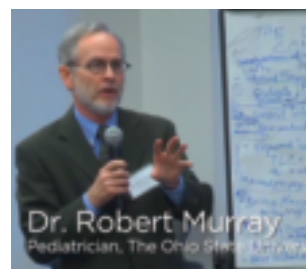


“GENYOUth's Leadership Roundtables and Town Halls are eye-opening events showcasing the many solutions available when we all work together.”

Stephanie Whyte, M.D., M.B.A., Chief Health Officer, Chicago Public Schools



See **GENYOUth Leadership Roundtable highlights**





See
Town Halls
in action



“Serving as GENYOUth’s Board of Directors Chair is one of the most meaningful things I’ve done professionally. Dairy farmers’ support of GENYOUth is both significant and essential, and I am both proud and humbled to be part of the productive dialogue that GENYOUth fosters among diverse groups.”

Tom Gallagher, CEO,
Dairy Management Inc.
and Board Chair,
GENYOUth Foundation

city with a vested interest in healthier kids and healthier schools who could also commit assets to advance school wellness through solution-oriented action. Local business leaders are integral to the events’ successes.

In the first year of the Town Halls, local NFL Teams hosted follow-up “task force” gatherings in the weeks and months following the events, allowing stakeholders to dive deeper into finding solutions. To date, the Chicago Bears, Denver Broncos, St. Louis Rams, and Indianapolis Colts have all generously hosted these follow-up events, allowing us to take

important dialogue to the next level. Wherever GENYOUth hosts the dialogue between for-profit and not-for-profit executives and others, you’ll find national and local thought-leaders from business and the corporate world; education and administration; government and policy; philanthropy; health and wellness; nonprofit; and other arenas talking together, brainstorming, and helping — in partnership with students — to forge cultures of wellness in America’s schools.

The convening role is one that GENYOUth looks forward to playing in the years to come.

Taking GENYOUth’s Message Home



“Sharing with people I care about is an opportunity I always treasure. It’s an honor to partner with GENYOUth.”

WNBA superstar and GENYOUth Board Member Skylar Diggins brought the learning connection message to her hometown of South Bend, Indiana, in a day of dialogue and physical activity for educators, parents, and youth at the Martin Luther King Community Center. Diggins’s commitment to promoting the benefits of improved nutrition and greater opportunities for physical activity in school is typical of GENYOUth’s Board, which is made up of leaders from the nation’s top professional sports organizations, CEOs of major companies, figures from top-tier health and wellness organizations, academicians, policy experts, and NGO leaders.



See Skylar Diggins
and Alexis Glick on
MSNBC’s *Morning Joe*

GENYOUth's Media Partnerships

GENYOUth is notable for its high media profile and extensive media connections. We have worked to establish comprehensive links and strategic partnerships with outlets that include Meredith Corporation, the Time Inc. Magazine Company (publishers of *TIME for Kids* and *Sports Illustrated Kids*), Discovery Education, and many others.

Such partnerships have helped us to create both visibility and an invaluable “public point of view.” Most important, these media relationships provide a powerful means of recognizing and showcasing the voices and stories of students, who are at the heart of GENYOUth's programs and efforts.

Whether it's a *Huffington Post* op-ed piece co-authored by Alexis Glick and former Surgeon General David Satcher, regular appearances on MSNBC's *Morning Joe* to promote GENYOUth's activities, national coverage of GENYOUth's presence at events like SAP's SAPHIRE NOW business technology conference for senior executives, or appearances by Fuel Up to Play 60 students on network TV's *The Chew* and *The Rachael Ray Show*, GENYOUth's media presence is strong and ongoing.

GENYOUth's partnership with *TIME for Kids* yielded a four-page advertorial in the September 2013 issue to promote the new, streamlined Fuel Up to Play 60 Playbook to schools across the country. The spread was distributed to schools — 3.2 million

students and 136,000 teachers — giving students, educators, and parents the opportunity to learn about updated Plays, as well as the resources and rewards associated with participating in the program. A poster was distributed nationally to grades 5-6, reaching over a million students and 40,000 teachers. All materials were made available online for teachers and administrators at <http://timeforkids.com/extras>.

Similarly, GENYOUth teamed up with *Sports Illustrated Kids* for the July 2013 issue featuring First Lady Michelle Obama to promote her initiative, *Let's Move! Active Schools*. Both GENYOUth and Fuel Up to Play 60 received prominent placement throughout the issue.

Looking to the future, GENYOUth and *Sports Illustrated Kids* are establishing a network of youth correspondents who will share their journeys through Fuel Up to Play 60 and AdVenture Capital in video segments that will run on the *SI Kids* website and in magazine pieces at key points in time like back-to-school.

One of GENYOUth's newest partners, SAP, is collaborating with GENYOUth and *Sports Illustrated Kids* by teeing up opportunities for students to report at some of their biggest events, like their SAPHIRE NOW conference, highlighting innovation in technology across many industries.



“As a television personality and business woman, I recognize the transformative role media can play in driving action. GENYOUth's strong ties to, and support from, the media have helped inform people about its programs, progress, and stories of incredible students and educators who bring those programs to life in their schools and communities every day.”

Carla Hall,
Host of *The Chew*



See a GENYOUth “learning connection” segment on MSNBC's *Morning Joe*



“What’s possible if GENYOUth and its partners continue their efforts? The nation will have healthier and more successful children.”

Otha Thornton,
President,
National Parent
Teacher Association



“Jamba Juice support for GENYOUth includes recent Town Halls in San Francisco and St. Louis and the National Summit in Dallas. We are also firmly committed to partnering with GENYOUth to secure additional corporate-sector support in our mutual quest to promote healthy, high-achieving schools and students.”

James White, CEO,
Jamba Juice

How Are We Doing?

GENYOUth conducted a Key Leader Survey in spring 2014, in which we asked those who have been observing us most closely for a frank assessment of the progress of our initiatives and overall mission. We surveyed leaders of partner organizations in health, nutrition, and physical activity, representatives from corporate partners and sponsors, a representative cadre of Fuel Up to Play 60 Ambassadors and AdVenture Capital students, educators, and school administrators. Here’s a summary of what they said.

What has been GENYOUth’s most significant contribution to date?

Our key leaders emphasized:

Convening major players in child health/wellness, education, and industry to discuss important issues and potential solutions

Networks developed, a system with good connections, growing numbers of students impacted – the beginning of a movement

Raising awareness of the learning connection

Creating opportunities for youth to make changes and become powerful leaders

Raising money and channeling it to schools in the form of mini-grants

What’s possible if GENYOUth and its partners continue their focus and their commitment on improving child and school nutrition and physical activity? Our key leaders say:

Alignment of messages, tools, resources, and programming efforts, and really enhancing the work of all the organizations working on the ground

Healthier and more successful children growing into adulthood with a solid foundation for health and achievement throughout their lives

A cultural shift regarding school nutrition and physical activity

Addressing disparities so all children have access to healthy school nutrition and physical activity environments

Our key leaders also offered GENYOUth guidance for the future.

Following is a summary of their advice:

Keep engaging students in the movement.

Continue to document outcomes, build on learned experiences, involve partner organizations, and communicate results.

Keep getting the feedback from children and school leadership about what tools/methods are most helpful for implementing wellness programs and increasing participation.

Continue to collaborate with organizations on the ground and build collective effort and impact.

Work with partners to analyze where the school wellness movement is in its lifecycle and determine how to move the cycle to the next phase.

Stay the course and keep the momentum going.



Raising Funds

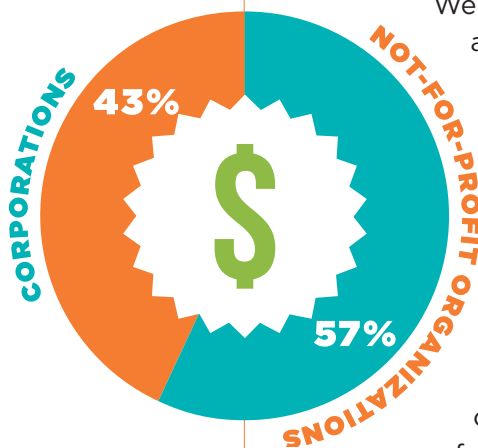
GENYOUth Foundation is reaching out to new and traditional leaders to contribute “time, talent, and treasure” to the cause of school and student wellness. We are securing funding for in-school grants and programs to build and sustain existing and new initiatives. With these resources, we are able to make investments in schools and in youth, ultimately with specific, measurable results. ►

RAISING FUNDS

HOW WE ARE MAKING A DIFFERENCE

In GENYOUth's First Three Years:

We engaged 101 for-profit and not-for-profit organizations in providing resources for GENYOUth's programs, school outreach efforts, and organizational development.



GENYOUth Sources of Funding

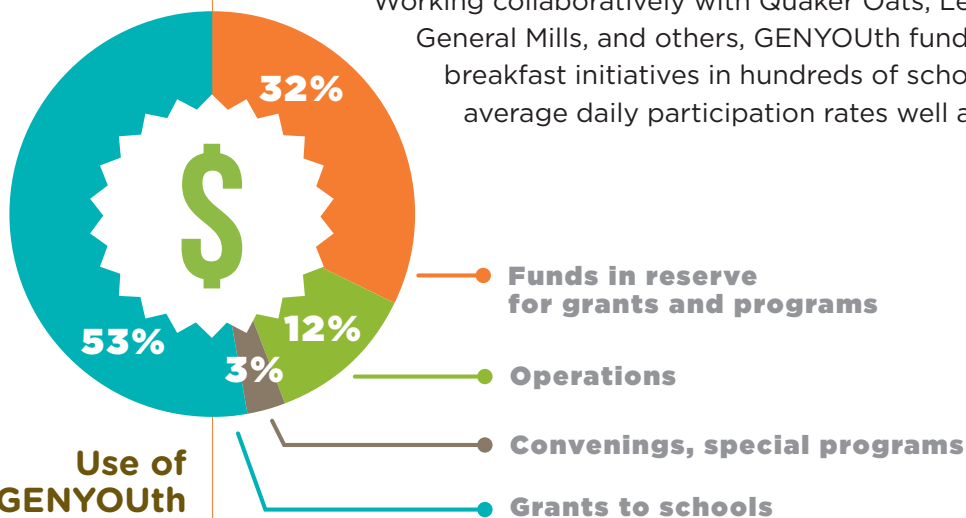
We generated over \$30 million in support for GENYOUth's programs and activities from not-for-profit organizations and companies representing the technology, food, finance, insurance, professional sports, media/entertainment, and other sectors.

We awarded over \$15 million nationwide in Funds for Fuel Up to Play 60 to nearly 4,000 schools in the form of mini-grants to jumpstart sustainable improvements in the school nutrition and physical activity environment.

The majority of GENYOUth's funding reaches schools where the needs are greatest; in fact, nearly two-thirds of our funding has gone to schools that serve a high proportion of underserved students.

We developed a plan for *Fuel Up to Play 60 en Español*, which will launch in 2015 with funding support from PepsiCo Foundation.

We raised over \$3 million to pilot and roll out GENYOUth's AdVenture Capital program, which incubates and elevates student voice, leadership, and social entrepreneurship for healthy, high-achieving schools.



Use of GENYOUth Funding to Date

Working collaboratively with Quaker Oats, Leprino Foods, Dean Foods, General Mills, and others, GENYOUth funded alternative school breakfast initiatives in hundreds of schools nationwide, increasing average daily participation rates well above national averages.

We're In This Together: Building Private-Sector Support

A significant part of GENYOUth's charge is bringing business, at both the national and local level, into the school-wellness dialogue, with the goal of enlisting corporate and business support for nutrition and physical activity efforts in schools. We're engaging these constituents in ways that matter to them, with a special focus on potential partners who haven't had a place at this particular philanthropic table before. It's generosity, but it's also self-interest. Smart private-sector companies understand that healthier, higher-achieving students drive economic growth, help create a strong workforce, engaged consumers, and robust prospects for the future of their businesses.

An impressive list of corporate and business players has stepped up to help, largely in response to GENYOUth's determination to construc-

tively engage the business community. It's our belief and experience that, through community reinvestment, business can and must be part of the school wellness solution in a positive and collaborative way.

Influential business stakeholders make our efforts possible and add credibility and impact to our work on the consumer level. Crucial to the ongoing involvement of corporate and business players in GENYOUth's efforts has been the regular convening of GENYOUth's Leadership Roundtables and National Summits, at which CEOs and senior corporate executives are brought into dialogue with school administrators, health and wellness advocates, school nutrition and physical education professionals, NFL executives and players, and, of course, students.



“Nothing is more important than companies like ours finding creative ways to play a role in supporting the wellness of our nation's youth. Quaker, an iconic brand that's been fueling healthy families for more than 135 years, and GENYOUth have done just that through innovative and inspirational programming.”

Jose Luis Prado,
President,
Quaker Foods
North America

CORPORATE PROFILE Quaker Oats



Jose Luis Prado, President, Quaker Foods North America with Alexis Glick and Mike Kruger, CEO, Midwest Dairy Council

QUAKER OATS has been an important GENYOUth underwriter on several levels — from supporting our national Nutrition + Physical Activity Summits and the Fuel Up to Play 60 Student Ambassador Summit ... to providing funding for Funds for Fuel Up to Play 60 mini-grants ... to supporting the Fuel Up to Play 60 “Make Your Move” campaign ... to earmarking contributions for expansion of breakfast-in-the-classroom programs in Chicago, Quaker's backyard. In working creatively with GENYOUth on these multiple tiers, Quaker has created a win-win-win situation for the students we aim to support, the thought leaders we want to engage, and Quaker's own corporate social responsibility and business goals.



Learn more about Funds for Fuel Up to Play 60

Funds for Fuel Up to Play 60

Since fall 2010, GENYOUth Foundation has awarded over \$15 million to more than 4,000 schools serving almost 3 million students through our Funds for Fuel Up to Play 60 program. Funding is directed where it's needed most: nearly two-thirds of funded schools have a high proportion of underserved populations, schools in which 40% or more students in the school are eligible for free or reduced-price meals. Through this competitive, nationwide program, schools can receive up to \$4,000 to jumpstart healthy changes, such as grab-and-go school breakfast programs, healthy school snack initiatives, improvements to school physical education programs, school gardens, school-wide walking clubs, and much more.



These modest investments have big pay-offs in the form of mobilizing the school community and launching sustainable improvements on campus. Through ongoing tracking, we know that our mini-grants help increase student involvement, adult buy-in and support, school meal participation, more physical activity, and longer-term changes to the school nutrition and physical activity environment.



See a student interviewer at SAP's 2014 SAPHIRE NOW Conference



Read about our partnership with SAP

CORPORATE PROFILE SAP



Student reporter Kaitlin interviews SAP CEO Bill McDermott at the SAPHIRE NOW conference

In pledging \$3 million to build and scale GENYOUth's AdVenture Capital program, technology giant **SAP** has seized on the idea of innovation. Central to SAP's corporate culture, innovation and entrepreneurship are likewise the core of AdVenture Capital. SAP's sponsorship includes employee-engagement and service-based projects in local markets, funding to support student-led projects, and support for the design and development of new digital tools to facilitate story-telling and sharing among AdVenture Capital students. AdVenture Capital students attended SAPHIRE NOW, SAP's future-of-business conference, where they interviewed innovation leaders and forward-looking thinkers from around the world.

FUNDS IN ACTION

Here are some of the ways Funds for Fuel Up to Play 60 are improving the school nutrition and physical activity environment. Since fall 2011, the funding program has:

- * Improved the quality of **1,657 school lunch menus** and/or cafeteria environments
- * Helped start or expand **1,037 in-class physical activity break programs**
- * Started or grew **960 school walking clubs**
- * Launched or expanded **603 grab-and-go breakfast programs**
- * Helped enhance **550 school playgrounds**
- * Launched or expanded **374 break-fast-in-the-classroom** programs
- * Contributed to **92 school gardens**

GENYOUth's Grant Infrastructure: Helping Our Partners Help Schools

Built and refined over a four-year period, GENYOUth has a proven infrastructure to efficiently channel grant funding to schools nationwide to help them create positive change. This grant infrastructure provides a field-tested system for effectively supporting the full grant lifecycle — from attracting, identifying, and selecting applicants, to distributing and monitoring grant implementation and results. To date, the system has been used to successfully distribute and track almost \$20 million in mini-grants (\$1,000-\$4,000) given to thousands of schools through Fuel Up to Play 60, ChildObesity180, Presidential Youth Fitness Program, General Mills, Heinz Foundation, Michigan Department of Education, and others.



“The jewel in the crown of NFL’s Play 60 platform, Fuel Up to Play 60 allows us to reach 38 million American students with powerful messages about healthy eating and physical activity. The NFL is committed to healthy youth, and our partnership with GENYOUth helps us in that endeavor.”

Roger Goodell,
Commissioner,
National Football League

CORPORATE PROFILE NFL



Fuel Up to Play 60’s NFL relationship at the league level and with the 32 NFL Teams across the U.S. is a fruitful partnership through which we bring schools over 250 NFL player visits annually, schedule hundreds of widely attended educator training events and student summits at NFL stadiums, and reward students and educators with everything from signed NFL items and digital prizes to Super Bowl trips.

Beginning in fall 2014, Fuel Up to Play 60 will bring an additional \$340,000 in grants to school districts in NFL Club markets. These “NFL-Fuel Up to Play 60 Hometown Grants” will help to improve students’ physical activity and nutrition in collaboration with their local Dairy Councils and NFL teams.

The To-Do List: What's Ahead

As this is written, we are encouraged, though not satisfied. On all three elements of our mission — creating a movement, aggregating partnerships, and raising funds — we have made significant progress. The results, highlighted in this document, show that the momentum is real.

But the truth is that we need to do more, and the time is now — for we have reached a tipping point for school wellness in America, a point at which redoubling our efforts can pay big dividends.

No person or organization can do it alone, and you, our colleagues and stakeholders, in your ability to support this work, hold the key to our schools', our children's, and our nation's future.

GENYOUth's immediate priorities include:

STRENGTHENING OUR FLAGSHIP PROGRAM.

We remain committed to our signature and most visible initiative, Fuel Up to Play 60 — and the recent five-year re-commitment by the National Dairy Council and the National Football League makes the program a pillar for all we do. For Fuel Up to Play 60, we aim to:

- * Deepen engagement with schools — including recruiting, supporting, and recognizing student leaders, adult program champions, and other volunteers to help

with program development and delivery.

- * Attract more funds and get them to local schools, especially where the needs are greatest, to accelerate the pace of change.
- * Continue to track key variables linked to positive change and outcomes in schools and among youth, the better to refine the program going forward.
- * Continue to elevate and spread best practices that are proven effective and feasible for schools.

STUDENTS OWNING CHANGE.

We will continue to give students the tools and motivation they need to “own change” and concurrently to help schools with the funding and in-kind resources they need to support the initiatives that we know accelerate change.

ENGAGING STAKEHOLDERS.

We aim to broaden both the nature and the number of stakeholder groups engaged in this effort with us, especially private-sector partners.

ADDRESSING DISPARITIES.

We need an even sharper focus on underserved and minority communities. Addressing disparities and creating equity when it comes to proper nutrition and physical activity opportunities for students in school is critical, and the coming launch of *Fuel Up to Play 60*

en Español is a concrete result of that concern.

Our vision is that, within three to five years, proper nutrition and physical activity for students is not just a priority of, but a practice in, every school in the U.S. It's a vision of schools that embraces a *culture of wellness*. A vision in which all children have access to universal school breakfast that is healthy, tasty, and served in ways and at points in time that appeal to students ... in which school meal programs are offered throughout the entire year to mitigate the growing and devastating problem of childhood hunger in this country.

It's a vision of schools that adhere to recommended physical education and activity guidelines and that have established PE class as part of the core curriculum. Schools where students are helping to plan and lead change that positively affects them, working collaboratively with a community of adults who care about them. Schools that have the resources, supports, and the will to prioritize health as inextricably linked to learning outcomes.

And it's a vision where partners from the private and public sectors are welcomed into the dialogue and actively invest in our students and schools through programs like Fuel Up to Play 60 and others. To help ensure these are not merely wishes, through our programs,

partnerships, and convenings we will continue to ensure that youth play a meaningful role in making change happen. *Facilitating dialogue, building networks, engaging school communities, and even raising funds are all enhanced by students' presence.*

Finally, we will continue to build demand for — and strengthen our ability to achieve — a culture of wellness in every school nationwide. Our quest for healthy, high-achieving schools in every community can become a reality with the will, support, and active involvement of others.

WHAT CAN YOU DO?

School Administrators and

Educators: Assume a leadership role in setting tone and vision for healthy schools. Communicate the link between nutrition, physical activity, and academic achievement. Establish a district or school wellness council or school health advisory committee to develop and implement a strong school wellness policy. Involve students in program planning, implementation, and participation. Gather data about health and wellness policies and practices in your school or district, and evaluate their impact.

Offer or expand school breakfast, and offer alternative breakfast opportunities at school. Make sure all food served and sold at school — including school meals and “competitive” foods — is appealing,

nutritious, and aligned with the Dietary Guidelines for Americans. Ensure that high-quality, standards-based physical education and health education is offered to all students in all grades. Provide recess for elementary school students and in-class physical activity breaks for all students. Offer additional opportunities for students to be physically active, including extracurricular activities and active transportation to school. And reach out to families and community partners to gain their support.

Students: Be a good role model for other students at your school. Eat well and move more. Ask your teacher or principal about your school's wellness policy and what you can do to help make sure it's working. Help your school to organize walking clubs or family food-and-fitness fairs, improve playground facilities, or sponsor wellness-themed fundraisers. Be willing to take part in a school health advisory council or committee. Share your ideas and time to make your school/district a healthier place.

Start a movement. Spread your enthusiasm for improving your school's nutrition and physical activity practices with other students, teachers, and with your parents, too. And, of course, join Fuel Up to Play 60, become a Student Ambassador, and apply for an AdVenture Capital grant for your school!

Parents: If you aren't doing so already, lead by example. Be a role model by eating well and moving more. Drop in to your child's school to experience

school lunch, or breakfast, first-hand. Encourage your child to try unfamiliar, healthy foods. Reach out to your child's principal to ask him or her about your school's wellness policy, and find out what you can do to make sure it's implemented and monitored. Help your school to organize walking clubs, family food-and-fitness fairs, improved playground facilities, or sponsor wellness-themed fundraisers.

Be willing to take part in a school health advisory council or committee. Give your expertise and time to make your school/district a healthier place. Share your enthusiasm for improving your school's nutrition and physical activity practices with other parents. And, of course, encourage your school's, and your child's, participation in Fuel Up to Play 60.

Media: Share compelling stories of schools and communities, which are making progress on improving school nutrition and physical activity by interviewing educators, students, community leaders and foundation partners, and learning how they are making it happen. Elevate youth voice — student-created content and their points of view, ideas, leadership, and work — to create healthier schools and a healthier generation, and leave a legacy. Bring *The Wellness Impact* report to life and translate the learning connection for consumers to understand what it means for the health and vitality of our students and our economy. Generate dialogue among researchers, health professionals, education leaders, parents, businesses, and

students about the links between nutrition, physical activity, and learning, and implications for education, business, families, and economics. Host and broadcast a local nutrition + physical activity learning connection Town Hall.

Business Leaders: Recognize that healthier, higher-achieving schools mean a prepared workforce, and a strong and vibrant consumer base for your product or service in the future, and that you have a key role to play when it comes to corporate social volunteerism, and contributing to healthier communities and societies. Schools want, and need, your active involvement — which can take the form of something as minor as featuring a link to GENYOUth’s *The Wellness Impact* report on your company’s website, or something larger such as a decision to host a local Learning Connection Town Hall, underwrite AdVenture Capital grants, or contribute to Fuel Up to Play 60. Share the stories of the great work you’re making possible through funding and your collaborative efforts with organizations like GENYOUth that impact the school building and students directly.

Your contribution of time, expertise, and resources is vital to our mutual success. And whether you’re a student, parent, teacher, school administrator, business, or nonprofit organization, we have multiple ways of encouraging and enabling your direct and impactful participation. Please work with us.

Special thanks to our supporters*

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About GENYOUth Foundation

Founded through an unprecedented public-private partnership with National Dairy Council (NDC) and the National Football League (NFL) and committed to child health and wellness, GENYOUth, operating under a Memo of Understanding with the U.S. Department of Education, U.S. Department of Health and Human Services, and U.S. Department of Agriculture, brings leaders in health, education, government, and business together in a movement to help America's youth achieve a healthier future. GENYOUth's flagship program, Fuel Up to Play 60, is the largest health and wellness program in schools across the country and currently enrolls more than 73,000 schools. Fuel Up to Play 60 encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables, and whole grains) and achieve at least 60 minutes of physical activity every day. GENYOUth and Fuel Up to Play 60 empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. When youth take action, change can happen. For more information, visit www.GENYOUthNow.org.

