



# PROGRESS AND MEASURABLE IMPACT IN A TIME OF CHANGE

## 2021 ANNUAL REPORT

Pinpointing needs, addressing challenges, and providing resources is how GENYOUth fulfills its mission of creating healthier school communities. The roadblocks and challenges of recent years, whether to child nutrition/hunger, to essential physical activity, or to overall physical, social and emotional well-being, have tested and proven the importance of that mission. As a second decade of commitment begins for GENYOUth, we present this progress update.

**GENYOUth™**

CREATING HEALTHIER  
SCHOOL COMMUNITIES™

The COVID-19 pandemic has been an inflection point, and it has forever changed how we perceive the role of schools in the lives of children and families.

## MESSAGE FROM THE CEO

# A TIME OF TRANSITIONS

**This is a focused look at 2021**, which, going forward, will likely be viewed as a transitional year by anyone who works in child wellness, youth empowerment, or with U.S. schools. The COVID-19 pandemic has been an inflection point, and it has forever changed how we perceive the role of schools in the lives of children and families. Among the dozens of impacts that the nationwide school shutdown had, it vividly exposed the importance of school feeding to the 30 million American children dependent on school meals for all or part of their daily nutrition. It also shed light on just how much the school community contributes to students' physical activity and social-emotional well-being.

I will be forever proud of the way GENYOUth was able to take its mission of creating healthier school communities, and pivot to aggressively address hunger. Through our "For Schools' Sake" campaign, our organization spent much

of 2020 and early 2021 raising and disbursing millions in crucial funding for our nationwide Emergency School Meal Delivery Fund.

It was all about ensuring that school districts had the wherewithal to get school meals to students even when school buildings were closed. And our partners who stepped up with support as never before helped make that happen.

As the crisis has persisted, helping schools deliver vital meals has remained a top priority through GENYOUth's End Student Hunger Fund. Throughout these challenging months, GENYOUth has operated on multiple tracks. While maintaining an urgently responsive focus on food insecurity among students, we have sustained and grown our ongoing programs



GENYOUth recently celebrated the 10th anniversary of its founding by America's dairy farmers and the National Football League.



ALEXIS GLICK



ANN MARIE KRAUTHEIM

and initiatives in parallel, including Fuel Up to Play 60, NFL FLAG-In-Schools, and AdVenture Capital, while continuing to generate original insights through our youth and educator surveys and topical reports.

**GENYOUth recently celebrated the 10th anniversary of its founding** by America's dairy farmers and the National Football League. With that 10-year landmark in mind, and as we transition into our second decade, I would refer readers to our issue-framing report, [Healthier School Communities: What's At Stake Now and What We Can Do About It](#). It's an important re-examination and re-validation of our mission, and of our belief that health-promoting schools matter now more than ever—viewed

through the lens of equity, a focus on the whole child, and the vital importance of student connectedness.

Speaking of transitions, while bittersweet, it's both my honor and my pleasure to pass the reins of leadership at GENYOUth to **Ann Marie Krautheim, M.A., R.D.**, as I step down after 10 years as founding CEO. I could not be more proud of what we've accomplished on behalf of America's school communities this past decade, and Ann Marie has been at my side every day of those 10 years as President and Chief Wellness Officer. With her as GENYOUth's new CEO, this vital organization, and America's youth, could not be in better or more caring hands.

A handwritten signature in black ink that reads "Alexis Glick".

Alexis Glick

# GENYOUth 2021 BY THE NUMBERS

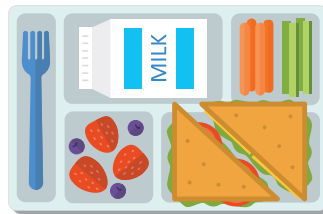


**\$11.9 million**  
Raised to support healthier school communities



**2.2 million**  
Youth reached through NFL FLAG-In-Schools

**158 million**  
School meals delivered through GENYOUth's End Student Hunger fund



**80** youth-led projects initiated  
**46,600** students reached  
**232** projects pitched by student teams

**75,000**  
Schools engaged



**3**  
GENYOUth insights original research and reports produced

**87**  
"Grab and Go" school breakfast systems placed



**30+**  
Sponsors and partners engaged



Preparation of grab and go school meals served during the pandemic.

# HUNGER AND NUTRITION SECURITY URGENT ISSUES AT THE FOREFRONT

As school nutrition professionals took heroic efforts to maintain continuity in school feeding during the shutdowns of 2020 and through the ongoing food-insecurity challenges of 2021, GENYOUth pivoted to support the urgent needs of schools and the 30 million students who rely on school meals daily. GENYOUth's 2020 *For School's Sake: Help Us Feed Our Nation's Kids* campaign for emergency school-meal delivery assistance evolved into 2021's **End Student Hunger Fund**. Today, the reality is that feeding America's under-served students remains a task that falls largely to schools, which are hampered by equipment needs, staffing shortages, supply chain challenges, and hurdles to the financial sustainability of school-meal programs.

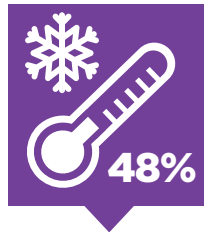
## THE STATE OF THINGS.

Here's what the U.S. school nutrition program looks like today.



**students** rely on school meals for a significant portion of their daily nutrition. School meals are the only nutritious meals many children eat some days.

**Black and Hispanic youth** are particularly at risk for food insecurity.



**48%** of **school nutrition professionals** say equipment for cold storage is the most needed resource.



**86%** of **schools/districts** offered multiple meal delivery options in 2021 to meet pandemic protocol and social distancing guidelines, including cafeteria, classroom, grab and go, off campus delivery, and more.

## IT COULD HAPPEN.

Ending student hunger is an audacious goal. GENYOUth is tackling it [this way](#).



GENYOUth established the **End Student Hunger Fund** to assist schools nationwide in their extraordinary effort to provide school meals safely to students during the coronavirus pandemic.



## BEST PRACTICES.

Serving [school breakfast](#) — especially through alternative options such as **Grab and Go** and **Breakfast in the Classroom** — is possibly the easiest, most cost-effective, and most directly helpful step schools can take to improve school and student wellness. In 2021, we placed 87 Grab and Go Breakfast Systems in schools, delivering up to **8.6 MILLION** school breakfasts per school year.

## IN GOOD “TASTE.”

Thank you, [Super Bowl fans and foodies!](#)

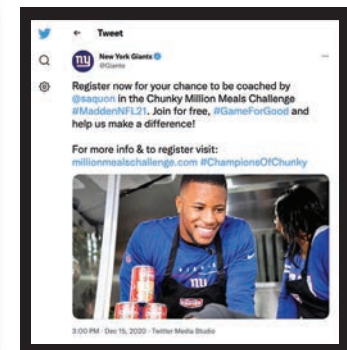


GENYOUth was proud to be named the beneficiary of the Taste of the NFL to take this remarkable platform to the next level to support the 1 in 4 children in the U.S. who were food insecure in 2021.



## MILLIONS OF MEALS.

It's a tournament where the opponent is food insecurity, and victory means helping hungry kids.



In early 2021 the Chunky® Million Meals Challenge put e-sports— specifically, the wildly popular Madden NFL game—to the service of school meal delivery during the pandemic. Proceeds from the Challenge and GENYOUth's Taste of the NFL @Home supported the delivery of over [125 million meals](#) to schools and kids in need across the country.

## SCHOOLS' FOOD FUTURE.

Who understands schools' resource and equipment needs better than school nutrition professionals?

GENYOUth asked what they [forecast](#) for school nutrition in 2022. **Hint: School meals will only increase in importance.**



GENYOUth's HUNGERNOMICS (hunger + economics) awareness campaign communicated the metrics of school-based food insecurity, and the fiscal challenges of school feeding, in numbers-and-cents. This 2021 campaign educated decision-makers and consumers about everything from the daily per-student cost of school breakfast and school lunch, to the number of home-delivery methods for school meals during the pandemic and the percentages of districts using each.

## School Hungernomics

Federal subsidies do not cover the cost to produce school meals. On average, schools are losing 49 cents on every school lunch and 84 cents on every school breakfast served. A portion of this deficit is offset with additional revenues coming in but the average school nutrition program operates with a financial deficit.



Source: School Nutrition and Meal Study, Vol. 3



A woman wearing a red polo shirt and a blue patterned face mask is serving a meal to a child. She is wearing white gloves and holding a white styrofoam container with a blue and yellow logo. The child is wearing a white shirt and a white face mask. The background shows a school setting with other people and a map on the wall.

## THE ESSENTIAL ROLE OF SCHOOL MEALS

**“As a dairy farmer, I am proud of GENYOUth’s efforts to end student hunger by increasing access to school meals across the country. School meals are a lifeline for many children and provide the fuel they need, including dairy, for their minds and bodies.”**

**AUDREY DONAHOE, DAIRY FARMER  
AND GENYOUth BOARD MEMBER**

**“During 2021, most school districts were losing money all day long when it came to meals: federal reimbursement only happens if students are actually receiving meals. So the funds we received to deliver meals to families in other ways were a lifesaver. And we’re serving a population 40% of whom are living paycheck to paycheck, so these meal deliveries, including delivery of milk, were an absolute essential.”**

**DONNA MARTIN, DIRECTOR,  
SCHOOL NUTRITION, BURKE COUNTY (GA)**

**“Feeding students during the pandemic has been all about being innovative — from school-bus delivery of meals to homes... to drive-thru pickup for weeks’ worth of meals in school parking lots... to mobile feeding sites. The logistics have been complex but rewarding. Engaging with families in ground-breaking ways to keep kids nourished and to support academic success was a monumental opportunity that was fully supported by the entire school district.”**

**DR. MARILYN HUGHES, EXECUTIVE DIRECTOR OF NUTRITION,  
ATLANTA PUBLIC SCHOOLS**



## GETTING – AND KEEPING – KIDS ACTIVE ESPECIALLY GIRLS

Promoting physical activity in a stuck-at-home era brought challenges for students, especially girls. To help understand girls' challenges even better, GENYOUth conducted quantitative and qualitative research with physical education instructors across the nation about girls' declining participation in physical activity as they mature; what educators view as key barriers to girls' involvement; and what the solutions might be. Learnings gained from that work will inform a new 2022 initiative in which GENYOUth will help schools provide the kind of programs and resources that put girls' needs first

In 2021, the steady growth and success of our NFL FLAG-In-Schools program helped to confront the crisis in physical inactivity head on. Designed for youth of all ability levels, the program continues to work especially well for encouraging physical activity among girls through participation in flag football.

As part of our ongoing partnership with NIKE, the second season of the NIKE Game Growers program, powered by GENYOUth, empowered girls ages 13 to 14 to create solutions to engage more girls in physical activity and sport and develop a lifelong love for the game. This program instills a sense of confidence in girls at a critical age to bring about change in their communities and bring forward their ideas to get more girls involved in sport for life.

## FLAG WAVING.

**NFL FLAG-In-Schools** is our turnkey solution to the national crisis in physical activity. Reaching 15 million student participants since launch, the program reached new levels of popularity and engagement among physical educators and youth in 2021.

### 2021 STATS



- ▶ **4,000** new schools and community based organizations engaged, with support from NFL Foundation, Nike, and MilkPEP
- ▶ **2.2 million** new student participants
- ▶ **4 female** FLAG Players of the Year
- ▶ **The first-ever** NFL FLAG-In-Schools Coach of the Year! See announcement [HERE](#)



Coach Catherine Caven (far right), FLAG-In-Schools Coach of the Year

**“The impact that GENYOUth in general, and NFL FLAG-In-Schools specifically, has made on youngsters nationwide is awe-inspiring, and I’m so very proud to partner with them on this exciting journey.”** — ALEXIA GALLAGHER, VICE PRESIDENT OF PHILANTHROPY & EXECUTIVE DIRECTOR, NFL FOUNDATION



GENYOUth’s NFL FLAG-In-Schools has become a national model of what school-supportive commitments to budget-strapped physical educators can do for physical activity among whole new audiences of kids.



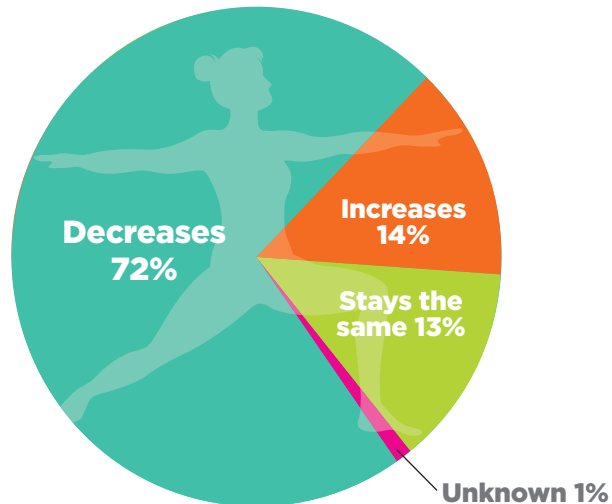
## GENDER EQUITY.

For girls, the crisis in physical inactivity is especially acute. [Here's why that matters.](#)

How do we know what physical educators think, need, and want to address this crisis? [We asked them.](#)

### P.E. Teachers' Observation of Physical Activity Levels

As girls move into middle and high school, their level of participation in physical activity...



## GROWING PARTICIPATION.

Sometimes, the most effective initiatives around physical activity come from breakthrough private-sector partnerships — [like this one.](#)

In 2021, 40 participating WNBA and NBA teams mentored 80 seventh and eighth grade girls from across the country to develop their ideas to get more girls involved in sport into a final game plan. Throughout their **Game Growers** journey, the cohort participated in a virtual leadership camp, engaged with top athletes and Nike executives, and engaged over 500 people as they tested and refined their ideas.



**“GENYOUth has been a great partner to NIKE, Inc.’s ‘Game Growers’ initiative. Our commitment to grow sport for youth is a mutual one, especially for girls. And the impact we’re having together is real and vital.”** — NIKE, INC.



**PURPOSE-DRIVEN SUPPORT FOR HEALTHY, ACTIVE YOUTH**

**“SAP has been proud to advance the work GENYOUth is doing to support healthier school communities—most especially in the challenging years of 2020 and 2021. We are honored to support GENYOUth’s mission to foster the potential of children and communities, and to empower our nation’s youth to drive change.”**

**DJ PAONI, PRESIDENT, SAP NORTH AMERICA,  
AND GENYOUth BOARD MEMBER**

**“Domino’s is proud to be a long-time supporter of GENYOUth’s mission to create healthier school communities. Together, we are empowering youth through our partnership, and developing impactful solutions to address hunger by growing school meal participation.”**

**RUSSELL WEINER, CHIEF OPERATING OFFICER,  
DOMINO’S, AND GENYOUth BOARD MEMBER**



## MAKING YOUTH HEARD HELPING YOUTH LEAD

Elevating youth voice, a pillar of GENYOUth's mission, became more important than ever during the social and cultural reckoning around race and society that characterized much of the 2020-21 school year. Handing youth a digital megaphone, CEO Alexis Glick turned over her social-media channels to middle- and high-schoolers, giving voice not only to youthful wisdom around difficult topics, but fostering the kind of student involvement, connectedness, and open expression that the [U.S. Secretary of Education](#) has identified as a key ingredient in overall well-being and mental health.

At the same time, GENYOUth Insights surveys provided a revealing update on students' attitudes, desires, conflicts, and stresses around the pandemic (*The Impact of COVID-19 on Teens, One Year Later*), while an important series of GENYOUth student focus groups further informed our understanding of students' perspectives. This work around well-being and mental health proved prescient, as it preceded — and was validated by — the U.S. Surgeon General's [Advisory on Protecting Youth Mental Health](#).

And GENYOUth's ultimate expression of elevating the youth voice — making students social entrepreneurs via the AdVenture Capital program — is now in its seventh successful year of funding student-originated, student-led school wellness solutions.

## IT'S WHAT THEY THINK THAT MATTERS.

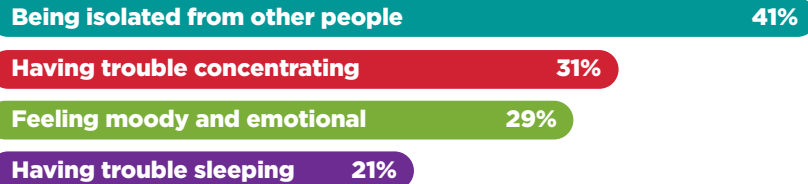
How do you serve youth coming out of a global health and education crisis? Ask them how *they* feel about things.



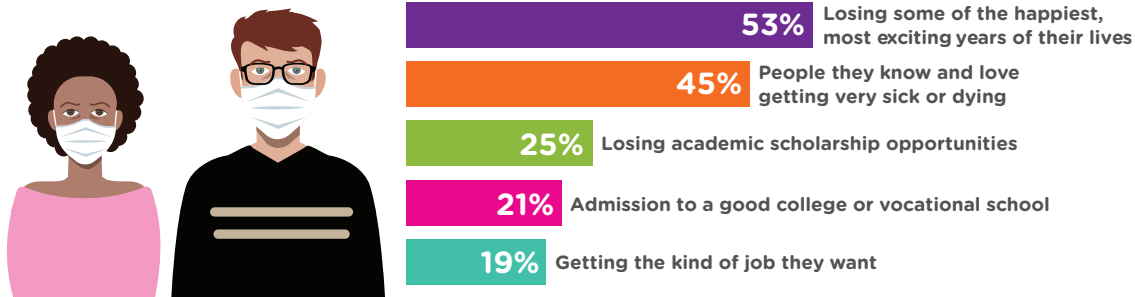
See our GENYOUth Insights 2021 research brief on [The Impact of COVID-19 on Teens, One Year Later](#).

### SIGNALS OF THE STRUGGLE

While youth tell us they are coping, they are still feeling the impacts of the pandemic physically, socially and emotionally. **Areas where they are struggling the most:**



### WHAT HIGH SCHOOL STUDENTS ARE MOST WORRIED ABOUT

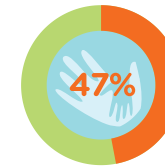


### ONE YEAR AFTER COVID

83% of middle and high school students surveyed claimed to be coping well, however they are far from unaffected.



of students report their **INTELLECTUAL WELL-BEING** (sharp mind, good concentration, effective learning) is less than good.



of students report their **EMOTIONAL WELL-BEING** (positive outlook and manageable stress levels) is less than good.



of students report their **SOCIAL WELL-BEING** (strong relationships, get along with others, feel loved and supported) is less than good.

**"I'm just surprised how much the kids can actually name [what they are going through]. When we do our physical, mental, emotional, social wellness wheel, many kids recognize how their well-being has declined so much."**

— EDUCATOR, MIDDLE SCHOOL, ILLINOIS



**EMPOWERING AND ELEVATING YOUTH VOICE**

**"We need a conversation with students so they have a say in what they're going to eat. That can create excitement about what's in the bag— knowing they had a part in it."**

**KAYLA, FUEL UP TO PLAY 60 YOUTH COUNCIL, FLORIDA**

**"These unprecedented times have left us all devastated emotionally, mentally or financially, with a great sense of worry for the unpredictable future. But we also got the gift of time to absorb, seize the moment, and live life for what it is."**

**VIREN, FUEL UP TO PLAY 60 YOUTH COUNCIL, NEW JERSEY**

**"A healthy school not only provides healthy and balanced school meals and opportunities for physical activity, but it also creates an environment where student have what they need to be happy and healthy."**

**JIMENA, FUEL UP TO PLAY 60 YOUTH COUNCIL, TEXAS**





## MAINTAINING FOCUS HEALTHIER SCHOOL COMMUNITIES AS “JOB 1”

GENYOUth embraces the belief that a healthy school supports the whole-child approach to education, in which students are empowered to care for their minds and bodies. It’s a vision in which every child in every school is nourished, active, and supported, and in which under-served schools, particularly, can serve as community hubs and social safety nets. With this in mind, throughout 2021 and beyond, the school building remains the focus of GENYOUth’s work: moving the needle on access to and participation in school meals; improving and enhancing the cafeteria experience; helping students understand where food comes from; creating opportunities for physical activity before, during, and after school; and supporting students’ social and emotional well-being, especially girls.

The urgency around these and other priorities was addressed in our definitive report, [Healthier School Communities: What’s At Stake Now and What We Can Do About It](#). And in March 2021, we hosted a high-visibility national forum, [Issues and Action Steps: A National Forum on Expanding Healthier School Communities](#), to help engage new supporters and constituents.

Meanwhile, on a programmatic basis, the digital adaptation of Fuel Up to Play 60 for distance learning—[Fuel Up to Play 60 Homeroom](#)—kept students focused on the importance of eating better and moving more in a year when it wasn’t always easy to do so.

## CREATING HEALTHIER SCHOOL COMMUNITIES WITH COMMITTED PARTNERS

**“I don’t think it’s possible to over-state the importance of cultivating the health and well-being of our next generation. As we emerge from the pandemic, serious challenges to child health remain—caused by everything from ongoing food insecurity, to rising income inequality. GENYOUth’s important work is beyond essential.”**

**DR. SELWYN M. VICKERS, DEAN,  
UNIVERSITY OF ALABAMA  
SCHOOL OF MEDICINE,  
AND GENYOUth  
BOARD MEMBER**

**“The children of America deserve to grow up with dairy milk as a foundational part of their diet. MilkPEP and GENYOUth share the mission of providing kids with the nutrition they need to fuel their minds and bodies, and we are proud to partner to drive impact, and build healthier school communities together.”**

**YIN WOON RANI,  
CHIEF EXECUTIVE  
OFFICER, MilkPEP**

# 2021 PARTNERS IN PURPOSE



Capital Markets



LAND O' LAKES, INC.

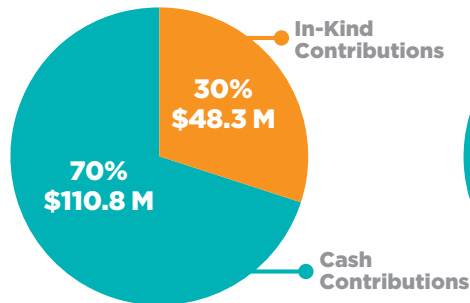


# 2021 HEALTH & WELLNESS ADVISORY COUNCIL

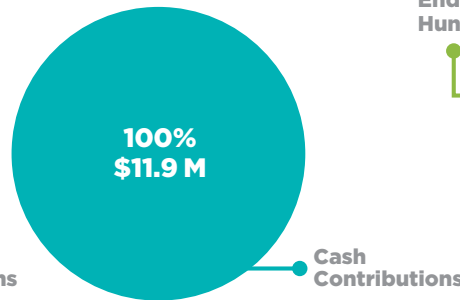


## SNAPSHOT OF 2021 FINANCIALS

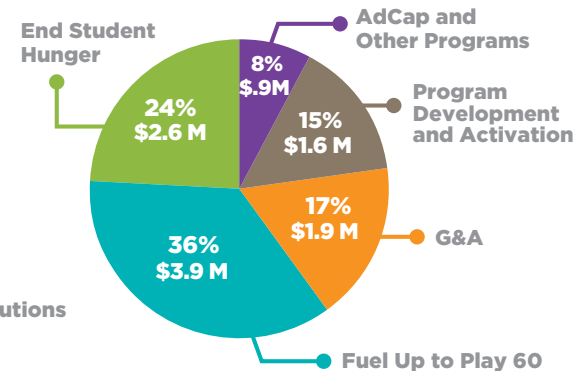
**CONTRIBUTION HISTORY**  
\$159.1 MILLION



**2021 CONTRIBUTIONS**  
\$11.9 MILLION



**2021 CONTRIBUTION UTILIZATION**  
\$10.9 MILLION



# BOARD OF DIRECTORS



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Innovation Center for  
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**Russell Weiner**  
Chief Operating Officer,  
Domino's



**GENYOUth** empowers students to create a healthier future for themselves and their peers by convening a network of private and public partners to raise funds for youth wellness initiatives that bolster healthy, high-achieving students, schools and communities. We believe that all students are change-agents who deserve the opportunity identify and lead innovative solutions that positively impact nutrition, physical activity and success. [www.genyouthnow.org](http://www.genyouthnow.org)