

# ADVANCING SCHOOL HEALTH EQUITY: THE URGENCY FOR ACTION

**GENYOUTH  
ANNUAL REPORT  
2022**



2022 was a year of supporting ongoing pandemic repair and catch up in schools, along with strengthening public-private partnerships that enable innovative programming around nutrition and physical activity in U.S. schools. The aim: furthering the health and well-being of each and every student.

**GENYOUTH™**  
CREATING HEALTHIER  
SCHOOL COMMUNITIES™

School meal programs play a critical role in nourishing students' minds and bodies, and ending student hunger.



## LETTER FROM THE CEO

Ann Marie Krautheim, MA, RD, LD

**Imagine the benefits to children if every school community supported the whole-child approach to education, ensuring that each child, in each school, is nourished, active, and supported. But in our post-pandemic world, there's no denying the realities and challenges that stand as hurdles to creating healthier school communities.**

As CEO of GENYOUth, I wake up thinking about this each morning. Consider these facts:

- When it comes to health, education, and equity, disparities based on socioeconomic status and race are pervasive and growing.
- The pandemic revealed and exacerbated alarming rates of physical, emotional, and mental health challenges, combined with a precipitous backslide in learning.

- One in 8 children is living with food insecurity, and Black, Indigenous, and Hispanic students are at even greater risk.
- Physical activity delivers proven health, social, emotional, mental health, and learning benefits, yet kids, especially girls, face a crisis of inactivity.

None of these is insurmountable but all are very real—and the solutions begin in schools. Schools play a crucial role in ensuring proper nutrition and providing safe places to learn and play for 55 million students, 180 days each year. From addressing hunger and nutrition security, to improving physical fitness and social and emotional well-being of youth, GENYOUth creates healthier school communities. Supporting the whole child is what GENYOUth is all about.

It was my honor to take part in the 2022 White House Conference on Hunger, Nutrition, and Health, the first such high-level convening in half a century. And it was especially rewarding for GENYOUth to be a part of the dialogue—and share insights around—issues of nutrition

We are grateful for our partnerships with government, corporations, foundations, professional sports leagues, educators, fitness organizations, health professionals, and students who share our mission.



**GENYOUth CEO Ann Marie Krautheim celebrates the organization's Mission 57: End Student Hunger community initiative with students at a school in Arizona.**

security, physical activity, and elevating youth voice. An essential part of the solution is school meal programs, which play a critical role in nourishing minds and bodies and ending student hunger. Especially urgent, too, is GENYOUth's commitment to physical activity, particularly for girls as their participation in sports begins to decline at age 9 and drops sharply in their teen years.

We are grateful for our partnerships with government, corporations, foundations, professional sports leagues, educators, fitness organizations, health professionals, and students who share our mission. Dr. Jonas Salk

once wrote of “the courage of those who dare to make dreams into reality.” Among such people, I count GENYOUth's invaluable Board of Directors; our organization's founding partners, America's dairy farmers and the National Football League; and the many organizations and thought leaders that are collaborating with us to advance our mission of creating healthier school communities.

Thank you for your interest in, and your support of, that vital mission.

Ann Marie Krautheim

# HEALTHIER SCHOOL COMMUNITIES: URGENT ISSUES AND OPPORTUNITIES FOR ACTION



**HEALTH, EDUCATION, AND RACIAL EQUITY.** Disparities based on socio-economic status and race are pervasive and growing among children and youth. There is an intensified focus in schools on diversity, equity, inclusion, and accessibility. At issue: ensuring that all students thrive.



**COVID 'SLIDE.'** The pandemic revealed and exacerbated alarming rates of youth physical, emotional, and mental health challenges—combined with a precipitous backslide in learning. Math scores have plummeted and reading scores are down. Childhood obesity rates are up. The health of all communities was negatively impacted by the pandemic, especially lower income and predominantly Black communities.



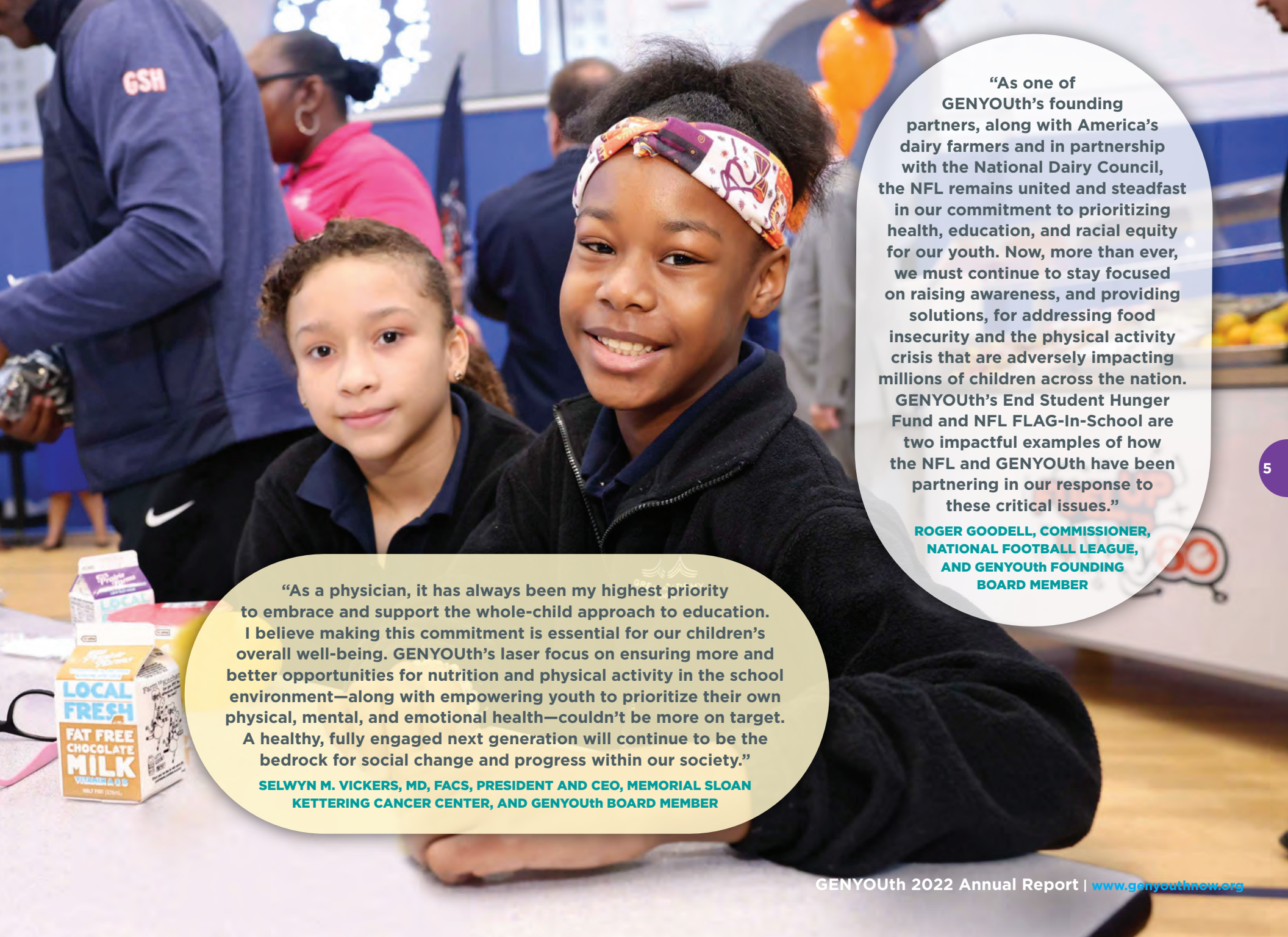
**HUNGER AND THE CRITICAL ROLE OF SCHOOL NUTRITION.** One in 8 children in the U.S. is food insecure. Black, Indigenous, and Hispanic youth are particularly at risk. Research shows that children receive their healthiest meals at school; in fact, school meals are the only nutritious meals many children eat on some days. School nutrition programs are under-resourced to meet the needs of their school communities.



**PHYSICAL INACTIVITY CRISIS.** Physical activity delivers proven health, social, emotional, and learning benefits, yet kids—especially girls—face a crisis of inactivity. Organized sports have significant physical and mental health benefits, yet participation rates are down. Needed: more physical activity opportunities for all students, including those that build girls' self-esteem, promote teamwork, and prioritize relationship-building.



**SOCIAL AND EMOTIONAL WELL-BEING.** Schools have accelerated their focus on student mental health since COVID, with growing issue-awareness, classroom and counseling supports, and even school closures for “mental health days.” Social relationships, school-student connectedness, and emotional well-being equal better brain development in students.



“As one of GENYOUth’s founding partners, along with America’s dairy farmers and in partnership with the National Dairy Council, the NFL remains united and steadfast in our commitment to prioritizing health, education, and racial equity for our youth. Now, more than ever, we must continue to stay focused on raising awareness, and providing solutions, for addressing food insecurity and the physical activity crisis that are adversely impacting millions of children across the nation. GENYOUth’s End Student Hunger Fund and NFL FLAG-In-School are two impactful examples of how the NFL and GENYOUth have been partnering in our response to these critical issues.”

**ROGER GOODELL, COMMISSIONER,  
NATIONAL FOOTBALL LEAGUE,  
AND GENYOUth FOUNDING  
BOARD MEMBER**

“As a physician, it has always been my highest priority to embrace and support the whole-child approach to education. I believe making this commitment is essential for our children’s overall well-being. GENYOUth’s laser focus on ensuring more and better opportunities for nutrition and physical activity in the school environment—along with empowering youth to prioritize their own physical, mental, and emotional health—couldn’t be more on target. A healthy, fully engaged next generation will continue to be the bedrock for social change and progress within our society.”

**SELWYN M. VICKERS, MD, FACS, PRESIDENT AND CEO, MEMORIAL SLOAN  
KETTERING CANCER CENTER, AND GENYOUth BOARD MEMBER**

## 2022 BY THE NUMBERS | A CURRENT SNAPSHOT



**1 in 8 children in the U.S. lives with food insecurity; for children of color, that figure is closer to 1 in 5.**

**30 million children rely on school meals** for an important part of their daily nutrition. For many, school meals are the only nutritious meals they get on many days.

For school nutrition professionals, an **urgent need is basic equipment** to facilitate wider and more effective distribution of school meals.

**For every 100 students** participating in school lunch **only 50 are participating in school breakfast**, which is key to health and readiness to learn.

**Fewer than 1 in 4 school-aged youth get the recommended 60 minutes** of daily physical activity, despite the physical, mental health, and learning benefits it provides.

**Few U.S. schools have regular recess and daily physical education.** Physical education requirements notably decrease after the fifth grade, which aligns with significant decreases in physical activity in youth.

The **median school physical education budget in the U.S. is just \$764 per year** (less than \$150 per student), which can hinder schools from meeting physical education recommendations.

The **physical inactivity crisis is especially acute among girls**, particularly those from communities of color.

**By age 14, girls drop out of sports** at twice the rate of boys and cut back in overall physical activity at higher rates than boys.

When it comes to **gender equity and physical activity**, P.E. teachers tell us in no uncertain terms that **girls are being left behind.**

Recent national surveys of **young people have shown alarming increases** in the prevalence of certain **mental health challenges**, including feelings of sadness and hopelessness, depression, and anxiety.

*For more data and sources, visit [www.genyouthnow.org](http://www.genyouthnow.org).*



## 2022 BY THE NUMBERS | HOW GENYOUth IS RESPONDING

Since the pandemic, GENYOUth has awarded nearly \$15 million in cash and in-kind support to 11,000 schools through the **End Student Hunger Fund**, increasing access to and participation in school meals by as much as 27%.

Through our **Mission 57** effort, and in concert with Super Bowl LVII, GENYOUth placed 57 Grab and Go meal carts in Arizona schools, reaching over 31,000 students and increasing access to almost 8.5 million school meals. Nationwide, 550 carts have been placed in U.S. schools since 2017.

The collective impact of **Taste of the NFL 2022** raised \$1.5 million for GENYOUth grants to over 800 high-need school communities to support the delivery of over 93 million school meals annually to food insecure youth across the country.

Starting in February 2022, **Kool Kitchens transformations** in six Los Angeles-area high schools increased school meal participation in the Los Angeles Unified School District by 4 to 5 percent.

GENYOUth's **NFL FLAG-In-School kits**—distributed to 4,200 schools, community-based organizations, and NFL Clubs in 2022—engaged over 2.4 million youth, most in under-resourced schools, in a sport that has been steadily gaining and maintaining popularity among American youth.

In 2022, GENYOUth piloted **Root4Her** kits, focused on girls' physical activity needs, to 500 middle schools across the country, reaching 175,000 students in high-need communities.

GENYOUth's leaders and student members of the GENYOUth Youth Council were invited to share important perspectives at the **2022 White House Conference on Hunger, Nutrition, and Health**, hosted by the Biden-Harris Administration—the first of its kind in a half-century.

As of 2022, over 3,000 students and 650 schools have participated in **AdVenture Capital**, GENYOUth's social entrepreneurship program that uplifts young leaders and shows them how to be creative changemakers who devise solutions that make a difference in their school communities.

*Learn more about these and other GENYOUth initiatives on the following pages.*






## **NUTRITION SECURITY: THE ONLY HUNGER A CHILD SHOULD EXPERIENCE IS THE HUNGER TO LEARN**

As the pandemic began to recede in 2022, the school nutrition landscape remained more challenged than ever. Rising food and equipment costs, supply-chain issues, labor shortages, and the end of federal funding for Universal Free Meals all meant that school nutrition programs continued to be in financial peril, with consequences for child nutrition. Ending student hunger by focusing on the school environment was a priority for numerous 2022 GENYOUth initiatives that continue into 2023.





**“When I think of GENYOUth, I am reminded of a saying that farmers frequently use, ‘Nothing for us without us.’ We have heard the same sentiment from the students we serve, and it has become our rallying cry at GENYOUth since the organization’s founding by America’s Dairy Farmers more than a decade ago. It was inspiring to see members of our Youth Council sharing their wisdom and voices in national forums in 2022 including the White House Conference on Hunger, Nutrition, and Health. GENYOUth is empowering youth to help lead the conversation about the important role that schools play in ensuring that students are nourished, active, and supported.”**

**BARBARA O’BRIEN, PRESIDENT AND CEO, DAIRY MANAGEMENT INC. AND INNOVATION CENTER FOR U.S. DAIRY; GENYOUth BOARD CHAIR**

**“As a school nutrition director, I get to see first-hand the incredibly positive effects of healthy school meals on students’ performance in the classroom and on the field—not to mention increasing school attendance and decreasing tardiness. ‘Ready to learn and ready to play’ is my mantra, and GENYOUth’s work around increasing participation in school meals is something I’m behind one thousand percent.”**

**DONNA MARTIN, EdS, RDN, SNS, PAST PRESIDENT, ACADEMY OF NUTRITION AND DIETETICS; DIRECTOR, SCHOOL NUTRITION PROGRAM, BURKE COUNTY (GA) BOARD OF EDUCATION; AND GENYOUth BOARD MEMBER**



## IT'S MORE THAN A DREAM

Since the pandemic, GENYOUth has provided millions in cash and equipment specifically to **support school nutrition programs**, with 65% of funds going to schools that serve high minority student populations and 80% to schools that serve primarily students living in low-income households. GENYOUth's Grab and Go Breakfast equipment package and cafeteria-equipment solutions in high-need schools across the U.S. are resulting in double-digit increases in school-meal participation. Equipment grants include Healthy Start Smoothie Kits and Mobile Meal Cart Kits. [▶ MORE HERE](#)



Glendale was just one Arizona community in which schools received nutrition equipment packages as part of Mission 57. Pictured above: Fry's Food Stores President Monica Garnes with GENYOUth CEO Ann Marie Krautheim and Super Bowl LVII mascot Spike.

## MISSION 57: MISSION ACCOMPLISHED!



GENYOUth has pioneered a sustainable model of partnering with Super Bowl Host committees each year in Super Bowl cities in support of local schools. Throughout 2022, we worked closely with the Arizona Super Bowl LVII Host Committee leading up to Super Bowl LVII in Phoenix.

With support from corporate and local sponsors, GENYOUth provided grants for Grab and Go meal-cart equipment packages to **57 high-need schools in Arizona** to increase access to nutritious school meals during breakfast and throughout the school day. The program's long-term positive impact will include helping schools deliver over 8.5 million meals to over 31,000 students per year. More on that initiative's kickoff in local Arizona schools [here](#).



Tucson's John B. Wright Elementary School was one of many schools where ribbon cuttings were held to unveil Mission 57 Grab and Go meal cart equipment package donations.

**"GENYOUth's Mission 57 did an amazing job of rallying the community and schools around fighting student hunger, as well as deepening our relationships with schools and surrounding communities. GENYOUth's donations will help hungry students have greater access to school meals. We've seen up to a 50% increase in school meal participation when schools use carts to provide students with access to school meals, including milk."** TAMMY BAKER, GENERAL MANAGER, ARIZONA MILK PRODUCERS



**Taste of the NFL 2022**, the largest philanthropic event held in conjunction with the Super Bowl each year, took place at the Petersen Automotive Museum in Los Angeles in February. GENYOUth was the proud beneficiary of this event, with all revenue designated to help GENYOUth end student hunger through the support of school nutrition programs nationwide. This one-of-a-kind, high energy culinary joyride featured world-renowned celebrity chefs Andrew Zimmern, Carla Hall, Tim Love, Lasheeda Perry, and Mark Bucher, along with star NFL players and entertainment luminaries. Watch the event telecast—the fourth most-watched broadcast program on The NFL Network during Super Bowl Week—[here](#).



**“Alleviating hunger is a personal and ethical passion of mine, both as a restaurateur and founder of a [hunger philanthropy](#). Any food insecurity in our nation is shameful—but the existence of childhood food insecurity in our society is inexcusable. GENYOUth’s End Student Hunger initiative, born during the pandemic, is one of the worthiest efforts on behalf of easing food insecurity that I know of, and I’m proud to be one of its champions.”**

MARK BUCHER, RESTAURATEUR, FOUNDER OF “FEED THE FRIDGE”

## Food, Football, and Fun with a Purpose

- ▶ Raised \$1.5 million to End Student Hunger to increase access to and participation in school meals
- ▶ 818 schools and 450,000 students reached
- ▶ 6 Kool Kitchens makeovers in L.A. Unified School District cafeterias
- ▶ 1.9 billion media impressions
- ▶ 2,100 guests at live event
- ▶ 32 NFL players, active and former, in attendance
- ▶ 356,000 TV viewers

**“We are proud of GENYOUth’s work to help tackle food insecurity and grateful for the engagement of NFL sponsors Frito-Lay, Quaker, and the PepsiCo Foundation. Their support of Taste of the NFL and partnership in programs is critical to increasing school meal participation. As Taste of the NFL’s charitable partner and beneficiary, and as a long-standing NFL non-profit partner, GENYOUth’s commitment to creating healthier school communities through school grants and programs, including NFL FLAG-In-School, is admirable.”** PETER O’REILLY, NFL EXECUTIVE VICE PRESIDENT, CLUB BUSINESS AND LEAGUE EVENTS



Steven Williams, CEO, PepsiCo Foods North America, presenting sponsor of Taste of the NFL 2022, and chef Lasheeda Perry at Taste of the NFL 2022.



## ROCKET LEAGUE INVITATIONAL: THANKS, ESPORTS!

GENYOUth was the beneficiary of this popular fall 2022 esports tournament sponsored by **Bush's Beans**. Proceeds benefited the End Student Hunger initiative and raised awareness during Hunger Action Month. This was an innovative partnership with professional esports entertainment company **Version1**, which hosted the invitational collegiate esports event. ► [MORE HERE](#)



“It is clear **Bush's Beans** is interested in authentically engaging young people in its pursuit to support **GENYOUth's** efforts to end student hunger. **Rocket League** is a high-energy game that attracts all types of fans, but it's hard to find a more engaged audience in esports than students and college-age fans. We anticipate this tournament will help **Bush's** and **GENYOUth** realize a new, authentic way to engage with its **Gen Z audiences.**” **BRETT DIAMOND**, CHIEF OPERATING OFFICER, **VERSION1**

## SHARING PERSONAL EXPERIENCE INSPIRING OTHERS: NAJEE HARRIS



On behalf of **GENYOUth's** mission to End Student Hunger in 2022, **Najee Harris**, star running back for the **Pittsburgh Steelers**, visited the **Barack Obama Academy of International Studies** in Pittsburgh (PA), where he unveiled a **Grab and Go** meal cart equipment package to tackle student hunger. During the visit, **Najee** shared his personal experience of overcoming childhood homelessness, and brought a highly personal and inspirational perspective to the role of school meals in a student's life.



## STRATEGIES IN THE STRUGGLE AGAINST PHYSICAL INACTIVITY

In 2022, school-based physical activity initiatives remained a crucial part of GENYOUth's new and continuing work to help address reductions in school recess and school physical education programs, the adolescent mental health crisis, and the fact that too many girls are dropping out of physical activity and sport. The need is urgent for opportunities that help youth take care of their minds *and* bodies through engaging, inclusive, innovative physical activities.



“The continued growth of NFL FLAG-In-School has come as no surprise to our team. Providing accessible and inclusive youth sports opportunities is a huge priority for me and that’s exactly what GENYOUTH is providing through this program. It has given an opportunity to boys and girls alike who are wanting to stay active and play a sport they love.”

**IZELL REESE,  
CEO OF RCX SPORTS AND  
EXECUTIVE DIRECTOR  
OF NFL FLAG**

“It’s time to level the playing field for girls. Girls are less likely to meet daily physical activity recommendations compared to boys. But schools can help girls take care of their minds and bodies through expanded programming.”

**ANN MARIE KRAUTHEIM, MA, RD, LD, CEO, GENYOUTH AT SEPTEMBER 2022  
WHITE HOUSE CONFERENCE ON HUNGER, NUTRITION, AND HEALTH**

## WHAT TEENS THINK: THE OMNIBUS SURVEY



### GENYOUth’s 2022 “State of the Student” Physical Activity Omnibus Survey revealed that:

- ▶ Fewer than half (47%) of teens report being happy with their current level of physical activity.
- ▶ Girls are less likely than boys to be happy with how active they currently are (only 43% of girls are happy with their activity level versus 52% of boys).
- ▶ Teens want more alternative, less intimidating physical activities.
- ▶ They are interested in more physical activity options before, during, and after school (33%), opportunities at their skill level (32%), and activities that are fun and inclusive (35% for girls versus 28% for boys).
- ▶ Teens’ sense of well-being goes beyond physical activity: 55% cite nutrition and 47% cite mindfulness/sleep as being most important to health and well-being.

In 2022, GENYOUth’s programs—co-designed with educators, other content experts, and youth—helped turn these challenges into opportunities.



FOCUSING  
ON GIRLS’  
NEEDS

got milk?



By age 14, girls drop out of sports at just about twice the rate of boys, and girls in low-income households and from communities of color are especially at risk. More opportunities are needed to enable these girls to fully participate in sport at rates equal to their peers. In 2022, GENYOUth launched Root4Her, a pilot program designed to level the playing field and provide confidence-building social and physical activity opportunities to America’s girls. ▶ [MORE HERE](#)

Learn more about girls and physical activity in the [GENYOUth Insights brief](#).

### WHAT P.E. TEACHERS WANT AND NEED

GENYOUth’s Root4Her program—developed with support from MilkPEP—is a direct response to everything P.E. teachers, school counselors, and the girls they care about tell us they need—a multi-faceted physical activity program specially designed for middle school girls that’s centered on providing the resources, support, strategies, and motivation to help girls care for their mind and bodies, in support of their quest for social, emotional, and physical well-being.



500+ schools reached in Root4Her pilot

250,000+ students impacted

Program elements: equipment, wraparound teaching resources, extensive social-media components

“I am completely BLOWN AWAY! We applied for and received one of the new Root4Her kits from GENYOUth. I had no idea what to expect, but we received 40 yoga mats, 40 yoga blocks, 40 stability balls, and 40 sets of resistance loops. I can’t wait to dig into the curriculum and get started!”

DANIELLE SIEMBIDA, BOARDMAN LOCAL SCHOOL DISTRICT (OH), P.E. TEACHER



## NIKE GAME GROWERS: EMPOWERING, MOTIVATING, TRANSFORMING

In 2022, Season 3 of the NIKE Game Growers program, powered by GENYOUth, came vividly to life. **This partnership is all about the empowerment of girls aged 13 and 14 around positive change in their communities;** exercising their passion about getting girls into sports; and using their voices to motivate peers. In 2022, a total of 29 participating WNBA and NBA teams served as mentors to 58 seventh- and eighth-grade girls from all over the U.S., helping to instill a sense of confidence at a critical age and getting more girls involved in sport for life.

## NFL FLAG-IN-SCHOOL 2022 THE POPULARITY ONLY GROWS!

Now in its eighth year of supporting high-quality physical education, NFL FLAG-In-School—a turnkey approach to help P.E. teachers build a foundation of lifelong physical activity via the popularity of flag football—had a boom year in 2022. 4,200 flag football kits were sent to schools in 2022, bringing the total number of kits distributed to 28,000 nationwide, with 15 million U.S. students reached to date and 3,000 P.E. teachers trained on the curriculum. [▶ MORE HERE](#)



As a symbol of this remarkable program’s acceptance and validation, the **Nevada State Board of Education** in 2022 adopted NFL FLAG-In-School as the official football lesson-plan/activation for the state’s schools. The program was also pleased to continue an important partnership with the **Special Olympics**, and to be able to name, in 2022, the second NFL FLAG-In-School **“Coach of the Year.”**

## COLLEAGUES COMING TOGETHER FOR A CAUSE: A JOINT COMMITMENT

In 2022, GENYOUth, National Dairy Council, School Nutrition Association, SHAPE America, Food Research and Action Center, and other high-profile nutrition and wellness organizations signed a **Joint Commitment** to collectively take the steps needed to support young girls’ social, emotional, and physical well-being. They pledged to do it through programming that gives students a voice about what they want and need from their school communities; expands educational initiatives that build self-esteem and confidence; teaches girls how to properly fuel their bodies; improves their mindfulness and quality sleep; and provides schools and educators with educational resources to address equity, inclusion, and accessibility issues as well as student social and emotional wellness.








## EMPOWERMENT BEGINS WITH BEING HEARD: ELEVATING YOUTH VOICE

Youth have a voice and GENYOUth is committed to making sure that it's heard. Students can and must be change agents in their own lives and communities. GENYOUth elevates and empowers youth as champions on timely health and wellness issues, while giving youth platforms for leadership within programs and initiatives as full and equal partners.

Whether students are growing school meal participation, improving their schools' cafeteria experience, promoting physical activity among their peers, or learning more about where food comes from, we want to know what they think and feel.



**"Generation after generation of dairy farmers have always been focused not only on the health of our children and young adults, but also on encouraging and mentoring them to become future leaders and invaluable members of our nation's workforce. Therefore, it brings me and my farming family an enormous sense of pride to see GENYOUth supporting, and elevating, youth voice in fostering leadership skills. It ultimately will benefit their individual roles in society and how they excel in their future careers."**

**AUDREY DONAHOE, GENYOUth BOARD MEMBER; CHAIR, NATIONAL DAIRY COUNCIL; AND FIFTH GENERATION FARMER**

**"I invite all stakeholders in the next generation's success—and aren't we all?—to seize the historic moment of this White House conference to commit to supporting students' health and well-being, particularly when it comes to our girls. Collectively, we can and should work together to empower girls to feel great about themselves, their physical abilities, and their future."**

**ANN MARIE KRAUTHEIM, MA, RD, LD, CEO, GENYOUth**

## WHITE HOUSE CONFERENCE: FROM THE SCHOOL HOUSE TO THE WHITE HOUSE



September 2022 saw the landmark convening of the White House Conference on Hunger, Nutrition, and Health, hosted by the Biden-Harris Administration—the first of its kind in a half-century. It provided an important forum for GENYOUth’s leadership, accompanied by student members of GENYOUth’s Youth Council eager to share the organization’s focus areas in this important national forum. [▶ MORE HERE](#)

**“Talking to others about public health and foreign/domestic politics has always been a dream of mine. When given this once-in-a-lifetime opportunity to attend and speak at the White House Conference on Hunger, Nutrition, and Health, the dream became real. It was awe-inspiring to see politicians make non-partisan deals on public health, which not only affect Americans but those around the world, too. Learning the values of leadership and cooperation, which are prominently established within the GENYOUth mission statement, was a big takeaway for me.”**

SAMARTH, 11TH GRADE, PENNSYLVANIA

## ALWAYS LISTENING: WHAT KIDS ARE SAYING MATTERS

In November 2022, GENYOUth-led focus groups with students in GENYOUth’s **AdVenture Capital** program and members of **GENYOUth’s Youth Council** explored issues of health equity, food insecurity, physical activity, the importance of school communities, and how companies and corporations can support our work. Their comments were surprising, sobering, insightful:



**“More and more, it seems that being healthy and living a healthy lifestyle is only for those who can afford it.”**

**“Grab and Go school meal options are great because they eliminate the stigma and self-consciousness about eating in front of others.”**

**“Varsity and intramural sports that you have to try out for are okay, but kids like participating in activities that everyone can do.”**



**“It seems that schools are unequally funded across my school district.”**

**“I wish there was a way for students to work directly with government officials for policy change, both local and national. Kids have ideas.”**

## ADVENTURE CAPITAL: BECAUSE SOCIAL ENTREPRENEURSHIP KNOWS NO AGE

For a decade, GENYOUth's social entrepreneurship program for youth has been committed to uplifting young leaders and showing them how to be creative changemakers who devise solutions that make a difference in their school communities. Using design thinking and other group problem-solving approaches, "AdCap" empowers youth to improve health-related behaviors and environments. SAP, Corteva Agriscience, Domino's, American Beverage, and other forward-thinking partners have been GENYOUth's invaluable allies in this work.

### AS OF 2022

Over **3,000 students** and **650 schools** have participated.

**1,500 students** have pitched and developed projects.

**1,100 corporate volunteers** have mentored and engaged student entrepreneurs.

AdVenture Capital



AdVenture Capital event made possible by Domino's and presented with GENYOUth and United Dairy Industry of Michigan.



"Domino's has been honored to be a part of GENYOUth's AdVenture Capital initiative these last few years. It's been rewarding for our employees, especially, to be able to work with and encourage young social entrepreneurs around solving real-world challenges. It turns out kids don't just have questions - they have answers!"

JOE JORDAN, PRESIDENT, U.S. AND GLOBAL SERVICES, DOMINO'S,  
AND GENYOUth BOARD MEMBER

## YOUTH AND BRANDS: COMPANIES, ARE YOU HEARING THIS?

Studies of the current generation of youth, Gen Z, show that young people are drawn to purchasing the products of, and going to work for, consumer brands with a commitment to social impact—to taking action to solve real-world problems. According to [The Edelman Trust Barometer 2022 Special Report “The New Cascade of Influence”](#):

- ▶ **Young Gen Z (ages 14-17) are at the forefront of belief-driven buying and brand advocacy, with 84% buying and advocating based on their values, 73% across total Gen Z (age 14-26).**
- ▶ **62% of total Gen Z surveyed (14-26) want to work with brands to address societal issues, followed closely by millennials (60%).**
- ▶ **57% of total Gen Z surveyed and 60% of millennials believe brands can do more to solve societal problems than government.**
- ▶ **Over half of adult Gen Z respondents say they’re willing to pay a premium for brands that earn their trust and improve the world, more than are willing to pay a premium for brands based on their image.**
- ▶ **Trusted brands get much higher loyalty and advocacy (67%) in the face of competition.**

**“Companies, organizations, and brands looking to appeal to Gen Z would do well to partner with nonprofits doing work in the youth-wellness space, thereby enhancing their ability to contribute to, and support, effective strategies that are driving change for the common good.”**

RICHARD EDELMAN, CEO, EDELMAN, AND GENYOUth FOUNDING BOARD MEMBER

## GENYOUth’s ANNUAL FUNDRAISER GALA 2022: RAISING FUNDS TO END STUDENT HUNGER

GENYOUth’s 2022 Fundraiser Gala took place in December at The Glasshouse venue in New York City, with the theme “Celebrating the Brilliance of Dreamers and Doers.” Emceed by GENYOUth board member and CBS broadcasting legend James “JB” Brown, the evening honored Shelly Ibach, Chairman, President, and CEO of Sleep Number Corporation with the Vanguard Award. Former GENYOUth CEO Alexis Glick was presented with GENYOUth’s first Pyxis Award. The evening celebrated our many partners, supporters, students, and friends, as founding partners the NFL and America’s dairy farmers joined luminaries from the fields of sports, media, education, and health and wellness to raise funds to End Student Hunger.

▶ [SEE THE GALA OPENING VIDEO.](#)



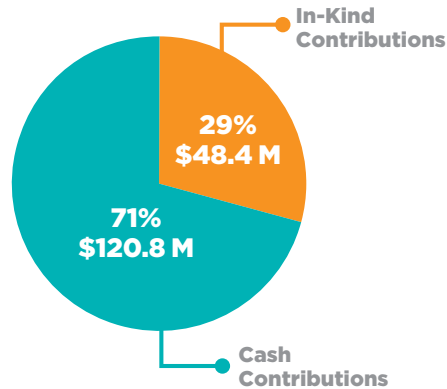
Left: Gala honoree Shelly Ibach of Sleep Number with Kevin Warren, President and Chief Executive Officer, Chicago Bears and 2019 GENYOUth Vanguard Award recipient. Right: Emcee James Brown, GENYOUth Board Member and CBS broadcasting legend.

# 2022 CHILD HEALTH & WELLNESS ADVISORY COUNCIL

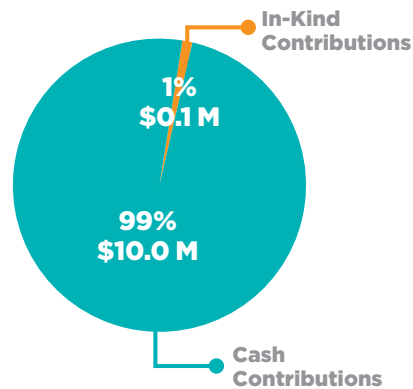


## SNAPSHOT OF 2022 FINANCIALS

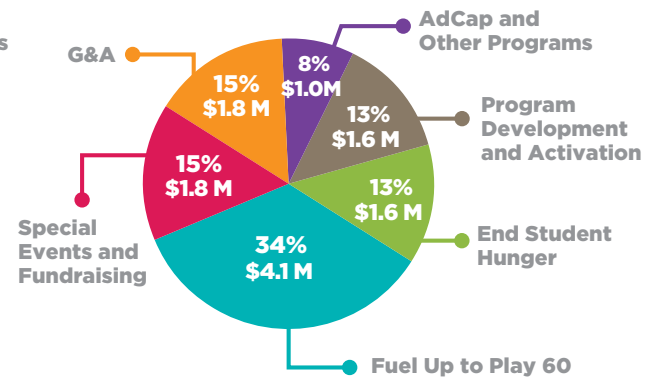
**CONTRIBUTION HISTORY**  
\$169.2 MILLION



**2022 CONTRIBUTIONS**  
\$10.1 MILLION



**2022 CONTRIBUTION UTILIZATION**  
\$11.9 MILLION



# PROGRESS IS ABOUT PARTNERSHIPS: 2022 CORPORATE AND FOUNDATION CONTRIBUTIONS

Convening public and private partners in shared goals is key to getting things done. When complementary skills, vital resources, and common commitments from sometimes unlikely partners are brought together, the results can be magical. We honor and thank our partners!



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**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 to identify and lead innovative solutions that positively impact nutrition, physical activity and success. [www.genyouthnow.org](http://www.genyouthnow.org)

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