



GENYOUTH MISSION & IMPACT:

Helping school children thrive by ensuring they live well-nourished and physically active lives

Recognizing the importance of fostering well-nourished and physically active young lives is not merely an investment in individual health; it's a commitment to building a resilient and prosperous society.

By prioritizing these foundational aspects, we pave the way for a generation of children who are nourished and active to be their best selves.



LETTER FROM THE CEO

Ann Marie Krautheim, MA, RD, LD

Embarking on a second decade of unwavering commitment to America’s youth and its school communities, GENYOUth finds itself navigating a transformed landscape, significantly evolved from a decade ago. A visit to any public school underscores the seismic shifts we are witnessing. Beyond the conventional realm of academic achievement, schools are grappling with the need to address the multifaceted physical, social, and emotional well-being demands of students. Dynamic trends such as a shifting workforce, and the enduring influence of digitally transformed classrooms post-pandemic, are compelling districts to respond to novel and complex educational demands. The stark reality of hunger and health inequities, rooted in societal income disparities, is positioning schools as indispensable safety nets for entire communities.

“I was proud to be among the founding board members of GENYOUth, which now, in its second decade — through challenges ranging from growing food insecurity to the 2020 pandemic — has proved itself to be adaptable, resilient, and responsive to the needs of schools, educators, and students themselves. It’s an organization in whose vital ongoing work I am proud to have played a part.”

DR. DAVID SATCHER,
GENYOUth FOUNDING
BOARD MEMBER AND
16TH SURGEON GENERAL
OF THE UNITED STATES

The intersection of these challenges and tensions is exactly where GENYOUth’s programs and initiatives live, and precisely where our most impactful work unfolds — always centered on the well-being of students. This annual report shares how, in 2023, GENYOUth continued to uphold its commitment to (1) enhancing nutrition security for all youth and (2) fostering more opportunities for youth physical activity. These endeavors stand as the universally acknowledged elements of youth wellness and academic (and life) success. They also form the cornerstone of our organization’s progress as a public charity.

In today’s technology-driven world, the well-being of school children is of paramount importance. It is imperative that they not only receive a quality education, but that they also thrive in their overall development. Focusing on the fundamental pillars of nutrition and physical activity becomes crucial, as these elements play a pivotal role in shaping health, cognition, emotional well-being, and academic performance.

“Ending childhood hunger and fostering nutritional security are causes that are near and dear to the heart of America’s dairy farmers. The ongoing work of GENYOUth in growing access to, and participation in, school meals is more important now than ever. The impact that GENYOUth makes in the health and well-being of our nation’s youth is only possible through the support of corporations, foundations, and individuals who champion our important mission to ensure school children thrive by living well-nourished and physically active lives.”

BARBARA O'BRIEN, CHAIR,
GENYOUth BOARD OF DIRECTORS;
CEO, DAIRY MANAGEMENT INC.;
AND PRESIDENT & CEO,
INNOVATION CENTER FOR
U.S. DAIRY



The school building can and should be the epicenter of positive change. Here, CEO Ann Marie Krautheim with students.

Importantly, none of GENYOUth’s accomplishments would be possible without the indispensable partnerships we are privileged to foster. These collaborations include educators, students, nutrition and fitness professionals, government agencies, corporations, foundations, agriculture, professional sports leagues, and healthcare professionals — all united in the shared mission of prioritizing students’ well-being. Our heartfelt gratitude extends not only to our founding partners, America’s dairy

farmers and the National Football League, but also to the purpose-driven organizations and thought leaders with whom we are honored to collaborate, and who strengthen our resolute commitment to youth health and well-being.

Ann Marie Krautheim, MA, RD, LD

NEEDS OF OUR YOUTH | A CURRENT SNAPSHOT

1 in 5 children in the U.S. is **food insecure**; rates are even higher for children in Black, Latinx, and rural households.

30 million children depend on the USDA's **school meal programs** for all or part of their daily nutrition, and for some children and youth, school meals are the only meals they can count on.

Average daily meal participation in school meals took an alarming drop during the pandemic, putting millions of children at risk for hunger. Lower participation rates also mean fewer dollars to cover the costs of ensuring students are fed.

Over 90 percent of school nutrition programs report a serious or moderate concern regarding the **financial sustainability** of their program three years from now.

Nutrition education empowers youth with knowledge and skills to make healthy eating choices. Yet classroom nutrition education is lacking in most U.S. schools.

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.

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

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

More than 1 in 3 high school students experiences **poor mental health** and too many students feel persistently sad or hopeless.

For more data and sources, visit www.genyouthnow.org.



GENYOUTH STRATEGIES TO REALIZE VISION AND ACHIEVE GOALS



GENYOUTH's
vision and purpose
of ensuring that all
children are nourished and
active to be their best selves...

...and our mission to help
schoolchildren thrive by living a
well-nourished and physically active life...

...are made real through **four key strategies**
that together catalyze positive change. GENYOUTH:

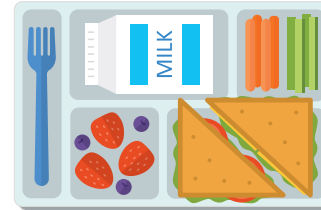
- WORKS** through schools, equipping them with tools and resources
to provide youth with access to nutrition and physical activity.
- DRIVES** high impact with micro grants that lead to
sustained, outsized improvement.
- SERVES** as a thought leader on youth well-being that understands,
addresses, and amplifies the evolving needs and opinions of students and schools.
- OFFERS** universally appealing programs that benefit all youth, regardless
of race, ethnicity, gender, or economic status.

BY THE NUMBERS: GENYOUTH 2023 IMPACT

YOUTH



3.1 million youth with greater access to school meals and/or physical activity because of GENYOUth's programs and initiatives



Increased access to **140 million school meals** through GENYOUth grants

COMMUNITY



6,000 school communities supported nationwide by GENYOUth's programs and initiatives



68 percent of GENYOUth-supported schools serve under-resourced communities

PARTNERS/BUSINESS



50+ public and private partners supported GENYOUth's programs and initiatives

\$11.1 million raised for GENYOUth programs and initiatives



17 national media platforms covered GENYOUth news and initiatives



38+ million media impressions for GENYOUth's work

See more highlights [here](#).

PURPOSEFUL PARTNERSHIPS: UNITED IN MISSION

2023 CORPORATE AND FOUNDATION CONTRIBUTIONS

We salute our diverse and committed public and private partners, whose unwavering support of GENYOUth is the fuel that drives our work on behalf of America's youth and America's schools.



2023 CHILD HEALTH & WELLNESS ADVISORY COUNCIL

GENYOUth advances childhood health and well-being with an emphasis on nutrition and physical activity in underserved populations. But no single organization can do this alone. That's why GENYOUth works closely with trusted colleagues from leading national organizations and government agencies.

We value and rely on their expertise and partnership.





YOUTH LEADERSHIP

Youth empowerment is a principle of GENYOUth's work, based on the conviction that when youth are in control of, and have a stake in, their own destinies, the resulting sense of purpose and responsibility lead to agency and innovation. Our experience is that empowered youth are far more likely to think creatively and "outside the box," and are often more open to exploring new ways and approaches than adults. Young people have great ideas around their own health and well-being, and real knowledge about what works best in their own school communities. In 2023, GENYOUth continued to put youth — and their wisdom and instincts — at the forefront.

YOUTH TAKING THE MESSAGE TO WASHINGTON!

GENYOUth is committed to elevating youth voice and learning from their lived experiences. As part of this commitment, GENYOUth facilitates youth presence and involvement in public health convenings, whenever possible.

In June 2023, two of GENYOUth's invaluable National Youth Council students joined GENYOUth staff to attend the first public meeting of the new President's Council



GENYOUth CEO Ann Marie Krautheim, Chief Wellness Officer Karen Kafer, and two Youth Council students attended the President's Council on Sports, Fitness & Nutrition public meeting held in Washington, DC, to discuss priorities for empowering all Americans to adopt a healthy lifestyle including physical activity and good nutrition.

on Sports, Fitness, and Nutrition in Washington, D.C. Our Youth Council students were honored to be in the room with distinguished athletes, business executives, educators, physicians, Olympians, and other thought leaders, as they discussed the important priorities for empowering Americans to adopt a healthy lifestyle including proper nutrition and physical activity.

Also in June 2023, GENYOUth National Youth Council students Samarth, Rachel, and Taylor participated in the Presidential Youth Fitness Program (PYFP) Partner Meeting, hosted by Health and Human Service's Office of Disease Prevention and Health Promotion (ODPHP). The students enthusiastically contributed their ideas and insights to a discussion around updating and reimagining this iconic program of the President's Council, which promotes healthy eating and regular physical activity for young people.

GENYOUTH INSIGHTS SURVEY ON EATING BEHAVIORS AND NUTRITION LITERACY



To help shape our work and inform the broader field, GENYOUth conducted a comprehensive online survey

in fall 2023 with a representative national sample of middle, junior, and senior high school students from public, private, and parochial schools. An advisory committee of health, education, nutrition, and youth-engagement experts, students, and practitioners provided guidance on the research topic, hypothesis, and survey content.

The goal of the GENYOUth Insights *Youth Eating Behaviors and Nutrition Literacy Survey* was threefold: (1) to elevate youth voice on the topic of eating behaviors and nutrition literacy; (2) to gather insights of interest to researchers, policy makers and stakeholders in youth nutrition; and (3) to inform nutrition-oriented program development in schools. **See graphic at right for key findings.**

What Drives Healthy Eating Behaviors for Children?

GENYOUth research reveals:

In addition to household income, key predictors linked with healthy eating among youth include:

- ▶ Feeling knowledgeable about nutrition and healthy eating
- ▶ Eating school breakfast
- ▶ Being surrounded by people who care about good nutrition
- ▶ Getting information about nutrition at school
- ▶ Being active in physical education class and over summer breaks
- ▶ Getting encouragement from teachers



Based on an analysis of GENYOUth Insights Youth Eating Behaviors and Nutrition Literacy survey data (2023).

GENYOUth INSIGHTS

Learn more in the latest **GENYOUth Insights** brief, released in early 2024 based on fall 2023 research, titled [Fostering Wellness in Youth: Cultivating Healthy Eating for the Future](#). The Insights brief outlines what's at risk for youth and society, with intelligence about youth perspectives, behaviors, choices, and needs around food — and the critical role of schools. The brief provides a concise and actionable update for educators, school nutrition professionals, researchers, policy makers, and others who care about youth well-being, and about improving nutrition-oriented programs and services in schools.



GENYOUth's National Youth Council continues to inform and help guide our work. Meet our youth leaders [here](#) and learn what good nutrition, physical activity, and being a youth leader means to them.

ADVENTURE CAPITAL: THE FUTURE OF SUSTAINABILITY IS GREENER WITH YOUTH LEADERSHIP

Through the **AdVenture Capital program**, GENYOUth is committed to uplifting young leaders 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 devise solutions that improve health-related behaviors and environments in a pitch-and-invest environment.

On **Earth Day 2023**, GENYOUth saluted the enterprising youth leaders of AdCap who are helping to lead the way to a greener future. Some of their featured projects include:

Farm to Pizza: Delivering for the Environment. Student teams ideated projects that spread awareness and educated their peers on sustainable farm, procurement, and food practices.

People/Purpose/Planet Challenge. Students grew their skills as social entrepreneurs by designing and pitching concepts to create healthier school communities through sustainability and agriculture to a panel of industry leaders.

Creating a Circular Economy: “Made to Be Remade” Challenge. Students from New Jersey schools had the opportunity to ideate with industry leaders, work with professional mentors, and develop innovative solutions after reexamining how they think about sustainability, packaging, and the life cycle of materials in their school communities.

Our partners and students are all warriors in driving change and helping to create a healthier planet. Learn more about AdCap [here](#).



Finalists of the “Farm to Pizza” AdVenture Capital challenge were invited to Domino’s headquarters in Ann Arbor, Michigan to present their ideas to company executives.



of HOPE

Nurturing Your Dreams

“Being on the National GENYOUth Council is important to me because it helps to get the youth voice heard. I’m a student athlete and I take my education and my sports very seriously, so being able to eat a healthy meal before a basketball game or taking a test really helps me fuel up.”

MORGAN, GENYOUth NATIONAL YOUTH COUNCIL MEMBER (FLORIDA)



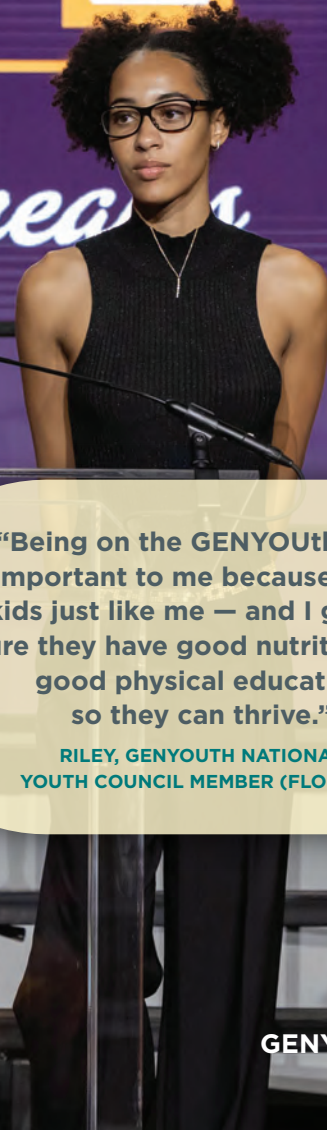
“It starts with spreading information and knowledge. Armed with knowledge, we can change ourselves and our school communities.”

HARMONY, GENYOUth NATIONAL YOUTH COUNCIL MEMBER (NEVADA)



“Being on the GENYOUth Council is important to me because I get to help kids just like me — and I get to make sure they have good nutrition and good physical education so they can thrive.”

RILEY, GENYOUth NATIONAL YOUTH COUNCIL MEMBER (FLORIDA)





THE ONLY ACCEPTABLE HUNGER IS THE HUNGER TO LEARN: NOURISHING YOUTH

In 2023, GENYOUth continued to help school communities foster nutrition security in three principal areas of impact: (1) improved perception of, (2) increased access to, and (3) greater participation in school meals. We know that children who are well nourished, especially those who eat school breakfast, have many advantages. A decade or more after GENYOUth’s groundbreaking report on [The Wellness Impact](#), which illuminated the science linking nutrition and academic success, the core of all GENYOUth program development is based on the undeniable fact that well-nourished students enjoy better general health and well-being, do better in the classroom, profit from improved attention spans, and have better mood, memory, and grades. Notably, many U.S. children today get their healthiest food from school. A [study](#) led by researchers at Tufts University reveals that school meals have a higher nutritional quality compared to meals from all other food sources, including at home and in restaurants.



MISSION 57: IT'S A WRAP

As done in Super Bowl cities each year, GENYOUth partnered with the Phoenix Super Bowl 57 Host Committee and national and regional partners to make “the biggest game in sports” an opportunity to address food insecurity locally. GENYOUth’s [Mission 57](#): End Student Hunger initiative was a highly effective community-based initiative that equipped high-need communities in Arizona — the venue for Super Bowl LVII — with a total of 57 Grab and Go school-meal equipment packages to tackle hunger among Arizona youth. Through this effort, Mission 57 provided 31,000 Arizona students access to over 8.5 million school meals. Learn more [here](#).



At Central High School in Phoenix, over 100 students joined former Arizona Cardinal and NFL Legend Drew Stanton, along with school district officials and community leaders, to celebrate the arrival of the new school meal equipment.



FUN, FOOD, FOOTBALL AND PHILANTHROPY IN PHOENIX!

Taste of the NFL is the largest philanthropic event held in conjunction with the Super Bowl each year — with net proceeds going to GENYOUth to tackle student hunger. This exciting event invites fans to get up close and personal with celebrated chefs, top NFL players, and sports and entertainment superstars. The collective impact of the 2023 event resulted in \$1.8 million for GENYOUth grants. See [highlights](#) and full story [here](#).



TASTE OF THE NFL 2023 featured over 30 chefs and over 30 NFL legends and players. Shown above are GENYOUth CEO Ann Marie Krautheim with Top Chefs Tim Love, Andrew Zimmern, Carla Hall, and Mark Bucher, with NFL Greats Rashad Jennings and Najee Harris.

GENYOUth's END STUDENT HUNGER CAMPAIGN 2023: A YEAR OF NOURISHMENT

800 School Nutrition Grants awarded for...

310 HEALTHY START SMOOTHIE STATIONS

230 MOBILE MEAL CARTS

260 REFRIGERATION STATIONS

Reaching 440,000 students and supporting delivery of **115 million school meals.**



NFL legend **CHARLES WOODSON** raises his hands in support of Taste of the NFL while showcasing his Super Bowl rings.

“GENYOUth, a valued and vital NFL non-profit partner, has a long-standing commitment to improving the health and wellness of America’s youth. We are proud of our partnership with GENYOUth and Taste of the NFL, as the funds raised go right into tackling food insecurity and providing school meals to our NFL communities across the nation.”

PETER O'REILLY, NFL EXECUTIVE VICE PRESIDENT, CLUB BUSINESS & LEAGUE EVENTS

ON TO NEVADA WITH SUPER SCHOOL MEALS!

Las Vegas was Super Bowl LVIII's host city in 2024, and the [Super School Meals](#) campaign, Las Vegas's answer to Arizona's Mission 57, was GENYOUth's way, once again, of harnessing the excitement and impact of the Big Game to address youth food insecurity regionally — this time in the state of Nevada.

Just like in Phoenix (and Tampa, Miami, Atlanta, Minneapolis, and other Super Bowl host cities before them) Super School Meals allowed GENYOUth to provide critical school meal equipment packages to high-need schools throughout “the silver state,” increasing access to **11 million school meals** benefiting some **40,000 Nevada students**.

Thanks to Clark County School District, the Las Vegas Super Bowl Host Committee, and purpose-minded corporate sponsors, Nevada students have greater access to the nutrition support they deserve. [More here](#), [here](#) and [here](#).



Launch event for **SUPER SCHOOL MEALS** at West Preparatory Academy in Las Vegas, Nevada.

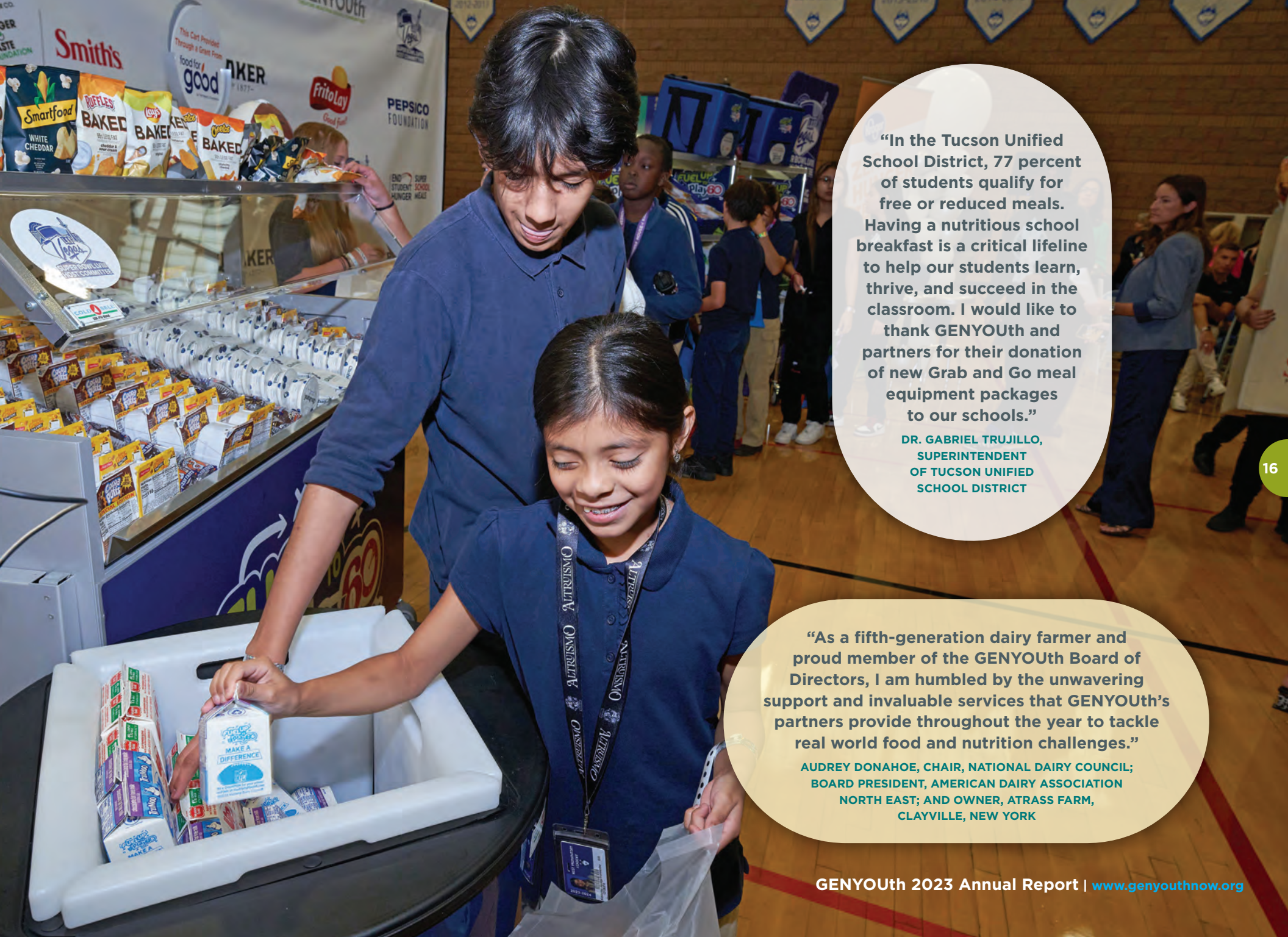


PARTNERING TO NOURISH CHILDREN AND KEEP THEM PHYSICALLY ACTIVE

To give more students the resources they need for good nutrition and physical activity, GENYOUth partnered with national brands. With donations of more than \$300,000, GENYOUth was able to provide access to **10 million meals through Grab and Go** school breakfast and after-school programs along with 120 NFL FLAG-In-School kits to keep 66,000 kids active in youth sports. With the additional support of NFL great J.J. Watt and his wife Kealia, a U.S. soccer star, a special NFL FLAG clinic was held in Houston at the Houston Texans practice facility to recognize the donation and engage area children in an afternoon of flag football drills and teamwork. The brands also supported the effort with a robust back to school national retail activation, on-pack promotion and an opportunity for consumers to nominate their local schools to receive an NFL FLAG-In-School kit to elevate GENYOUth's commitment to end student hunger and keep kids physically active. [Read more](#) about the event.

“Supporting GENYOUth's Taste of NFL and its lead-up Mission 57 initiative allows us to continue our focus on providing necessary tools and resources to schools in need. We're proud of our partnership with GENYOUth to drive meaningful impact to help end student hunger in Arizona, and across the country.”

STEVEN WILLIAMS, CEO, PEPSICO FOODS NORTH AMERICA



“In the Tucson Unified School District, 77 percent of students qualify for free or reduced meals. Having a nutritious school breakfast is a critical lifeline to help our students learn, thrive, and succeed in the classroom. I would like to thank GENYOUth and partners for their donation of new Grab and Go meal equipment packages to our schools.”

**DR. GABRIEL TRUJILLO,
SUPERINTENDENT
OF TUCSON UNIFIED
SCHOOL DISTRICT**

“As a fifth-generation dairy farmer and proud member of the GENYOUth Board of Directors, I am humbled by the unwavering support and invaluable services that GENYOUth’s partners provide throughout the year to tackle real world food and nutrition challenges.”

**AUDREY DONAHOE, CHAIR, NATIONAL DAIRY COUNCIL;
BOARD PRESIDENT, AMERICAN DAIRY ASSOCIATION
NORTH EAST; AND OWNER, ATRASS FARM,
CLAYVILLE, NEW YORK**

“It is my privilege and honor to serve as culinary host of Taste of the NFL, supporting GENYOUth in its mission to help feed our nation’s kids and end student hunger. As a long-time committed advocate in championing nutrition equity and fighting food insecurity, I urge everyone to support Taste of the NFL. With incredible chefs cooking up mouthwatering dishes, this will be our most delicious event yet!”

ANDREW ZIMMERN, EMMY AWARD-WINNING TV PERSONALITY, CHEF, TASTE OF THE NFL CULINARY HOST, AND GOODWILL AMBASSADOR FOR THE UN WORLD FOOD PROGRAMME

“Since GENYOUth’s inception as host and presenter for Taste of the NFL in 2021, it has provided me another opportunity to guide the organization’s growth and success. What excites me about Taste of the NFL is that I get to put on my apron, roll up my sleeves, and create fantastic foods with our most important partners, who share in GENYOUth’s mission to help end student hunger.”

CARLA HALL, GENYOUth BOARD MEMBER; “TASTE OF THE NFL” CELEBRITY CHEF; HOST, CHASING FLAVOR WITH CARLA HALL, HBO MAX





PHYSICAL INACTIVITY: A CRISIS FOR WHICH THERE ARE SOLUTIONS

“Getting students eating better and moving more” has frequently been a shorthand phrase for GENYOUth’s work, reinforcing the fact that nutrition and physical activity are two closely interrelated and equally important imperatives for youth well-being. Along with our nutrition-focused work in 2023, GENYOUth also was committed to supporting innovative efforts to make lifelong physical activity a priority beginning at a young age. American youth became significantly less physically active during the pandemic, which put greater emphasis on and opportunities for schools to promote student physical activity. Current GENYOUth programming, highlighted here, supports schools in fulfilling that vital role.



A CALL TO ACTION

In August 2023, as millions of students were returning to school, GENYOUth CEO Ann Marie Krautheim teamed up with GENYOUth founding board member Roger Goodell, Commissioner of the National Football League, to share a critical call-to-action by raising awareness about the importance of helping to reverse the decline of children’s physical health. USA TODAY published their joint op-ed focused on physical inactivity and sedentary habits as major risk factors for decreased cognitive, emotional, and physical well-being.



Reaching USA TODAY’s 2.6 million readership, the impactful piece stressed the urgent importance of (1) enhancing and expanding school-based physical activity; (2) creating innovative programming; and (3) establishing public-private collaborations and partnerships for funding. Full article [here](#).

“I am proud of the NFL Foundation’s longtime partnership with GENYOUth. As the NFL Foundation recognizes its 50th year, we celebrate our investments that increase physical activity opportunities, and accessibility to nutritious foods in our nation’s school communities. We are providing our support to GENYOUth’s important mission with high quality resources like NFL FLAG-In-School kits, ensuring accessibility not only to flag football, but all sports, so that kids everywhere can lead a healthy and active lifestyle.”

ALEXIA GALLAGHER, VICE PRESIDENT, PHILANTHROPY, NATIONAL FOOTBALL LEAGUE AND EXECUTIVE DIRECTOR, NFL FOUNDATION



HAPPY 10TH BIRTHDAY, NFL FLAG-IN-SCHOOL!

In April 2023, the National Football League, GENYOUth, and NFL FLAG celebrated the 10th year of GENYOUth's [NFL FLAG-In-School](#) program with the opening of national applications for the 2023-2024 school year. Educators and community-based organizations were invited to apply for a free NFL FLAG-In-School flag football kit to strengthen and enhance their physical education curriculum and equipment.

Through a renewed commitment from the NFL Foundation, NFL FLAG-In-School continues to offer opportunities for physical activity to students of all abilities and skill levels. Since the program's inception, 37,000 kits will have been provided to U.S. schools and school-based community organizations through the 2023-2024 school year — engaging an estimated 16.5 million students in 30,000 school communities to become more active before, during, and after school. [Learn more here!](#)

QUANTIFYING THE IMPACT

37,000 NFL FLAG-In-School kits distributed to schools across the country to date.

Over 16 million children and youth reached from kindergarten through 12th grade.

92% of educators say students are motivated to play flag football because it's fun.

Participating educators say the NFL FLAG-In-School kit has contributed to increases in student interest in flag football (99%), students' physical activity (88%), student participation (85%), and girls' interest (81%) and participation (75%) in flag football.

Leading into Super Bowl LVIII in Las Vegas, GENYOUth, the Raiders, and the Nevada Department of Education worked together to provide all public elementary and secondary schools in the state with new NFL FLAG-In-School kits, engaging 400,000 students.



FLAG FOOTBALL GOES GLOBAL!

GENYOUth's NFL FLAG-In-School programming is creating ripple effects. Nevada's Department of Education adopted NFL FLAG-In-School as the official football curriculum for every public school in the state! Nevada is one of eight states to adopt flag football as a sanctioned sport at the high school level. As the fastest growing team sport for youth, it's likely other states will follow in Nevada's footsteps with more and more kids wanting to play flag football.

In October 2023 the International Olympic Committee (IOC), the Olympics' governing organization, approved the addition of flag football to the Olympics program for the 2028 summer games in Los Angeles. The [historic decision](#) paves the way for flag football and USA Football's U.S. National Teams to make their Olympic debut on home soil. GENYOUth is ready to help, with NFL FLAG-In-School!

“NFL FLAG-In-School opens the door of accessibility to all students regardless of gender, age, class, ability, and ethnicity to benefit from the many transferable values that the game of football offers. The NFL, GENYOUth, and NFL FLAG partnership aims to effectively resource under-resourced schools in meeting physical activity needs with America's most popular and fastest emerging team sport. Football for all!”

TROY VINCENT, SR., NFL EXECUTIVE VP OF FOOTBALL OPERATIONS



ROOT4HER 2023: IMPORTANT PILOT FINDINGS

“I loved the curriculum and all its positive and important messages for my girls taking PE. I believe it will help them with many issues they face.”

TEXAS EDUCATOR

Between ages 5 and 10, girls and boys participate in physical activity at similarly high rates, but by the age of 13, girls drop out of physical activity and sports at twice the rate of boys. The situation is even more pronounced for young girls in underserved communities and young women of color who have less access to athletic programs, more familial responsibilities, and engage in less physical activity.

GENYOUth’s Root4Her is a multi-dimensional physical activity initiative designed for middle-school girls in direct response to everything P.E. teachers, counselors, and girls told us they wanted. [Root4Her](#) focuses on providing the resources, support, strategies, and motivation to help girls care for their minds and bodies, in support of their quest for social, emotional, and nutritional and physical well-being.

In 2023, educators and students told us enthusiastically that the program works. As part of proof of concept, GENYOUth conducted an extensive online survey of the Root4Her pilot program to better understand how the Root4Her program is being implemented in schools, how the program is being received by educators and students, and program impact on girls’ enthusiasm for physical activity. Bottom line: Teachers and students are loving the program, which is helping to increase enthusiasm for activities in P.E. classes, particularly among middle and high school girls.



“GENYOUth’s Root4Her program provides great equipment and ideas for classes. The special needs kids loved the bands and balls incorporated into their learning. Some of the girls that are not normally engaged in PE participated using the equipment and curriculum.”

VIRGINIA EDUCATOR



HONORS AND RECOGNITION

In 2023, GENYOUth was proud to earn national recognition and awards from leading government, business, media, and communications organizations.



“We are honored to welcome Ann Marie Krautheim into the community. Our mission with Forbes Councils is to bring together proven leaders from every industry, creating a curated, social capital-driven network that helps every member grow professionally and make an even greater impact on the business world.”

SCOTT GERBER, FOUNDER, FORBES COUNCILS

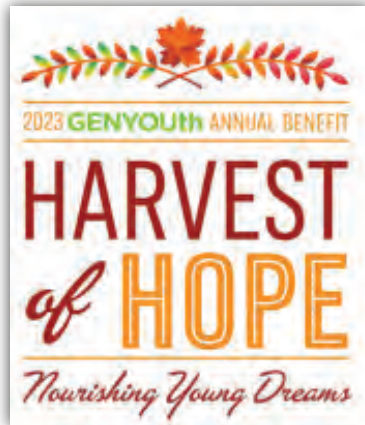
MAKING THE CASE FOR SCHOOL MEALS



In a powerful, jointly written [article](#) for the Las Vegas Business Press, **CEO Ann Marie Krautheim and GENYOUth Board Member Donna Martin** collaborated on a well-received piece on the need to halt the alarming decrease in school meal participation; the steep challenges schools face in ensuring their students are well-nourished and ready to learn; and the ways in which Nevada schools could help by applying, or nominating a school, for a GENYOUth Super School Meals equipment grant.

A veteran school nutrition executive and former director of the Burke County, Georgia school nutrition program, Donna Martin oversaw a program that served 4,500 students in five high need schools, serving breakfast, lunch, after-school snacks, supper, and the summer feeding program. Ann Marie and Donna wrote the piece as a moving case study, featuring a Georgia student who credits school meals with getting her through elementary and secondary school and all the way to a college scholarship.

GENYOUTH'S ANNUAL BENEFIT



GENYOUth's Annual Benefit took place in November 2023, with the theme *Harvest of Hope: Nourishing Young Dreams*. The evening combined tribute presentations and videos, stirring music by New York City's PS22 Chorus, lively auction and paddle-raise fundraiser segments, and special guests from the worlds of professional sports, media, education, and agriculture.

GENYOUth's "Hero" Award was presented to GENYOUth Board Member and NFL great **Kyle Rudolph**, while the special PYXIS Award for Service was presented by Dairy Management Inc. CEO and GENYOUth Board Chair **Barbara O'Brien** to GENYOUth Founding Board Member **Richard Edelman**. Longtime partner **Domino's** received the coveted Vanguard Award, accepted by Domino's President and GENYOUth Board Member **Joe Jordan**. Special appearances and remarks throughout the evening included Super Bowl LII Champion **Najee Goode**; NFL Commissioner **Roger Goodell**; 16th U.S. Surgeon General and GENYOUth Board Member Emeritus **Dr. David Satcher**; and 2022's Vanguard Award winner **Shelly Ibach**, President and Chief Executive Officer of Sleep Number. Our fantastic Youth Council members were key participants in the evening, and Taste of the NFL celebrity chefs previewed the then-upcoming Taste of the NFL in Las Vegas! [See the voices of hope here.](#)

"GENYOUth's Annual Benefit serves several purposes. It allows us to thank our invaluable partners for their collaboration and support; it's a chance for us to celebrate the youth we serve; it's an opportunity to share our message with those new to GENYOUth; and it raises needed funding to further our work."

ANN MARIE KRAUTHEIM, CEO



GENYOUTH BOARD OF DIRECTORS



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President & CEO,
Dairy Management Inc.
President & CEO,
Innovation Center for
U.S. Dairy, GENYOUth
Board Chair



Ann Marie Krautheim
M.A., R.D., L.D.
CEO, GENYOUth



Roger Goodell
Commissioner, NFL



James "JB" Brown
Host of "The NFL Today"
on CBS/ "Inside The
NFL" on SHOWTIME,
Special Correspondent
for CBS News



Audrey Donahoe
Chair, National Dairy
Council



Carla Hall
Chef, Author,
Television Personality



Joe Jordan
President, Domino's -
U.S. and Global Services



Donna S. Martin
EdS, RDN, SNS
Leading School
Nutrition Authority
Past President,
Academy of Nutrition
and Dietetics



Jeff Miller
Executive Vice President
of Communications,
Public Affairs and
Policy, NFL



Steve Nelson
President, ChenMed



DJ Paoni
CEO, Certinia



Kyle Rudolph
Co-founder, Altru
NBC Sports Analyst
FOX Sports Radio



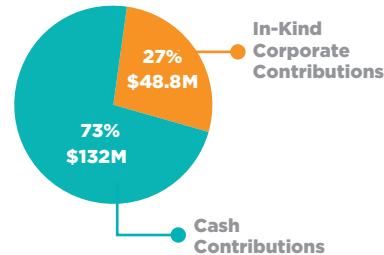
Dr. David Satcher
Emeritus
16th U.S. Surgeon
General



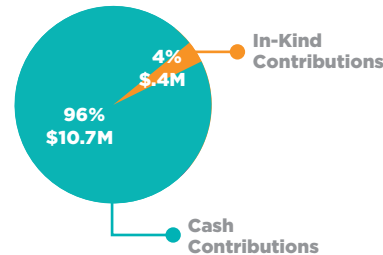
Dr. Selwyn Vickers
President and CEO,
Memorial Sloan
Kettering Cancer Center

SNAPSHOT OF 2023 FINANCIALS

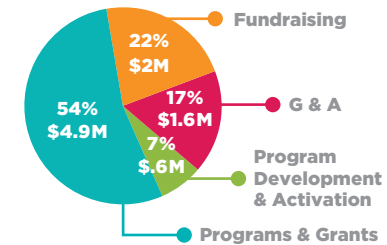
CONTRIBUTION HISTORY
\$180.8 MILLION



2023 CONTRIBUTIONS
\$11.1 MILLION



2023 CONTRIBUTION UTILIZATION
\$9.1 MILLION



GENYOUth STAFF



- Ann Marie Krautheim** | MA, RD, LD, CEO
- Quinton Baily** | CPA, MBA, Chief Financial Officer
- Mark Block** | Chief Operating Officer
- Caragh Scozzari** | Director of Programs and Partnerships
- Olivia Forman** | Project Manager
- Marzena Frackiel** | Accounting Manager
- Amela Hadzic** | Senior Accountant
- Lauren Izzo** | Vice President, Programs
- Kelianne Johnson** | Director, Marketing and Development
- Karen Kafer** | RDN, Chief Wellness Officer
- Eric Slutsky** | Vice President, Integrated Communications
- Lisa Travatello** | Chief Marketing Officer

The GENYOUth team joins Board Member and National Dairy Council Chair Audrey Donahue on a dairy immersive farm tour in upstate New York.

GENYOUth™

GENYOUth is a 501c3 national nonprofit dedicated to helping school children thrive by living a well-nourished and physically active life. A catalyst for youth health and wellness, GENYOUth has supported over 77,000 U.S. schools to equip them with the resources needed to ensure millions of children have equitable access to nutrition and physical activity. Founded by America's dairy farmers and the NFL, GENYOUth convenes a network of private and public partners, including Fortune 100 companies and foundations to ensure all children are nourished and active to be their best selves. With a commitment to end student hunger, GENYOUth provides nutrition grants to increase access to healthy school meals among food insecure students. GENYOUth is the official charitable partner of Taste of the NFL, a purpose-driven Super Bowl culinary experience that raises awareness and generates funds to fight hunger and food insecurity to support the organization's commitment to end student hunger. To learn more and support GENYOUth visit www.GENYOUthnow.org and follow us on LinkedIn, Facebook, Instagram and Twitter.