



GENYOUTH[®]
EXERCISE YOUR INFLUENCE[™]

ADVANCING YOUTH WELLNESS
IN 50 STATES

To access the online pages, visit www.GENYOUthNow.org



We've only just begun!

Dear Friends,

I am absolutely thrilled to be able to share with you an exciting and dynamic new resource - years in preparation - the Advancing Youth Wellness in 50 States Report!

At GENYOUth, while we are lucky enough to work at the national level with 73,000 schools across the nation, we believe that real, long-term, sustainable change happens at the local level. With that in mind, this important reference offers a state-by-state overview of GENYOUth's programs dating back to 2010. It shines a spotlight on our progress to date in all 50 states. We hope the report will serve as an invaluable resource for those who partner with us, and for those who hope to make a difference in the future for the health and vitality of our nation's youth in the schools and communities in which they live.

This report, also housed on GENYOUth's website, provides highly readable visual depictions of state demographics and participation in GENYOUth programs; maps showing distributions of participating schools within each state; and key data indicators of the steady growth of Fuel Up to Play 60, AdVenture Capital, and the NFL Flag-in-Schools programs.

Though it goes without saying, we are enormously indebted, as always, to the work and commitment of our many partners that this report represents. That begins with National Dairy Council and all the state and regional dairy councils, along with the schools, educators, and students nationwide with whom, and for whom, we are privileged to work.

Our founding fathers, America's dairy farmers, continue to contribute immeasurably to our programs' growth and success, as do the mighty team of registered dietitians who work daily on behalf of our programs; our faithful colleagues at the NFL and the 32 NFL teams we work alongside with from across the nation; the government funders who help to make our work possible; and of course the private and corporate sponsors who aren't merely underwriters, but friends and partners whom we are blessed to call our champions.

Importantly, the funding figures noted on the report's state pages are grant dollars only, and do not reflect "in kind" contributions, which are invaluable and significant.

Updated every six months on-line, Advancing School Wellness in 50 States will provide easily accessible and up-to-date metrics to help in informing, updating, and engaging local partners, stakeholders, and supporters on all levels about the work we're collectively doing to advance the health and well-being of our nation's youth.

And suffice it to say that, while we celebrate the progress reflected in this report, we've only just scratched the surface of what we can do in empowering a generation of healthy, high-achieving American youth. I thank you from the bottom of my heart for the trust you have placed in us. As the Japanese writer Ryunosuke Satoro so rightly said, "Individually, we are one drop. Together, we are an ocean."

Yours in partnership for America's youth,

A handwritten signature in black ink, appearing to read "Alexis Glick". The signature is fluid and cursive, with a long horizontal stroke at the end.

Alexis Glick, CEO
GENYOUth