Empowering healthy habits and transforming environments where children live, learn and play
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A look forward at 20 years

In 2020, HealthMPowers will celebrate its 20th anniversary. A lot has changed since our inception, and yet, much has remained the same.

We have grown from an elementary school program providing three lessons in eight schools to an organization serving childcare centers, K-12 schools, out of school time providers and communities reaching 800 sites. What has remained constant throughout is our commitment to improving the lives of Georgia’s children and creating healthy environments that reinforce and support both health and learning.

And our work is making a difference and I am so proud to share our accomplishments with you in this report. To highlight a few successes…

In early care education, we are working with other statewide partners to provide nutrition, physical activity training and support to childcare centers in high-need areas. This essential early learning program promotes healthy growth and language development in children that is critical in the first five years of life when key health behaviors are rooted and 90% of all brain development happens. With initial support from the Georgia Department of Public Health and Nemours Children’s Health System, we plan to train child care centers throughout the state and ultimately create virtual trainings that can be used nationally.

In the second year of a $2.5M grant from the Robert Wood Johnson Foundation, we are partnering with Emory University in a landmark study that examines the link between physical activity and academic achievement among elementary-aged children. As part of this study, we are using Health Empowers You!, a physical activity program that provides the tools, strategies and online support teachers need to initiate and track physical activity with students throughout the school day. We are hopeful that the results will help influence physical activity in schools at the state and national level.

To do work of this scale and to improve the health of children in Georgia requires focus, commitment and funding support. We are so grateful to many of you—our founding sponsors, funders, supporters and participants for your unwavering support. At this pivotal point in our 20-year history, we ask you to join us—both in celebrating our progress and expanding our efforts.

Enjoy this year’s annual report.

Christi M. Kay
President, HealthMPowers

Special thanks to our Founding Sponsors!
Early Care
3,357 children had more quality physical activity time
1,055 children experienced nutritional education and tastings
2,356 children created edible gardens

Elementary
14,449 students had more physical activity opportunities during the school day
13,298 students had greater access to drinking water at school
1,822 students were given improved healthy menus at school

Secondary
4,442 students had more physical activity opportunities during the school day
5,071 students enjoyed improved cafeteria displays of healthy food/drinks
2,678 students had more physical activity opportunities before/after school
HealthMPowers
2019 Highlights

Our Vision:
All children nourished and active

Community
30,100 shoppers
were provided with more
healthy beverage options
17,700 shoppers
experienced improved
display of healthy foods
19 sites
made changes in food purchasing
to include healthier foods

Out of School Time
2,932 youth
had physical activity incorporated
into all program areas
2,289 youth
were given more
healthy beverage options
883 youth
were involved in food service
decisions at their sites
Who We Are

HealthMPowers is a nonprofit 501(c)(3) organization dedicated to empowering healthy habits and transforming environments where children live, learn and play. By bringing nutrition education and physical activity into everyday life and learning—in schools, childcare centers and out of school time sites—we create a culture that supports healthy choices.

Over the past 20 years, the program has proven to be highly effective in helping create a future where all children are nourished and active.

Our multi-year program model is built on the Centers for Disease Control and Prevention’s evidence-based guidelines for assessing and expanding health and wellness. In every school, center or community where we work, we strive to improve the health of children through our highly supportive and incremental approach to change.
Who We Serve

Early Care Centers
Elementary Schools
Secondary Schools
Out of School Time Sites
Families & Communities

Why We Serve

The numbers speak for themselves—together, we can stop these trends. Access to better nutrition and physical activity can change a child’s life in profound ways.

- 1 in 3 children are overweight or obese
- 1 in 4 children experience food insecurity
- 3 of 4 children don’t get enough physical activity
Lynette Tedford is a woman on a mission. As the owner of Angels in Motion Learning Center, she’s shifting the center’s environment to be more health-conscious by revamping menu choices, incorporating more physical activity into the day and encouraging parents to do the same at home.

Now she’s focused on empowering her teachers to be wellness role models. Equipped with information shared at a HealthMPowers training, she started to introduce small but mighty changes. First up, a “Teachers Corner” in the staff breakroom that includes healthy foods and drinks. She also encourages staff to participate in group physical activities. To further motivate teachers, she created t-shirts with the motto, “Teachers are Student Body Builders!” to wear during physical activity time.

**IMPACT**

- **87 sites**
- **6,387 children**
- **868 teachers**

**IMPROVED BEHAVIORS**

- 93% of children increased physical activity or met national guidelines
- 77% of children increased the number of fruits eaten daily or met national recommendations, as reported by their teachers
- 41% of families reported their child watched less than one hour of screen time per day

**Early Care & Education**

**Stepping Up Employee Wellness to Impact Children’s Health**

Your actions make a difference! Program results found that there was an association between caregivers’ health behaviors and children’s nutrition and physical activity.

**Eat. Move. Talk!**

*Eat. Move. Talk!* is an early learning toolkit and teacher training developed in collaboration with the Georgia Department of Public Health and other partners. It offers strategies for engaging kids in small, everyday actions that promote healthy behavior. It has been proven that early exposure to healthy foods, creative movement, language, and exercise can change the direction of a child’s life. Children immersed in these powerful experiences in the first five years of life grow up healthier and more successful in school.
Students, Parents and Teachers Enjoy Farm to School Success

Huntley Hills Elementary School’s Garden Club didn’t know how their harvest of kale and radishes would be received. They chose the veggies because they were foods that the student gardeners had never tried. Fingers crossed, they presented salads to their fellow students and SUCCESS! Many of the students received a double shock. First, when they enjoyed the salads and again when they found out the two mystery ingredients were kale and radishes!

Family Engagement

The Elementary and Early Care and Learning sectors support family engagement throughout the year through biweekly text messages. These messages promote healthy behaviors and provide fun activities families can do together. As a result, 48% of participants are now making an effort to eat more fruit, and 50% are trying to eat more vegetables.

IMPACT

107 sites
68,729 children
4,265 teachers

IMPROVED BEHAVIORS

- 45% of students were in the healthy fitness zone for aerobic capacity
- 53% met national fruit consumption recommendations of 2+ per day, compared with 40% of students nationally
- 26% met vegetable consumption recommendations of 3+ per day, compared with 7% nationally
Improved School Environment

- 46 school wellness teams implemented a total of 62 improvements to school nutrition and/or physical activity policies or processes
- Approximately 860 Student Health Advocates trained to promote improvements in healthy eating and physical activity in their schools
- For the third year in a row, students showed an increase in number of steps during the school day

Health Champion:
Lori Smith, School Nurse and Health Education Coordinator at Martha Pucket Middle School

As part of a partnership with the HealthMPowers SNAP-Ed program, Lori Smith led a fun and informative trip for her student health advocates to a local hydroponic lettuce farm. The team learned how a hydroponic farm operates, the benefits of fruits and veggies, and picked 25 heads of lettuce to take back to school. The students then led a taste test for their peers, using the lettuce to create salads with strawberries and apples. The taste test was a success, and students were able to take the remaining heads of lettuce home, along with a new salad recipe to share with their families.
How do you ease the gap between convenience and accessibility for families to purchase fresh fruits and vegetables? A pop-up market right on school grounds! The Community Sector has formed partnerships with the Baldwin County School System and local farmers to bring fresh produce directly to the students and their families. The new markets rotate between schools and Early Learning Centers.

Mr. Sweat, a Wrightsville, GA farmer, shared stories about his farm experiences and gave tips on how to choose the freshest fruits and vegetables. The children, parents and teachers loved the demonstration, and bought all of the produce Mr. Sweat brought to the market.

**IMPACT**

- **39 sites**
- **4,222 participants**

**IMPROVED BEHAVIORS**

- 97% of participants stated they planned to purchase the taste testing fruit or vegetable again
- 79% of participants who attended a nutrition education session reported buying fresh fruits/vegetables at least one time per week
Out of School Time

Michael A. Grant Boys and Girls Club Sets the Bar High for Healthy Living

Ms. Tyanna Jackson, Executive Director, and Mr. Ayinde Al-Amini, Executive Program Director of the Michael A. Grant Boys and Girls Club, have indeed taken the initiative to make their club as healthy as possible by consistently engaging club members, parents and the community.

The club-wide "No Soda Ever" policy was enforced throughout the school year and over the summer. Youth Health Advocates are responsible for setting up the HealthMPOwers-provided dispensers full of infused waters for club members and parents to enjoy daily.

Youth Health Advocates shine during the Cooking Matters class demonstrations. Club favorites include Okonomiyaki Japanese Pancakes and The Works Vegetable Pizza. Youth enjoy telling their peers how dishes are made and educating them on what makes them healthy.

Improved Outcomes

• 100% of sites improved availability of non-traditional and non-competitive physical activities

• 659 hours of cooking, gardening and taste testing provided to 6,966 students

• 33% increase in the number of club members in the healthy fitness zone for aerobic capacity
Our relationship with HealthMPowers is the model for effective, mutually beneficial partnerships. They’ve provided hands-on support to each of our clubs, growing our capacity to deliver high-quality cooking and gardening programs. And we’ve seen real results in how our kids make healthy food choices, and their interest in physical activity. HealthMPowers has created opportunities for our kids to think critically about healthy decisions, obstacles to these decisions and the importance of investing in their bodies in ways that promote health.”

- Adrianne Penner, Senior Director, Boys & Girls Clubs of Metro Atlanta

HealthMPowers Receives the 2019 Community Partner of the Year Award from the Boys and Girls Clubs of Metro Atlanta

IMPROVED BEHAVIORS

- 80% of participants improved to or maintained eating fruit 2 or more times a day
- 59% of participants reported meeting national guidelines of 3+ vegetables per day
- 68% of participants reported being physically active for 60 or more minutes in 5 or more days a week
Power Up for 30

Power Up for 30 is a change-making program developed by HealthMPowers in collaboration with the Georgia Departments of Public Health and Education and other Georgia Shape partners. It trains educators to find creative ways to add at least 30 minutes of physical activity into the school day for all children—before, during or after school. Initially launched in elementary schools, the program has now expanded to middle and high schools as well as out of school time sites. Research suggests that physical activity positively influences brain function—and can translate into improved academic achievement, better classroom behavior and reduce the risk of depression and anxiety.

Power Up for 30 Middle School Girls Pilot: Physical Activity by Girls, for Girls

Sponsored by the Georgia Foundation for Public Health, a group of 30 middle school girls from Northbrook Middle School and Whitehead Boys & Girls Clubs examined barriers and motivators to getting girls physically active. Their insights resulted in increased physical activity opportunities and leadership among girls to serve as mentors and role models.

FitnessGram Trainings

HealthMPowers provides ongoing training to schools across Georgia to implement the state’s required health-related fitness assessment, FitnessGram, which includes aerobic capacity, body composition, muscular strength and endurance, and flexibility. Student-generated reports provide families with important information about the student’s current level of fitness and the level needed for good health.
Health Empowers You! and Physical Activity Research

In a large-scale research study funded by the Robert Wood Johnson Foundation, HealthMPowers and Emory University are examining the link between physical activity and academic achievement in over 4,900 fourth grade students in 40 Gwinnett elementary schools. These same students will be followed into their fifth grade year providing two years of physical activity and academic data for analysis.

Share Our Strength Breakfast Expansion Project

"Share Our Strength is proud to partner with HealthMPowers on the No Kid Hungry Georgia campaign to ensure all students have access to a healthy meal at the start of the school day. Through this partnership, we are able to provide support to schools to modernize their breakfast programs, offering individualized technical assistance and funding. HealthMPowers is a critical component of the work to close the school breakfast gap in Georgia and through their experience and approach working for and with communities, we believe we can reach a day where no kid goes hungry."
- Eleni Towns, Associate Director, No Kid Hungry

Breakfast After the Bell

With help from our partners at Share Our Strength, many health-empowered schools are working to support healthy breakfasts with grab-and-go kiosks that let kids eat sandwiches on their way to class, or "Morning Smoothie Smiles" that invite all students to share fresh fruit and veggie shakes together. Through Breakfast After the Bell, we also assist schools in finding grants or other funding opportunities to support fresh breakfast options.

Barbara O'Connor, Nutrition Manager for Morrow Middle School, one of just five national School Breakfast Hero contest winners in 2019
Staff Members

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Abby Betz
Casey Cahill
Kendall Charlton
Allison Clary
Breyana Davis
Simone Davis
Suzanne Doherty Glenn
Raschell Downer
Cathy Durand-Horne
Lee Ann Else
Padra Franks
Megan Fulks
Courtney Goershel
Dana Griffith
Carmen Guadagno
Dasia Harmon
Aimee Hembree
Kenna Ho
Sequoya Howard
Kristina Hyland
Kala Ison
Regina Jackson
Hannah Jennings
Casey Johnson
Samantha Julius
Christi Kay
Deborah Kohne
Gregory Lafortune
Aneta Lee
Brittany McDermott
Hillana McDuffie
Adria Meyer
Barbara Miller
Michelle Miller
Keisa Portress
Heather Rice
Ashley Rouse
Kyle Rubini
Kimberly Santijanna
Caroline Schick
Danielle Scudder
Miaya Seawright
Dustin Sergent
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Lauren Tejkl
Keyanna Townsend
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Curtis Saueressig
Development & Exempt Organizations
KPMG LLP

Laura Stammer
Senior Sales Finance Manager
Rheem Manufacturing

Heather Voight
Sr. Vice President/College Sports
Circle Media, Inc.
Georgia Shape DECAL
Award-winning Facilities

3 STAR QUALITY RATED
Glynn County Early Head Start
Kid’s World Learning Center
Liberty Early Head Start
Valerie N. Lovejoy Family Child Care Learning Home

2 STAR QUALITY RATED
Bells Ferry Learning Center
Childcare Network #50
Deborah Q. Bolden Family Child Care Learning Home
Evans County Head Start
Johnson County Head Start
The Learning Station
Trinity AME Early Learning Center
Wanda L. Polnitiz Family Child Care Learning Home

Golden Radish Award

BRONZE
Glascock County School System
Hall County School District

SILVER
Bibb County Public School District

GOLD
Atlanta Public Schools
Clarke County School District
Clayton County Public Schools
Cobb County School District
DeKalb County School District
Dougherty County School System
Gwinnett County Public Schools
Newton County Schools
Richmond County School System
Savannah-Chatham County Public Schools
Wayne County School System

PLATINUM
Baldwin County School District
Burke County School District
Carrollton City Schools
Fulton County Schools
Henry County School District

Grant Recipients

Last year, 70 HealthMPowers schools received grants to improve nutrition or physical activity.

Action for Healthy Schools
Breakfast Grant: 2 Schools
"Game On" Grant: 2 Schools

Fuel Up to Play 60
Breakfast Cart: 2 Schools
NFL Flag Football: 12 Schools
Nutrition and Physical Activity Grant: 3 Schools

Georgia Shape Nutrition and Physical Activity Grants
2 Schools

Share Our Strength Grab and Go Breakfast
Georgia Breakfast Grant: 35 Schools
Amazon Breakfast Grant: 7 Schools

Good Sports and the Atlanta Falcons Youth Foundation Equipment Grant
5 Schools

Georgia Shape Honor Roll Recipients

BRONZE
Adamson Middle School
Bainbridge High School
Brown Middle School
Kendrick Middle School
Martha Puckett Middle School

SILVER
Carrollton City Jr. High School
Indian Creek Middle School
Taylor Elementary School

GOLD
Northbrook Middle School
Radloff Middle School

PLATINUM
River’s Edge Elementary School
Sugar Hill Elementary School
Tobacco Road Elementary School
Kickoff for Kids

Our first annual Kickoff for Kids fundraiser was a huge success! Over 200 supporters joined us at SweetWater Brewery to enjoy BBQ and classic tailgating games while bidding on items in our silent auction. Board members and HealthMPowers staff came together to create a truly unforgettable event. Special thanks go out to The Piedmont Bank, Isakson Living and Big Green Egg for being top event sponsors.

Individuals

Amanda Adams  Louis Battey  Malika Bowling  Kendall and Sarah Charlton
Michael Akley  Suzanne Baxley  Greg Bradley  Mary Childs
Patricia Alexander  Deborah Beall  Phillip Brzenk  Annemarie Childs
Afshan Ali  James Beavers  Mary Lynn Butler  Kelly and David Combs
Diane and John Allensworth  Jason Bernstein  Casey Cahill  Nancy Connors
Annie Appleton  Abby and Robby Betz  Joel Blake  Erin Croom
Deborah Baber  Emily Blanton  Emily Blanton  Andrew Cuppia
Keith Bahun  Glen Bowling  Frank and Jo Cerabino  Sandy DeFoe
Susan and Greg Balogh  Glen Bowling  Mark Chambles  Michael Depa
Deborah Dodds
Suzanne and James Glenn
Raschell Downer
Cathy Durand-Horne
Chris Eagle
Victoria Ellul
Lee Ann and Britt Else
Michael Elting
Raynette Evans
Alyssa Fast
Brenda Fitzgerald
Susan Fochtmann
McCord Frampton
Lesa Fulks
Megan Fulks
Jessica Fuller
Joe Fuller
Phillip and Emily Galioto
Howard Garrett
Bob and Mary Lynn Gaughan
Julie Gazmararian
Katherine Genovese
Erica Glasener Goldstein
Dave Goershel
Courtney and Chris Goershel
Michael Goodman
Justin Grimsley
Carmen Guadagno
Allegh Guerrero
Skip and Bonnie Guilliams
Lois Gunson
Cindy Harbeson
Dasia Harmon
Margaret Harris
Timothy Hazelrig
Aimee Hembree
Rebekah Hembree
Pat and Becky Hickok
Olivia Hill
Kenna Ho
Craig and Sally Hodges
Sequoya Howard
Karen Hyland
Kristina Hyland
Teresa Irons
E. Andrew Isakson
Regina Jackson
Denise Jennings
Hannah Jennings
Mary Johnson
Christopher Johnson
Casey Johnson
Scott Johnson
Joanna Jones
Karen Jordan
Suzanne Julius
Samantha Julius
Christi and Larry Kay
Taylor Kay
Scott Kelley
Deborah Kerr
Debra Kibbe
Mary Kim
Clayborn Knight
Matt Kogan
Debbie and Chris Kohn
Lloyd Kolbe
Jeffrey Koplan
Gary Krasnov
Jimmy and Dorsie Kuni
Gregory Lafortune
Nancy LaFoy
Megan and Michael Lawson
Cory Lee
Lisa Lee
Loreal LeGate
Eric Levitan
Signe Lindell
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Dave Meinzenbach
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Steven Meyers
Barbara Miller
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Lauren Moore
Ann Morgan
Shelton Moynahan
Deborah Myers
Michelle Nagy
Alan and Donna Najjar
Michael Neumeier
Myrtle Neumeier
Shanda Neumeier
Gigi O’Shea
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D. Alan Pogue
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Anthony Portress Jr.
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Julie Rayburn
Heather Rice
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Ashley Rouse
Rebecca Roy
Kyle Rubini
Stan Rudley
Jennifer Rueter
Emma Sanders
Kimberly Santijanna
Curtis Saueressig
Gregory Saueressig
Caroline Schick
Frances Schick
Kim Schick
Miya Seawright
Abhi Sharma
Todd Sheets
Reid Simmons
Bradford Smith
Walter Smith
Tina Sonsalla
Laura Stammer
Elizabeth Stevenson
Chris and Christie Stewart
Benjamin Sugar
Lauren Tejkl
Martin Timoner
Chuck Truett
Vicki Tucker
Patryce Turner
Gloria Versurah
Heather Voight
Stephen Voight
Charles Wall
Kristin Wallace
Jennie Walls
Scott Waterman
Jennifer Watts
Keri Weyl
Cathleen Wiley
David Wiley
Ed Wiley
Shannon Barrett-Williams
Douglas H. Wilson
Joanmarie Wilson
Elizabeth Winters
Vicky Yarns
Mary Ann Zegers
Nigel Zelcer
Other Funding

Corporate and Community

Anthem Dollars for Doers
AmazonSmile
Andrew Isakson Living Inc.
Big Green Egg
Blue Sky Specialties LLC
BPI Media Group, Inc.
CannedWater4Kids
Farmhouse Design Studio
Gables Residential
Georgia Center for Nonprofit
KPMG
Kroger Community Rewards
Martin Concrete Inc.
Royal Food Service
TRUiST
YMCA of Coastal Georgia

Foundations

Ardmore Institute of Health
Atlanta Charity Clays
Georgia Foundation for Public Health
Healthcare Georgia Foundation
Nemours National Office of Policy & Prevention
Robert Wood Johnson Foundation
S&P Global Foundation
Share Our Strength

Government and Other

Bibb County School District
Georgia Department of Education
Georgia Department of Human Services
Georgia Department of Public Health
Gwinnett County Board of Commissioners
Society for Public Health Education
Supplemental Nutrition Assistance Program-Education

Annual Sponsors

Other Funding Support

19
National/Regional Partners

Action for Healthy Kids • Alliance for a Healthier Generation
BOKS • Public Health Institute for Wellness and Nutrition • Share our Strength

State Partners/Local Partners

Atlanta Community Food Bank • Atlanta Falcons Youth Foundation
Boys and Girls Club of Metro Atlanta • Captain Planet Foundation
Children’s Healthcare of Atlanta • Easter Seals of North Georgia
Family Connection • Georgia Association of Young Children
Georgia Department of Early Care and Learning • Georgia Department of Education
Georgia Department of Public Health
Georgia Division of Family and Children Services • Georgia Grown
Georgia Head Start • Georgia Organics • Georgia Shape
Lieutenant Governor’s Healthy Kids Georgia • Open Hand • Wholesome Wave

University Partners

Emory University • Georgia Health Policy Center • Georgia State University
University of West Georgia
Financials

**Assets**

- Cash and Cash Equivalents: $1,494,698
- Grants Receivable: $1,079,108
- Contributions & Pledges Receivable: $1,953
- Prepaid Expenses: $4,709
- Property and Equipment, net: $25,397
- Other Assets: $6,627
- Total Assets: $2,612,492

**Liabilities**

- Accounts Payable & Accrued Expenses: $439,900
- Deferred Income: $90,286
- Total Liabilities: $530,186

**Net Assets**

- Without donor restrictions: $2,082,306
- With donor restrictions: $0
- Total Net Assets: $2,082,306

**Support and Revenue**

- Grant Revenue: $5,381,484
- Contributions & Bequests: $86,880
- Program Services: $114,303
- Special event, net: $(4,059)
- Interest Income: $9,176
- Total Support and Revenue: $5,587,784

**Expenses**

- Program Services: $4,950,805
- Management & General: $214,702
- Fundraising: $100,447
- Total Expenses: $5,265,954

Financial information has been independently audited.