Empowering children to make healthy choices
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As we mark our 20th anniversary year as an organization, it is with pride and gratitude that we present our collective impact in this Annual Report. This year ushered in significant challenges, as well as exciting and meaningful successes just the same. I want to take this opportunity to recognize the health heroes that work day-in and day-out with our team in service of Georgia children, schools, communities and families. In the face of the greatest and most profound public health emergency in modern times, our community has been resilient this year. As schools faced sudden closures, communities and families became isolated and uncertainty clouded how the work would continue, we never wavered. Programming and relationships went virtual, resources were reimagined to ensure families could access needed food assistance to complement nutrition education, and creative tactics to get kids moving while at home provided new opportunities to engage and inspire.

And while there were changes and challenges, we have plenty of successes to share as well. This year, HealthMPowers received the largest seed investment ever made by the Atlanta Falcons Youth Foundation to collaborate with girl leaders across the state to develop a one-of-a-kind physical activity program. Alongside the Girl Scouts of Greater Atlanta, Girls Scouts of Historic Georgia, Boys and Girls Clubs of Georgia and the University of West Georgia, we’re pioneering a girl-centered approach to tackle the physical activity gender gap and related health outcomes to support and develop the next generation of women leaders. HealthMPowers SNAP-Ed programming was highlighted in a new study published in the Journal of Nutritional Science, pointing to its effectiveness in increasing fruit and vegetable consumption among SNAP families. And our newly-minted virtual resources are reaching an audience of thousands of educators, students and families across the state.

As you’ll see throughout this Annual Report, our collective impact is a true testament to the strength of our programming, the depth of our partnerships and relationships, and above all, the passion of our staff and our partners. As we celebrate this year, it is with deep gratitude that we recognize and appreciate everyone who has been doing this work alongside our team. Only together can we can ensure all children are healthy, nourished, active and ultimately empowered to chart their own paths to achieve their dreams.

Jennifer L. Owens
861 CHILDREN had more quality structured physical activity time

796 CHILDREN experienced nutritional education through taste testing and cooking activities

719 CHILDREN’S FAMILIES received additional resources and support to improve child physical activity

11,050 STUDENTS had more physical activity opportunities during the school day

9,078 STUDENTS provided with more appealing school meal program prioritizing healthy options

6,491 STUDENTS had new or expanded access to facilities for after-hours recreation

10,897 STUDENTS provided with more appealing school meal program prioritizing healthy options

9,637 STUDENTS had more physical activity opportunities during the school day

4,107 STUDENTS were given healthier snack options
Out of School

2,434 YOUTH had improved access to free, quality water

1,609 YOUTH participated in farm-to-table activities

1,782 YOUTH had access to structured physical activity programs

HealthMPowers Highlights 2020

5,000 SHOPPERS had more access to fresh or local produce

3,200 CLIENTS received their preferred choice of foods from food pantries, food banks, or soup kitchens

VISION: All children nourished and active
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.

PROGRAM MODEL

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

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
Empowering Children’s Healthy Habits (reported by teachers)

- 90% met national guidelines for physical activity
- 82% met national recommendations for fruit consumption

Transforming Environments

- Centers implemented 164 new policies and processes to improve nutrition and physical activity
- 92% of centers improved nutrition support
- 81% of centers improved physical activity support
- 78% of centers improved both nutrition and physical activity support

Transform Picky Eaters

Educators at Easter Seals Norcross had difficulty getting children in their classrooms to eat their vegetables. “Yuck!” and “Ew!” were common responses when children were presented with vegetables, which also discouraged other children from trying the food. After implementing the HealthMPowers Taste Testing activities every month, educators noticed an increase in vegetable consumption and acceptance. The taste tests exposed children to vegetables in a fun way to encourage healthy eating. Children were given more productive ways to express their dislike of certain vegetables by using phrases such as, “This is not my favorite.” Reading books like Sylvia Spinach, completing fun activity and coloring pages featuring healthy foods, and behavior modeling by adults all contributed greatly to the new attitudes towards vegetable consumption.

In the future, the center plans to implement community family events on taste testing to align nutrition lessons learned at Easter Seals Norcross with healthy eating in their children’s homes.
Student Health Advocates Step Up to Virtually Lead Peers

Union Elementary School (Macon) Student Health Advocate Facilitator, Kristen Baugh, found herself unprepared when schools closed abruptly in the spring of 2019 and classes went virtual. She’d left all of her materials in the school building and did not know how the Student Health Advocate Club, aka the “Health Squad,” would continue. As educators and students prioritized adjusting to the new and unpredictable norm of virtual learning, it looked as if the Health Squad might be done for the year.

However, the Health Squad stepped up and found ways to encourage healthy eating and physical activity during the pandemic. They started a Healthy Eating and Water Challenge for the entire school to participate in at home. To motivate their peers, the Health Squad shared pictures of themselves modeling these healthy behaviors. Mrs. Baugh was extremely proud of the Health Squad and all the students who participated.

Empowering Children’s Healthy Habits

- 53% consumed 2+ fruits per day, compared with 40% of students nationally
- 25% met vegetable consumption recommendations of 3+ per day, compared with 7% nationally
- 49% participated in moderate to vigorous physical activity at least 5 times per week
- 47% consumed water 4 or more times during the day

Transforming Environments

School health teams implemented a total of 116 new policies and processes to improve nutrition and physical activity

100 SITES
61,490 CHILDREN
4,107 TEACHERS
Young Middle School (Atlanta) started the fall semester off strong. By spring, weekly recess and activity breaks led to an increase in student physical activity. Healthy eating was emphasized; and more nutritious choices, including salads and fresh vegetables from the school's garden, were offered in the cafeteria. All snack foods served in the cafeteria were healthier choices that met suggested serving sizes.

When schools closed due to COVID-19, Young was able to sustain this momentum. The school nutrition program prepared and delivered healthy lunches to students' homes, and teachers utilized virtual resources provided by HealthMPowers to encourage students to remain active.

Before COVID-19 hit, Young Middle School Principal, Kara Stimpson, had a vision for a healthy and active student body and staff. A strong plan and the school's “On-the-Go” team made up of families, faculty and staff worked together toward this vision, ensuring success even during a pandemic.

**Transforming Environments**

- School health teams implemented 57 new policies and processes to improve nutrition and physical activity
- 62% of schools created a Student Health Advocate team to implement a plan for improving healthy eating or physical activity support
- 1,080 Student Health Advocates were trained to promote improvements in healthy eating and physical activity in their schools
- 15 schools received grants to improve physical activity and healthy eating
Farm to Table Access Enables Healthy Habits

Faced with unprecedented changes to the school year due to COVID-19, Audria Bunting from Indian Creek Middle School (Covington) didn’t know how she would modify the Farm to Table initiative already in progress. With the help of HealthMPowers, she utilized digital resources, including newsletters with recipes and Harvest of the Month materials to keep the momentum going.

Students, families, faculty and staff encouraged others to garden and support local farms. According to Audria, “I received an overwhelming number of pictures during March and April of families creating gardens, picking strawberries and many other activities at home. I would never have thought a pandemic would allow me to teach children the things my parents and grandparents taught me, such as sowing seeds and growing food to become less dependent on store-bought processed items.”

Empowering Student’s Healthy Habits

- 68% had classroom physical activity at least five days per week
- 62% reported playing on sports teams
- 42% participated in before-school physical activity
- 59% participated in after-school physical activity
- Showed an increase in number of steps during the school day for the fourth year in a row
The Heard-Mixon Elementary School (Covington) afterschool program's Youth Health Advocates are serious about modeling and promoting healthy messages. The youth have played a significant role in transforming the program’s focus on nutrition and physical activity. Advocates encouraged their peers to use the infused water bottles provided by HealthMPowers, and led physical activity daily. The student-led activities encouraged high engagement from their peers. Spurred on by enthusiasm from students, instructors and staff have all become more involved. Here are a few examples of how the whole school is supporting healthier initiatives:

- Instructors block out time for student-led activities
- School custodians are involved with activity setup
- The administration has applied for a grant to help facilitate a weekly tennis program

The program’s changes have trickled into every corner of the school, piquing interest amongst the entire student body. Due to the rise in demand, coordinators are expecting a longer waitlist for the program next year. Youth Health Advocates at Heard-Mixon’s afterschool program have not only transformed their reputation; they have become role models and Health Heroes to their peers.

Transforming Environments
Sites implemented a total of 85 new policies and processes to improve nutrition and physical activity

Empowering Student’s Healthy Habits
Youth participants in the Cooking Matters program reported:
- 40% increase in eating non-fried vegetables more than one time a day
- 14% increase in eating fruit more than one time a day
Healthy Helpings: Eating on a Budget

How do you get food on the table and incorporate fun, interactive nutrition education that emphasizes the importance of eating fruits and vegetables to children? The answer is Cooking Matters classes at school! The Community Setting partnered with secondary schools to demonstrate the ease of incorporating fruits and vegetables into home-cooked meals for under $10 for a family of four. When in-person classes were canceled due to the pandemic, the Community Setting began filming cooking videos to provide families healthy eating tips. The series, Healthy Helpings: Eating on a Budget, was shared across HealthMPowers social media channels and provided easy, low-cost recipes and nutrition education.

Family Engagement

Reaching families is a critical part of empowering healthy habits for children. Last year, families from 181 Early Care and Elementary sites were engaged through family presentations on healthy eating and nutrition that reached 11,542 participants, and “Weekly Wellness” text messaging reaching 2,943 new participants. These resources enable family members to model healthy physical activities and nutrition for their children, encouraging active instruction about the benefits of a healthy lifestyle.

Empowering Healthy Habits in Communities

- 98% of participants plan to purchase the taste testing fruit or vegetable again
- 99% of participants expressed their intent to eat the fruit or vegetable again

Empowering Healthy Habits in Families

After participating in the Early Care family text messaging program:
- 56% plan to eat more vegetables and 54% plan to eat more fruits.
- 73% plan to be more physically active.

After participating in the Elementary family text messaging program:
- 75% plan to eat more vegetables and 71% plan to eat more fruits.
- 70% plan to be more physically active.
Racial and Ethnic Approaches to Community Health (REACH)

Through funding from CDC’s REACH grant, HealthMPowers collaborated with Healthy Savannah and the YMCA of Coastal Georgia to improve access to more nutritious food and drink items in convenience stores. HealthMPowers provided technical assistance, promotional materials featuring healthy messaging, and suggested partner collaborations and improvements to store layout and displays to encourage healthy selections.

Whole School, Whole Community, Whole Child (WSCC) Training Modules

WSCC Team Training Modules were created in collaboration with The Society for Public Health Education (SOPHE). Modules are ready-made professional development resources for states, districts and schools to build, strengthen and sustain school teams implementing the WSCC model. The ten training modules are stand-alone, allowing the user to create a personalized professional development plan based on the schools’ or districts’ needs.

Nemours Helps to Expand Early Care Education Work

Funded by the Nemours Children’s Health System, HealthMPowers is collaborating with other non-profits, early care education practitioners and researchers to create a comprehensive empowerment model to support the professional growth and leadership of early care providers. The Georgia Nutrition and Physical Activity Assessment online platform serves as the basis for this work.

Providers can use the online platform to evaluate their program against best practices, identify priority actions, develop objectives and action plans for implementation and submit evidence of impact. To date, over 100 centers have been trained, and even more are using the online assessment platform.
Eat.Move.Talk!

It’s been proven that early exposure to healthy foods, creative movement and exercise, and a rich range of words and conversations can significantly impact the first five years of a child’s life. Eat.Move.Talk! is an early learning toolkit and teacher training developed in collaboration with the Georgia Department of Public Health. The toolkit offers strategies for engaging children in small, everyday actions that promote healthy behavior. Children immersed in these powerful experiences grow up healthier and more successful in school. Over the past year, 800 preschoolers have been provided with more structured, teacher-led physical activity as part of their learning day. Twelve centers have provided families additional education and strategies through monthly workshops, handouts, brochures and newsletters to improve child physical activity.

Share Our Strength

In partnership with Share Our Strength, over 2,000 students were added to the school breakfast program during the 2019-2020 school year. HealthMPowers worked to:

1) provide individual outreach and resources to districts/schools to promote and support breakfast expansion;
2) plan or join trainings to engage districts/schools to raise awareness on school breakfast expansion opportunities; and
3) raise the visibility of school breakfast by celebrating school champions and empowering student engagement.

Power Up for 30

Power Up for 30 is a statewide initiative to integrate 30 minutes of physical activity throughout every school day in every school to increase physical activity opportunities for every student. Last year, HealthMPowers partnered with the Georgia Department of Public Health, Georgia Shape, and the Georgia Department of Education to facilitate Power Up for 30 trainings. These trainings impacted 3,681 students and 288 staff from 15 K-12 schools across 5 school districts, including the Department of Juvenile Justice, which includes 9 counties.
Since Georgia adopted FitnessGram as the statewide fitness assessment program in 2012, HealthMPOwers has partnered with Georgia Shape and the Georgia Departments of Public Health and Education to provide ongoing training to PE teachers to administer the assessment with fidelity. Last year, 171 teachers received training, impacting more than 130,000 students. HealthMPOwers continues to develop innovative training solutions to keep teachers informed and engaged, following the CDC’s best practice guidelines for an optimal virtual learning environment to develop 15–20-minute virtual training modules now available to all PE teachers.

Health Empowers You! and Physical Activity Research

HealthMPOwers partnered with Emory University to complete a two-year physical activity intervention program to study the link between physical activity and academic achievement. The process of analyzing data collected from approximately 4,900 students from 40 Gwinnett County elementary schools is underway. Next year, the team will share the results of this large-scale research study funded by the Robert Wood Johnson Foundation.

GEM – Girls Empowering Movement

The program, designed by girls for girls, guides them to implement physical activity programs in their schools, clubs, troops and communities. The program development is led by a statewide leadership team comprised of 14 middle school girls, HealthMPOwers, Girl Scouts of Greater Atlanta, Girl Scouts of Historic Georgia, Boys and Girls Clubs of Georgia, and The University of West Georgia—together working to create the next evolution of physical activity programs for middle school girls.

Sponsored by The Atlanta Falcons Youth Foundation, GEM is a five-year statewide initiative to increase Georgia’s middle school girls’ physical activity and fitness levels by empowering them to become change agents in their schools and communities.
This year, HealthMPowers celebrated its 20th anniversary. It’s been a surreal experience to look back and reflect on the organization’s growth from an elementary school program providing three lessons in eight schools to now serving hundreds of child care centers, K-12 schools, out of school time providers and communities. Although service may have expanded, what has not changed is our fierce commitment to improving the lives of Georgia’s children and creating healthy environments.

Over the past 20 years, HealthMPowers has emerged as a leader in designing and implementing evidence-based programs to encourage children, schools, communities and families across Georgia to eat healthy and be physically active. Even as we face an unprecedented public health crisis, we remain laser-focused on our work in service of a bold vision to see all children nourished and active. And we’re evolving. We’re increasing our ability to deliver first-class education through digital delivery. We’re expanding our footprint to serve more children. We’re adding data and evaluation capacity to make sure we remain committed to evidence-based solutions. And we’re centering health equity as a mission imperative approach.

We are so grateful to all who have supported HealthMPowers. Thank you to our founding sponsors, funders, supporters and participants. As we stand in this pivotal moment in our 20-year history, we ask you to join us in celebrating our successes, and recommit to investing in this critically important work moving forward to ensure we can continue the positive trajectory toward achieving the bold vision where all children are nourished and active.

Founding Sponsors

Awards & Recognitions

- Commendation from Governor Nathan Deal
- Georgia House Resolution recognizing HealthMPowers’ impact
- Recipient of both the Georgia All-Star, and Legacy Healthy Georgia Awards. Awarded to HealthMPowers by Lt. Governor Cagle’s Healthy Kids Georgia, Georgia Shape and the Georgia Department of Public Health, they are the highest honors given to nonprofits committed to youth health.
• Served as a statewide SNAP-Ed implementation agency for the last 14 years, reaching hundreds of thousands of children and families with nutrition and physical activity
• Provided access for 2,000 more students to have a nutritious breakfast through a partnership with Share Our Strength that began last year

• Impacted the lives of more than one million children and adults in Georgia - improving health behaviors, fitness levels, policies, procedures and environments
• Served every school district in Georgia through trainings and services
• Developing a comprehensive statewide empowerment model including assessment, resources, training and recognition to support the growth and development of early care education providers through Nemours Children’s Health System

• Trained all physical education teachers in the state to implement Fitnessgram, the statewide fitness assessment program, in partnership with the Georgia Departments of Public Health and Education
• Established Girls Empowering Movement (GEM), a statewide collaborative initiative to increase physical activity for more than 200,000 middle school girls, thanks to the largest seed grant ever award by the Atlanta Falcons Youth Foundation
Developed and facilitated national trainings for the President’s Council on Sport and Fitness
Developed and conducted national trainings for the CDC’s School Health Index tool
Developed the Whole School, Whole Community, Whole Child (WSCC) Training modules with the Society for Public Health Education (SOPHE)
Presented at more than 100 local, state, regional, national and international conferences

Implemented Health Empowers You! in 39 Georgia schools in 5 districts, reaching 21,591 students and 2,786 school staff to increase physical activity in elementary schools through grant funding from Anthem Blue Cross Blue Shield
Health Empowers You! was adopted by Georgia Shape for their Power Up for 30 initiative. Through this initiative, HealthMPowers has trained staff from more than 1,000 K-12 and out of school sites to increase physical activity, reaching more than half a million children
Worked with Emory University on a research study with 4,900 students to analyze the link between physical activity and academic achievement through a grant from the Robert Wood Johnson Foundation
Forrest Ann Anderson
Dianne Baker
Susan Balogh
Kristy Bond
Kendall Charlton
Myeisha Coggins
Shelle Deal
Suzanne Doherty-Glenn
Raschell Downer
Cathy Durand-Horne
Aimee Edwards
Lee Ann Else
Haley Emerson
Megan Fulks
Dr. Dana Griffith
Carmen Guadagno
Dasia Harmon
Kenna Ho
Sequoya Howard
Kristina Hyland
Kala Ison
Regina Jackson
Hannah Jennings
Brandon Johnson
Sami Julius
Christi Kay
Debbie Kohne
Greg Lafortune
Audi Lahijani
Delilah Landrum
Casey Martinez De Andino
Brittany McDermott
Hillana McDuffie
Adria Meyer
Michelle Miller
Barbara Miller
Keisa Portress
Emma Prince
Heather Rice
Ashley Rouse
Kyle Rubini
Kimberly Santijanna
Caroline Schick
Danielle Scudder
Miaya Seawright
Dustin Sergent
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Emory University
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Strategic Engagement Manager

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Randall Carroll
Patricia Carson
Key Caswell
Jonita Cerabino
Mark Chambless
Kendall Charlton
Scott Cleveland
Jodi Cobb
Kelly Combs
Neal Covington
Gail Crecelius
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Kay Dean
Kirk Diamond
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Gail Doherty
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Chris Eagle
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Aimee Edwards
Lee Ann Else
Michael Elting
Ryan Ely
Haley Emerson
Paul Erin
Alyssa Fast
Jeff Fee
McCord Frampton
Lynn Franke
Megan Fulks
Elaine Furlong
Howard Garrett
Mary Gaughan
Andrew Gertner
McKenna Giacomini
Jumi Giwa
Suzanne and James Glenn
Courtney and Chris Goershel
Steven Gold
Beverly Greene
Sarah Gregory
Dana Griffith
Maryanne Grimes
Justin Grimsley
Carmen Guadagno
Lois Gunson
Heather Hale
Dasia Hale
Cathy Harmon
Margaret Harris
Jay Harris
Joy Hartsfield
Roy Hathcock
John Heath
Rebekah Hembree
Brandon Hensley
Pat and Becky Hickok
Olivia Hill
Kenna Ho
Aleisa Hodgins
Ryan Hoot
Sequoya Howard
Jenna Hullender
Karen Hyland
Kristina Hyland
E. Isakson
Grace Ivey
Regina Jackson
Mohamad Joesoef
Christopher Johnson
Mary Johnson
Karen Jordan
Patrick Judge
Sami Julius
Christi and Larry Kay
Scott Kelley
Melissa Kemmerly
Deborah Kibbe
Debbie and Chris Kohne
Jeff Koplan
Gregory Lafortune
Jennifer Leal
Loreal LeGate
OTHER FUNDING

Corporate and Community

ADP
AmazonSmile
Arketi Group
Barnes & Thornburg LLP
BlackRock
Blue Sky Specialties LLC
Community Health Charities
Costco
Exelon Corp
Farmhouse Design
Georgia Center for Nonprofits
Google
Isakson Living, Inc.
KPMG
R.R. Donnelly
Signal Design
The Piedmont Bank
TRUiST
VMWare
YMCA of Coastal Georgia

Foundations

General Mills Foundation
Nemours, Children’s Health System
Robert Wood Johnson Foundation

Government and Other Funding Support

Georgia SNAP-Ed
Georgia Department of Human Services
Georgia Department of Public Health
SNAP
PARTNERS

National/Regional Partners

Action for Healthy Kids • Alliance for a Healthier Generation
Association of SNAP-Ed Nutrition Networks and Other Implementing Agencies
BOKS • Centers for Disease Control and Prevention
Nemours National Office of Policy and Prevention
Public Health Institute • Share our Strength

State/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 • Compost Now • Easter Seals of North Georgia
Family Connection • Georgia Association on 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 Farm to Early Childcare Coalition • Georgia Farm to School Alliance
Georgia Grown • Georgia Head Start • Georgia Organics • Georgia Shape
Lieutenant Governor’s Healthy Kids Georgia • Open Hand Atlanta
the Sandersville Georgian Newspaper • Small Bites Adventure Club
Urban Sprouts Farm • Wholesome Wave Georgia
YMCA of Coastal Georgia (REACH) • Healthy Savannah (REACH)

University Partners

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

#### Assets

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#### Liabilities

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#### Net Assets

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#### Support and Revenue

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<tr>
<td>Special event, net</td>
<td>2,123</td>
</tr>
<tr>
<td>Interest Income</td>
<td>6,184</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>$5,820,797</strong></td>
</tr>
</tbody>
</table>

#### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>4,910,081</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>219,518</td>
</tr>
<tr>
<td>Fundraising</td>
<td>93,774</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$5,223,373</strong></td>
</tr>
</tbody>
</table>

Financial information has been independently audited.
EAT

3 VEGETABLES
+
2 FRUITS

DRINK

MORE WATER
+
LESS SUGARY DRINKS

MOVE

1 HOUR + LIMIT SCREEN TIME