



WHOLE  
KIDS<sup>®</sup>  
FOUNDATION



2014  
**ANNUAL REPORT**

[www.WholeKidsFoundation.org](http://www.WholeKidsFoundation.org)



**Give kids good choices and  
they'll make good choices!**





### **Whole Kids Foundation is on a mission**

to improve children's nutrition by **supporting schools, inspiring families and empowering kids to make better food choices.** We set kids up for success in three ways: by providing school garden grants, funding salad bar equipment and training, and educating teachers to improve their personal health.

Studies show that when kids have a basic knowledge of where their food comes from, they begin to understand the connection between nutrition and how their body works. **The more kids know and feel connected to their food, the more curious they become about how things grow or taste, and the more willing they are to try new foods.** When kids eat more veggies and fruits, they're better nourished, which can lead to better health, better school attendance and better academic performance.

These **simple things** we do are having a **huge impact** on kids. We're proud to report that in the last four years we provided grants for **2,116 school gardens**, funded **3,656 schools with equipment and training for salad bars**, and educated **6,178 teachers!**

We know that by educating, inspiring and empowering kids as well as their families and their communities, we're transforming this generation's eating habits and igniting future generations with the knowledge that **choice is power!**

**DISCOVER MORE ABOUT OUR WORK.**

Malcolm X Elementary  
Berkeley, California  
2013 grant recipient



## HOW DOES YOUR GARDEN GROW?

Since the year 2000, American journals have published 19 studies reviewing the impact of in-school, after-school and summer garden-based learning programs. These studies show that kids who take part in growing their own food eat more vegetables than those who don't. In fact, school gardens also:

**INCREASE** students' willingness to taste vegetables.

**BOOST** students' nutrition knowledge.

**IMPROVE** students' healthy snack choices.

"I can't believe I get to make food with my hands!"

—1st grader at Malcolm X Elementary



## SCHOOL GARDENS!

### Patterns for Growth

Schools are a powerful place to create garden learning spaces because so many children, parents, teachers and others make up the school community. And **School Garden Grants** are one of our top three initiatives because we know that they do exactly what we want them to do: **Get kids eating more veggies!**

Whole Kids Foundation provides \$2,000 grants to schools to build new gardens or to transform existing gardens into more robust learning spaces. To select our grant recipients, we conduct an extensive qualitative review of each application and then work with our partner and school garden experts, FoodCorps, to do a quantitative review. Recipient schools must have a solid funding plan; a strong community partner to help support the garden for years to come like a local farm, hardware or garden store, restaurant, Whole Foods Market store or garden club; and a plan for integrating the garden into the core curriculum.

We have amazing reports from schools about **every subject being taught or enhanced** through the multi-sensory environment provided **by their garden**. This is hands-on learning at its best!

**Results:** In the last three years, Whole Kids Foundation has provided **garden grants for 2,116 schools**. This includes schools in all 50 states as well as dozens in Canada and the UK – and the number just keeps on growing.

### Malcolm X Elementary | Berkeley, California

When Garden Coordinator Rivka Mason served K-5 students a simple salad made with dinosaur kale grown in the school garden, “It was a hit!” she said. Then one day, I was in the garden with a third grade class, and a little boy had his head down. I asked what was wrong and he said, ‘I’m really hungry, and I don’t like the pizza in the cafeteria. How come we can’t get the stuff we grow in the garden in our cafeteria?’”

Malcolm X sprang into action and now every Wednesday a class makes and serves a dinosaur kale salad in the cafeteria. By the end of the school year, every classroom in every grade has had at least one opportunity to prepare salad for all their friends. “It’s that hands-on relationship with food that develops kids’ curiosity and feeling of ownership,” Rivka says.

Malcolm X Elementary  
Berkeley, California  
2013 grant recipient

# THE SCIENCE OF SALAD BARS.



Significant supporting research from both the USDA and public groups has demonstrated that kids **considerably increase their consumption of healthy fruits and vegetables** when given the variety of choices offered by a school salad bar. With the lifespan of one salad bar in a school, you reach:

**500+ KIDS PER DAY**

**175 DAYS PER YEAR**

**FOR UP TO 10 YEARS**

**“We have been pleasantly surprised to see an increase in consumption of certain vegetables you might not think would be kid favorites, such as chickpeas and beets.”**

— Sarah Maver, Food Service Director  
New Haven Public Schools



## **SALAD BARS!**

### **A Healthy Rise In Consumption**

Why did we make funding for salad bars a top initiative for WKF? Simple, **kids who have a salad bar at school eat three times more veggies and fruits** than those who don't because a salad bar at school instantly ups their access to fresh vegetables and **give kids the power of choice!**

Whole Kids Foundation, in partnership with Let's Move Salad Bars to Schools, funds freestanding, mobile salad bar equipment and shares invaluable training via [thelunchbox.org](http://thelunchbox.org). This online hub provides a wide range of in-depth tools and resources to help schools with everything from menu creation and financial management to procurement, marketing and strategies for engaging the kids and staff.

Salad bars work for schools from Anchorage, Alaska to New Haven, Connecticut by improving school lunch participation and offering more nutritious lunches for kids, while helping school administrators meet new school nutrition guidelines.

**Results:** Together with Let's Move Salad Bars to Schools, we've provided **3,656 salad bars to schools** and are helping schools change the way we feed our kids.

### **New Haven Public Schools | New Haven, Connecticut**

Surrounding Yale University is the school district of New Haven, Connecticut. Of the nearly 20,800 students enrolled in NHPS, 80 percent qualify for free or reduced lunches. Chef Tim Cipriano, then Executive Director of Food Services for New Haven Public Schools, was challenged to revolutionize the school lunch program and, in 2010, piloted 10 salad bars with a grant from WKF. "The kids are so excited to see all the changes with the meals," he said.

Seeing how powerful it was for kids to choose a salad with foods they like, the initiative was expanded to include all 33 schools in the district. To celebrate, they hosted a "Make a Rainbow" challenge – encouraging students to create their own "rainbow" from the salad bar. "I see no better way to celebrate our school children than to actively promote the consumption of fresh vegetables through our salad bars," Cipriano said.



**New Haven Public Schools  
New Haven, Connecticut  
Salad bar in every elementary  
school in the district since 2012**



## ESSENTIAL BUILDING BLOCKS.

Evaluation of our program has shown that teachers experience significant increases in knowledge and awareness of positive changes they can make as well as in “intentions to make change” – key to achieving lasting change in behavior. We make change easy with three simple healthy eating principles:

**EAT LEAFY GREENS FIRST**

**EAT A RAINBOW EVERY DAY**

**EAT AS CLOSE TO  
NATURE AS POSSIBLE**

“I knew that my students were in love with dining on way too many sugary and preservative-filled items, but I’ve also begun to reshape my thinking toward what I put on my own plate.”

— Holly Koch, Jefferson County Teacher



## HEALTHY TEACHERS!

### Learning Never Stops

The health and wellness of teachers is a goal of every school district in the country. Sure it means fewer sick days and lower health care budgets, but numerous studies also show a strong connection between health and happiness. That's why our third initiative, **Healthy Teachers Program, empowers teachers to improve their personal health** and discover the positive outcomes that taking a little time for themselves can bring.

We've partnered with educators and districts to develop a curriculum specifically geared toward teachers. The cornerstone of our program is a nutrition and cooking class that covers basic benefits of eating unprocessed foods, offers tips for shopping economically while still making healthy choices, and includes healthy cooking demonstrations and recipes. Online education continues with updated tips, recipes and classroom support.

An outside evaluation found a **dramatic rise in awareness and level of food literacy** among participants. That's great news because teachers with more nutrition and health education are equipped to be **stronger advocates for school wellness policies**, have **more energy to teach** and **model healthy choices**, which can have wide-ranging ripple effects throughout the school and community!

**Results:** To date, Whole Kids Foundation has **educated 6,178 teachers** from Venice, California to Albany, New York through our Healthy Teachers Program.

### Jefferson County Education Association | Lakewood, Colorado

The two-hour Healthy Teachers Program classes are hosted by Whole Foods Market stores, taught by trained, food-passionate people and include a cooking demo with samples. "The Whole Kids Foundation Cooking Class DEFINITELY impacted the way I view eating in general," said Holly Koch, a teacher in Littleton, Colorado. "I've tried several of the recipes from the cooking class, and although my cooking does not even compare to the culinary talents of

Chef Dan, my chocolate pudding (made with avocados!), kale smoothie, and healthy stir-fry did end up tasting delicious! While putting in extra hours after classes is a commitment, some school districts, like Jefferson County, offer the extra incentive of professional developmental hours. "Thanks, Whole Kids Foundation!" Koch said. "The class was WELL worth the precious invested weekend time that I put into it!!!"

**Allison Boggs**  
Casey Middle School,  
Boulder Valley ISD,  
Boulder, Colorado

Our mission to improve children's nutrition is daunting. **What makes progress possible is collaboration with our many partners.** They help us make our work the best it can be. There are dozens of inspiring organizations across the US and in Canada and the UK working on their part of the solution and we applaud and support their efforts and passion as well. Each of us doing our part is what creates the positive impact we're starting to see.

**"What we really want is a salad bar in every school in the country!"**

— Chef Ann Cooper, Founder of Chef Ann Foundation  
Whole Kids Foundation Partner





Chef Ann Cooper is the nation's leading expert on school lunch reform. In 2009, Whole Foods Market shoppers generously gave more than \$600,000 to fund what today has become [thelunchbox.org](http://thelunchbox.org). This online hub includes everything from food safety training to knife skills to plan-o-grams, along with hundreds of recipes that are kitchen tested, kid tasted, nutritionally analyzed, scalable to the portion size by grade level and organized by the equipment it takes to make them. Find out more at [chefannfoundation.org](http://chefannfoundation.org)



This coalition was formed in 2009 by four founding partners who were all involved in granting funds for salad bars to schools. Together we realized we could leverage our work and create a central go-to place for schools that want salad bar equipment. This was the second "Let's Move" organization under First Lady Michelle Obama's umbrella. The first was Chefs Move to Schools, which encourages chefs to volunteer their time at local schools. The Chef Ann Foundation was one of the four founding partners and is also the administrator of our salad bar grants. Learn more at [saladbars2schools.org](http://saladbars2schools.org)



Food Corps is an AmeriCorps organization that places young leaders in communities for a year of service in school gardens. This is the "hands on" support that makes gardens effective. We're proud to support FoodCorps both by partnering with them for expert review of our grant applications and by funding school gardens where they have service members. Discover more about their work at [foodcorps.org](http://foodcorps.org)



This is our lead partner in the UK with whom we've created to program called Schools to Market. Kids from partnering schools participate in a series of classes that teach them about how food grows. They visit a farm to harvest fresh produce, enjoy cooking classes to learn how to prepare what they just picked, design packaging for what they made so that they can sell it with proceeds going back to fund their school garden. This is a hugely successful program that we hope to bring to the US one day. Interested? Go to [schoolfoodmatters.com](http://schoolfoodmatters.com).



Jumpstart is a nationally renowned nonprofit whose mission is early childhood literacy. They're also the partner who helps to select our WKF Book Club books each month. With each book, they create a set of thoughtful reading tips for parents to get the most out of the books. WKF adds activities designed to create curiosity among the kids so that they'll try the foods mentioned in the books. We know that it's important to engage in a child's experience with food as soon as he or she starts eating, so our Book Club allows us to do that. Read up at [jumpstart.com](http://jumpstart.com)

We believe making good food choices should be fun! That's why we work to inspire families to learn about and try new foods together! We welcome families to come explore [wholekidsfoundation.org](http://wholekidsfoundation.org) and discover how to get more nutrition in every bite through our collection of thought-provoking ideas, hands-on activities, easy conversation starters and tasty recipes. It's a fun way to take little steps together toward healthy choices.



**“Doing these projects with my kids is the best excuse for just hanging out and talking!”**

— Allison Smythe, Mom of 3 creative kids



### BOOK CLUB

Every month we promote an engaging new book focused on healthy food choices. Jumpstart, our partner, provides thoughtful activities and helpful reading tips for parents and educators to get the most out of each book to encourage healthy conversations.



### BETTER BITES

Better Bites is a smart, fun collection of lessons like - Use your Bean! Orange you Glad! and Squash it! These 2-sided, easy-to-digest tips, games and recipes help families make the most of every bite at meals and snack time.



### HANDS ON

One of the simplest ways to reach kids is to create more opportunities for “table time” together with an activity or craft. Engage the right and left sides of the brain with these hands-on recycled art projects and start a conversation about healthy food choices.



### AWESOME EATS

This free online app (for all platforms) exposes kids to a wide variety of different veggies and fruits by challenging them to sort, pack and create a plate of rainbow foods, all while learning about recycling and avoiding thieving birds.

## OTHER FAMILY ACTIVITIES

Anything you do together as a family has an impact. Volunteer at your kid’s school: plant a garden, teach a cooking class, or start a health & wellness club! Encourage your school’s involvement in the national conversation about nutrition in schools! Make a donation to Whole Kids Foundation to support our work of **providing school garden grants, funding salad bar equipment and training, and educating teachers to improve their personal health!**

## 3-PLUS YEARS OF POSITIVE GROWTH

The administrative support of our founder, Whole Foods Market, allows us to apply **100% of all public donations** toward educating, inspiring and empowering kids to reach their greatest potential!



<b>CUMULATIVE INVESTMENTS</b> as of December 31, 2014		2014	2013	2012	2011
<b>ACTUALS</b>	<b>SCHOOL GARDEN GRANTS</b>				
	Number of Grants Given	2,116	1,596	887	-
	Number of Children Supported	1,181,324	897,748	503,748	-
	Dollars Granted	\$4,165,007	\$3,143,007	\$1,736,500	-
	<b>SALAD BARS in partnership with Let's Move Salad Bars 2 Schools</b>				
	Number of Grants Given	3,656	2,891	1,628	1,080
	Number of Children Supported	1,828,000	1,445,500	814,000	540,000
	Dollars Granted	\$9,769,125	\$7,588,875	\$4,060,875	\$2,835,000
	<b>HEALTHY TEACHERS</b>				
	Number of Cities/Districts Reached	66	28	2	1
Number of Educators Taught	6,178	3,100	466	200	
<b>GROWING THE MISSION</b>	<b>Total Cumulative Funds Raised 2011- September 20, 2014</b>	<b>\$17,603,018</b>	<b>\$11,813,358</b>	<b>\$7,766,243</b>	<b>\$2,807,485</b>
	WFM Cash Contributions	\$3,015,751	\$2,063,785	\$1,154,337	\$459,954
	WFM Non Cash Contributions	\$210,863	\$139,432	\$70,890	\$21,219
	Fall Campaigns	\$10,621,446	\$7,059,781	\$4,505,586	\$2,236,813
	Whole Foods Market Team Member (Paycheck Contributions)	\$516,270	\$230,830	\$64,470	\$4,598
	Corporate Contributions	\$1,795,815	\$943,347	\$772,938	\$23,808
	In-Store Promotion	\$189,035	\$152,608	\$99,403	\$56,592
	Individual Donations, other	\$1,117,950	\$1,105,302	\$1,088,130	\$3,215
Online Donations	\$135,889	\$118,274	\$10,489	\$1,285	

To see full financial details, including our filings and audit results, visit [wholekidsfoundation.org](http://wholekidsfoundation.org)

**GROWING HEALTHY KIDS:**



**ADVOCATES:**



**FRIENDS:**



# THANKS a BUNCH!

Our generous sponsors sow the seeds that help Whole Kids Foundation programs sprout up in new places, reaching thousands more kids each year. They're as wide and varied as the communities we're serving and we couldn't do our work without them.



Faulk Elementary  
Madison Wisconsin

**"Thank you! Broccoli is the green part of my rainbow salad."**

— 3rd grader, Faulk Elementary  
Salad Bar since 2013



*“We changed concrete into a garden where we grow food.”*

—1st grader at Alta Loma Elementary



## JUST KEEP GROWING!

Whole Kids Foundation's first three years have been exhilarating, humbling and so rewarding. We've created meaningful and highly effective partnerships, developed relationships with thousands of schools and teachers, and given millions of kids a chance to make good food choices!

So, what will we do in 2015? Grow our existing programs and pilot some new ones!

We recently launched a small pilot grant called **"Get Schools Cooking"** in partnership with the Chef Ann Foundation to support schools that have a goal and plan to move toward meals cooked from scratch. We'll learn from our first 10 recipients and determine if this program has enough impact to grow.

We're developing a multi-organization collaboration around **school garden curriculum**. Together with other expert groups we hope to offer a set of dynamic, core-based curriculum that's free and easy to access to add momentum to school efforts.

We're also making a few special grants to fund garden coordinators in an effort to help school districts with proof of impact for positions like these until they can be sustainably funded through school budgets.

And we'd love to see **whole healthy environments** at schools with salad bars, gardens and healthy teachers on every campus!

To accomplish all that we hope to do takes the support of our invaluable partners, our founder Whole Foods Market, the dozens of suppliers who make the products Whole Foods Market sells as well as our generous sponsors who share our passion.

It truly takes a village to grow healthy kids and we thank you for being part of ours.

— NONA EVANS  
EXECUTIVE DIRECTOR



Alta Loma Elementary  
East Los Angeles, CA  
School Garden on site since 2012



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