



2015 ANNUAL REPORT

"BEFORE I CAME  
TO THIS SCHOOL,  
I DIDN'T EAT ANY  
FRUITS OR  
VEGETABLES.  
NOW THAT  
I'VE COME  
TO THE  
GARDEN,  
I'LL TRY  
ANYTHING!"





# GROWING HEALTHY KIDS

Whole Kids Foundation® supports kids, families, and schools to make more empowered, nutritious food choices. By providing grants that support schools ready to reform their meal programs, embrace edible education, and educate teachers to improve personal health, we create healthy school and home environments.

As we enter our 5th year of work in 2016, we've grown beyond our core programming of salad bars, garden grants, and healthy teachers to offer more expansive opportunities that dig deeper into school food reform.

When it comes to improving school meals, we've partnered with Chef Ann Foundation and Life Time Foundation to help answer the daunting question for school districts "Where do we start?" Through our new School Food Support Initiative, districts gain technical training and financial support to move from heat & serve processed foods to made from scratch menus that are more delicious and nutritious.

We're also taking a comprehensive approach to children's nutrition by offering a Healthy Kids Innovation Grant, Extended Learning Garden Grant, and launching the Whole Kids Foundation Educational Farm in Roswell, GA. These robust programs support the next big ideas in children's health.

Our core and extended programs help kids and communities understand where their food comes from and how it fuels their bodies. We know that by inspiring healthy habits early, we're creating a generation of informed, adventurous eaters with strong bodies and minds!

## THE WHOLE KIDS FOUNDATION IMPACT

# 4,000,000 KIDS

CHOOSING VEGETABLES AND FRUITS  
TO NOURISH THEIR BODIES AND MINDS

IN THREE COUNTRIES

canada  
U.S.A.

U.K.

8,767  
SCHOOLS

DEDICATED  
TO HEALTHY  
LEARNING

THE BEST PART OF  
THE LUNCHLINE

4,442  
SALAD BARS



3,625  
GARDENS

CONNECTING  
KIDS TO  
REAL FOOD



10,000+  
TEACHERS

MODELING HEALTHY  
CHOICES IN CLASSROOMS

Our impact is always growing.  
Grant numbers are current as of April 2016

A color photograph capturing a moment of outdoor learning. On the left, a Black man with a beard and short curly hair, wearing a purple t-shirt featuring a colorful graphic of a landscape with trees and a river, is crouching down. He is holding a small white seed packet in his hands. To his right, two young children with dark skin and curly hair are also crouching in the dirt. They are using small green-handled trowels to plant seeds into the soil. The background is a soft-focus view of a grassy field and a building.

OUR TOOLS OF HEALTH

# KNOWLEDGE

FoodCorps Service Member, Ahreaf Ware, shows the students of Pecan Park Elementary where the magic of vegetables starts, by planting a seed.

# Teach kids to dig deeper.

At Whole Kids Foundation, we connect kids, families, and schools with real food. Real food is simple—it doesn't have lots of ingredients or a nutrition label but grows from the ground. The more kids are empowered with the knowledge of where food comes from, the more curious they become about how things grow and taste, and the more willing they are to try new foods. Kids who grow their own veggies love veggies and eat more of them too!

Edible gardens are powerful, multi-faceted learning spaces that engage every sense and are effective for all learning styles. Not only do learning gardens get kids eating more veggies, they have been shown to boost memory and increase school attendance and academic performance. By investing in gardens, we're transforming this generation's eating habits.

As one of our three core initiatives, we provide \$2,000 grants to build new school gardens or to transform existing gardens into more robust educational spaces. Recipient schools must have a solid funding plan, a strong community partner (like a local farmer, hardware or garden store, restaurant, garden club or Whole Foods Market store), and a plan for integrating the garden into their academics.



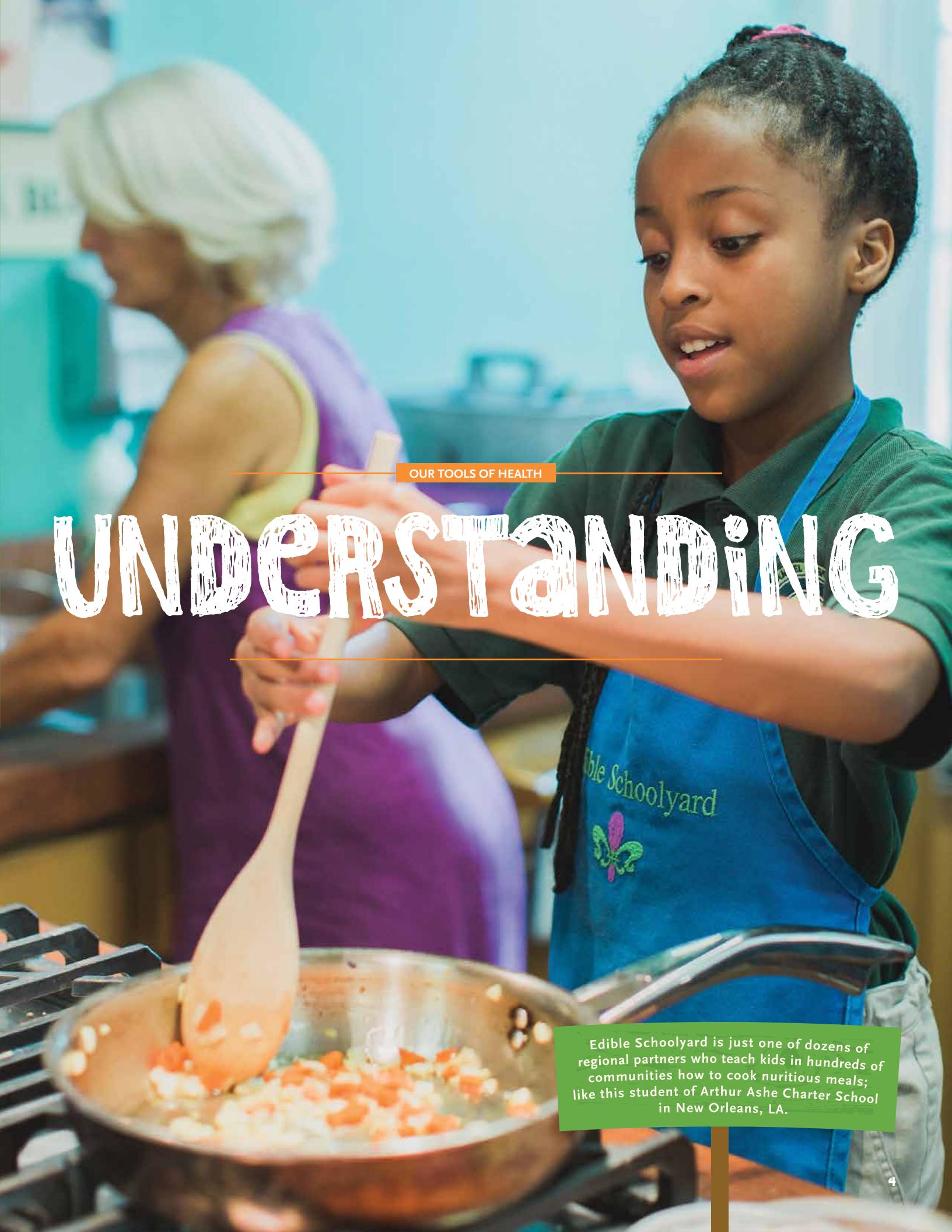
FoodCorps is a founding partner of our School Garden Grant Program. They place more than 200 AmeriCorps leaders in over 500 schools in 18 states, to teach hands-on lessons about food and nutrition; build and tend school gardens, and teach cooking lessons; and help change what's on lunch trays giving kids healthy food from local farms. These service members are our school garden experts who review our grants. Most importantly, they're our knowledge partners who collect and share best practices ensuring every garden is as effective and exciting as possible.

Service members are powerful. They engage and inspire children to love growing, cooking and eating their own food so that kids understand from a young age where their food really comes from and why it healthy food matters to their health. The work FoodCorps does in the garden every day inspires kids like Aiden to realize that "in school, you just get book smart." But "[In the garden] you get outdoor smart!"

"I REALLY  
LIKE TO  
DIG IN THE  
GARDEN  
DIRT TO  
GIVE IT MORE  
OXYGEN!"

Thomas Jans, Age 7  
Second Grader at Wilson Montessori,  
Houston, TX

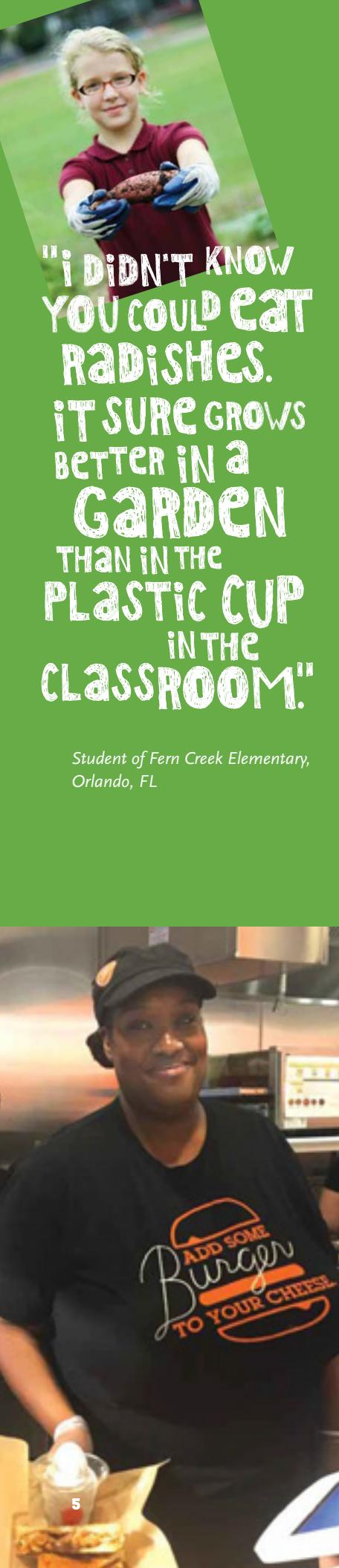




OUR TOOLS OF HEALTH

# UNDERSTANDING

Edible Schoolyard is just one of dozens of regional partners who teach kids in hundreds of communities how to cook nutritious meals; like this student of Arthur Ashe Charter School in New Orleans, LA.



"I DIDN'T KNOW  
YOU COULD EAT  
RADISHES.  
IT SURE GROWS  
BETTER IN A  
GARDEN  
THAN IN THE  
PLASTIC CUP  
IN THE  
CLASSROOM!"

Student of Fern Creek Elementary,  
Orlando, FL

## How food fuels our health.

Once kids know what real food is, making connections between the food they eat and their health is the next important step. Healthy food has healthy roots; it nourishes the earth it sprouts from and powers the body to grow and thrive. Even adults have trouble understanding the link between what we eat and our health. This is why our Healthy Teachers Program is essential in helping teachers understand how nutrition propels everyone to reach their full potential.

The Healthy Teachers Program is designed to provide school staff with nutrition inspiration and healthy cooking techniques to transform their own wellbeing, serve as healthy role models for their students, and act as change agents in their own communities. Offered alongside are cooking demos of healthy, delicious foods, planned for those on a budget of time and money and additional online education, offering recipes and healthy classroom tips.

This understanding of how food nurtures and fuels our bodies, reinforced by our School Garden Curriculum (created in partnership with American Heart Association) moves our communities from *knowledge* to *understanding*. By training teachers and kids, healthy role modeling becomes holistic—trickling down from teacher to student, and up from kid to parent.



When understanding takes root, real change happens.

When Candace Boyd, General Manager of The Melt in downtown Denver, Colorado, our newest 'Round-Up' funding partner, volunteered at a Healthy Teachers Training near her restaurant, she left with a new appreciation of how real food positively impacts your body. Inspired by her leanings and the simple steps highlighted by our Healthy Teachers Workshop for implementing healthy change, Candace decided to start cooking without oil and lost more than 30 pounds in just three months! We're thrilled to see such amazing evidence of the power of knowledge and understanding.

A young boy with dark skin and short hair is smiling broadly at the camera. He is wearing a dark blue t-shirt with a green heart-shaped patch on the front that has the name "Eric" written on it. He is holding a large, brown sweet potato with both hands above his head. The background is a bright, sunlit outdoor garden with other people and plants visible.

OUR TOOLS OF HEALTH

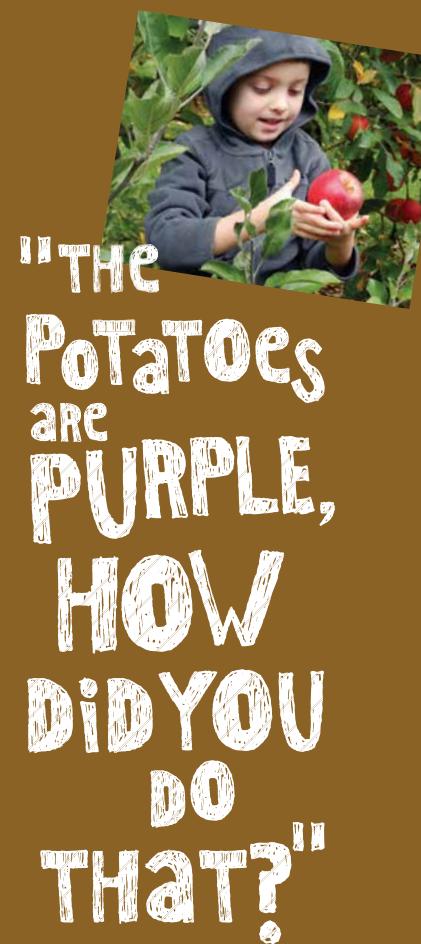
# CURIOSITY

Whether it's the joy of discovering a sweet potato in the dirt or watching bees making honey, it's when kids make first-hand observations that the best learning happens.

# Plant a seed that never stops growing.

Curiosity is our secret ingredient. Kids are naturally curious, and when their curiosity about nutrition and the natural world ignites at school, it's important to nurture it at home. We also believe making good choices should be fun! That's why we work to inspire families to learn about and try new foods together, to stimulate healthy interactions that feed a hunger for deeper learning wherever it strikes. Whole Kids Club, our collection of free, downloadable resources, helps start a healthy conversation between kids and grown ups sparking curiosity at home or on the go!

Whole Kids Club activities heighten "together-time" through nutrition-themed play between kids and adults. Your family can COLOR a rainbow of veggies, EAT better with every bite, GAME the healthy way with our Awesome Eats App, MAKE ScrapKins recyclable art and READ up on healthy habits with our monthly book club! We also provide easy, budget-friendly recipes and tips on everyday nutrition that give families fresh inspiration to get active in the kitchen and swap processed food with real food.



*Student of Benjamin Bubb Elementary,  
Mountain View, CA*



**The Bee Cause Project**, a Charleston, South Carolina-based nonprofit, has a goal of installing 1,000 educational observation honeybee hives in schools to cultivate a generation of children who are environmentally responsible and more aware of the world in which they live. Our passion for improving kids nutrition, wellness, and access to healthy foods in fun, engaging ways is why we're raising awareness and building partnerships to help support the endangered honeybee population. Not to mention, bees are responsible for 1 in every 3 bites of food we take today.

We've partnered with The Bee Cause to place observation hives in schools and develop a 'Bee Wise Curriculum' that deepens kids' understanding and wonder of our powerful pollinators. By incorporating experiential learning into the school curriculum, students are able to connect with nature, and grow curious about their food supply and their wellness.



A close-up photograph of a young woman with long dark hair, smiling warmly at the camera. She is holding a piece of green vegetable in her right hand. In front of her is a blue plate filled with a variety of fresh vegetables, including carrots, cucumbers, and leafy greens. The background is slightly blurred, suggesting an indoor setting like a cafeteria or school.

OUR TOOLS OF HEALTH

# CONSUMPTION

Our programs support elementary, middle and high schools, encouraging healthy food choices at any age.



## Serving healthy choices kids line up for.

We work to ensure that children know real food and that they eat and enjoy it too. Bringing salad bars to schools empowers kids to eat fresh veggies and fruits every day. Access to nutritious food is an issue for millions, but when fresh veggies are provided on school salad bars for 500 kids each day, 175 days a year, real change happens. A recent study shows that, “Children who regularly consume[d] one or two fist-size servings of non-starchy vegetables [like leafy greens] reduce[d] their risk for complications of obesity and bad fats in the body.”

Whole Kids Foundation, in partnership with Let’s Move Salad Bars to Schools, funds mobile salad bar equipment and professional training through [thelunchbox.org](http://thelunchbox.org), an online hub that 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. What’s best, kids who have a salad bar at school eat three times more veggies and fruits than those who don’t, because salad bars at school increase availability while giving kids the power of choice!

*Student of D.U.E. Season Charter School  
Camden, NJ*



Our original partner and leader in school food reform, **Chef Ann Foundation**, provides the tools, training, resources and funding school communities need to create healthier food and redefine lunchroom environments.

Through our partnership, schools can apply for salad bar grants through Let’s Move Salad Bars to Schools. District-level technical support grants are also available alongside the invitation-only School Food Support Initiative, helping motivated school districts establish healthier meal programs from the ground up. Our partnership has also produced an essential online resource, The Parent Advocacy Toolkit, which supports parents in working with their districts to bring healthier food to community schools. When you give kids healthy choices, they make healthy choices. Kids like this student from Calvin M. Rodwell Elementary in Baltimore learn that, “it’s important to eat vegetables and fruits and salads because it helps you stay healthy!” Support from organizations like Chef Ann Foundation make it possible for learning to follow students outside the classroom or garden and into the cafeteria.



# GROWING a GLOBAL Garden

Schools to Market teaches students from the UK how food impacts the health of an entire community from seed to sale.

## Breaking ground in Canada and the UK.

Whole Kids Foundation expanded our international reach in 2015! Our family grew to include school gardens in every Canadian province and 36 schools in the UK!



In partnership with **School Food Matters**, kids in the UK visit and harvest on a working farm, grow food in their school garden, learn to cook, label and package what they grow. Each Whole Foods Market store partners with one local secondary school and three primary schools where the kids are able to sell their products at the store to raise funds to sustain their school garden.

We're also planting seeds of healthy eating in edible education gardens across Canada by offering a Farm to School Canada grant to Ontario and British Columbian schools. This program is a truly comprehensive expression of our vision: the school implements a garden on campus, grows from garden staff training, establishes a campus champion for real food, and then sustains the salad bar with both the learning and the produce from their gardens!

**"It's essential to support the opportunity for kids to experience the entire food chain – from visiting a farm, to growing food in their school garden, to learning how to cook and market a food product. Amazing partnerships with organizations like School Foods Matters and the mayor's office make this work possible."**

**Ben Woodgate**  
*UK Marketing Coordinator*  
*Whole Foods Market*

# 2015 Financial Snapshot

For a complete list of board members, financial records and third party audit and tax filings, visit [wholekidsfoundation.org](http://wholekidsfoundation.org).

FUNDS RAISED IN 2015

**\$3,954,511**

CUMULATIVE FUNDS RAISED 2011 THROUGH 2015

**\$18,330,916**

## REVENUE SOURCES

**7%**

**Corporate Donations**

**\$282,239.58**

**13%**

**Suppliers**

**\$552,922.75**

**8%**

**Team Member Giving**

**\$315,565.88**

**72%**

**Growing Healthy Kids Campaign**

**\$3,034,642.48**

**LESS THAN 1%**

**Online and Individual Donations**

**\$13,024.90**



## CUMULATIVE GROWTH OVER 5 YEARS, 2011 - 2015

### INVESTMENTS

2015

2014

2013

2012

2011

### School Garden Grants

	2015	2014	2013	2012	2011
Number of Grants Given	3,013	2,116	1,596	887	---
Number of Children Supported	1,629,824	1,181,324	897,748	503,748	---
Dollars Granted	\$5,959,007	\$4,165,007	\$3,143,007	\$1,736,500	---

### Salad Bars in partnership with LMSB2S

	2015	2014	2013	2012	2011
Number of Grants Given	4,256	3,656	2,891	1,628	1,080
Number of Children Supported	2,128,000	2,128,000	1,445,500	1,445,500	540,000
Dollars Granted	\$11,464,125	\$9,769,125	\$7,588,875	\$4,060,875	\$2,835,000

### Healthy Teachers

	2015	2014	2013	2012	2011
Number of Cities / Districts Reached	101	66	28	2	2
Number of Educators Taught	9,635	6,178	3,100	466	200

**“Every time we support a school through our grant programs, I know it positively impacts hundreds of children, and that healthy impact allows our kids to reach their optimal potential.”**

**Kim Herrington**

*Programs and Finance Director,  
Whole Kids Foundation*



Whole Kids Foundation was founded by Whole Foods Market in 2011 and guided by the same values, principles, expertise, and standards for quality ingredients, food production, methods, and nutrition. Whole Foods Market

generously offers annual fundraising at stores each Fall and provides funding for our administrative expenses—making it possible for 100% of donations to directly fund our school programs.

The shared values between Whole Foods Market and Whole Kids Foundation extend to team members (employees) who have donated **more than \$1,000,000** through paycheck donations in support of healthy kids!

We're deeply grateful for the generous support from Whole Foods Market that makes our work possible.

**"Whole Kids Foundation is easily my favorite Whole Foods Market foundation. I had the opportunity to visit kids in their school garden and was so inspired. It's become my personal mission to help support more healthy eating programs for all kids."**

**Justin Malialis**  
*Whole Foods Market Team Member,  
Canada*

**"Being able to contribute to the Whole Kids Foundation through my paycheck is such an easy way for me to provide an ongoing commitment to helping kids better understand where food comes from, and empowers them to be part of the production!"**

**Grant Daisley**  
*Associate Marketing Coordinator,  
Whole Foods Market  
Canada*



# You make it possible.

## OUR SPONSORS ARE THE BEE'S KNEES!

Our generous sponsors sow the seeds that helps Whole Kids Foundation programs sprout up in new places, reaching hundreds of thousands of kids each year. These organizations and brands are as varied as the communities we serve, and we are so grateful for all the healthy change they make possible!

### LEADERS

#### UNITED HEALTH FOUNDATION

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### GROWING HEALTHY KIDS



### ADVOCATES

Califia Farms, Fork in the Road, Health Warrior, Honest Kids, Horizon Organic, KIND Snacks, Lady Moon Farms, Mrs. Meyer's Clean Day, Saffron Road, Somersault Life Company, The Melt, Tom's of Maine, VEGA, William Blair



The Whole Kids Foundation Team sends our gratitude from the Deep Roots Garden, a community garden run by Whole Foods Market Team Members benefiting our work, for the many levels of support needed to nourish kids across three countries.

"OUR GARDEN MAKES ME  
THINK ABOUT THE LIFE  
CYCLE OF  
WHICH IS  
IT GOES FROM  
ROOTS  
TO LEAVES  
a PLANT,  
like a CIRCLE.  
SEEDS TO  
TO STEMS  
TO FLOWERS."



[wholekidsfoundation.org](http://wholekidsfoundation.org)