

NEWS RELEASE

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Whole Kids Foundation® completes 2016 Growing Healthy Kids campaign; raises \$2.8 million for school salad bars, gardens

Foundation's mission is to improve children's access to fresh fruits and vegetables

AUSTIN, Texas (Jan. 4, 2017)—Whole Kids Foundation announced today that it raised \$2.8 million to fund programs that give schoolchildren better access to fruits and vegetables through the annual Growing Healthy Kids campaign.

Whole Foods Market invited shoppers and team members to participate in the program through in-store events and by making donations at store checkout or online. Whole Foods Market covers all of the foundation's operating costs, allowing 100 percent of every dollar donated to the Growing Healthy Kids campaign to directly support the Foundation's programs.

"We are so grateful to Whole Foods Market shoppers, team members and supplier partners who donated generously to this year's Growing Healthy Kids campaign," said Nona Evans, president and executive director of Whole Kids Foundation. "These funds give us the ability to support students and teachers through our programs, and to expand our reach to new communities and schools."

These results come at a time when new studies are showing the impact that schools have on helping children develop healthy eating habits and find nutritious foods. For example, [The Pew Charitable Trusts pointed to studies](#) showing greater use of salad bars in schools is the most effective strategy for getting students to eat more fresh fruits and vegetables.

Since its inception in 2011, Whole Kids Foundation raised more than \$21 million. Growing Healthy Kids is one of the integral fundraising initiatives that allowed the foundation to invest \$18 million in programs that have served more than four million children in the United States, Canada and the U.K. In five years, the foundation provided funds for over 3,700 school gardens and implemented 4,793 salad bars in schools. Additionally, Whole Kids Foundation reached 13,000 teachers with its healthy teacher education program, available at no cost to all schools.

In that same five-year timeframe, Whole Foods Market team members gave over one million dollars from their own paychecks in support of the foundation's work. Whole Foods Market's supplier partners also joined this effort, with brands such as Annie's, Applegate, Back to Nature, Barbara's Bakery, Cascadian Farm, Clif Kid, Health Warrior, King Arthur Flour, Organic Valley, Rudi's Organic Bakery, Stonyfield Farm and Tom's of Maine contributing critical financial support that drives many of the programs forward.

"After five years, we clearly see a shift toward a culture of health and nutrition for children and are proud to be part of that momentum," said Evans. "We are energized by the impact of our work and

remain focused on innovative solutions that will help us reach even more children, improving their nutrition and access to healthy food.”

Whole Kids Foundation accepts applications for its [Salad Bar Grant Program](#), created in partnership with [Let’s Move Salad Bars to Schools](#), year-round at wholekidsfoundation.org.

About Whole Kids Foundation[®]

Whole Kids Foundation, an independent, nonprofit organization established by Whole Foods Market in 2011, is based in Austin, Texas. The Foundation supports schools and inspires families to improve children’s nutrition. For more information on Whole Kid Foundation’s programs, including school gardens, salad bars and nutrition education for teachers, visit wholekidsfoundation.org.

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