

End of School Year Report



Kids Eat Smart
Foundation

NEWFOUNDLAND & LABRADOR

2008-2009



Kids Eat Smart School Year 2008-2009

Important Numbers

- ✓ 193 Kids Eat Smart Clubs
- ✓ 13 **New** Kids Eat Smart Clubs
- ✓ More than 4,500 volunteers
- ✓ Estimated over 17,000 students (K-12) participating

Grants

- ✓ The Kids Eat Smart Foundation Board of Directors approved a total of **\$765,252** in grants as of May 31, 2009:
 - ✓ Start-Up grants \$ 28,479
 - ✓ Sustaining Grants \$238,417
 - ✓ Matching Grants \$225,659
 - ✓ Fruit & Veggies First! \$272,697



Club Visits

Kids Eat Smart staff visited more than 100 Kids Eat Smart Clubs during the school year.

Workshops

Kids Eat Smart staff facilitated eight (8) workshops for volunteers throughout four school districts.

Provincial Government Support

The Government of Newfoundland and Labrador renewed their commitment to Kids Eat Smart Foundation allotting \$1.25 million in funding in the Provincial Budget.

New Partners

Nova Scotia Credit Union Charitable Foundation - Core Bronze Partner.

The community partner classification was added this year, with many organizations joining to support the Foundation.

Gold

- ✓ **Sobeys** - through BFL partnership

Silver

- ✓ **Coleman Group of Companies**

Bronze

- ✓ **Eagle River Credit Union** ✓ **Sears (Port aux Basques)**
- ✓ **Hamilton Sound Credit Union** ✓ **Tri-Island Credit Union**



Walk to Breakfast - St. Matthew's Elementary



TableWare

Kids Eat Smart Initiatives

Kids Eat Smart Week—Kids Eat Smart Week took place from October 20-24, concluding with the Kids Eat Smart Walk to Breakfast. Several initiatives took place during the week.

- ✓ OZFM Dawn Patrol presented the Kids Eat Smart Nutrition Quiz, which was designed by Melanie Colbourne, RD - Kids Eat Smart Program Development Coordinator. Each day during the week a winner was chosen to receive a \$100 Dicks and Company gift certificate to purchase items for their classroom.
- ✓ Fruit of the Day theme. Each day of Kids Eat Smart Week highlighted a different fruit and Kids Eat Smart Clubs were encouraged to serve that fruit, i.e. Watermelon Wednesday.



Walk to Breakfast—80 schools throughout the province participated with over 15,000 students along with teachers, parents, sponsors, and community members walking to raise awareness and funds for Kids Eat Smart Clubs. TD Bank was once again the title sponsor for the Walk.

TableWare 2008—This year's theme was *Phantom*. Jamie Korab emceed as Shelley Neville, Calvin Powell, and Michael Power, accompanied by Bill Brennan on piano, beautifully performed scenes from the Phantom of the Opera. Amazing auction items and exciting phantom themed games contributed to the success of our annual fundraiser.

Apple Day!—115 Kids Eat Smart Clubs celebrated Nutrition Month 2009 by participating in the 2nd annual Kids Eat Smart Apple Day. Clubs were creative and offered apples in yogurt parfaits, muffins and on platters with various types of apples cut in wedges with flags indicating the type of apple.

Poster Competition—A poster competition themed "Eat Healthy. Play Healthy. Learn Healthy." was held for all Kids Eat Smart Clubs. Thirteen winners were selected and their posters will be featured in a Kids Eat Smart calendar that KES Clubs can then sell to raise money for their programs.

Volunteer Week—Kids Eat Smart volunteers were thanked with a bookmark, recipe cards, and recipe holders bearing the Kids Eat Smart logo as a recognition gift.



KES Club - Mountain Field Academy



KESF Apple Day - Belanger Memorial

Executive Director's Comments

"I am pleased to present this End of School Year Report which highlights the success of Kids Eat Smart Foundation this past year. It has been a year of change and development as we continue to support and expand child nutrition programs throughout Newfoundland and Labrador. The growth in programs has continued with 13 new Kids Eat Smart Clubs starting during the year. The hiring of Regional Program Development Coordinators in the Western and Central School Districts has been a very positive step. Our programming staff was able to visit over 100 KES Clubs and facilitate eight regional workshops for volunteers. I feel that this increased contact and support is reflected in the increase in grants.

The Board of Directors held a strategic planning session in the fall and developed strategic directions for the next three years. The implementation of these strategic directions will provide a continued solid base for the Foundation to achieve its mission. The continued support of our provincial government was evidenced in the budget when \$1.25 million was allocated to Kids Eat Smart Foundation for the next fiscal year.

All of us at Kids Eat Smart Foundation are extremely grateful to each of our supporters and volunteers for the role you play in helping us achieve our mission every year. We look to the year ahead with hope and confidence, and with your help, we will continue towards our Vision—that every school aged child in Newfoundland and Labrador attends school well nourished to be ready to learn."



Daphne LeDrew, Executive Director

Kids Eat Smart Club Coordinator's Comments

"Since starting the Kids Eat Smart Club at St. Kevin's High School in March, the number of students who participate every morning continues to increase. The students are really appreciative of the opportunity to have nutritious 'grab and go' breakfast foods, although many sit and socialize with their friends over breakfast. As a parent, the breakfast program is a way to make a meaningful contribution to the school community. It's a true collaborative program between parent and community volunteers, student volunteers, staff and teachers of St. Kevin's, and the Kids Eat Smart Foundation."

Lynn Best - Kids Eat Smart Club Coordinator, St. Kevin's High, Goulds

Platinum Partners

