



Kids Eat Smart
Foundation

NEWFOUNDLAND & LABRADOR

End of School Year Report

2010-2011



Kids Eat Smart **School Year 2010-2011**

Important Numbers

- ✓ 210 Kids Eat Smart Clubs
- ✓ 19 **New** Kids Eat Smart Clubs
- ✓ More than 5500 volunteers
- ✓ Estimated over 17,000 students (K-12) participating

Grants

- ✓ The Kids Eat Smart Foundation Board of Directors approved a total of **\$973,841** in grants as of May 31, 2011:
 - ✓ Start-Up grants \$ 58,040
 - ✓ Sustaining Grants \$294,544
 - ✓ Matching Grants \$312,517
 - ✓ Fruit & Veggies First! \$308,740

Club Visits and Workshops

Kids Eat Smart staff visited more than 170 Kids Eat Smart Clubs and facilitated 20 information sessions for volunteers throughout the province.



Presentations

Kids Eat Smart staff developed and presented nutrition-related sessions and displays for various groups and events during the year at more than 20 sites throughout the province.

Provincial Government Support

Kids Eat Smart Foundation acknowledges the Government of Newfoundland and Labrador, Department of Health and Community Services for their continued funding.

New Partners

Breakfast Clubs of Canada - Core Platinum Partner
Newfoundland & Labrador Hydro - Core Silver Partner
NL Credit Union Charitable Foundation - Core Bronze Partner
PF Collins International Trade Solutions - Core Bronze Partner
Prima Information Solutions Inc. - Core Bronze Partner
Subsea 7 - Core Bronze Partner

Volunteers

Kids Eat Smart Foundation recognized its more than 5500 volunteers during National Volunteer Week, April 10-16, 2011 with a pen and pencil set bearing the Kids Eat Smart logo.



Walk to Breakfast - Roncalli Central High



KESF Gala

Kids Eat Smart Initiatives

Kids Eat Smart Week— October 18-22, 2010

We celebrated in several ways:

- ✓ The week was launched with the NL Hydro Kids Eat Smart Energy Breakfast which saw NL Hydro and Nalcor employees visit KES Clubs across the province to help serve an energy-enriched breakfast.
- ✓ Kids Eat Smart Nutrition Quiz – designed by our dietitians, kids participated in the “What Food Am I?” nutrition quiz each morning. Dicks and Company Basics donated a \$100 gift certificate for each day’s winner to purchase items for their classroom.
- ✓ The TD Canada Trust Kids Eat Smart Province-Wide Walk to Breakfast brought a successful close to KES week on October 22nd with more than 100 schools participating. Over 20,000 students along with teachers, parents, sponsors and community members walked to raise awareness and funds for Kids Eat Smart Clubs. Along with TD Canada Trust, General Mills Canada Corporation and Scotsburn Dairy Group were sponsors of the event.



Kids Eat Smart Foundation Gala 2010 – November 12, 2010

Actor and musician Alan Doyle was the special guest at the 8th annual Gala: *An Evening in Sheraton Forest* where he entertained guests with stories and music from the set of Ridley Scott’s film *Robin Hood*. Emcee Jonathan Crowe transported guests to the enchanted forest with the help of amazing auction items and exciting games, which saw guests locked in the stocks or honing their archery skills. It was truly a successful night.

Nutrition Month – March 2011

- ✓ **Rooting for Health** - NL Federation of Agriculture and School Milk Foundation partnered with KESF again this year to present *Rooting for Health*, a celebration of the Dietitian’s of Canada Nutrition Month theme, “Celebrate food..from field to table”. Events were held at several schools on March 4th. Local farmers visited KES Clubs, shared information about food produced in NL, and helped serve breakfast using blueberries or raspberries provided by the Federation, eggs provided by Egg Farmers of NL and NL Eggs, and milk from the School Milk Foundation.
- ✓ **Apple Day** – More than 120 KES Clubs participated in the 4th annual KES Apple Day on March 18th. Clubs created unique apple displays, served apples in a variety of ways and learned more about apples through the KESF Apple Tree of Knowledge quiz.



Rooting for Health—Woodland Elementary



KESF Apple Day - Lakeside Academy

Executive Director's Comments

"2010-2011 has been another busy year for Kids Eat Smart as evidenced by the statistics and highlights in this report. For those attending our Annual Donor Appreciation Breakfast, you will see the year pictured in the slide show and displays around you. The growth in the number of Kids Eat Smart Clubs continued and surpassed our expectations with 19 new Clubs starting this year and already 4-5 are getting prepared to submit applications for start up in the fall. Kids Eat Smart Clubs are now in 197 of the province's 282 public, private, First Nations and other schools, as well as 13 Community and Youth Centres, which means that nutrition programs are available to approximately 50,000 students on a regular basis.

Kids Eat Smart was a featured presenter at the 2010 Atlantic Summer Institute on Healthy and Safe Communities in PEI. We also welcomed Breakfast Clubs of Canada as a new Core Platinum partner, NL Hydro as a Silver partner, as well as several new Bronze partners during the year. We were happy to be invited by CBC to participate in their Live Right Now campaign and have been a part of several special events with them. Special people came on to make our cause their cause – Cecil Haire, Jonathan Crowe and Alan Doyle and as well, our champion, Jamie Korab, continued to be a strong supporter of Kids Eat Smart.

Thanks to everyone who supports Kids Eat Smart, our Board of Directors, staff and the more than 5,500 volunteers throughout the province, we are well on our way 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 Comments

"The KES program is working wonderfully in our school. We have received tremendous support from the community and all those involved are very excited and positive about the impact the program has had thus far. There is a very positive energy in and around our breakfast room each morning as teachers and other volunteers interact with the student body; it provides a unique opportunity to interact in a way that otherwise, would never occur. It's truly a great way to start the day!"

John Russell—Club Coordinator, Clarenville High School, Clarenville

Platinum Partners

