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Become a KES Partner!

Kids Eat Smart is proud to partner with corporations, organizations, foundations, and others who share our commitment to child health, education and wellness. 'Partners' donate not less than \$1000 to the Foundation within one year, and they get to share the joy! They often visit Clubs, have special events, or volunteer and build relationships with the Clubs they support and the Foundation. It's a great team-builder! All funds donated by partners are allocated to Clubs as grants for food and equipment.



FMC's Gerry Mayo enjoys making the smoothies

Welcome New Partners

- Betty Averbach Foundation
- Newfoundland and Labrador Construction Association
- Association of Pharmacists NL

Smart Talk



The Newsletter of the Kids Eat Smart Foundation Newfoundland and Labrador

Winter 2013

A Fabulous Fall!

The start of the school year was a flurry for Kids Eat Smart Foundation. The priority at the office was to get grants and recommendations out so Clubs could get down to the business of nourishing children. Next was getting the good word out to one and all. We submitted articles to province-wide publications, ran public service announcements, reached out to parents at Kids Eat Smart schools and more.

Then came October and Kids Eat Smart Week. Activities, prizes, visits, two Club lunches and more! Kids Eat Smart made headline news as Premier Kathy Dunderdale volunteered at the Macdonald Drive Junior High launch in St. John's.

The seventh annual TD Kids Eat Smart Province-Wide Walk to Breakfast had well over 100 schools participating. Thousands of kids throughout the province enjoyed the event, and TD staff were part of the action! The TD Walk to Breakfast is a major fundraiser for individual Clubs, and more than \$60,000 has been counted from Walks throughout the province. As always, the Foundation matches funds raised at the local level when funds are needed.

KES was pleased to have partnered with those who helped make the



2012 TD-KES Walk to Breakfast at Sprucewood Academy, Grand Falls-Windsor

fall fabulous: the Eastern Region School District, the Heart and Stroke Foundation, the Canadian Children and Youth National Program Network (CCYNPN), TD Bank, Dicks & Company BASICS, and the Department of Education.

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80 Elizabeth Avenue • P.O. Box 26009

St. John's, NL • A1E 0A5

Tel: (709) 722-1996 Fax: (709) 722-7250

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www.kidseatsmart.ca

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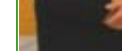


COX & PALMER

ATLANTIC CENTRAL



Bronze



NL Premier Kathy Dunderdale joined volunteers, special guests, school staff and KES staff at the launch of Macdonald Drive Junior High's Kids Eat Smart Club

Kids Eat Smart Foundation Board of Directors

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Club Spotlight: Victoria Academy



Students of Victoria Academy with Principal Derek Drover and Coordinator Cathy Simms

The Kids Eat Smart Club at Victoria Academy in Gaultois is in its 12th year! Victoria Academy has 26 students, and the Club provides a nutritious breakfast to most of them three days a week. School secretary Cathy Simms is the proud and dedicated Club Coordinator.

Gaultois is a beautiful community on the south coast of Newfoundland, accessible only by boat. It can be challenging to get a variety of fresh fruits, veggies and milk. But they succeed in doing so! The Club receives tremendous support from the community, both in time and financially.

Kids Eat Smart would like to send a very big thank-you to all the volunteers at Victoria Academy. You are a fabulous example of how Kids Eat Smart Clubs ensure that our kids get a healthier start to their day!

Welcome New Kids Eat Smart Clubs

- Macdonald Drive Junior High St. John's
- Morris Academy Mount Pearl
- Holy Cross Elementary St. John's
- Brian Peckford Primary Triton
- Southwest Arm Academy Little Heart's Ease

Community Spotlight: Subsea 7 Volunteers

Kids Eat Smart Week was a priority for partner Subsea 7! Thirteen employees volunteered with Kids Eat Smart Clubs in the St. John's area. The group was able to participate at Macdonald Drive Junior High, Holy Heart, St. Matthews Elementary, St. Paul's Junior High and Upper Gullies Elementary. They had a great time!

Subsea 7 employee Krista Phillips said "I felt my participation in the breakfast event at Upper Gullies Elementary was not only rewarding but very fulfilling from a personal perspective."



Subsea 7 volunteers at St. Paul's Junior High during Kids Eat Smart Week - l-r Adam Percy, Qingyong Yang, Dwayne Hopkins and Brian Rogers

Volunteer Spotlight: Pearl & Sam King Elwood Elementary

Pearl and Sam King have been volunteering with Kids Eat Smart for over 12 years. They are at the Elwood Elementary KES Club in Deer Lake on Friday mornings and prepare french toast, fruit, yogurt and milk for the primary and elementary students. Mr. and Mrs. King have made it a family affair! They've recruited their daughter, niece, brother and friends to help with the Club. Recently, Humber Valley MHA Dwight Ball presented the Kings with a Queen Elizabeth II Diamond Jubilee Medal for their volunteer work in the community. As well as helping Kids Eat Smart, they have been coordinating the food bank in Deer Lake since 1996. Pearl and Sam are true community members and we thank them for their contribution to the Kids Eat Smart Club at Elwood Elementary.



Diamond Jubilee Volunteers make Kids Eat Smart a family affair!

Up and Coming Kids Eat Smart News!

Kids Eat Smart Foundation has launched a new website! The new site celebrates the work of the Foundation, and is a great way to catch up on Kids Eat Smart happenings. Check it out - www.kidseatsmart.ca

The Kids Eat Smart Gala 2013 is coming this spring! Save the date - **Thursday, April 25** - at the **Sheraton Hotel NL** and join the Foundation for a mad-cap evening of fun and fundraising.

The Big Picture



Daphne LeDrew, Executive Director

2012, our 20th year, brought with it a big celebration of the Foundation's history. We looked back and saw how, year by year, small steps were taken to achieve great milestones. We always based our next step on what we learned. It was a formula that worked!

We now head into our 21st year with the same approach. In the fall the Board of Directors developed a new three-year strategic plan to move us closer to our vision. In order to help sustain 228 Kids Eat Smart Clubs, and start new ones, we have to find new ways to uphold and strengthen our program. Our volunteers are our greatest strength, and we have to find ways to retain them and recruit new ones. The recently completed research study from Memorial on the sustainability of Kids Eat Smart Clubs is invaluable to that effort. The rising cost of food makes Clubs all the more important, but also more costly to run. We have to find ways to generate new revenue. The availability of School Food Guideline-approved food choices in some areas can be limited, so we have to find ways to help Clubs succeed at what we want them to be able to do.

We are awed by what has been accomplished and we look forward to setting out and achieving new milestones until we are a province where "All children attend school well-nourished to be ready to learn".

Research Supports Kids Eat Smart

Common sense says that we get better results with better fuel, and research provides the data to back it up. Since it started in 1992, Kids Eat Smart has taken an evidence-based approach to its program and findings from the Foundation and from other similar organizations show that nutrition programs support learning.

The Kids Eat Smart Year-End Principals Evaluation (10-11) showed that 100% of respondents agree or strongly agree that Kids Eat Smart Clubs contribute to an improved atmosphere at school. 87% of respondents agree or strongly agree that Kids Eat Smart Clubs contribute to an improved attention span in students 75% agree or strongly agree that Kids Eat Smart Clubs contribute to decreased disruptions in the classroom.

A project by the Toronto District School Board showed similar findings, and also an increase in the number of students on track for graduation. 'Feeding Our Future: The First and Second-Year Evaluation' (March 2012) showed that 78% of grade 10 students who ate morning meals on most days were on track for graduation compared to 61% who ate morning meals on only a few days or not at all. Findings from Kids Eat Smart evaluations and the Toronto School District study let us know that the program works.



Partner Spotlight



Five Credit Unions under the governance of the Atlantic Credit Union System teamed up in 2011-2012 to become platinum funding partners with Kids Eat Smart Foundation! These five Credit Unions - Atlantic Central, Eagle River, Hamilton Sound, Public Service and Reddy Kilowatt - have all been individually supporting the Foundation for many years. Their coming together unifies their commitment to the communities they serve, and collectively brings breakfast to tens of thousands of kids! The Credit Union partnership hears back to the Foundation's earliest days when the Credit Unions pulled together and created a way for the Foundation to reach into communities.



Production from the Hebron project is still a few years away, but ExxonMobil - The Hebron Project is in its second year of support for Kids Eat Smart Foundation. Hebron came on as a silver partner in the fall of 2011, and sponsored a Birthday Cake at the Birthday Party Gala. In the fall of 2012 they committed to continuing support for the Foundation! Geoff Parker, Senior Project Manager, Hebron Project and Vice-President, ExxonMobil Canada Ltd. said, "The Hebron Project is proud to support the ongoing efforts of Kids Eat Smart Foundation. Its volunteer-led nutrition program helps the youth of the province lead healthy, happy lives through improved concentration and learning opportunities."