

## Executive Director's Comments

This year we took some time to step back and look at the Big Picture.

Goss Gilroy Management Consultants conducted an independent evaluation of the Kids Eat Smart program to help us find the answers to some big questions – are the Kids Eat Smart Clubs actually helping students perform better in school, miss fewer school days and display a more positive mood?



Daphne LeDrew

We weren't surprised, but we were certainly pleased that the answer they came back with was a resounding YES – the Kids Eat Smart Foundation, with its considerable program development, management and accountability capacity, IS achieving what we set out to do over two decades ago.

The report concluded that Kids Eat Smart Clubs:

- Provide students with access to healthy food, helping them start each school day better prepared to learn
- Contribute to improved awareness among students of healthy eating and choices
- Contribute to improved educational outcomes in terms of student attendance, effort and performance
- Support families (including those who are most vulnerable socially and economically) by providing their children with consistent access to healthy meals or snacks

All of this would be impossible without the support of you, our valued partners. Thank you for stepping up to stand with us in all we do. And I'd like to add my personal thanks as well. After 16 years, I'm retiring from Kids Eat Smart at the end of this school year. It is truly a pleasure to see our efforts succeed.

Daphne LeDrew, Executive Director

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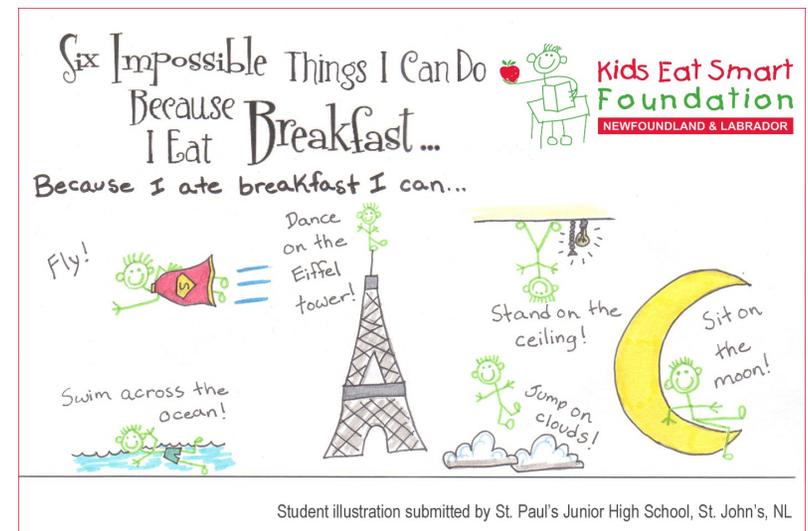
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# Kids Eat Smart Foundation

NEWFOUNDLAND & LABRADOR

## End of School Year REPORT CARD 2012-2013



Annual Partner Breakfast  
Freemasons Hall  
June 7, 2013

## Kids Eat Smart Week Highlights - October 9-12, 2012

- **Premier Kathy Dunderdale** helped the Foundation make headline news when she volunteered at the Macdonald Drive Junior High School KES Club launch during the week.
- 22,895 students along with teachers, parents, sponsors and community members participated in the **TD Kids Eat Smart Province-Wide Walk to Breakfast**, raising awareness and funds for each school.



## Dietitians of Canada Nutrition Month Highlights — March 2013



**Rooting for Health** - Kids Eat Smart celebrated farming, food and health in association with the NL Federation of Agriculture, the School Milk Foundation of NL, and Egg Farmers of NL. 15 schools and 4,572 students participated.

**Apple Day** – The sixth annual KES Apple Day had 113 Clubs

registered! Sacred Heart Academy (pictured) was one of them! Clubs were provided with apple recipes, apple-themed prize packs, and a KES pencil to go into the hands of each child. Clubs created unique apple displays and served apples in a variety of ways.

## 10th Annual KES Gala - Alice in Newfoundland

CBC Radio's **Anthony Germain**, Republic of Doyle's **Krystin Pellerin** and **Steve O'Connell**, and St. John's performer **Andy Jones** were among the almost 400 guests at the 10th Annual Kids Eat Smart Gala. The event raised thousands to support Kids Eat Smart Clubs.



## Family Nutrition Blog launched - January 2013

Ensuring kids attend school well-nourished to be ready to learn goes beyond the in-school hours, so Kids Eat Smart started a Family Nutrition Blog! Program Coordinator and Registered Dietitian, Kristin Harris shares recipes, tips, menu planning, news and information for families in Newfoundland and Labrador. Check it out on Wordpress at [kidseatsmartnl.wordpress.com](http://kidseatsmartnl.wordpress.com).

## Important numbers

- ✓ 230 Kids Eat Smart Clubs active during the year
- ✓ 9 **New** Kids Eat Smart Clubs
- ✓ More than 6,000 volunteers
- ✓ Estimated over 20,000 students (K-12) now regularly participating

## Grants

- ✓ The Kids Eat Smart Foundation Board of Directors approved a total of **\$1,101,725** in grants as of June 6, 2013:
  - ✓ Start-Up grants \$ 27,528
  - ✓ Sustaining Grants \$362,192
  - ✓ Matching Grants \$378,477
  - ✓ Fruit & Veggies First! \$333,528

## Getting out into the community

Kids Eat Smart staff made 206 Club visits, facilitated 42 food safety information sessions, 24 community presentations, and participated in 38 school nutrition displays/events.

A "Getting Smart on Evaluation" workshop took place in Corner Brook with participants from Clubs in the Western School District.

## Welcoming new partners

- **Betty Averbach Foundation** - Silver Partner
- **Eastern Audio** - Silver Partner
- **Pharmacists Association of NL** - Silver Partner
- **St. John's Ice Caps** - Silver Partner
- **NL Construction Association** - Bronze Partner
- **Newfoundland Power Kenmount Road Social Club**



## Volunteers

The Foundation recognized its more than 6,000 volunteers during National Volunteer Week, April 22-26, 2013 with handy frame and note-pad desk set bearing the Kids Eat Smart logo as a token of appreciation. Also, volunteers from across the province are profiled in our monthly e-newsletter **The Scoop** and our seasonal newsletter **Smart Talk**.