

15 Whole Kids Foundation® Supplier Partners Contribute Over \$950K to Kids' Nutrition and Health

AUSTIN, Texas, Dec. 04 /CSRwire/ - Today, Whole Kids Foundation announced the 2017 Growing Healthy Kids Campaign raised \$3,542,448, with 15 supplier partners investing more than \$950,000 to support children's nutrition and health.

Because Whole Foods Market covers all of the foundation's operational costs, 100 percent of every dollar donated directly supports Whole Kids Foundation programs that give schoolchildren in the U.S., Canada and the U.K. better access to fresh fruits and vegetables, as well as educational opportunities to learn about where their food comes from.

"The generosity of our supplier partners is humbling; each of them invests in this work because of a deep and authentic passion for the health of our children," said Nona Evans, Whole Kids Foundation executive director and president. "Without their support, we wouldn't have the ability to grant nearly as many school salad bars and gardens, both of which are in high demand, innovate new tools for inspiring families like the Starting with Soil App or support teachers through nutrition education and cooking classes."

As part of this year's Growing Healthy Kids Campaign, lead sponsors Rudi's Organic Bakery and Annie's each donated \$75,000, or the equivalent of about 25 school salad bars, to support the foundation's work. While core sponsors Applegate, Organic Valley, Clif Kids, Stonyfield, King Arthur Flour, Barbara's, Back to Nature, Tom's of Maine, Health Warrior, Nature's Path, Bellwether's Farms, Earth's Best and La Croix each donated \$50,000, or the equivalent of about 25 school gardens.

"I have been so impressed with the team at Whole Kids Foundation and the true impact they have had in the few years we have partnered with them," said Shane Emmett, CEO at Health Warrior. "For example, the number of salad bars has doubled since we joined the team, and given that kids with salad bars eat three times the fruits and vegetables, the benefits are truly exponential!"

Many of this year's supplier partners have been contributing to the Growing Healthy Kids Campaign for several years, including Applegate, who has given \$220,000 over the past five years, Annie's and Rudi's, who have each given \$195,000 over the past four years and Organic Valley who has given \$170,000 over the past four years.

Tom's of Maine has invested \$90,000 in Whole Kids Foundation over two years in support of educating children and their families about where their food is sourced and how to eat healthier.

"At Tom's of Maine, one of our core values is giving back. For decades, we've done that by investing 10 percent of profits to promote healthy families and the planet," said Matt Smith, Associate Marketing Director of Tom's of Maine. "As a Growing Healthy Kids partner, we are proud to be part of the Whole Kids Foundation journey to bring naturally, healthy lives to families across the country."

Since 2011, Whole Kids Foundation's programs have impacted 9,713 schools, funding 4,224 school gardens and 5,093 school salad bars. Additionally, Whole Kids Foundation has reached 14,371 teachers with its healthy teacher education program and granted 529 educational honey beehives.

About Whole Kids Foundation®

Whole Kids Foundation, a Whole Foods Market foundation, is based in Austin, Texas, and operates as an independent, nonprofit organization. By empowering schools and inspiring families, the Foundation aims to help children reach optimal health through the strength of a healthy body fueled by nutritious food. For more information on the Foundation's programs, including school gardens, salad bars and nutrition education for teachers, visit wholekidsfoundation.org.

For more information, please contact:
Blaire Benson Curator for Whole Kids Foundation
Phone: 919.475.5623

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04/12/2017