

## GENYOUth Foundation



<b>Overview</b>	GENYOUth was founded through an unprecedented public-private partnership with the National Dairy Council (NDC) and the National Football League (NFL) committed to child health and wellness
<b>Primary Goal/Mission</b>	Inspire and educate youth to improve their nutrition and increase physical activity
<b>Programs/Campaigns</b>	<ul style="list-style-type: none"> <li>• Fuel Up to Play 60             <ul style="list-style-type: none"> <li>○ In school physical activity and nutrition program</li> </ul> </li> <li>• Town Halls             <ul style="list-style-type: none"> <li>○ Local events conceived as grassroots extensions of GENYOUth’s national Leadership Roundtables to identify and activate ideas and solutions on a local level</li> </ul> </li> <li>• AdVenture Capital             <ul style="list-style-type: none"> <li>○ Inspire, empower, and fund youth-driven initiatives that improve nutrition, physical activity, and student achievement in schools and communities. By applying the principles of entrepreneurial investment to the challenge of school wellness, students “pitch” their ideas to business leaders for potential funding and implementation</li> </ul> </li> <li>• Citizen YOUth             <ul style="list-style-type: none"> <li>○ Hub for students, and the overall community to take an active role in creating change</li> </ul> </li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>• Fuel Up to Play 60 is currently active in more than 70,000 schools with the potential to reach 36.6 million students nationwide</li> </ul> <p>Link to Wellness Impact Report  <a href="http://www.genyouthfoundation.org/wp-content/uploads/2013/02/The_Wellness_Impact_Report.pdf">http://www.genyouthfoundation.org/wp-content/uploads/2013/02/The_Wellness_Impact_Report.pdf</a></p>
<b>Reports/Case Studies</b>	<a href="http://fueluptoplay60.com/SuccessOverview/">http://fueluptoplay60.com/SuccessOverview/</a>
<b>Social Media Sites</b>	<a href="https://www.facebook.com/genyouthfoundation?sk=wall">https://www.facebook.com/genyouthfoundation?sk=wall</a> <a href="https://twitter.com/GenYOUthnow">https://twitter.com/GenYOUthnow</a> <a href="http://www.youtube.com/genyouthfoundation">http://www.youtube.com/genyouthfoundation</a> <a href="http://www.pinterest.com/genyouth/">http://www.pinterest.com/genyouth/</a>
<b>Website and Contact Information</b>	<a href="http://www.genyouthfoundation.org/">http://www.genyouthfoundation.org/</a> INFO@GENYOUTHFOUNDATION.ORG