

GENERAL MILLS

Champions for Healthy Kids

Champions for Healthy Kids Resource Center



INTRODUCTION

Adrienne Jordan

Program Manager

General Mills Foundation

My name is Adrienne Jordan, and I'm a Program Manager with the General Mills Foundation. We partnered with the American Dietetic Association Foundation to do this Champions for Healthy Kids initiative. We did an evaluation to see how is this program working and what can we do to make it better and help our grantees. And through that evaluation, we found our grantees really needed some technical assistance and some support getting their programs off and running right away.

We really expect them to take a look at their programs and really effectively know program by program what it is that they can do to be successful. A lot of our programs are very small organizations, very grassroots, and so we really feel good about being able to reach out to those organizations that need the resources that we are able to provide. And so I think that's one our biggest successes, and we found through our five-year evaluation, we found that a lot of these programs are sustainable, which is great because we are really reaching and impacting lots of kids through these programs.

We are so proud of the Champions Grants Program, and we are so proud of our grantees, and we know that we have this grassroots awareness, but we really want to raise the awareness to a national level because we feel like these are best practice models and programs that really can help and be shared with others.

So I think reaching out into their communities, building partnerships, collaborations, as well as reaching out to the local media and saying, tell our story, these are great programs, and we are really helping kids to be active and healthy.

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www.ChampionsForHealthyKids.org