GENYOUth and its partners have a shared purpose: creating healthy school communities by empowering students and providing the resources for youth to build healthy, high-achieving futures.

We elevate student voices and give them the means to lead and solve real-world problems.

With the support of our partners, GENYOUth provides school grants, equipment and skill building opportunities for students to improve their health, wellness and workforce readiness. We empower youth to be the agents of social change and impact while helping them unleash innovative solutions.

• According to the Association of National Advertisers “Research shows that purpose-led brands grow two to three times faster than their competitors. . . . Purpose is not simply a nice thing to have — it’s imperative in this day and age.”

• GENYOUth and its programs offer established equity that can help marketers fuel business by plugging into a purpose-driven platform that has demonstrated real social impact.

• Simply stated, GENYOUth can help brands succeed at the intersection of business and philanthropy — and win financially, by doing good and driving greatness beyond the brand.

EXERCISE YOUR INFLUENCE

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Morehouse School of Medicine, Emeritus

LEARN MORE ABOUT PARTNERING WITH GENYOUth

Lisa Travatello, Chief Marketing Officer
P 212 203 0972  E lisa.travatello@genyouthnow.org

Alexandra Gomes, Director of Marketing and Development
P 646 461 3056  E alexandra.gomes@genyouthnow.org

GENYOUth
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genyouthnow.org

A PARTNER THAT UNDERSTANDS THE VALUE OF PURPOSE
POWERFUL PARTNERSHIPS

GENYOUth's partnerships span the public and private sector, including Fortune 100 companies; federal agencies (Agriculture, Education, HHS); a Health & Wellness Advisory Group of leading health, public health, research, fitness, nutrition, and education partners; National Dairy Council; and the NFL and 32 NFL Teams.

ABOUT GENYOUth

GENYOUth is a national 501(c)(3) nonprofit dedicated to supporting the development of healthy, high-achieving students:

- Empowering youth to be change agents in their school community - we are student-voice activated.
- Providing resources and grants to schools to increase access to healthy foods and opportunities for physical activity.
- Activating the nationally recognized program Fuel Up to Play 60 to create healthy, active students and schools.

Pillars Of Purpose

Improve Nutrition & Physical Activity

Enhance Future Workforce Readiness

Embrace & Uplift Student Voice

GENYOUth’s Programs are School-Centered, Student-Focused Solutions

Too many American youth are inactive, undernourished, and unconnected. Students spend 180 days per year at school - yet schools are under-resourced. But GENYOUth is equipping, engaging, and empowering youth to make a difference!

- Fuel Up to Play 60 and Fuel Up to Play 60 en Español increase access to healthier food and opportunities for physical activity before, during and after the school day.
- NFL FLAG-in-Schools is engaging both boys and girls in physical activity through flag football.
- Grab and Go School Meal programs increase access to healthy nutrition.
- AdVenture Capital (AdCap) catalyzes youth-led solutions and ensures workforce readiness.
- GENYOUth Insights provides unique access to what youth are thinking and doing.
- Employee engagement offers partner employees the opportunity to participate in purpose-driven efforts.

Reach and Footprint: GENYOUth’s flagship program, Fuel Up to Play 60, developed in partnership with the NFL and National Dairy Council, reaches 73,000 schools and 38 million students nationwide.

Robust Grant-Making Infrastructure: GENYOUth’s grant infrastructure has powered the promotion, selection, and disbursement of over $51.77 million in mini-grants and resources to schools over the past decade.

Experiential Learning and Social Entrepreneurship Development: AdVenture Capital, GENYOUth’s entrepreneurial program, sparks the passion and creativity of students to make and sustain healthy school communities.

Measurement and Evaluation: Built into all of GENYOUth’s work are formative and summative measurement and evaluation programs that track and report progress, inform program development, and generate insights about program utilization and impact.