It’s a very exciting time to be a part of HealthCorps.

In 2011, HealthCorps expanded into schools in Tucson, Arizona; Sacramento, California; the state of Delaware; the District of Columbia; and Portland, Oregon—flourishing in 41 schools across 11 states.

During these last two years, our health movement has reached over 60,000 high school students and an additional 115,000 family members, teachers, neighbors, and friends. Each has heard the critical message that anyone can make simple lifestyle changes that will dramatically improve their own health and happiness, as well as the wellness of our communities.

Our continued growth has been fueled by public and private partnerships, as well as committed individuals who have joined us to fight childhood obesity. Thank you for believing in our vision.

The HealthCorps team has high expectations for the future. We know that our program works—countless stories from students, teachers, and Coordinators offer compelling evidence. But now we want to measure how much of a difference our program makes. As a result, we’re exploring new technologies for in-school health knowledge tests, for example, and new methods for assessing calories burned in active learning environments, compared with calories burned in a traditional seated classroom.

We’re also looking at ways to put the HealthCorps curriculum into the hands of teachers through HealthCorps University, so that even with shrinking state resources, health education won’t disappear from the public education system. You can look for more information about this project in our next annual report.

Indeed, this is a fantastic time to be a part of HealthCorps. We have an amazing team of staff, experts, and volunteers who are working on the front lines of our national obesity epidemic and making a difference at a time when the national mood toward health—what and how much we eat, when and how we burn calories—is ready for change.

In gratitude,

Michelle Bouchard
President
Dear Valued Supporter,

This annual report marks the eighth year of HealthCorps, an organization my wife Lisa and I started in 2004 after realizing firsthand how dangerous the tide of obesity had become to the youth in our country.

National statistics show that more than 18 percent of teenagers in this country may now be obese. That’s nearly twice the rate that we saw 10 years ago, and it’s three times the rate of teenage obesity when I was a teenager.

Obesity is an insidious disease. It doesn’t appear suddenly; it happens slowly, over the course of years and family generations, fueled by a gradual shift in what people accept as normal for their diet and activity. And fighting obesity isn’t just about fitting into the right clothes or the right social circle. Obesity increases the risk for coronary heart disease, diabetes, stroke, some cancers, and overall mortality—ushering you closer to death, no matter what your age.

Teenagers are particularly vulnerable to the influence of what our culture defines as “normal.” HealthCorps was designed with this in mind. We offer high school students a safe place to discuss their struggles with food and exercise, and we empower them to make simple changes that will protect their health and encourage their self-esteem.

The bonds that form during this process are incredibly strong. Kids feel good about themselves and about the effect they can have, and we hope that that confidence will carry them a long way after high school ends.

Your support is enabling HealthCorps to impact the lives of teenagers, their families and communities across the national and for that we are incredibly grateful.

Most Sincerely

Mehmet Oz, M.D.
Chairman
NEW YORK

I cannot thank you enough for the relationship that our school has had with HealthCorps over the last several years. Although I am saddened that the formal relationship will not continue, I believe the original purpose of this collaboration has been and will continue to be fulfilled. HealthCorps, and the wonderful staff members that worked with our students did, in fact, lay the foundation for so many invaluable health and nutrition initiatives at Tottenville High School. We have been honored to have partnered with you in such an important endeavor. Thank you again.

—John Tuminaro, Principal, Tottenville High School, Staten Island, NY, June 2011

Coordinators are the Heart of HealthCorps

HealthCorps hires recent college graduates to join the staff of a designated public high school for two years. These coordinators work with the school community to figure out how HealthCorps can best support the students. Coordinators organize health fairs, teach classes, run afterschool programs, and host workshops for students, teachers, and staff—all to encourage health and wellness at the school and in the local community.

“I was a psychology major at the University of North Carolina, Chapel Hill. I thought I might want to go into psychology after graduation, but I wasn't sure. I had always been interested in nutrition and sports, so HealthCorps seemed like a really good fit. Mentoring turned out to be a really important part of the job. The kids would come into my office in the school library and talk. More than wanting advice, they just wanted to be heard. I didn't have to have the answers for them, I just had to listen to what they had to say and try to be supportive.

HealthCorps proved to me that I can do anything. I can move across the country and start a program at a high school, and be happy and make a difference. Now I'm attending the Loyola University Doctorate of Psychology Program so that I can become a clinical psychologist.”

—Sara

SARA TAFEEN was a HealthCorps coordinator in 2011 at Arizona’s Tucson Magnet High School, which, with more than 3,000 students, is one of the largest public high schools in the city.
It’s About
Youth Empowerment

“The HealthCorps program does great job of recognizing students as individuals who have a lot to offer. Coordinators [in turn] work with the kids to help them see and express their skills and talents.

I had a student who had developed type 2 diabetes at the age of 17. He ate poorly, like many kids, but to more of an extreme. This young man was terrified because he knew that he would have to make a radical change in his life if he wanted to be healthy and he wanted to continue to live. Fortunately, with enough exercise, healthy eating, and weight loss, type 2 diabetes can be reversed, and that was his goal. I was very proud to help him work toward it.

I had another student who ate only French fries and steak. Ever week I would bring in something new for her to try. We talked about the flavor and texture of the foods, why she did or didn’t like them. She discovered that she likes strawberries.”

—Joshua

In 2011, HealthCorps placed coordinators at 41 high schools in 11 states.

60,000

“During these last two years, our health movement has reached over 60,000 high school students.”

— Michelle Bouchard

JOSHUA WOOD teaching a HealthCorps class at Cliffside Park High School. Joshua was a HealthCorps coordinator 2011.

Photo credit: Leslie Barbaro, staff photographer with NorthJersey.com
Health is about Body, Mind, and Spirit

The HealthCorps curriculum teaches students how to improve their health through mental resilience, good nutrition, and physical fitness.

The HealthCorps curriculum teaches students to

• Recognize their strengths and self-worth
• Recognize realistic, healthy body types
• Control stress and their reactions to stress
• Understand that mental health affects physical health
• Manage their time effectively
• Understand how sleep is vital to their mood and their health.

Students learn how to maintain their health responsibly when they

• Eat foods from all five food groups and cook from scratch
• Think of portion sizes
• Eat breakfast to lose weight, gain energy, and do better in school
• Choose healthy foods in restaurants
• Avoid steroids and dubious supplements
• Exercise on a regular basis, finding creative and alternative ways to stay fit.

141,800
Total friends, family members and community residents impacted since HealthCorps launched in 2003

In 2011, students at FRANKLIN K. LANE HIGH SCHOOL (above) in Brooklyn, New York, maintained a garden on campus and used what they had grown to make pizza and other meals (right).

ARIZONA
“...fit in here at Desert View High School, and I think you are a great addition to the wellness team.”

— Dr. Dawn Maddock-Pea, Principal of Desert View High School in Tucson, Arizona, April 2011
“In an ideal world, people would just change their behaviors if you gave them the information about what is healthy,” said Colleen Luna. “But in reality, it’s not that easy. Good health is about so much more than just food.”

Colleen uses her background in nutrition to develop lessons for HealthCorps.

“A lot of people underestimate teenagers,” Colleen says, “but they can be pretty amazing. They worked on community projects, they built gardens, they struggled with figuring out what to do after graduation…That was the biggest eye opener for me, being there every day [with them] and helping them through those experiences.”

The HealthCorps curriculum adapts to the needs of the students and to the school. Within the curriculum, lessons are organized by unit—for example, a unit on “Understanding the Nutrition Label” has lessons that teach about portion sizes, macronutrients, and how to evaluate beverages. The curriculum is also able to be taught in a variety of classes, from English to History (history of food, anyone?) to Biology.

The curriculum includes icebreakers, games, and activities that get kids out of their seats and into active learning, reinforcing the message that simple lifestyle changes can make a difference.
Creating an Online Community

According to a 2011 study by the Pew Research Center’s Internet and American Life Project, 95 percent of teens ages 12–17 use the Internet and 80 percent of teens who are online use social media sites.

HealthCorps is meeting these students online through teenDailyStrength, a moderated website that allows teenagers to share their experiences, support one another, and get advice from experts on how to improve their health through diet, physical activity, and mental resilience.

teenDailyStrength is a collaborative project that leverages

- The expertise of HealthCorps’ staff in working with teenagers
- The online platform of ShareCare.com, an interactive website where people can pose questions and get answers from licensed medical experts
- DailyStrength.org, ShareCare’s online support community.

Members of ShareCare.com’s medical advisory board answer questions and write blog posts on topics related to their areas of expertise: relationships, internal medicine, nutrition, pediatrics, and dentistry, just to name a few examples. And teens can find peer support groups on topics such as Caring for Your Body, Stress and Depression, Learning and Memory, and Teen Bullying.

HealthCorps on Facebook
- Launched July 14, 2010
- 2,500 “Likes” at the end of 2011

HealthCorps on Twitter
- 7,500 followers
- Partnership cross promotional tweets (including Dr. Oz, ShareCare, and Real Age)

HealthCorps on Klout
- Score: 59
- Average (based on users signed up on Klout at the time): 11

teenDailyStrength is at http://teen.sharecare.com/.
HealthCorps
Works with Communities

Health isn’t only about diet, or exercise, or mental resilience—it’s a combination of all three. In the same way, our focus is on teens in high schools, but we cannot forget about the community that surrounds them. Their friends, neighbors, and family play an important role in helping them achieve health and wellness.

One of the ways that HealthCorps works with communities is through the Highway to Health festivals, which offer free health screenings, specialty fitness classes, healthy food booths, cooking demonstrations, sports contests, prizes, and giveaways to thousands of people from a high school’s surrounding neighborhoods. Each festival reflects the community’s local flavor, and many activities are led by the high school students themselves.

“It’s great to see the students take the knowledge that we’ve given them and then [pass] it to someone else,” says Brandin Bowden, a coordinator at Washington Mathematics Science and Technology Public Charter High School in northeast Washington, D.C. “And the people who visit HealthCorps community events are more receptive to what we have to share, because it’s the [teens] who are educating them.”

“The adults at Highway to Health are always impressed, especially when they realize that high school students are the ones making the food and teaching them new skills,” said JR Denton, a coordinator at Woodrow Wilson Senior High School in the Washington, D.C. neighborhood of Tenleytown. “The kids love participating in community events, because they want to be able to showcase the skills that they have learned.”

“When you teach someone a new skill, you broaden their horizons,” JR added. “I’ve seen students who lacked focus in other school subjects suddenly find dedication and do well in cooking class.”

—Peter J. Cahall, Principal-Woodrow Wilson High School, Washington, DC, February 2011

Highway to Health was held in 8 cities in 2010 and expanded to 14 cities in 2011. HealthCorps reached more than 115,000 community members through these festivals and other community events.

At schools in the Washington, D.C. area, HealthCorps coordinators organized a Highway to Health festival in conjunction with the NCB-Capital Hill Classic 10K run. The students pictured here at the festival are hosting Teen Battle Chef—a cooking demonstration—and sharing samples of the mango salsa they prepared.
## Financial Overview

For fiscal year ending June 30

<table>
<thead>
<tr>
<th>Assets</th>
<th>FY 2011 (dollars)</th>
<th>FY 2010 (dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>292,164</td>
<td>250,661</td>
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<tr>
<td>Contributions and Grants Receivable (net)</td>
<td>1,757,919</td>
<td>1,408,788</td>
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<tr>
<td>Prepaid and other current assets</td>
<td>76,330</td>
<td>71,654</td>
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<tr>
<td>Fixed assets (net of accumulated depreciation)</td>
<td>22,509</td>
<td>28,816</td>
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<tr>
<td>Other assets</td>
<td>25,737</td>
<td>10,264</td>
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<tr>
<td><strong>Total assets</strong></td>
<td>2,174,659</td>
<td>1,770,183</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>141,560</td>
<td>167,080</td>
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<tr>
<td>Grants payable</td>
<td>82,452</td>
<td>107,452</td>
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<tr>
<td>Refundable grant advance</td>
<td>158,963</td>
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<tr>
<td>Deferred Income</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Short Term Capital Lease Obligation</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Long Term Capital Lease Obligation</td>
<td>–</td>
<td>–</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>382,975</td>
<td>274,532</td>
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<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Unrestricted Assets</td>
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<td>1,495,651</td>
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<tr>
<td>Temporarily restricted Assets</td>
<td>351,956</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>1,791,684</td>
<td>1,495,651</td>
</tr>
</tbody>
</table>

| Total Net Assets and Liabilities            | 2,174,659         | 1,770,183         |

*Other expenses include outside service contracts, travel, school equipment and other program expenses, technical support, and depreciation.

## COMMITTED REGIONAL, COORDINATOR & CURRICULUM SPONSORS

- California Department of Health
- Columbia Presbyterian Department of Surgery
- Emblem Health
- The California Endowment
- New Jersey Department of Health and Senior Services
- New York City Council
- New York Department of Health and Mental Hygiene
- Sanofi US
- California Walnut Board
- UFoods Grill
## Financial Overview (continued)

### 2011 GALA HONOREES
Russell Simmons, founder of Rush Communications, with Mallika Sherawat; Hugh Jackman with his wife Deborah Lee Furness; Tibor Hollo, of Florida East Coast Realty, and his wife, Sheila Hollo; Dr. Mehmet Oz and his wife, Lisa.

### For fiscal year ending June 30

<table>
<thead>
<tr>
<th>Description</th>
<th>FY 2011 (dollars)</th>
<th>FY 2010 (dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Support and Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal and State Grants and Contracts</td>
<td>1,710,022</td>
<td>2,003,593</td>
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<tr>
<td>Fundraising</td>
<td>1,751,003</td>
<td>1,636,990</td>
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<tr>
<td>Donations</td>
<td>954,877</td>
<td>325,362</td>
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<tr>
<td>Rent Income and other Income</td>
<td>31,036</td>
<td>34,207</td>
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<tr>
<td>Interest and other Income</td>
<td>661</td>
<td>1,726</td>
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<tr>
<td>Net assets released due to satisfaction of restrictions</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td>4,447,599</td>
<td>4,001,878</td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>3,331,390</td>
<td>3,851,956</td>
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<tr>
<td>Management and General</td>
<td>678,877</td>
<td>666,501</td>
</tr>
<tr>
<td>Fundraising</td>
<td>141,299</td>
<td>151,503</td>
</tr>
<tr>
<td><strong>Total functional expenses</strong></td>
<td>4,151,566</td>
<td>4,669,960</td>
</tr>
</tbody>
</table>
2010–2011 HealthCorps’ Board of Directors

Jordan S. Davis
Radius Venture Partners, LLC

Sean Heyniger
Watermark Medical

Thomas J. Higgins
Schering-Plough

Benjamin Lewis, M.D.
Presbyterian and Lenox Hill Hospitals

Chris Lighty
Violator Management

Alexander Markowits
Treasurer
Spring Hills Senior Communities

Anthony E. Meyer
Meyer and Co. LLC

Mehmet C. Oz, M.D.
ZOCO; New York-Presbyterian Hospital

Jill Posnick
Independent Corporate Communications and Strategic Positioning Executive

2011 GALA ATTENDEES AND HEALTHCORPS COORDINATORS

J.R. Denson, Erica Rodas, Alvin Chan, and Sandeep Soman

Former NBA player Alonzo Mourning, with Gala Honorees Tibor and Sheila Hollo.
HealthCorps’ 2011 Annual Report

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John Whyte, M.D.

2011 EXPANSION

- Delaware, District of Columbia and Portland, and extended network in California
- Release of HealthCorps Curriculum 3.0
- Organized student-led Teen Battle Chef Cook Offs in Whole Foods Market outlets in New Jersey and New York
- Intensified Social Media Promotional Efforts on Facebook and Twitter
- Formed Strategic Partnership with Health Portal ShareCare
- Created HealthCorps lesson videos for website

MISSISSIPPI

The information that [the Coordinator] is teaching with HealthCorps is essential to changing the way students perceive health. She has made a remarkable impact on our school community.

—Gared Watkins, Principal, Broad Street High School, Shelby, MS
Making an Impact

HealthCorps empowers American students and their families to become health agents of change for their communities. A 501 (C) 3, HealthCorps is helping the country reach the tipping point towards wellness now and for the future of our children.

PROGRAMS FOR SCHOOLS

Our in-school program includes embedding a trained HealthCorps Coordinator in a high school on a full-time basis for a minimum of two years to serve as a peer mentor for students. Coordinators lead activities in:

- **Nutrition**: Students learn practical ways to choose foods that are healthy and develop healthy relationships with food that will last a lifetime.
- **Fitness**: Students learn how to maximize their caloric burn everyday by making simple lifestyle choices.
- **Mental Resilience**: HealthCorps helps students develop decision-making and communication skills, foster healthy relationships and set long-term goals.

ADVOCATING FOR CHANGE

HealthCorps advocates for healthy public policy at the local, state and federal level. Our goal is to elevate health education and physical education to “core subjects” within federal education laws, thus allowing both subjects to be eligible for federal funding.

WHY PEER MENTORING WORKS IN HEALTH EDUCATION?

According to the results of an independently conducted two-year efficacy study, “Effect of HealthCorps, a High School Peer Mentoring Program on Youth Diet and Physical Activity,” HealthCorps exerted a positive impact on students in three areas:

1. Sugary soda pop consumption decreased by 0.61 times per week;
2. Participants reported they were 36% more likely to be physically active;
3. Participants scored 10.7% higher on the test of health knowledge

*(The study was overseen by a researcher from Cornell University and funded by Affinity Health Plan.)*

CALIFORNIA

Thanks so much for giving us this motivation to get healthier. It has really kick-started me back into making the fitness and eating choices that I really wanted to make anyway. I had been making excuses, but no more! It might be too late to catch up point-wise, but don’t let yourself miss out on all the fun and the rewards of being the person you want to be!

—Sara Nylin, Math Teacher, Sacramento Charter High School, Sacramento, CA, February 2011

CALIFORNIA

I really enjoyed learning the history of our food last class…it made me think about where my food is coming from and how I can try to cook for my family in the future.

—Edger, Sophomore, Sacramento Charter High School, Sacramento CA