



2009 Annual Report

www.healthcorps.org



Coordinators at the Green Garden Gala

Dear friend,

On June 30, 2009, we completed another successful fiscal year, and what an exciting year it was! We added new states – California, Ohio, and Texas – to our network and positively impacted the health of approximately 66,000 students and community members.

In the fall of 2008, HealthCorps participated in ServiceNation, a conference to encourage the level of service and volunteerism our Coordinators carry out and encourage. We presented free fitness lessons at the American Diabetes Association Expo in New York City and we engaged in service projects across the nation on Martin Luther King Jr. Day.

In February, I was honored to offer testimony about the HealthCorps program to the United States Senate Health Committee. The committee called back HealthCorps President Michelle Bouchard to explain further our program and its successes during a hearing on national service.

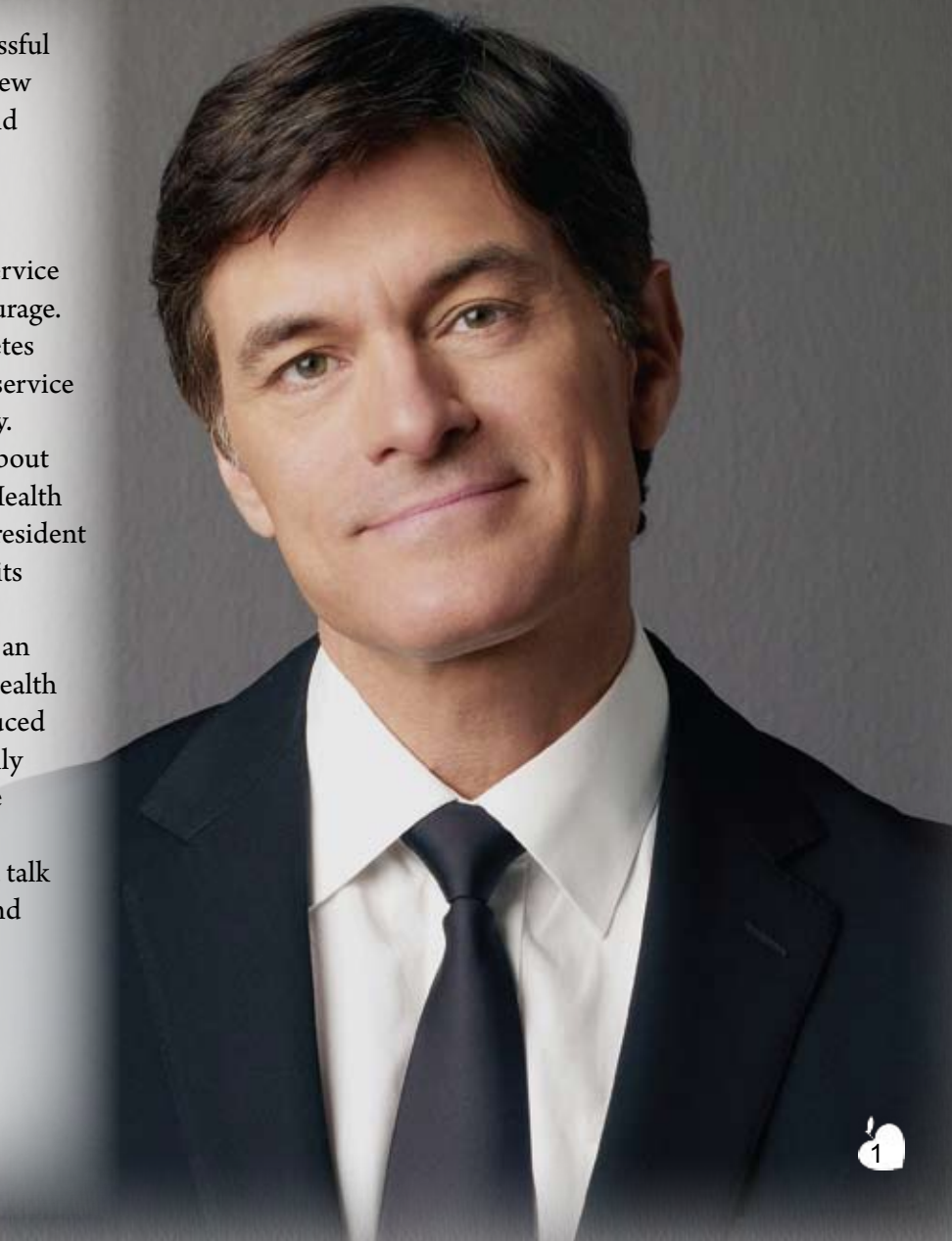
I was pleased to announce in June the results of an independent efficacy study conducted by the Affinity Health Plan. The study showed that HealthCorps students reduced their soda consumption, were more likely to be physically active, and had a greater knowledge of health than those students not enrolled in the HealthCorps program.

I am hopeful that my new nationally syndicated talk show, *The Dr. Oz Show*, will further raise the visibility and extend the reach of HealthCorps.

In health,



Dr. Mehmet Oz
Chairman





Who We Are

HealthCorps® is
a **proactive health movement**
responding to the child obesity
and teen suicide crises through
**school-based health
education**
&
**peer mentoring,
community activism**
&
outreach
to underserved populations.

Our Mission

Establish a public/private
movement to transform the
health of all Americans

Our Vision

Become the most trusted
brand for proactive health and
wellness in America



Coordinators help
students learn
to prepare and
enjoy healthy
foods.

“I liked the
sugar in soda
demonstration
because I never
took the time
to check how
much sugar was
in soda. I was
in shock when
I saw all that
sugar.”

- Daniel,
John F.
Kennedy
High School,
N.Y.



What We Do

SCHOOLS

Educate and Activate America's Youth and Families to “Eat Smart and Exercise”



Dr. Oz teaches
a
HealthCorps®
class at KIPP
Houston High
School.

Fun, interactive seminars focused on the value and power of students' bodies and minds.

- 🍎 Create Educated Consumers and Health Activists
- 🍎 Encourage positive behavioral shifts that enhance self-esteem.
- 🍎 44 high schools in seven states (California, Florida, New Jersey, New York, Ohio, Pennsylvania, Texas).
- 🍎 Impact 500 HS students per school per year; +1000 parents & peers per school

“There has been significant weight loss, great emphasis on exercise, and our students and teachers have seen just a difference in who they are and how they carry themselves.”

- Kathleen Weigel, Principal, Atlantic Community High School



How We Deliver



Coordinators
are the
heart of the
HealthCorps
program.

Local
School-Based
“Coordinators”
(Peace Corps Model)

- 🍎 Recent college graduates deferring medical school or graduate programs in health.
- 🍎 Health peer-mentors model
- 🍎 One Coordinator per high school
- 🍎 Graduates of respected universities in the United States
- 🍎 Backgrounds offer diverse cross section of demographics and talent
- 🍎 Requisite school system background and fingerprinting checks
- 🍎 300 applications for 44 spots last year; 800 per 35 slots next year
- 🍎 Future health leaders

“One of my goals and passions is to eliminate health and education disparities locally and globally. Working for HealthCorps has brought me closer to that end.”

- Adriane Tuttle,
Coordinator



School Highlights

- 📌 School-wide health fairs - nationwide
- 📌 Parent Workshops - nationwide
- 📌 Professional Development - nationwide
- 📌 HealthCorps Tip of the Week – Weekly health tips distributed via email to faculty and staff – Forest Hill Community High School, West Palm Beach, Fla.
- 📌 Diabetes Awareness Assemblies, Autism Awareness Day – Miami Coral Park Senior High School, Miami, Fla.
- 📌 Blood Drive– Santaluces Community High School, Lantana, Fla.
- 📌 Guidance Referrals – Abraham Lincoln High School, Brooklyn, N.Y.
- 📌 Rock Climbing Trip – Art and Design High School, New York, N.Y.
- 📌 Edible Schoolyard – Bridgehampton High School, Bridgehampton, N.Y.
- 📌 NYU Pathology Field Trip – Cathedral High School, New York, N.Y.
- 📌 “Bodies Exhibit” Field Trip – 25% of New York City schools
- 📌 Teen Iron Chef Invitational – all Bronx schools
- 📌 Biggest Loser Contest – Atlantic Community High School, Delray Beach, Fla.
- 📌 Healthy Halloween – John F. Kennedy High School, Cleveland, Ohio
- 📌 Sit Up/Push Up contest – The Academy of the New Church, Bryn Athyn, Pa.
- 📌 Surgery Viewing Day, TCH – KIPP Houston High School, Houston, Texas
- 📌 Fitness & Dance classes/competitions – half of all schools
- 📌 Pedometer Competitions – nationwide
- 📌 Organic Gardening Clubs – Bridgehampton High School, Bridgehampton, N.Y.
- 📌 Nutritious Dishes Healthy Options Lunch Line - Atlantic Community High School, Delray Beach, Fla.
- 📌 “Stretch Time” during announcements – Herbert Lehman High School, Bronx, N.Y.
- 📌 Lunch-time walking – Cliffside Park High School, Cliffside Park, N.J.
- 📌 Field Day – High School for Law and Public Service and High School for Media and Communication, New York, N.Y.

“The idea of educating kids about obesity, eating right and having a healthy lifestyle is very, very important.”
- LL COOLJ

“You’ve got high school students who now think ‘my goodness! They taught me about how to eat and they’re giving me advice about physical activity; so now I’m not getting fat anymore.’ So it helps with the obesity epidemic.”

- Dr. Mehmet Oz
Senate Testimony



HealthCorps® Goes

“Dr. Oz, you are already the Surgeon General of the promote healthcare and sound living and we want to hear



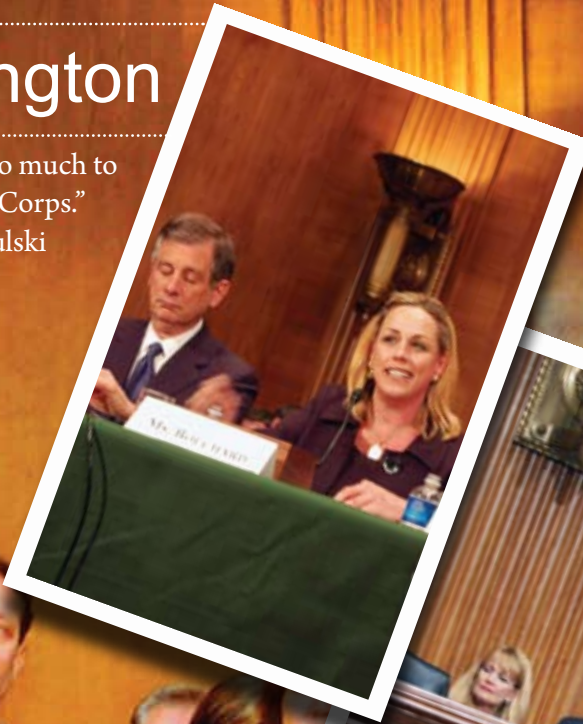
On February 26, Dr. Mehmet Oz, cardiac surgeon and Founder and Chairman Senate Health, Education, Labor and Pensions Committee (HELP) about the and his proactive national health movement that has already established its forty-four schools

U.S. Senator Barbara A. Mikulski (D-Md.), a senior member of the Health, Committee and Chairwoman of its Subcommittee on Retirement and Aging, national service opportunities in America on March 10, 2009. The hearing national service field, including Michelle

to Washington

Airwaves. You've done so much to
more about your HealthCorps."

- Sen. Barbara Mikulski



"In classrooms, Coordinators use personal anecdotes, fun
activities, and current events to drive home our message - value
your body - it's the most important thing you'll ever inherit."

- Michelle Bouchard
Senate Testimony



of HealthCorps, testified before the U.S.
role of integrative medicine in health reform
educational and peer mentoring program in
across the country.
Education, Labor and Pensions (HELP)
presided over a HELP hearing on expanding
featured testimony from experts in the
Bouchard, President, HealthCorps.



Community Events & Campaigns

Highway to Health Festivals

- June 5, 2009 - Cleveland
- May 30, 2009 - New York City
- May 2, 2009 - New Jersey
- April 25, 2009 - Pennsylvania
- April 18, 2009 - Florida



Youth Forum and Expo - April 16, 2009 - Exposition at Hostos

Community College in the Bronx where HealthCorps and Family Cook Productions presented the final round of the Teen Iron Chef Competition.

Healthy Steps to the Capitol - April 2009 - Pedometer competition in each HealthCorps high school.

Celebration of Teaching and Learning - March 6 & 7, 2009 - HealthCorps and its partners presented exhibitions at the Hilton New York during "The World's Fair of Education."

Martin Luther King Jr. National Day of Service - January 19, 2009 - HealthCorps staff participated in volunteer projects across the nation.

Diabetes Expo - September 27, 2008 - HealthCorps presented fitness demonstrations during the Diabetes Expo in New York City.

Service Nation Summit - September 11 & 12, 2008 - Dr. Oz spoke at this important conference featuring prominent leaders in government, philanthropy, entertainment and business in New York City to encourage volunteerism in America.

"I liked the turkey wraps we made in our lesson about the five food groups. They were easier to make than I thought they were going to be and I brought home the recipe to my mom."

- Bianca,
student,
John Marshall
High School,
Cleveland



Press Highlights

From major newspapers and magazines to local papers and blogs, HealthCorps continued to garner media coverage for its work to improve the health of America's youth and communities.

- 📌 Crazy Sexy Life - June 23, 2009
- 📌 New York 1 - May 31, 2009
- 📌 The Doctor's Channel - May 15, 2009
- 📌 richardsimmons.com - May 15, 2009
- 📌 *The Epoch Times* - May 14, 2009
- 📌 wabc.com - May 2, 2009
- 📌 Charity Happenings - April 30, 2009
- 📌 Panache Magazine - April 30, 2009
- 📌 The New Service - April 29, 2009
- 📌 Look to the Stars - April 28, 2009
- 📌 *Sun Sentinel* - April 19, 2009
- 📌 *Brooklyn Daily Eagle* - April 15, 2009
- 📌 Hot 97 Radio, New York City - April 5, 2009
- 📌 Flatbush Life - April 2, 2009
- 📌 edwize.org - March 27, 2009
- 📌 104.3 Sunny Radio, Palm Beach - March 21, 2009
- 📌 *Palm Beach Post* - March 5, 2009
- 📌 *Bronx Times* - February 23, 2009
- 📌 Gannett Newspapers, Your Health - January 1, 2009
- 📌 KHOU-TV - November 12, 2008
- 📌 Big Think - October 31, 2008
- 📌 *Atlantic Journal Constitution* - August 6, 2008



HealthCorps®
joined
Richard
Simmons
at a press
conference on
the steps of
New York City
Hall to raise
awareness of
the Fit Kids
Act.

“The pedometers and the Healthy Steps contest were a wonderful idea. They got people moving and thinking about their exercise! I have never seen students and teachers more excited about walking!”
-Mrs. Hamilton,
Teacher, John
F. Kennedy
High School,
Cleveland

Visit the “Press” page of the “About Us” section of www.healthcorps.org to see more press clippings.



Fundraisers

Dr. Oz, LL Cool J, Ben Vereen, Quincy Jones, Russell Simmons, Wyclef Jean Came out to Support HealthCorps' Fight Against Child Obesity at The Green Garden Gala

HealthCorps® took its fight against child obesity to the Winter Garden at the World Financial Center on Thursday, April 30, where it held the Green Garden Gala. Dr. Mehmet Oz, HealthCorps Founder and Chairman, and his wife Lisa co-chaired the Gala, which honored Musical Genius Quincy Jones, Actor and Performer Ben Vereen, New York City Schools Chancellor Joel Klein and New York Philanthropist and CEO of the Red Apple Group John Catsimatidis for their contributions to the health and well being of American youth.


The celebrity-studded event attracted such guests as Russell Simmons, LL Cool J, Donna Karan, New York Governor David Paterson, Celebrity Chef Rocco DiSpirito, Miss Universe Dayana Mendoza, Dr. Michael Roizen of RealAge, Dr. Dean Ornish, Dr. Mark Hyman, former Knicks star John Starks, and Warner Music Group Executive VP Kevin Liles.

“Chain Reaction” HealthCorps Spinning Fundraiser in San Francisco, March 17-19, 2009

Hundreds of people took a spin to fight teen obesity during Chain Reaction at the Moscone Center in San Francisco on March 17th, 18th, and 19th. During the International Health, Racquetball, and Sportsclub Association annual conference and trade show, celebrity spinners led spinning classes of approximately an hour in duration on Star Trac spinning bikes. Celebrity spinners included Ronnie Lott and the Gold Rush, the Oakland Raiderettes, fitness trailblazer Kathy Smith, Broadway legend Stepp Stewart, KTVU and KICU personalities and management, the San Francisco Fire Department, Olympian Victor Plata, World's Strongest Man Bill Kazmaier, San Francisco Ballet Principal Dancer Nicolas Blanc, San Francisco Mayor Gavin Newsom's office staff, FC Gold Pride Assistant GM Brian Bettendorf, and Master Spinning Instructors from across the nation. The event so impressed sports club owners from around the country that many signed up to host their own Chain Reaction events in their clubs in the future.

“Whether it's decreasing their soda intake, becoming more active or just enjoying the cooking classes, I see students taking a proactive role in their own health and know I am part of that change at a time when it's most needed.”

- Rebecca Rinehart, Coordinator



HealthCorps® Revenues for Fiscal Year 2009:

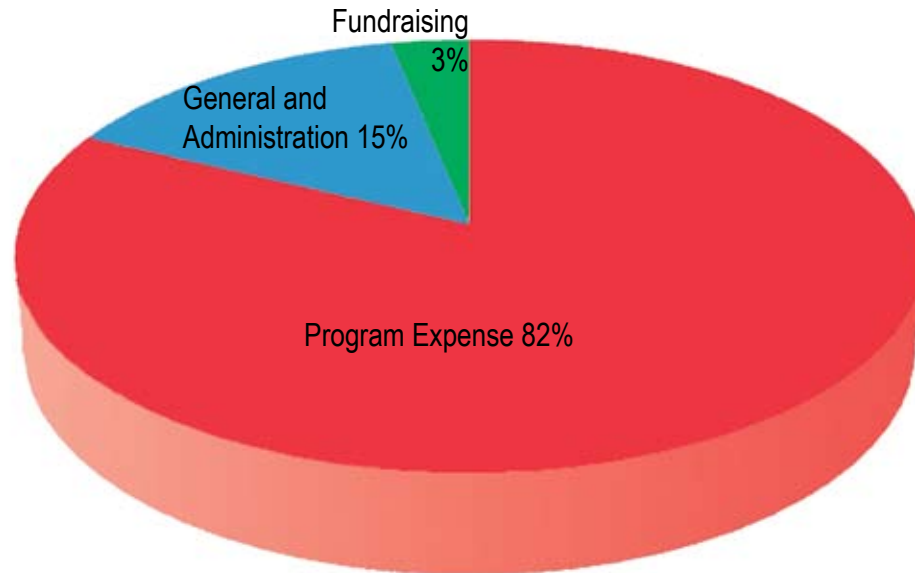
Grants	\$2,068,555.00
Fundraising Events	964,816.00
Temporary Restricted Assets	0.00
Donations	184,841.00
Other Revenue	48,684.00
Total Revenue	\$3,266,896.00



Expense Summary

“To invest in teenagers is going to give you the best possible and fastest return on your charitable dollars.”

- B.K. Boreyko,
President &
CEO,
VeMMA



HealthCorps® like many other non-profits has been affected by the current recession. According to the publication *Inside Philanthropy**, non-profits across the nation are experiencing a similar situation due to the current recession. Losses are to be expected since donor contributions are down and government grants are decreasing. The expected time to recovery should take two years at the very least. HealthCorps is adjusting its fundraising strategies to navigate this recession and limit HealthCorps' current exposure.

*September 29, 2008 issue



Expense Summary

FY 2009 Expense Report

	Total	Program	General and Administration	Fundraising
Payroll, payroll taxes & benefits	\$2,288,003	\$2,012,677	\$196,281	\$79,045
Professional	117,450		117,450	
Marketing & Advertising	12,588		6,294	6,294
Rent and Utilities	86,772	47,725	30,370	8,677
Office	125,147	72,867	44,314	7,966
Telephone	26,548	14,601	9,292	2,655
Technical Support	50,061	17,521	27,534	5,006
Insurance	9,385	4,974	3,191	1,220
Postage	18,746	8,702	10,044	
Depreciation	5,408	2,704	2,704	
Curriculum & Educational Mat.	784,117	784,117		
Travel	71,335	27,379	43,956	
Donations	3,310		3,310	
School Equipment & Other	128,451	128,451		
Outside Service Contracts	136,915	47,920	75,303	13,692
Research Grants	27,532	27,532		
	<u>\$3,891,768</u>	<u>\$3,197,171</u>	<u>\$570,043</u>	<u>\$124,555</u>

"I really liked talking to the doctors at the adolescent health table at the health fair. They were easy to talk to and they had a lot of good information. They should come back next school year."
- Annette, student, John Marshall High School, Cleveland



Board of Directors

"My kids really look forward to their HealthCorps lessons. They are starting to think about what they're eating and how it affects their health, and I am trying to incorporate nutrition into my math lessons when I can."

- Ms. Harriel,
teacher,
John Marshall
High School,
Cleveland

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