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As 2010 Draws to a Close...



Running for fitness—and for fun

We are thrilled with some of the year-end news we have to share with you.

Last year, we received a grant from Northwestern Mutual Foundation to run our Wise Kids® program with Milwaukee Recreation Services. The results were fantastic. The research showed that not only did the kids improve their eating, activity, and screen time habits, but they brought their learning home to their families. In fact, 100% of parents said their children in the program brought home information and learning at some point—but **64% of**

parents said their kids brought home information every single week! This shows that not only can we improve the health and lives of the kids in the program, but the health and lives of their family members as well!

The results were so encouraging that Northwestern Mutual® Foundation has awarded us an expansion grant, which will continue the work in two additional US locations. **Thank you, Northwestern Mutual Foundation!**

In other news, in October we held our second Learn Live Lead event, where guests learned more about our mission and work, and heard from kids and youth leaders who participated in the Wise Kids program. The need for what we do, and the enthusiasm from those who have worked with the program, led to a strong response from the guests.

Because of donations and connections, along with

grants like the one from Northwestern Mutual Foundation, in 2011 hundreds of kids will get the opportunity, through the Wise Kids programs, to learn about healthy living and outdoor exploration, run by leaders who desperately want to help stem the tide of childhood obesity and get kids back outdoors, but don't have the budget to do so.

Thank you to all our contributors—your support provides learning to kids who need (and want!) it!

Students prepared a salad bar buffet to serve at Family Night



From the President



Stretching before starting physical activity—it's the safe thing to do!

2010 was a year of great accomplishments. Through our work with various communities, partners, and donors across the country, we continue to be amazed by the passion and commitment youth leaders have for the children in their care. We know our work to educate and excite children about healthy living and the outdoors through these youth or-

ganizations and leaders works. Since we began in 2006, more than 12,500 children have received wellness and outdoor education. This is fantastic! Our work this year confirmed our belief that children take what they've learned in Wise Kids® home. And, we learned that when those youth leaders really let their creativity and passion shine when running

our programs, those children have even greater improvements in their attitudes, values and behaviors towards healthy living. Thank you to all the youth leaders who are working with kids and our Wise Kids programs. And thank you to our donors and partners who help make our work, and the work of youth-leaders running our program, possible.

Melissa Hanson

What We're Doing

You probably already know about the major focus of our work: getting our Wise Kids programs into the communities where there are kids who need them. But how are we doing that, and what are some of the other things we're working on?

- We've developed

demonstration projects to work with groups like YMCA, Campfire USA, and KOA, by tailoring our programs to each one's different delivery needs.

- We worked with eQuality, a nonprofit

serving developmentally delayed adults, to bring our wellness and outdoors programs in for them.

- We've begun work to update and improve our research surveys to better understand program results.

Did You Know?

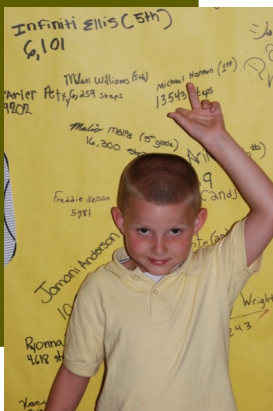
- 27% of all Americans otherwise eligible to serve in the military are too overweight to do so.
- The amount of time kids and

teens averages out to more than **7 hours per day**.

- Obese children are not only more likely to face health problems including diabetes, heart disease,

and strokes, they are also **more likely to suffer from feelings of hopelessness**, and their academic performance can be lower than those of non-obese children.

Milwaukee Public Schools kept track of their daily steps.



Wise Kids® in Action: The Barb King Celebration of Life Award



The photo above shows kids at PCYC learning about gardening with Wise Kids Outdoors this summer in Minneapolis, MN.

In March, the Sājai® Foundation awarded the first annual Barb King Celebration of Life Award to North Minneapolis' Plymouth Christian Youth Center. Founded in 1954, PCYC is a nonprofit organization serving youth and families.

This past summer, despite tough economic times and an overwhelmed budget, PCYC was determined to bring health and wellness to the

walking away from a no-cost meal source to seek out healthier options, but it literally brought healthy food to life for the youth enrolled in its summer program. Using the Wise Kids Outdoors program and a grant from the University of Minnesota, PCYC planted a garden full of nutritious vegetables so that the children would learn how easy it is to grow nutritious food – and how good it tastes! The program really

PCYC planted a garden full of nutritious vegetables so that the kids would learn how easy it is to grow nutritious food—and how good it tastes!



PCYC kids worked together to grow tomatoes and other vegetables.



forefront of its summer children's program, using teachable moments to help kids understand the value of teachable moments to help kids understand the value of healthy living. With a thoroughly engaged staff, not only did PCYC revamp its children's meal program,

sparked the children's natural curiosity about the outdoors and helped them realize and appreciate that nature can be found right outside your door, even if you live in a city!

Plymouth Christian Youth Center is another great program taking active steps to create Healthier Kids, Healthier Communities, and a Healthier World!

How You Can Help

They always say "it takes a village to raise a healthy, happy child" and we couldn't agree more! We need your help filling our village with more individuals like you who care about ending childhood obesity and who love the outdoors and want to ensure kids today love it

too. So much of what we've done and will be doing in the future has stemmed right from a connection a donor, supporter, volunteer or partner has made for us. Please think of all the folks you know who align with our mission and tell them about the Sājai® Founda-

tion. Send them our website, twitter or Facebook link. Consider sending them a copy of our newsletter (we can provide) or better yet, send them a brief email of introduction linking us with them and let us take it from there. Please contact Amy,

Carrie, or Melissa if you need ideas or help in helping us find new followers. You never know, they might just help us build our village and ultimately reach more children!



The Säjai® Foundation

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Who We Are

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