



## Our Theory of Change

### The Issue:

1 million Canadian children live in a household experiencing food insecurity.



**President's Choice Children's Charity is removing hunger as a barrier to education for Canadian children.**

### What We Know:

- Food insecurity is more prevalent among households with children.
- Well-fed kids perform better at school.
- 27% higher levels of anxiety are experienced by hungry children\*
- 44.2 % of students eat more fruits and vegetables when schools have gardens\*
- 50 hours of nutrition education are needed to affect behavior change\*

Growing and Cooking Skills

Food Access

Growing and Cooking Skills

**Mission: Reach 1 million children annually with good food, and inspire them to make more diverse food choices.**

### What Will Bring About Change:

- Provide good food, wherever kids are learning.
- Teach kids how to grow and cook good food.
- Invest in innovative food systems.

**President's Choice Children's Charity envisions a Canada where kids go far. Not hungry**

### Measuring Our Impact:

- Improved learning performance
- Increased attendance at school
- Less loss of learning over the summer
- Expanded food choices
- More growing and cooking at home