



Campbell's®

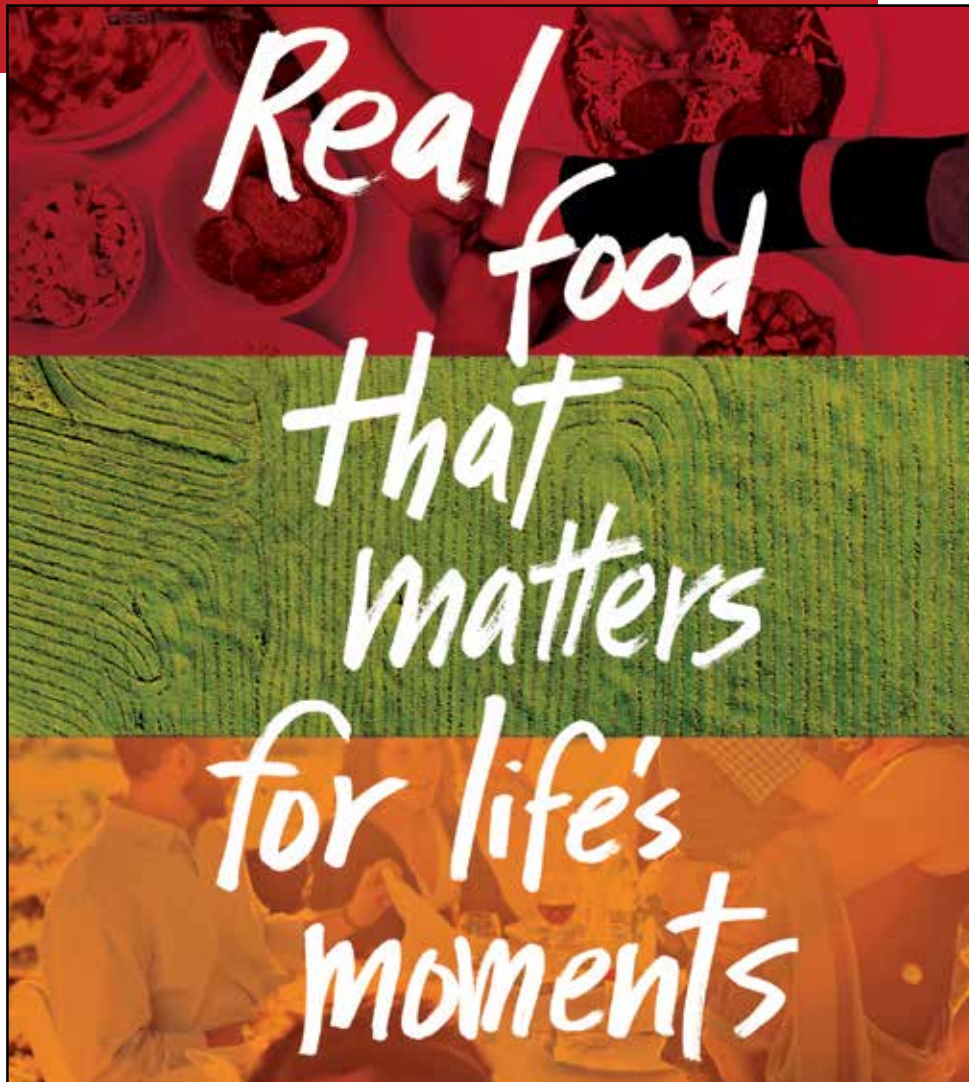
Healthy Communities



2015 ANNUAL REPORT



CAMPBELL'S PURPOSE



- We believe in the **power of food** to connect people.
- We believe that food can be good, delicious, and accessible — all three, **without compromise**.
- And we believe we have a **duty to give back** and invest in the future — a duty to protect the Earth; a duty to support our communities; and a duty to the people who bring their talents through our doors each day. These are as important as generating returns to our shareholders.

Campbell's Healthy Communities

We are a business that is engaged in investing in the health of our communities, and that investment was elevated five years ago when Campbell made a 10 year, \$10 million commitment to “measurably improve the health of young people in our hometown communities by reducing childhood obesity and hunger by 50%.” The program is focused in Camden, New Jersey, Campbell Soup Company’s World Headquarters since 1869 and is expanding to other communities where the company has operations.

Dear Friends,

Campbell launched its Healthy Communities program in 2011 in an effort to establish a long-term corporate commitment to **measurably improve the health of young people** in our hometown communities by reducing childhood obesity and hunger. We began the program in Camden, NJ and have since expanded to three additional hometown communities.

At the core of our work, and foundational to our success, is the methodology on which we base our approach: **Collective Impact**. Since inception, Campbell's Healthy Communities program has employed a collective approach to solving the complex social challenges of childhood obesity and food insecurity. A diverse cross sector group of stakeholders has committed to this philosophy and has seen remarkable change, along with some unanticipated results.

While not all program investments have had the outcomes we anticipated, all have enabled **learning and strategic enhancement**. The collective commitment to long-term change affords the group the opportunity to review shared metrics and course correct where necessary. It also allows us to share in our collective successes.

The pages that follow include an overview of progress in each of the program's focus areas: **Food Access, Physical Activity & Access, Nutrition Education and Public Will**. New initiatives, like our partnership with the local health care system, and expansions to our Healthy Communities footprint, in Connecticut, Ohio, and Washington, are illustrative of innovation and scale. I look forward to sharing these updates with you and hearing your feedback.

Best,



Kim F. Fortunato
Director, Campbell's Healthy Communities



CORE VALUES

COLLECTIVE IMPACT

SHARED VALUE

EQUITY

CREATIVE COOPERATION

INNOVATION

TENACITY

RISK TAKING

CATALYST FOR

DISRUPTIVE CHANGE

INTEGRITY

TRUST

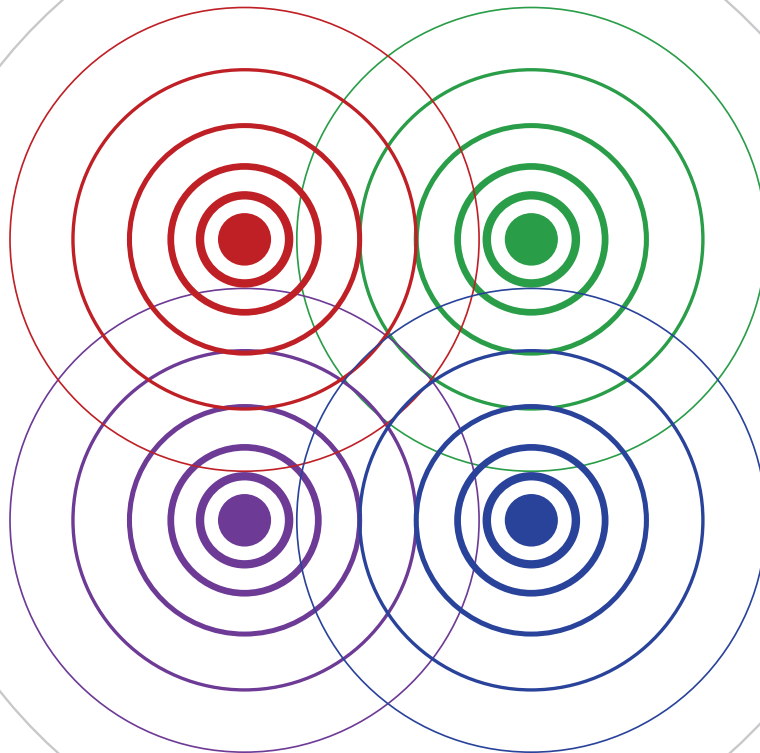
ACCOUNTABILITY

MEASUREABLE OUTCOMES

COURAGE

Transforming Communities through Collective Impact

A long term commitment and partnership by representatives from different sectors, to work towards the same goal and understanding that solutions to social problems arise from the active and collaborative interaction from many organizations within a larger social system.



Success Principles of Collective Impact

- Common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communications
- Backbone leadership organization

"A great example of a company taking a leadership role in driving collective impact is Campbell Soup Company, with its Healthy Communities program in the city of Camden, New Jersey."

— David Garfunkel, Senior Consultant, FSG

FY 2015 INVESTEEES

Funded by
Campbell's Healthy Communities



The Food Trust



Food | Nutrition | Sustainability



YMCA OF BURLINGTON
AND CAMDEN COUNTIES



**New Jersey Partnership
for Healthy Kids**
Communities Making a Difference
to Prevent Childhood Obesity



FOUR STRATEGIC AREAS



FOOD ACCESS

Ensure access to affordable, nutritious and fresh foods in our communities.



PHYSICAL ACTIVITY

Increase opportunities for physical activity in school, after school and throughout the community in a safe environment.



NUTRITION EDUCATION

Support healthy lifestyles by educating children, parents, expectant mothers and school staff.



PUBLIC WILL

Engage the public as a partner in the creation and sustainability of a healthy community.



Objective:
INCREASE ACCESS to
HEALTHY FOODS



Building a network of healthy corner stores in Camden

contributed to the introduction of a bill before legislature for funding to scale the network across NJ

Out of 21 corner stores surveyed **95% report an increase in sales of healthy products** since joining the network



42 corner stores in Camden (32%) belong to the Camden Healthy Corner store network, 7 stores added in 2015



10 stores participate in Heart Bucks coupons with an 85% redemption rate for healthy food purchases after a nutrition education lesson

Over four years
participating corner stores introduced 710 new healthy products.

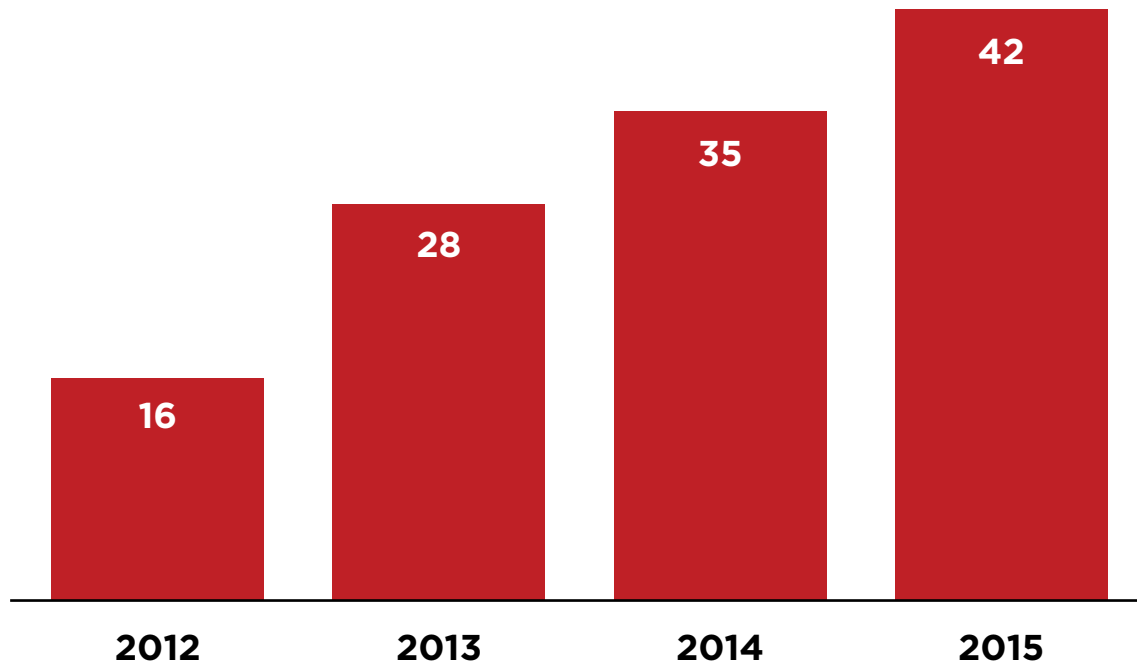


10 partner sites to date have participated in Campbell's Healthy Communities acting as a hub for nutrition and physical activity programming — including direct food distribution

7 partner sites to date have implemented community gardens;
42 lbs. of produce harvested in 2015

Building a network of community gardens and garden based nutrition classes at partner sites (n=7) with other schools seeking to replicate

**Stores in Healthy Corner Store Network
(Cumulative)**



*"Store owners feel a new positive environment in Camden...
Campbell's Healthy Communities has a lot to do with it."*

— Food Trust Employee

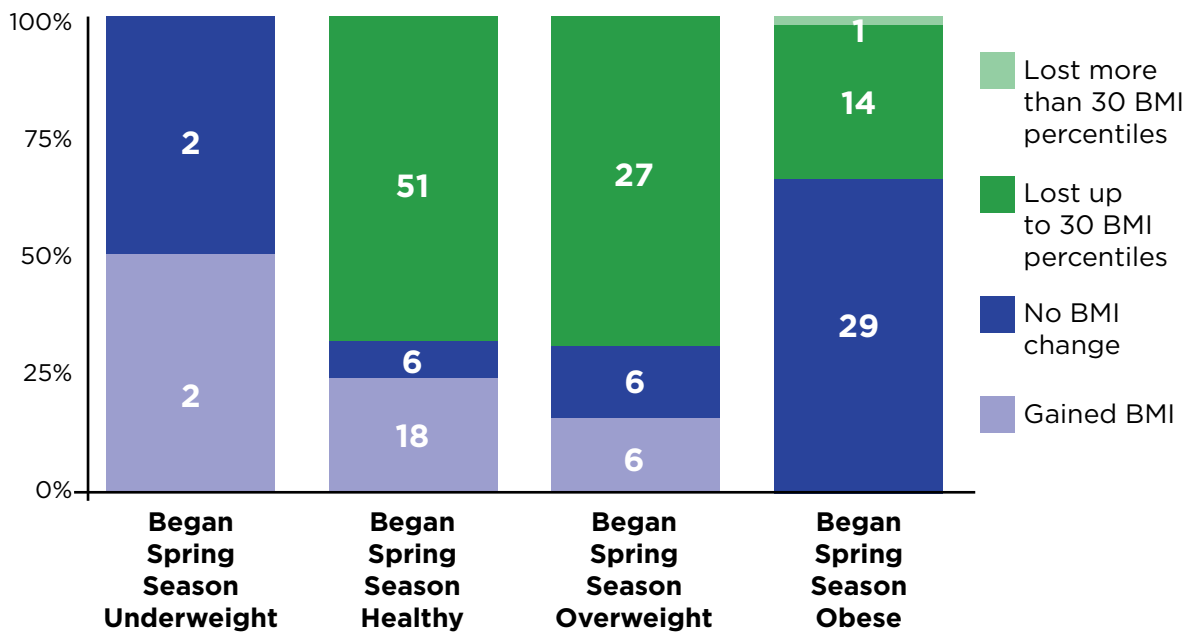


Objective:
INCREASE OPPORTUNITIES for
GREATER ACCESS to PHYSICAL ACTIVITY



Building a network of safe spaces for physical activity across Camden, 23 physical activity sites (in-school and out of school)

Spring Season BMI Change
57% of Soccer for Success participants lost up to 30 BMI percentiles

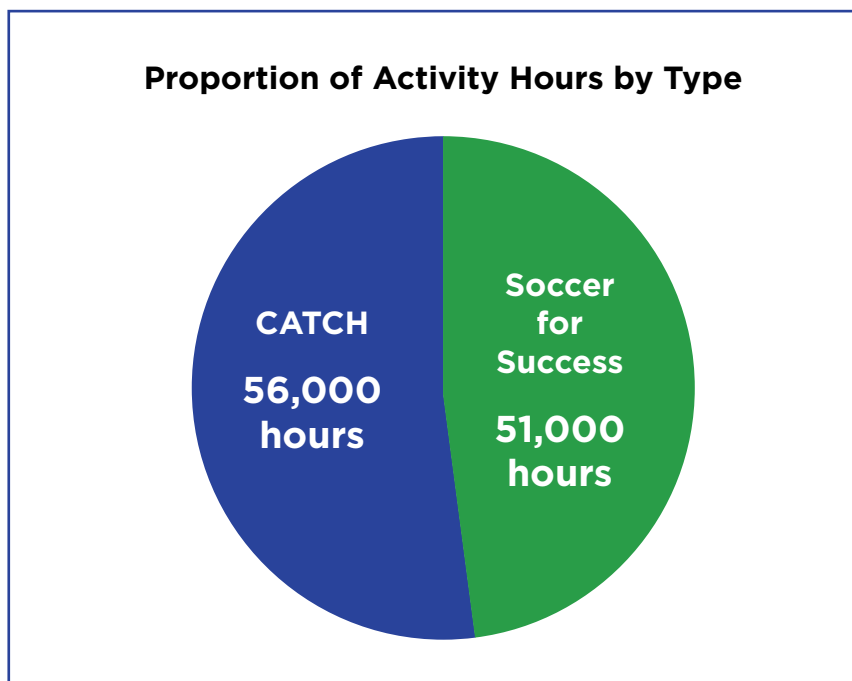




15 Soccer for Success (SFS) sites to date with **679** unique **participants** in 2015; the majority of participants showed **improved or maintained BMI and waist circumference**

80% of **soccer coaches** and **50%** of **Coordinated Approach to Child Health (CATCH) staff** are **Camden residents** who act as local role models

19 sites trained to implement the CATCH program; **968** unique **participants** in 2015; **107,067 hours** of physical activity delivered in 2015



"After the children came from exercising outside, they were able to be more attentive."

— Dr. Maricarmen Macrina, School Principal

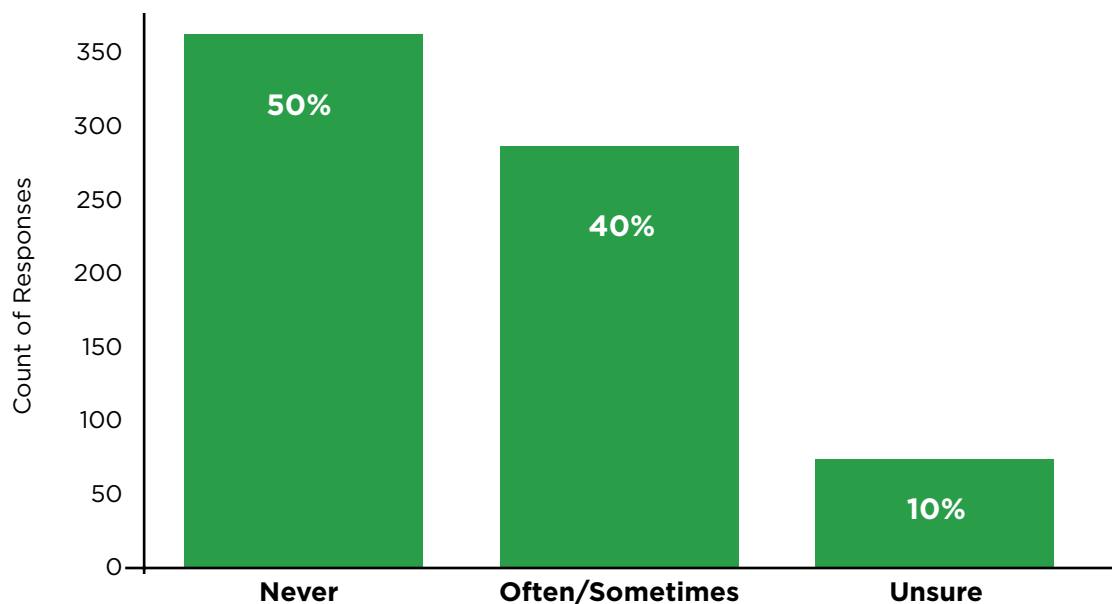


Objective:
INCREASE ACCESS to
INFORMATION about HEALTHY FOOD



Food Insecurity in Camden 2015

40% of Camden residents surveyed (n=360) stated the food they bought ran out before having money to buy more



55% of adults who took Cooking Matters® classes said they **increased consumption** of fruits and vegetables



70% of teachers at partner sites provided 3.16 hours of nutrition education per month

70 hours of nutrition education delivered to large audiences through food demos at health fairs, Saturday school, and back to school nights

27,064 hours of nutrition education received by children and **1,159 hours of nutrition education received by adults** in 2015 through targeted nutrition **education and food demos**

Wonder Chef courses provided to children with **84% of participants** more confident in ability to prepare healthy snacks

"We have seen a real increase in partnerships. A more coordinated approach to how different programs can complement each other."

— Food Bank Employee



Objective:
INCREASE COMMUNITY ENGAGEMENT in
CAMPBELL'S HEALTHY COMMUNITIES PROGRAM



"I believe that your work in Camden exemplifies beautifully how companies can engage in and lead work at the local level in a manner that is deeply collaborative with communities and other stakeholders."
— Alina Baciú, PhD, MPH, Senior Program Officer, Institute of Medicine, The National Academies of Sciences, Engineering, and Medicine



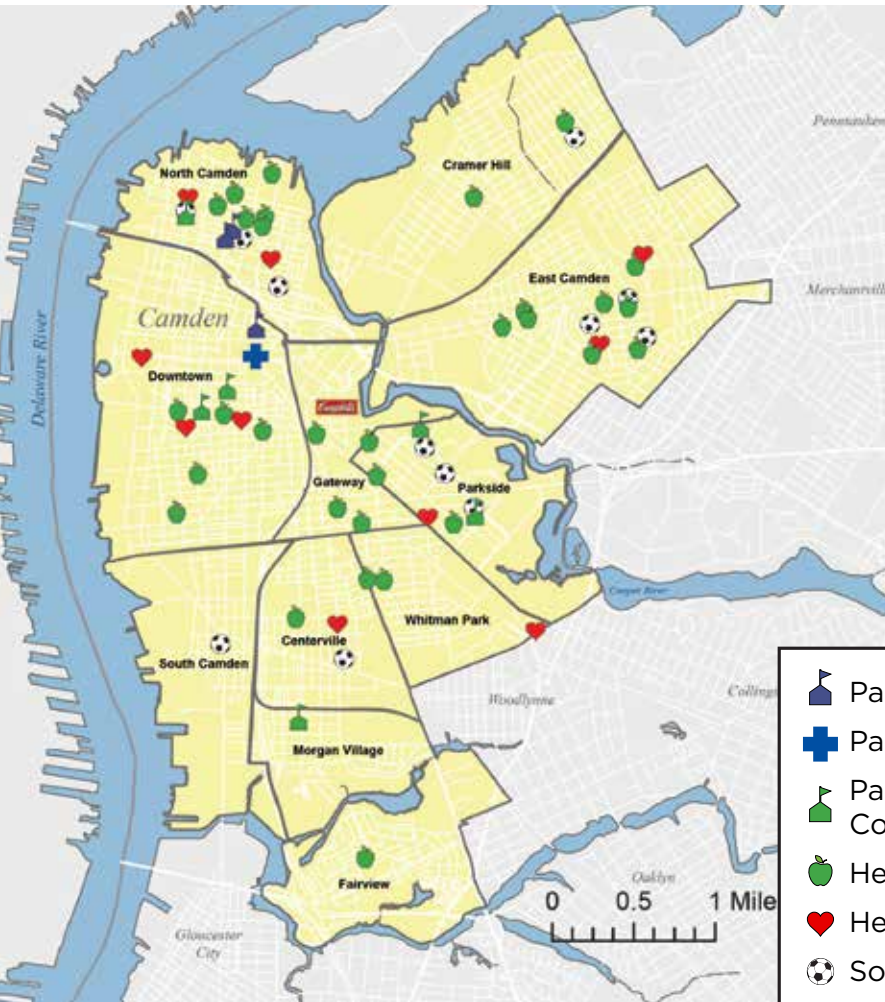
Leveraged Campbell's investment with an additional \$4 million:

Bringing investment to Camden to support healthy eating and active living

Developed partnerships with Camden City School District for district wide Health/Wellness policy implementation; **Cooper Pediatrics and Cooper/Rowan University Medical School** to integrate Campbell's Healthy Communities programming into primary care

"There are no stars in collective impact; rather the team effort – the realization that the unity of the team, the collective, is the key to success."

Campbell's Healthy Communities Camden Impact



Active networks of healthy food access, physical activity and nutrition education have spread throughout Camden and beyond

- Participating Schools
- Participating Health Sites
- Participating Schools with Community Garden
- Healthy Corner Stores
- Heart Bucks Stores
- Soccer for Success Sites

Expanding Impact



Healthy Communities



Norwalk, CT

2010



Healthy Communities



Henry County, OH

2014



Healthy Communities



Snohomish County, WA

2015



"This initiative is important because it builds healthy futures for our young people."

— Camden Mayor Dana Redd

Campbell's.

Healthy Communities



www.campbellsoupcompany.com

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This report was produced by Campbell Soup Company. It was published in January 2016.

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