



# ANNUAL REPORT

2020







@GASOL FOUNDATION

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Kristina Justiniano - *Executive Director*

Lidia Estrada, MPH - *Program Manager*

Melanise Chapman - *Marketing & Communications*

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## A MESSAGE FROM OUR PRESIDENT PAU GASOL

In 2013, Marc and I co-founded the Gasol Foundation to combat childhood obesity, one of the most serious health challenges of the 21st century. We vowed to leverage our platform, relationships and financial resources to provide as many children as possible with the knowledge and tools needed to enter adulthood physically and mentally equipped to live healthy, productive, and successful lives. Over the past seven years, we have combined science-backed research, hyper-local programming, and coordinated advocacy efforts to teach children healthy habits and rally global support around an escalating pandemic that, unless reversed, is on track to impact 250 million children over the next decade.

Now, as COVID-19 further details access to healthy food and disproportionately impacts our most vulnerable communities, Gasol Foundation has redoubled our efforts. Our team has been hard at work over the past year to identify even greater ways to support more children and families in the US, Spain, and beyond. Join us in our commitment to a healthier future. We strongly believe together, we can eradicate the childhood obesity pandemic.

Pau Gasol

*Co-Founder and President, Gasol Foundation*

# ABOUT THE GASOL FOUNDATION

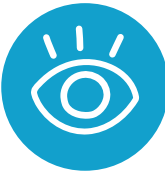
The Gasol Foundation was founded in 2013 by NBA Champion brothers Pau and Marc Gasol. The organization is actively working throughout Spain and the U.S., and is led by a passionate team of athletes, activists and leaders who recognize that, without health, we have nothing. Yet, together, we have everything we need to solve the childhood obesity crisis.

We focus our efforts on Zero Childhood Obesity prevention strategies, whereby we arm the next generation with the tools to maintain and scale the change we are creating today and prevent them from becoming obese adults in the future.



## MISSION

Gasol Foundation is on a mission to eradicate childhood obesity through research, holistic, data-driven programming and to illuminate the obesity crisis as the greatest opportunity to invest in the health of our future.



## VISION

Zero childhood obesity



## FOCUS

Gasol Foundation is building a world where children and their families are empowered with the healthy habits, community support and global innovation required to eradicate childhood obesity. We are rallying global support around the escalating pandemic that is directly impacting the health of our future.



## PRINCIPLES

Fun, Innovation, Scientific Evidence, Integrity, Collaboration and Commitment.

# THE HEALTHY GALAXY MODEL

Through research we've identified four main determinants of childhood obesity: Physical Activity, Healthy Eating, Sleep, and Emotional well-being. In an effort to make this information relatable and accessible to kids, we created the Healthy Galaxy Model and turned our insights into fun, interactive content, with each of the four determinants depicted by a planet.





# OUR APPROACH

By tackling the complex issue of childhood obesity, we are not only building a world where all children enter adulthood physically and mentally equipped to thrive, we are also indirectly addressing some of the largest societal, economic and health issues of our time. We employ a holistic, multi-sectoral and coordinated approach across our three key focus areas: Research, Programmatic Work and Advocacy.



# 3 KEY FOCUS AREAS



## RESEARCH

Research guides our methodology and informs our programmatic work. If you can measure it, you can change it. Gasol Foundation conducts extensive research on a national and international scale, taking great measures to design individualized, impactful approaches in each country, city, community and household. It is through research that we've identified four main determinants of childhood obesity: Physical Activity, Healthy Eating, Sleep, and Emotional well-being. In an effort to make this information relatable and accessible to kids, we created the Healthy Galaxy Model and turned our insights into fun, interactive content, with each of the four determinants depicted by a planet.



## PROGRAMMATIC WORK

While our global research and transcontinental presence helps us scale resources and tools for change, it is our holistic, on-the-ground community programs that cement sustainable lifestyle changes and improve the overall health for children and families. Our programs promote key values for children and families by increasing attitudes, knowledge, skills and self-efficacy pertaining to the four topic areas of sports and physical activity, healthy eating, sleep, and emotional wellbeing.



## ADVOCACY

Employing high-impact movement-building strategies, we educate, inspire and mobilize local communities to become advocates for change and invite them to join us as we drive awareness and advance policy on a local, national and international level.





## GASOL FOUNDATION 2020

WE ARE SO INSPIRED BY THE FAMILIES WE SERVE!



16,845

CHILDREN AND ADULTS  
served in our PROGRAMS



12

COMMUNITY LOCATIONS



17,867

PARTICIPANTS reached  
globally through our RESEARCH



302,149,132

INDIVIDUALS reached  
globally by our ADVOCACY  
and AWARENESS campaigns







# GASOL FOUNDATION PROGRAMS

## VIDA! HEALTH & WELLNESS



Since 2014, we have been working in collaboration with the Partnership for LA Schools to implement health promotion programs by providing educational resources and tools for children and families in low-income communities across Watts, Boyle Heights and South LA through our VIDA! Health and Wellness program. Due to COVID-19, our VIDA! program went virtual starting in October. Families are able to join via Zoom and participate in fun and interactive monthly workshops to learn the tools necessary to live a healthy lifestyle.

## ENERGY HEALTHY SUMMER CAMPS



ENERGY is a multidisciplinary program that provides a safe and enriching environment for campers to participate in healthy, developmentally appropriate activities and learning experiences. ENERGY campers have fun while learning about the Healthy Galaxy, building self-esteem and developing social skills through new activities. Since 2018 we have been working with the YMCA of Metropolitan Los Angeles to facilitate an interactive and educational ENERGY experience that incorporates healthy habits through messaging, games and workshops.

## COMMUNITY WELLNESS



Community Wellness is a home-based health and wellness program for residents of affordable housing communities in partnership with TI Communities. The program teaches healthy lifestyles for children ages 6 and up, families, and adult residents in San Antonio, Texas.

## GALACTIC SPORTS



In partnership with the Los Angeles Boys & Girls Club, our newest program leverages physical activity as a vehicle to promote health lifestyles and fundamental values with at-risk children. The program is carried out on a weekly basis throughout the school year with children attending the after-school activities. Galactic Sports consists of four program cycles each lasting six weeks and each focusing on a different sport.



**“Our programs promote healthy habits among kids, youth, and their families, while empowering individuals to serve as advocates for healthy change. In all of our programs we utilize our ‘Make It Healthy, Make It Fun’ motto to make learning about healthy habits more fun for kids of all ages. Through our programmatic work we encourage parental involvement so parents can serve as healthy role models and positively impact their children for a lifetime.”**

Lidia Estrada, Program Manager



# OUR COVID-19 RELIEF EFFORTS

## HEALTHY FAMILIES EVENT

Our Healthy Families Event at the Forum in Los Angeles in May 2019 provided emergency relief and sustainable solutions for families impacted by the COVID-19 pandemic.

We partnered with World Central Kitchen, Jansport and Baby2Baby and provided over 4,000 meals for families, as well as 3,000 backpacks filled with activities for kids and 30,000 diapers.



## ENERGY HEALTHY CAMP KIT DISTRIBUTION WITH THE YMCA

We teamed up with YMCA Los Angeles to provide over 1,000 ENERGY Healthy Camp Kits to children and families at the Southeast Rio Vista YMCA, Weingart East LA YMCA, and Ketchum Downtown YMCA. Kits included activities promoting sports and physical activity, healthy eating, sleep, and emotional well-being.



## LOS ANGELES BOYS AND GIRLS CLUB GRAB & GO KITS

Gasol Foundation teamed up with the Los Angeles Boys and Girls Club to provide children with Grab & Go Activity Kits weekly, along with food distribution programs at the Club in Lincoln Heights. Kits included fun activities to promote practicing healthy habits at home.



## BACK-TO-SCHOOL COVID-19 EMERGENCY RELIEF DISTRIBUTION

We partnered with the Los Angeles Boys and Girls Club once again - this time for COVID-19 back-to-school relief effort. Together, we provided meals for families and backpacks from Smashdown Sports, along with activities and school supplies for kids.



## WATTS HOLIDAY HOOKUP EVENT

In December, Gasol Foundation teamed up with Hav A Sole to distribute shoes and healthy kids kits to children and families in Watts. It was a great opportunity to provide a little holiday cheer for those in need during this difficult time. A special thank you to Social Justice League and the Hoop Bus for making this event possible. We were able to bring the community together, encourage healthy lifestyles, and most importantly, put smiles on children's faces.







## RESEARCH

### PASOS STUDY

In 2019 we carried out the PASOS study in Spain to understand the levels of physical activity, degree of sedentary lifestyle and overall lifestyles of Spanish children and adolescents ages 8 to 16. The study consisted of collecting scientific evidence to determine the correlation between levels of physical activity and social and lifestyle determinants. In order to obtain a representative sample at the state level, we collaborated with the research group IMIM (Hospital del Mar Medical Research Institute) on cardiovascular risk and nutrition. We also partnered with public administrations, educational centers, universities, research centers, third sector and private companies. The participation of these various networks of agents was crucial in the completion of the PASOS study.



WWW

You can review the PASOS STUDY at  
[www.gasolfoundation.org/estudio-pasos](http://www.gasolfoundation.org/estudio-pasos)



3,887

boys, girls,  
and adolescents

### PASOS STUDY

#### Main Contributor:

Probitas Foundation

#### Healthy Allies:

Santander Bank

Viena

IFA

Barça

Foundation Youth Sports Foundation

#### Media Partner:

Junior Wellness Goal (Atresmedia)

#### Institutional Support:

Ministry of Education and Vocational Training

Ministry of Health, Consumption and Social Welfare

Ministry of Culture and Sports

Spanish Agency for Food Safety and Nutrition

Higher Sports Council

High Commissioner for the Fight against Child Poverty

COLEF Council

Ministries of Education and / or Health of the 17 CC. AA.



### EVALUATION OF THE EUROPEAN MILES PROJECT

International project carried out in secondary schools in 6 European countries to improve healthy habits, cognitive performance and academic results through daily physical education and active breaks in the classroom.

#### In collaboration with 6 education centers in Europe:

European International School of Barcelona (España)

High School of Science and Linguistic State Prince Umberto

di Savoia (Italy) Escola Secundária de Loulé (Portugal)

Ahmon Koulu (Finland) International School of Dusseldorf

(Alemania) Ankara Atatürk Lisesi (Turquía)



WWW

You can review this project at  
[www.mileserasmus.eu](http://www.mileserasmus.eu)



895

boys, girls,  
and adolescents



Principal investigators and regional coordinators from the research groups who participated in the PASOS Study.





## CAMPAIGNS AND EVENTS

### NUTRITION & FOOD INJUSTICE VIRTUAL SUMMIT

In November, Pau hosted a virtual summit, bringing together experts and influencers including: Founder of World Central Kitchen, José Andrés, Chef Roy Choi, Beyond Meat Founder, Ethan Brown, Ron Finley, Marc Gasol, Nancy Roman of Partnership for a Healthier America and experts from the Fair Food Network, Duke World Food Policy Center, Boston Children's Hospital and Harvard. The event highlighted the need for finding equitable solutions to the growing food insecurity crisis as the result of COVID-19 and helped to support Gasol Foundation's COVID relief efforts.



### GASOL FOUNDATION HEALTHY QUARANTINE CAMPAIGN

Among growing concerns at the onset of the Coronavirus spread, Gasol Foundation temporarily postponed all in-person programs per recommendations from the CDC and WHO to ensure the health, safety and well-being of the children and families we serve. In order to continue empowering children and families through healthy habits, we created our Healthy Quarantine campaign in March. Using lockdown as an opportunity to create routines and strengthen healthy habits, the campaign consisted of healthy activities, recipes, games, and messages to keep families active and engaged at home.



### UNICEF #UCANLEARN

Due to COVID-19, the vast majority of children were physically out of the classroom. It is important to ensure the continuity of their education. To help kids continue learning from home, the Gasol Foundation and Pau Gasol, Global Champion for Nutrition and Zero Childhood Obesity for UNICEF, joined the #UCanLearn Campaign. As part of the campaign, UNICEF shared a new activity everyday that parents and children could replicate or participate in. The main objective of the campaign was to create games, activities, and challenges where kids can learn and have fun at home.



### FRUITS & VEGGIES CAMPAIGN

Gasol Foundation and Pau joined forces with a Partnership for a Healthier America to help inspire the world to eat more fruits and veggies and joined #TeamFNV. FNV harnesses the power of marketing and celebrities to promote the consumption of more fruits and vegetables in the same way unhealthy snacks are often marketed.



### PL4NETS WELLBEING SUMMIT (JULY 20-23, 2020)

Led by Pau Gasol, the PL4NETS Well-being Summit was a 4-day international conference that brought together dozen of experts and influencers to discuss the prevalence of childhood obesity, increased concerns for children's health as the result of COVID-19 and the key role Physical Activity, Healthy Eating, Sleep, and Emotional well-being. play in the fight against the pandemic.



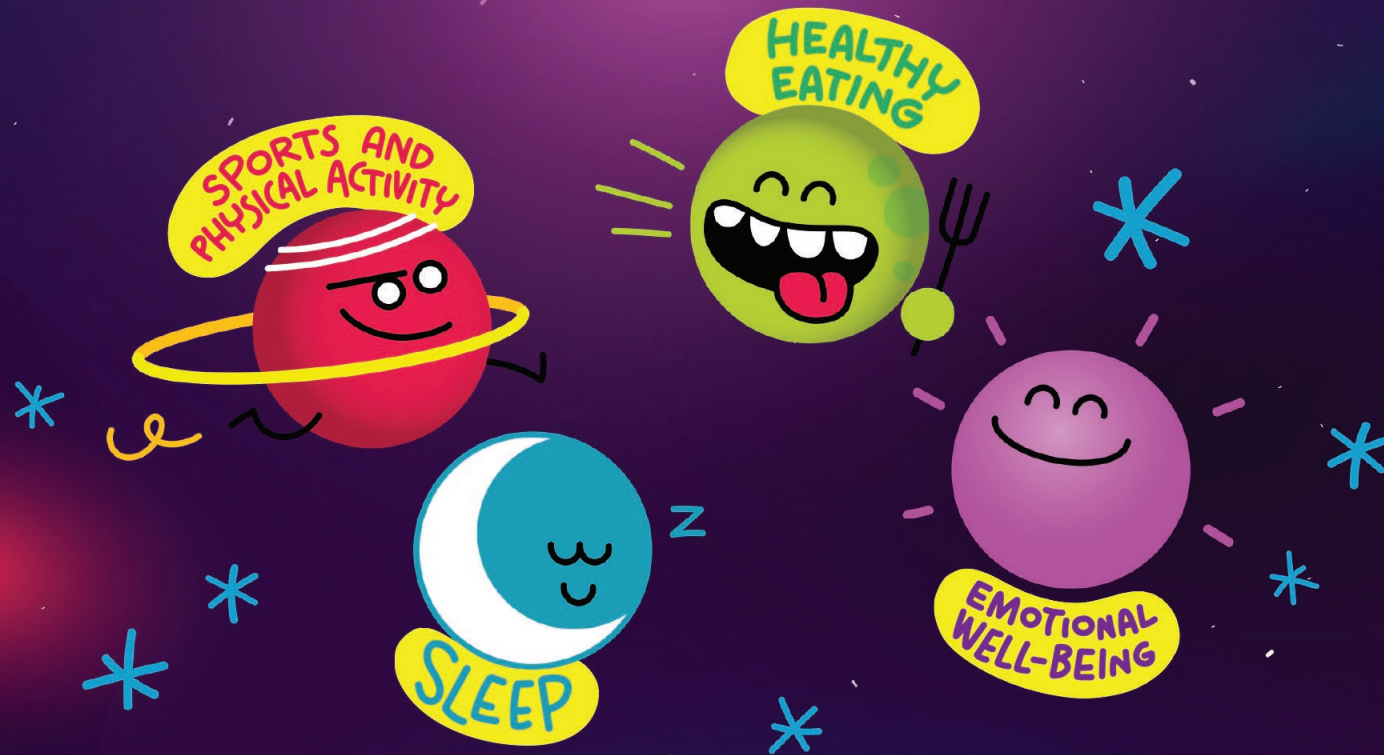


# THANK YOU TO ALL OUR SPONSORS AND PARTNERS





# ZERO CHILDHOOD OBESITY



It is crucial to have the support from committed individuals and organizations to help us improve the health and quality of life of children and their families.

Please show your support by donating at <https://donate.gasolfoundation.org/>

[WWW.GASOLFOUNDATION.ORG](http://WWW.GASOLFOUNDATION.ORG)

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