

## »» HEALTHY HABITS CREATE STRONGER COMMUNITIES



**Helping Here.**

H-E-B has partnered with Marathon Kids since 2011, demonstrating their commitment to empowering families to make healthy choices together.

Since the 1930's H-E-B has donated 5% of pre-tax earnings to charitable programs. It's their way of demonstrating gratefulness to the communities that support their business.

### HOW WE WORK TOGETHER.

As a dedicated regional partner of eight years we've had the pleasure of executing many collaborative projects with H-E-B. The Marathon Kids program has undergone several changes during that time and H-E-B's business model has also evolved. Each shift ignited a new opportunity to elevate one another and expand outreach.

H-E-B knows that Marathon Kids has the ability to produce outcomes that matter to the constituents we serve – a positive experience with physical activity that leads kids to live healthier lives. They also know Marathon Kids can deliver the outcomes that matter for their philanthropic and business goals – employee engagement, healthier families, more engaged students, and authentic community connection.

#### CELEBRATE SUCCESS

H-E-B believes in the power of celebrating success. In prior years H-E-B has offered their schools a \$100 gift card to purchase water, healthy snacks, and other small items to celebrate each participant's journey!

#### RUNNING CLUBS IN KEY CITIES

H-E-B has consistently prioritized investing in communities close to their heart. Houston, Rio Grande Valley and San Antonio are three H-E-B market areas in dire need of physical activity and healthy food intervention. We're delighted to maintain a strong presence there thanks to H-E-B's generous investment.

#### EVENT SPONSORSHIP

A core piece of the program's framework is bringing family, teachers, and community together to show support for a child's commitment. Then everyone comes back together at the end of the season to celebrate the child's successes.

H-E-B stands with Marathon Kids making events like the oldest continuously running 5K in Austin, the Daisy 5K, a highly anticipated celebratory event for participants and their families throughout Central Texas.

#### PROGRAM AVAILABILITY TO EMPLOYEES

Taking H-E-B's commitment to healthy lifestyles even further, they made it possible for employees (known as partners)

to receive Marathon Kids family resources for free.

This benefit provided H-E-B families the resources, incentives, and motivation to be more active, make healthier food choices, and set a new tone for family time!

## »»» COMMUNITY IMPACT :: WIN WIN WIN

“As one of the largest retailers of food in Texas, H-E-B believes we have a responsibility to help our customers and communities live long and healthy lives to positively impact generations of Texans to come, and we know we can’t do it alone. H-E-B partners with nonprofits like Marathon Kids so we can empower families to create healthy habits to ultimately build stronger communities”

Julie Bedingfield, Public Affairs Manager, H-E-B



H-E-B's culture is about showing up when their community needs it most. It's become a hallmark of their brand. Their philanthropic philosophy truly prioritizes goodness for goodness' sake. Organizationally H-E-B strives to live up to their stated beliefs, generate goodwill in the community, and provide their partners (and their customers) chances to give back.

H-E-B is a generous and accessible neighbor in the communities they operate. That is in large part because of the visibility they have in

championing worthy causes. Their investment in Marathon Kids has delivered transformative programming to nearly 100,000 kids and has been shared with over a million people during our eight year partnership.