



Upcoming
Events:

**TRAPS Regions
2 & 3:** Nov. 21,
2008

Melissa will
speak.

IAPD: Jan. 29-
31, 2009

Melissa and Carrie
will speak. They
will also be at
booth 505.

**American Camp
Association:**
Feb. 17, 2009

Carrie will speak.

Inside this
issue:

| | |
|-----------------------|---|
| From the President | 2 |
| What We've Been Doing | 2 |
| Did You Know? | 2 |
| Wise Kids® in Action | 3 |
| Notes from the Field | 4 |
| How You Can Help | 5 |
| Who We Are | 6 |

Säjai® Insights

Volume 1, Issue 1

November 2008

Welcome to our newsletter!

Welcome to the inaugural issue of the Säjai Foundation's newsletter, *Säjai Insights!* There have been so many exciting things happening at the Foundation, and we're thrilled to be able to share them with you.

The Foundation was created in 2006, and just two years later, nearly 50 sites are running the Wise Kids® programs in 25 states. There is no question that childhood obesity is a serious problem affecting many of today's youth, and communities are seeking solutions and methods of intervention. Partnering with the National Rec-

reation and Park Association has given the Säjai Foundation the opportunity to reach children in



The Wise Kids programs teach kids about nutrition, activity, and the outdoors.

out-of-school-time programs and teach them about energy balance—the concept that says that en-

ergy in (calories from food and drink) should be balanced with energy out (calories expended through physical activity).

Our three Wise Kids programs urge youth to view energy balance as a lifelong goal. By supporting the Foundation's work to implement these programs, you are instrumental in helping today's children become tomorrow's healthier adults. We thank you for your commitment!

National Recognition for Wise Kids

Wise Kids has been selected by the National Forum on Children and Nature as an endorsed project! The Forum reviewed more than 500 proposals before choosing 30 national model programs as

lead projects that will reconnect children with nature. Our proposal is to expand our programs to 500 communities across the U.S. The Forum and the Conservation Fund will assist us in fundraising to

meet this goal. We plan to begin this large-scale expansion in the fall of 2009. Watch our website in mid-November for the official announcement.

From the President



Kids explore nature with Wise Kids Outdoors

On behalf of the Board of Directors and staff at the Säjai® Foundation, I'd like to thank you for your support in 2008. The progress we've made this year is amazing, and we're thrilled with the response to our Wise Kids programs. Bringing a vision to life is hard but rewarding work.

We just returned from the National Recreation and Park Association Congress where we unveiled Wise Kids Outdoors. Over 170 organizations visited our booth, and our education session was packed. Youth-serving agencies are taking steps to actively engage children in wellness and outdoor education.

Our Wise Kids programs are well positioned to blossom into even more communities in 2009. We continue to nurture our partnership with NRPA and build connections with other youth-serving groups.

Enjoy a healthy, happy 2008 holiday season, and thank you again for your support!

Melissa Hanson

“The recreation field needs this kind of partnership and this kind of curriculum.”

—Kathy Korum,
Recreation Services Manager,
St. Paul Parks & Recreation

What We're Doing

The Foundation currently offers three Wise Kids programs:

Wise Kids—Nine lessons covering the basics of energy balance, including lessons on the food pyramid, food labels, calories, physical activity, and the heart.

Wise Kids Two—A follow-up to the first Wise Kids program, Wise Kids Two examines some of the energy balance concepts more closely, including the importance of water, muscles and bones, serving sizes, and how to set goals.

Wise Kids Outdoors—A stand-alone program that focuses on getting kids outdoors, exploring the wonderful world of nature while reinforcing health and wellness messages, both for humans and for nature itself.

Did You Know?

Learning through classroom and active activities



- As of July 2008, the American Academy of Pediatrics now allows doctors to prescribe cholesterol medications for kids as young as 8.
- A study by the Cincinnati Children's Medical Center found that obese children were more likely to suffer from migraine headaches than children who were not obese.
- Bone specialists at Children's National Medical Center in Washington, D.C. are worried that the recent rise in rickets is related to lack of time outdoors and exercise.

News from the Field



The photo above shows kids learning about the outdoors with Wise Kids Outdoors this summer in St. Paul, MN.

Your dollars help us maintain our operation, and most importantly, influence kids.

Currently the Sājai Foundation is a virtual organization. Staff members work from home offices, using technology (phones, internet, email, fax) to conduct our business. This means that our overhead costs are low, which in turn puts money into the programs that we have created.

Our highest priority is to continue reaching youth in need and keeping Barb’s vision alive and growing, so current and future generations of children will learn how to lead healthy lives—which is why our motto is “Inspiring Wise, Healthy Children.”

“Probably 90-95 percent of the kids tried the new food every day! I’m sure most of their parents were amazed!”

Wise Kids® in Action

Shellie O’Quinn (Greenbrier, AR) ran the Wise Kids program at her summer camp this year. Here’s what she had to say at the end of the program: “The kids had a great time and that’s so rewarding. Our theme for the camp was “Discover and Explore” and each day they had

the opportunity to discover and explore a new food. Probably 90-95 percent of the kids tried the new food every day! They tried dates, hummus, couscous, dried apricots, yogurt, rice cakes, bean dip, fried rice, egg rolls, pita chips and pita bread and raw zucchini. I’m sure most

of their parents were amazed! It was such a perfect fit, and I really prefer the Sājai approach over the program we did last year. Thanks so much for all your work on this great program!”

How You Can Help

Our founder and inspiration, Barbara King, passed away in March. Memorial donations from her friends and colleagues have helped us operate the Foundation and finish development of Wise Kids Outdoors. Please help us

continue to do great work with kids and sustain Barb’s legacy. Consider making a year-end contribution. You can support Barb’s vision in many ways, including sponsoring a community; sponsoring a child—just \$25 will sponsor 20 weeks of health

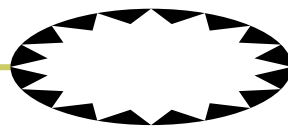
and outdoor education for a child desperately in need of this kind of education; or making a general donation to our Foundation, a Minnesota-based 501 (c) (3) nonprofit, to maintain our operations and

develop new programs. Please visit our website, sajaifoundation.org, to make a donation, or contact Melissa Hanson, 763-257-2022.



The Säjai® Foundation

P.O. Box 320
Hamel, MN 55340



Who We Are

The Säjai® Foundation's staff:

President: Melissa Hanson

Senior Marketing Manager:
Carrie Stolar

Project Manager: Amy Rea

Accountant: Joan TerMaat

Board of Directors:

Robert Ashcroft, Ph.D.

Corly Brooke, Ph.D.

Melissa Hanson, MBA

Steve King, FASLA

Eric O'Brien

Kathy Spangler, CAE, CPRP

Joseph Wynns, MS, CPRP

Contact Us

Phone: 952-288-3364

Fax: 952-934-6287

Email:
amy@sajaifoundation.org

Website:
www.sajaifoundation.org