The Robert Wood Johnson Foundation established Healthy Kids, Healthy Communities (HKHC) in 2008 with a $33.4 million investment to reduce childhood obesity by supporting partnerships and initiatives in 49 communities across the country. HKHC focused on reaching children at greatest risk for obesity, based on race/ethnicity, income and/or geographic location. To learn more about common themes and successes, challenges and unexpected outcomes, please see Growing a Movement: Healthy Kids, Healthy Communities Final Report.

Grantees were required to provide a 50% match. Despite the recession, they generated $140 MILLION—more than four times the initial $33.4 million investment.