

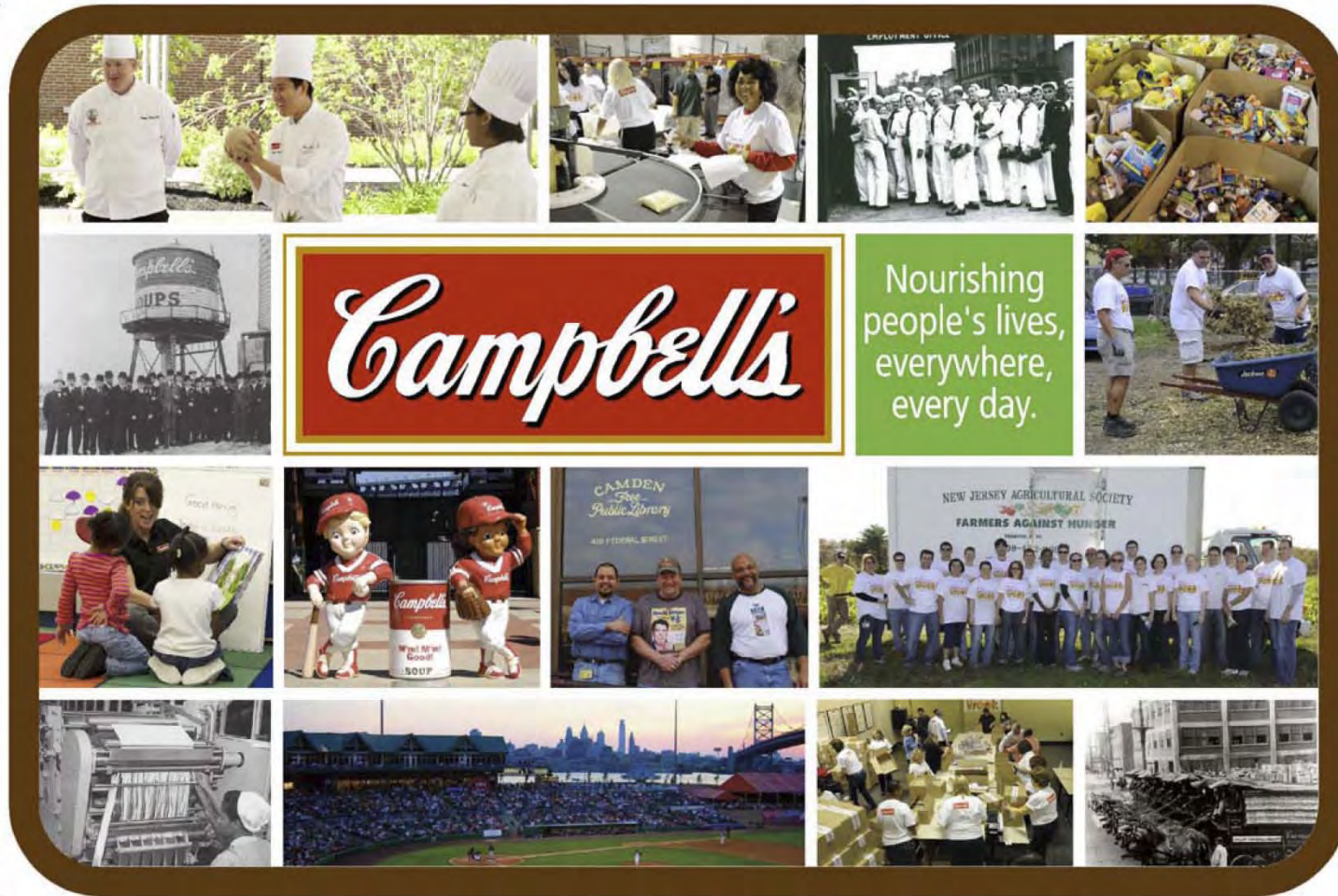


The Best Way to Predict the Future is to Invent It: Institutional Investment in Camden City *Campbell Soup Company*

Amanda Bauman
Manager – Community
Service

November 1, 2011

Campbell and Camden – 142 Year History



the
new
face
of Campbell



Campbell Employee Center

Timeline



October 14, 2008
Doug Conant leads the
groundbreaking ceremony



April 24, 2009
A traditional "topping off"
ceremony was held



Throughout 2009
Construction crews worked daily
to build the structure



April 26, 2010
The iconic Campbell "C"
is installed



Campbell Employee Center

Opened June 10, 2010



CEC Opening Video



February 16, 2011

Launch
CAMPBELL'S
ANNOUNCES

\$10 Million
OVER
10 Years



Reversing Childhood Obesity in Camden, NJ

Through Policy & Environmental Change, Programming and Public Will

New Jersey Partnership for Healthy Kids-Camden

Mission:

To mobilize the Camden City community to reverse childhood obesity

Goals:

1. Increase healthy foods in sites
2. Increase physical activity in sites
3. Increase availability of healthy foods in neighborhoods
4. Create safe places to play

Neighborhood Pilot Sites

North Camden

Cooper's Poynt School

Holy Name School

Respond, Inc

Parkside

ECDC

Forest Hill School

Parkside

United Methodist Church

Campbell Soup Company Obesity & Hunger Program

Mission:

To measurably improve the health of young people in our hometown communities by reducing hunger and childhood obesity by 50% in 10 years

Goals:

1. Increase food access in sites and neighborhoods
2. Increase physical activity in sites and neighborhoods
3. Provide nutrition education in sites and neighborhoods
4. Create public will



Reversing Childhood Obesity in Camden



Physical Activity in School
through the CATCH
Program



Teaching nutrition
education through
Cooking Matters Classes

Increasing food access in
the community with
school-based pantries
and the Hope Mobile



Camden Coalition of
Healthcare Providers

Developing a universal
measurement strategy for
our initiative

Improving infant and new
mother health with
prenatal and well child
care programs



Increasing food access in
the community through
healthy corner store
Initiative

Creating healthy food
awareness through
nutrition education in
schools



Creating healthy food
awareness through
nutrition education in
schools with grow labs

Increasing food access in
the community through
community garden
program



Increasing food access in
the community through
introduction of mobile
farmer's markets

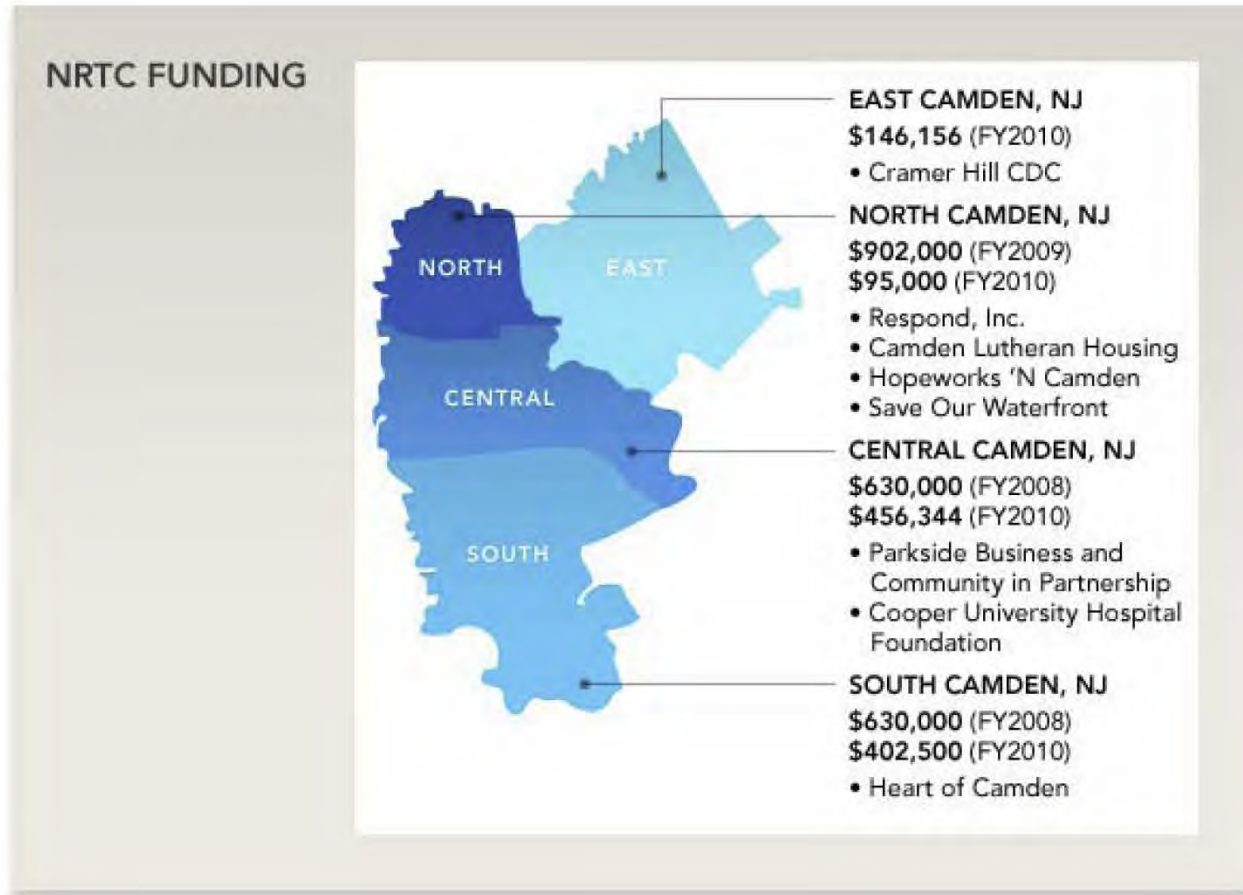
Campbell Soup Foundation



Campbell Soup
FOUNDATION



Supporting Neighborhood Plans



Campbell's Field

