



10TH ANNIVERSARY

FIT KIDS®
2011-2021

ANNUAL REPORT
2021



DEAR FRIENDS,

A decade into Fit Kids, I am more convinced than ever that children need our structured fitness programs to thrive. COVID-19 has taught us a lot about the power and the vulnerability of our physical and mental health. The good news is more of us are now actively pursuing fitness. We value exercise as a source of joy, as preventative medicine, and as an essential ingredient to overall wellbeing.

Fit Kids serves low-income communities where stress, food insecurity, and a lack of affordable sports programs, and safe play spaces make it hard to stay healthy. The pandemic added social isolation, which has made it even harder. Fit Kids met the challenge by producing an online library of almost 200 kid-friendly workout videos. Our videos are perfect for staying active at home and for guiding socially-distanced fitness classes at school. **During the 2020-2021 school year, a record 25,000 young people experienced Fit Kids in this way.**

Now that our partners have returned to in-person learning, the classic Fit Kids experience is back. Working toward goals as a team motivates kids to play harder and nurtures social-emotional learning, which is more important than ever. The pandemic tested the limits of the Fit Kids model and inspired us to innovate like never before. As we look toward the next 10 years, let's keep that spirit of innovation alive. Our kids' health—and our future—depend on it.

Ashley

Ashley Hunter, FOUNDER & EXECUTIVE DIRECTOR

650.299.1599 | ashley@FitKids.org



“Thank you for providing our school with such a **great program** during this unprecedented time.”

- ALEJANDRA ALVAREZ, Divine Saviour, *Principal*

4
Fitness
Test Videos

5
Inspiration
Videos

12
Mindfulness
Videos

13
Yoga Flow Videos

79
Fitness Movement
Demo Videos

40
Workout Videos

30
Fitness Kit
Demo Videos

15
Fitness Kit
Workout Videos

We Continue to Adapt

Amid the uncertainty of the COVID-19 pandemic, Fit Kids doubled down on video and other digital tools to ensure our programs were deliverable and impactful.

Website

Fit Kids relaunched its website and reorganized Coach's Corner, the secure portion of the site where program partners access the Fit Kids curriculum and other digital resources. Fit Kids also provided students at partner sites access to our password-protected online workout library to ensure they could stay active at home, on their own schedules.

Inspiration Videos

We added a new category to our online library, Inspiration Videos, featuring famous professional athletes offering kids support and encouragement to keep moving.

The Fit Kids Apps

The first Fit Kids mobile app made its debut in the spring of 2021. It mirrors the content of our online video library, making it even easier for coaches, parents and kids to keep moving. The second Fit Kids app will launch in the fall of 2021. We designed it for coaches teaching Fit Kids, who will benefit from having all our curriculum and training content at hand whenever they need it.

FitKids.TV

The fun, energetic instructors who deliver the Fit Kids program in our Coach's Corner videos also will appear in a new digital project, FitKids.TV, launching in late 2021.

Our Partners' Perspectives

“When the kids returned to campus, we used the Fit Kids socially distanced curriculum and hit the ground running without having to figure out on our own the COVID-safe ways to use the equipment.”

— EDGAR TENORIO, *Assistant Director, Siena Youth Center, Redwood City, CA*

“We had a fitness club that was held remotely on Mondays after school and led by athletes from Stanford University. At the start, they would use Fit Kids exercises and workouts and then choose more Fit Kids videos that were appropriate to their particular sport, to teach students more about those sports.”

— VIDA AMANAT, *Manager of School Programs, The Primary School, East Palo Alto, CA*

“People are pumping social emotional learning, but not everyone is an expert at how to do that, so the mindfulness videos were very helpful. For PE, kids could learn fitness moves on their own so that by the time they were using the program with the PE coach, he quickly had the kids leading portions of the classes.”

— DEANNA SAINTEN, *Principal, Joseph Weller Elementary, Milpitas, CA*

“The program made such a difference, especially during hybrid learning. Many kids, when they came back, lacked motivation. Having the Fit Kids equipment, which they had never used before, sparked something in them. It changed their behavior. They made healthier lunch choices and other behavioral changes and participating in Fit Kids helped boost their scholastic success.”

— BERT TRIGGS, *PE Teacher, St. Gertrude the Great Catholic School, Bell Gardens, CA*

A SURVEY OF FIT KIDS PARTNER SCHOOLS/ORGANIZATIONS ASKED FOR 1-10 RATINGS WITH 10 BEING BEST:

88%

GAVE A 7+ TO
“instructors enthusiastically embraced the program.”

92%

GAVE A 7+ TO
“participants enjoyed the Fit Kids Program.”

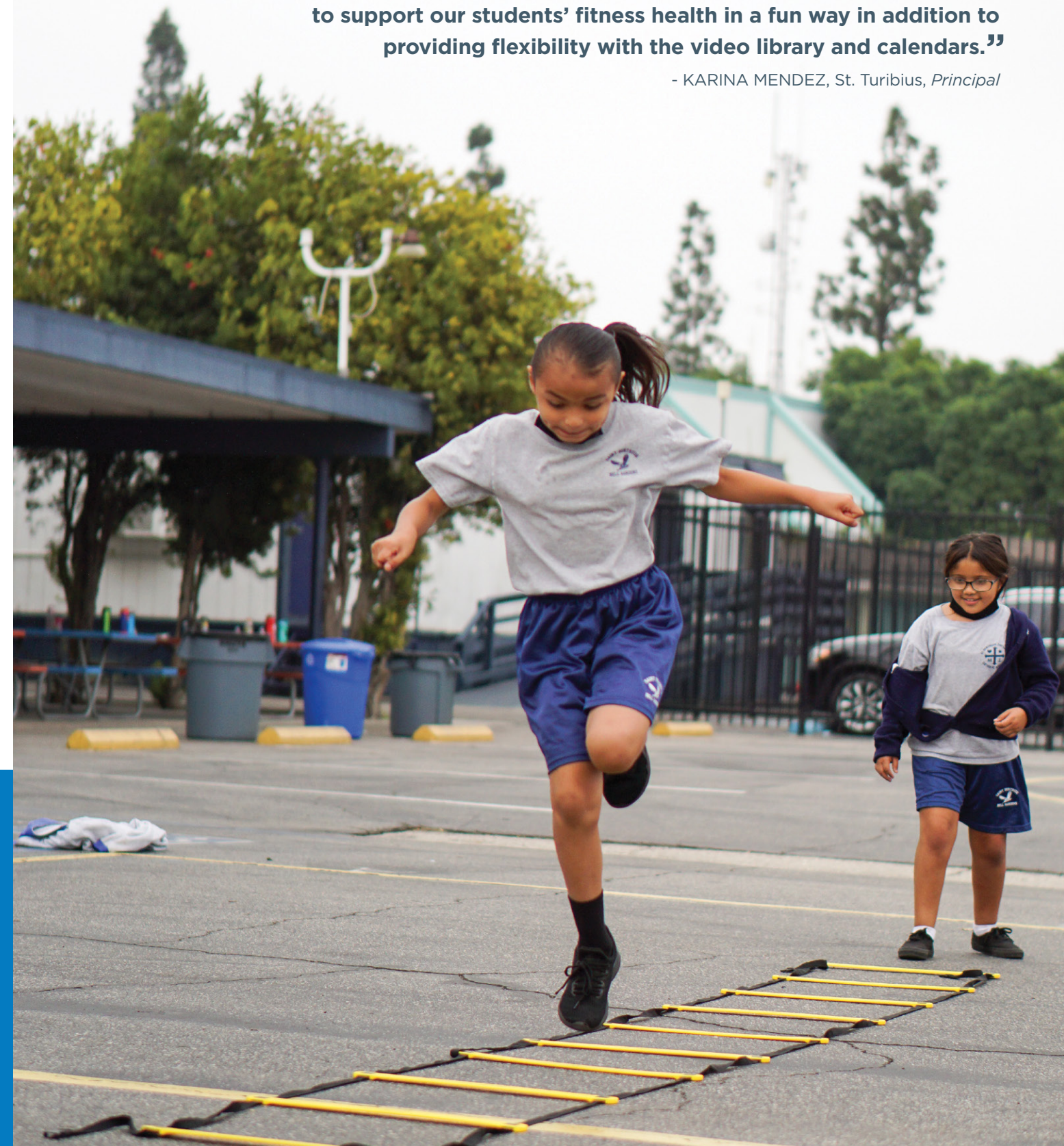
98%

of partners plan to use Fit Kids again for the 2021-22 school year.

“Fit Kids is awesome!”

It has provided our P.E. coach a wide range of lessons and activities to support our students' fitness health in a fun way in addition to providing flexibility with the video library and calendars.”

- KARINA MENDEZ, *St. Turibius, Principal*





- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021

Fit Kids founded to provide physical activity programs to underserved children.

Fit Kids hires 16 trainers to teach programs in East Palo Alto during its spring season.

Fit Kids adds new program locations throughout East Palo Alto, Menlo Park, and Redwood City.

Fit Kids works with 210 students at 5 different program locations.

Fit Kids pilots scalable program in the Bay Area, New York and Houston in spring and adds new program partners in Los Angeles in fall.

Fit Kids impact assessment finds that all 200+ participating students enjoyed the program and hoped to return the following school year.

Fit Kids transitions to year-long programs and hires full-time office staff, part-time contractors, and coaches for to support growing programs.

Fit Kids adopts strategic plan focused on high-impact growth and financial sustainability.

Fit Kids partners with St. Sebastian Sports Project bringing programs to under-served Catholic Schools in Los Angeles and its surrounding areas.

Fit Kids pivots to video instruction for distance learning to keep kids moving during the COVID-19 pandemic.

Fit Kids partners with a record-high **134 schools** and organizations throughout the Bay Area, L.A., and points beyond.



Thanks to these schools and community organizations that helped us provide structured fitness programs to more than

25,000 kids

in fiscal year 2021.



2020-2021 School Year Partner Site Locations

BAY AREA

Alexander Rose Elementary School, *Milpitas*
Anne Darling Elementary School, *San Jose*
Anthony Spangler Elementary, *Milpitas*
Boys & Girls Clubs of North San Mateo County -
Orange Park Clubhouse, *South San Francisco*
Boys & Girls Clubs of Silicon Valley -
Christopher Clubhouse, *San Jose*
Boys & Girls Clubs of Silicon Valley -
El Camino Clubhouse, *San Jose*
Boys & Girls Clubs of Silicon Valley -
Morgan Hill Clubhouse, *Morgan Hill*
Bridges Academy, *San Jose*
Bryant Elementary School, *San Francisco*
Captain Jason M. Dahl Elementary School, *San Jose*
Connect Community Charter School, *Redwood City*
Cornerstone Academy Preparatory School, *San Jose*
Cox Academy, *Oakland*
Curtner Elementary School, *Milpitas*
East Oakland Boxing Association, *Oakland*
Empire Gardens Elementary School, *San Jose*
First Tee @ Baylands Golf Links, *Palo Alto*
First Tee @ Gavilan Golf Course, *Gilroy*
First Tee @ Rancho Del Pueblo Golf Course, *San Jose*
First Tee @ SportsHouse, *Redwood City*
Franklin Elementary School, *San Jose*
Frank McCoppin Elementary School, *San Francisco*
George Shirakawa Sr. Elementary School, *San Jose*
G.W. Hellyer Elementary School, *San Jose*
Holy Family School, *Redwood City*
Horace Mann Elementary School, *Oakland*
Jeanne R. Meadows Elementary School, *San Jose*
Jean Parker Elementary School, *San Francisco*
Jefferson Elementary School, *San Francisco*
Joseph Weller Elementary School, *Milpitas*
KIPP Bayview Elementary, *San Francisco*
KIPP Heritage Academy, *San Jose*
Lairon College Preparatory Academy, *San Jose*
Las Americas Children Center, *San Francisco*
Learning Without Limits, *Oakland*
Los Arboles Literacy & Technology Academy,
San Jose
Mabel Mattos Elementary School, *Milpitas*
Marshall Pomeroy Elementary, *Milpitas*
McKinley Elementary School, *San Jose*
Pearl Zanker Elementary, *Milpitas*
Ramblewood Elementary School, *San Jose*
Redding Elementary School, *San Francisco*
Redwood City P.A.L., *Redwood City*
Robert F. Kennedy Elementary School, *San Jose*
Robert Randall Elementary, *Milpitas*
San Miguel Children Center, *San Francisco*
Santee Elementary School, *San Jose*

Selma Olinder Elementary School, *San Jose*
Siena Youth Center, *Redwood City*
Sinnott Elementary School, *Milpitas*
Spartan Keyes Action Community Center,
Stonegate Elementary School, *San Jose*
Sylvandale Middle School, *San Jose*
The Primary School, *East Palo Alto*
Washington Elementary School, *San Jose*
Westlake Elementary School, *Daly City*
William Burnett Elementary School, *Milpitas*
Windmill Springs Elementary School, *San Jose*
Woodrow Wilson Elementary School, *Daly City*
YMCA of San Francisco, *San Francisco*
YMCA of Silicon Valley @ Katherine R. Smith
Elementary School, *San Jose*
YMCA of Silicon Valley @ Mariano Castro
Elementary School, *Mountain View*
YMCA of Silicon Valley @ Rocketship Si Se Puede,
San Jose

LOS ANGELES

Ascension Catholic School
Camino Nuevo Charter Academy Burlington Campus
Camino Nuevo Charter Academy
Jane B. Eisner Campus
Camino Nuevo Charter Academy
Jose A. Castellanos Campus
Camino Nuevo Charter Academy
Kayne Siart Campus
Camino Nuevo Charter Academy
Sandra Cisneros Campus
Divine Saviour School
Epiphany Catholic School
Guardian Angel Catholic School
Holy Innocents
Holy Name of Jesus
Holy Spirit Stem Academy
Immaculate Conception School
KIPP Comienza Community Prep (5-8)
Maria Regina School
Mary Star of the Sea
Nativity Catholic School
NEW Academy of Science and Arts
Our Lady of Guadalupe Parish School
Our Lady of Guadalupe School
Our Lady of the Holy Rosary School
Our Lady of Lourdes
Our Lady of Victory
Precious Blood School
Resurrection Catholic School
Saint Bridget of Sweden School
San Miguel Catholic School

Santa Rosa de Lima Catholic School
School of Santa Isabel
St. Agnes Parish School
St. Albert the Great Elementary School
St. Aloysius
St. Anne School
St. Anthony of Padua
St. Bernard Catholic School (LA)
St. Bernard School (Bellflower)
St. Catherine of Siena Catholic School
St. Columbkille School
St. Didacus
St. Elisabeth School
St. Eugene School
St. Frances of Rome Catholic School
St. Frances X. Cabrini Catholic School
St. Francis of Assisi Catholic Elementary School
St. Gertrude the Great
St. Helen Catholic School
St. Ignatius of Loyola Catholic School
St. Jane Frances de Chantal
St. John Chrysostom School
St. Joseph Elementary
St. Joseph School (Hawthorne)
St. Lawrence of Brindisi Catholic School
St. Louis of France School
St. Lucy School
St. Malachy
St. Mary Catholic School
St. Matthias School
St. Michael's Catholic School
St. Odilia Catholic School
St. Patrick School
St. Peter and Paul School
St. Raphael Catholic School
St. Sebastian School
St. Thomas the Apostle School
St. Turibius Catholic School
St. Vincent School

OTHER STATES

Explore Knowledge Academy, *Las Vegas, Nevada*
Gann Family, *Monmouth, Oregon*
G.W. Carver Creative Arts Elementary School,
Kannapolis, North Carolina
Notah Begay III Foundation,
Santa Ana Pueblo, New Mexico
Rock Solid Fitness, *Quitman, Texas*
Williams Elementary School, *Jonesville, Michigan*

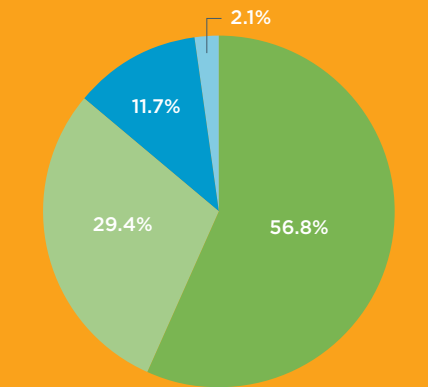
Financial Highlights for Fiscal Year 2021

July 1, 2020 - JUNE 30, 2021

Fiscal year 2021 saw a change in Fit Kids' allocation of funding to programs. The continued pandemic called for increased digital delivery of our program via website improvements, more video, and 2 mobile apps.

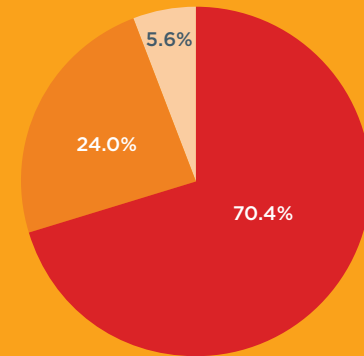
While the pandemic's limitations on live events lowered our fundraising expenses, we reached intermediary revenue goals, thanks to donors' avid support for our mission and heightened public awareness of the importance of fitness resources to youth in underserved communities.

INCOME BY CATEGORY



Individual Contributions	\$394,841.45
Corporate and Foundation Income	\$204,123.84
Program Income	\$81,500.00
Government Grants	\$15,000.00

EXPENSE BY CATEGORY



Program Expenses	\$437,902.62
Fundraising & Marketing	\$149,244.67
Administrative	\$35,090.08

*In fiscal year 2021, Fit Kids received a second PPP loan in the amount of \$33,922.73, which has been fully forgiven.

Our Team

STAFF AND CONSULTANTS

Richard Amory GRANT WRITER	Ashley Honerkamp DIRECTOR OF OPERATIONS & LEGAL AFFAIRS	David Jacobson MARKETING & COMMUNICATIONS CONSULTANT
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			Jen Welter FIRST FEMALE TO COACH IN THE NFL

High Five to Our 2020-2021 Supporters

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Adobe Employee Community Fund	Intel Foundation	Saint Sebastian Project
Anonymous (4)	Kokua Na Lani	Saw Island Foundation
Bright Funds	LA84 Foundation	Service Now
Brooke Rogers Fitness	Mathewson Foundation	Sixth Street Partners
Common Grind Clothing	Milpitas School District	Speramus Foundation
Coupa Software	Mission City Community Fund	Taube Family Foundation
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G.W. Carver Creative Arts Elementary School	Palo Alto Weekly Holiday Fund	Walter and Elise Haas Fund
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Hunter Family Foundation	Rite Aid Foundation	Williams Elementary School
	Rock Solid Fitness	Xilinx Community Fund


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FIT KIDS®

2682 Middlefield Road, Unit P
Redwood City, CA 94063



Our mission is to provide structured physical activity programs for underserved children to build the foundation for a healthy, active life.

www.fitkids.org