



FIT KIDS®

6 - 7 LBS
2.7 - 3.2 KGS

ANNUAL REPORT
2019

STAFF AND CONSULTANTS

Richard Amory

GRANT WRITER

Courtney Bianchi

CURRICULUM CONSULTANT

Gabe Brewer

CURRICULUM CONSULTANT

Maria Chavez

PROGRAM ASSISTANT

Ashley Honerkamp

DIRECTOR OF STEWARDSHIP

Ashley Hunter

FOUNDER & EXECUTIVE DIRECTOR

David Jacobson

MARKETING & COMMUNICATIONS
CONSULTANT

Sergio Maldonado

FITNESS CONSULTANT

Hope Scheid

CURRICULUM CONSULTANT

Leslie Schott

DIRECTOR OF STRATEGIC
PARTNERSHIPS

Whitney Vanderboom

DIRECTOR OF MAJOR GIFTS

Navita Wilson

DIRECTOR OF PROGRAMS

BOARD OF DIRECTORS

Wiley Anderson

Amy Burnett

Nancy Ford

Ashley Giesler

Terri Givens

Russell Hirsch

Ashley Hunter

Andrew Logan

Wendy McAdam

Sanjay Morey

Dave Stevens

Ashley Still

Charlotte Zanders

Waxman

HONORARY BOARD

Mark Adams

BOARD MEMBER, CO-FOUNDER
WHISTLER SPORTS INC.

Mindi Bach

EMMY AWARD-WINNING
SPORTS JOURNALIST

Steve Baker

PRESIDENT, BAKER SPORTS
MANAGEMENT

Eric Byrnes

FORMER MLB OUTFIELDER &
ANALYST FOR MLB NETWORK

Michael Granville

OWNER OF G:FIT BOOT CAMP
GUNN HS HEAD COACH
CROSS COUNTRY/TRACK&FIELD

Todd Husak

MANAGING DIRECTOR, CBRE PALO
ALTO & COLOR ANALYST FOR
STANFORD FOOTBALL

Dave Kaval

PRESIDENT, OAKLAND
ATHLETICS

Ronnie Lott

PRO FOOTBALL HALL OF FAME
& FOUR-TIME SUPER BOWL
CHAMPION WITH THE
SAN FRANCISCO 49ERS

Raj Mathai

NEWS ANCHOR, NBC BAY AREA

Ted Robinson

SPORTS BROADCASTER,
49ERS/NBC/TENNIS CHANNEL

"Fast"Freddie Rodriguez

PROFESSIONAL ROAD
RACING CYCLIST

Joe Staley

SAN FRANCISCO 49ERS
OFFENSIVE TACKLE

1 INAUGURAL
FIT KIDS
LUNCH

57 SITES

PROGRAMS **69**

BUDGET
\$741,922

10,059
YOUTH PARTICIPANTS IMPACTED



FIT KIDS®



DEAR FRIENDS,

Although Fit Kids matured greatly as an organization over the last year, we're still all about the kids.

As you can see in the graphic on the opposite page, we reached some major milestones in our growth. I'm so proud of the continued positive impact we are making, especially last school year on over 10,000 elementary and middle school students in the Bay Area, Las Vegas and Los Angeles.

The impact that Fit Kids is making is critical in the lives of the children that we serve with our structured fitness program, because they are more at risk from the dangers of physical inactivity than their better-resourced peers. Pages four and five of this Annual Report explain the fitness improvements in kids at our Innovation Sites in East Palo Alto, where we send trained, professional coaches to lead the programs and conduct fitness testing. Pages six and seven cover survey results from our Partner Sites, which implement the Fit Kids program internally with their own staff.

While we made a very positive impact on a record number of kids last year, we still have a long way to go to address the challenges confronting youth fitness in underserved communities such as:

- Cutbacks in PE and recess at school
- Decreasing - and unaffordable! - access to organized youth sports
- Too few safe places to play
- The temptations of electronic screens
- Lack of healthy food choices.

Fortunately, Fit Kids has a supreme team, listed on the facing page, to work on this supremely important issue and help make Fit Kids programs available to more and more children around the country.

Thanks to all of them, as well as our donors and corporate supporters listed on pages 12-15, for helping Fit Kids develop fit kids.

Ashley

Ashley Hunter, FOUNDER & EXECUTIVE DIRECTOR

650.299.1599 | ashley@FitKids.org

INSIGHTS INTO INNOVATION SITES

Fit Kids' three Innovation Sites in East Palo Alto – Costano Elementary School, Los Robles Magnet Academy, and Willow Oaks School – hosted a total of 12 programs led by our trained, professional coaches, serving 222 K-8 students. Beyond simply providing an opportunity for fitness and fun, Fit Kids delivers results.

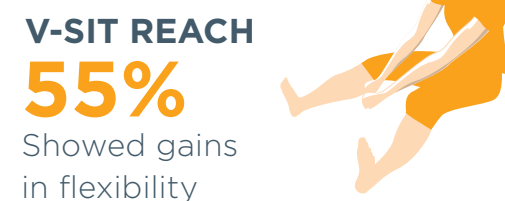
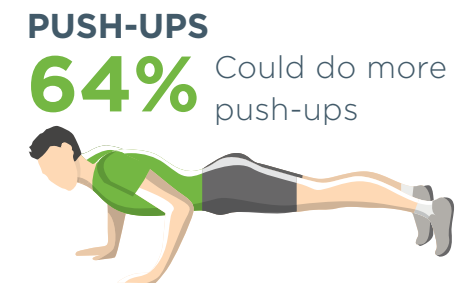
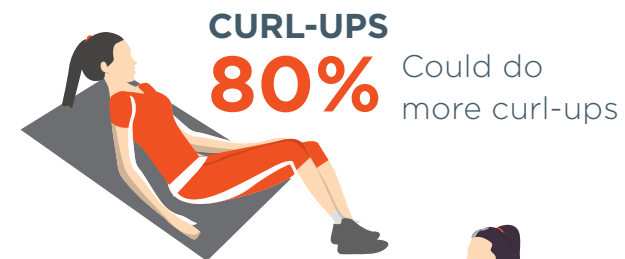
Fit Kids thanks the schools' site coordinators, who are important and outstanding allies in our efforts to improve youth fitness: Jose Santana at Costano; Lizbeth Carlos at Los Robles; and Gabriel Anguiano, Jr. at Willow Oaks.



“ While our students think the Fit Kids program is **‘just fun’** they are gaining **lifelong skills**. Plus, the activities wear them out, which helps them **focus** when they come in to do their homework. ”

- GABRIEL ANGUIANO JR.
After School Program Coordinator, Willow Oaks School

Testing students three times during the 2018-2019 school year yielded these measures of improvements in students' fitness:



PAVING PATHS TO FITNESS WITH PARTNER SITES

Fit Kids served 9,837 children through 57 programs at 54 Partner Sites who implemented the program with internal staff at each Partner Site. Delivering Fit Kids this way lets each site adapt the program to meet its needs, whether serving as a PE curriculum, a supplement to recess, or as part of after-school activities.



9,837 YOUTH VIA
**57 PROGRAMS AT
54 PARTNER SITES**

95%+ of Partner Site Leaders said

FIT KIDS HAD A POSITIVE PHYSICAL FITNESS IMPACT on most students

FIT KIDS HAD A POSITIVE SOCIAL-EMOTIONAL IMPACT on most students

FIT KIDS PROVIDES HIGH-QUALITY FITNESS CLASSES

THEY WOULD RECOMMEND FIT KIDS to other schools and community organizations

2018-2019 SCHOOL YEAR PARTNER SITE LOCATIONS

BAY AREA

Alexander Rose Elementary, *San Jose**
Anne Darling Elementary, *San Jose**
Boys and Girls Clubs of the Peninsula (*Belle Haven, Menlo Park; Brentwood Elementary, East Palo Alto; Garfield Community School, Menlo Park; Hoover Elementary School, Redwood City; Taft Community School, Redwood City*)
Cox Academy, *Oakland*
Dahl Elementary, *San Jose**
Daniel Webster Elementary, *San Francisco*
Empire Gardens Elementary, *San Jose**
Frank McCoppin Elementary, *San Francisco*
Franklin Elementary, *San Jose**

GW Hellyer Elementary, *San Jose**
Horace Mann Elementary, *Oakland*
James R. Meadows Elementary, *San Jose**
KIPP Excelencia Lower Campus, *Redwood City*
KIPP Excelencia Upper Campus, *Redwood City*
KIPP Heritage, *San Jose**
KIPP Valiant, *East Palo Alto*
Las Americas Early Education School, *San Francisco*
Los Arboles Elementary, *San Jose**
Los Robles Magnet Academy, *East Palo Alto*
Olinder Elementary, *San Jose**
Phillips Brooks School, *Menlo Park***

Ramblewood Elementary, *San Jose**
Ravenswood Middle School, *East Palo Alto*
Redding Elementary, *San Francisco*
Rocketship Mosaic Elementary, *San Jose*
Sacred Heart Schools, *Atherton***
San Miguel Elementary, *San Francisco*
Santee Elementary, *San Jose**
Shirakawa Elementary, *San Jose**
Washington Elementary, *San Jose**
Windmill Springs Elementary, *San Jose**
Woodrow Wilson School, *Daly City*

LAS VEGAS

100 Academy of Excellence
Cozine Elementary
Democracy Prep
Explore Knowledge Academy
Rainbow Dreams Academy

LOS ANGELES

Camino Nuevo Charter Academy, *Castellanos and Sandra Cisneros Campuses*
KIPP Comienza Upper Campus
KIPP Ignite

Santa Isabel
St. Albert the Great
St. Catherine of Siena
St. Eugene
St. Frances X. Cabrini

St. Francis of Assisi School
St. Lawrence of Brindisi
St. Michaels
St. Odilia
St. Turibius

* Under aegis of Catholic Charities of Santa Clara County's CORAL Program (Communities Organizing Resources to Advance Learning)

** Sponsored Fit Kids at a school in an underserved community



FIT KIDS[®] Lunch 2019

**APRIL 30, SHARON HEIGHTS
COUNTRY CLUB**

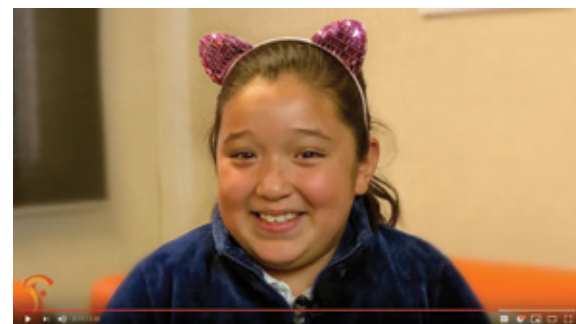
The inaugural Fit Kids Lunch – where fun meets fundraising – drew a sellout crowd of more than 250 Fit Kids supporters for an afternoon with platinum-selling recording artist Chynna Phillips and her husband, actor Billy Baldwin.

Event Co-Chairs

Carson Eltoukhy and Chandler Evans

Host Committee Members:

- | | |
|------------------|-------------------|
| Katie Anderson | Sara Hirsch |
| Amy Burnett | Kathy Hurley |
| Courtney Charney | Laura Krane |
| Staci Cole | Liz Laffont |
| Suzanne Crandall | Jennie Lang |
| Lynn Cullen | D'Arcy Mead |
| Nancy Ford | Maisie O'Flanagan |
| Staci Friesel | Kendra Ragatz |
| Lisa Goldman | Amelia Schultz |
| Christine Grieve | Ashley Still |
| Calla Griffith | Kelli Tomlinson |



“ I love **LOVE** Fit Kids! ”

– BRIANA, *Fit Kids Participant*

You can see the impact video produced by Emmy-award winning sports broadcaster and Fit Kids Honorary Board Member Mindi Bach at www.fitkids.org/videos.



Chynna and Billy deliver insight and humor in a conversation moderated by Dr. Lawrence Piro. Chynna rocks the room with rousing renditions of her most popular songs. Billy leans on some of his fans for support... which helped generate more than \$100,000.





Fit Kids Champs is a community group of individuals who are passionate about the Fit Kids mission and making physical activity accessible for all children. Through various events and activities, Fit Kids Champs aims to educate its members about health, nutrition, and fitness while raising awareness about Fit Kids.

Fit Kids Champs Co-Presidents

Courtney Bianchi and Amelia Schultz

Fit Kids Champs Board Members

Cindy Dodd Jenn Polly
Lisa Fenton Emily Waldorf
Kimmy Mozart

INAUGURAL CHAMPS EVENT WITH “THE BLENDER GIRL”



The inaugural Champs event featured Tess Masters, aka “the Blender Girl.” Hosted by Stephanie Oshman, Champs members enjoyed Tess’ recipes, which she whipped up and served on-site while explaining their health benefits and delivering a charming and witty presentation, complete with on-the-fly Q&A. A second event, hosted at the home of Ashley and PJ Honerkamp was a talk with Dr. Amy Hockenbrock on “Keeping Kids Healthy in Youth Sports.”

For more information and to join Fit Kids Champs, visit www.fitkids.org/fit-kids-champs.

A FIT KIDS FUN FIELD DAY AT LEVI’S STADIUM

Our Field Day at Levi’s Stadium – courtesy of HGGC, the Forever Young Foundation, and the San Francisco 49ers – included time with Pro Football Hall of Famer Steve Young, who has led all three organizations. On the June afternoon that school let out for the summer in East Palo Alto, HGGC employees, serving as event volunteers, boarded buses with the kids at our Innovation Site Schools, led the charge through the same stadium tunnel the 49ers use, and helped implement a curriculum of fun football fitness drills and life lessons.



Remember the last day of elementary school before summer vacation? The weather may have been spectacular, tantalizing kids outside the classroom window, promising the freedom that comes with long summer days.

There is nothing better than that mad dash out the door to the sound of the school year’s last bell, unless you happened to be a Fit Kids participant at one of our Innovation Sites. Then that last day of the 2018-19 school year was even better!

These lucky Fit Kids boarded a bus headed to Levi’s Stadium to celebrate the start of the summer. There, they got a t-shirt and ran out the same tunnel as so many football heroes. Once on the field, kids lined up for a footrace against one of the greatest players in NFL history before enjoying football drills, agility tests, music, dancing, and flying touchdown flops into foam endzones.

It was a very special and memorable end to the school year and start of the summer for these Fit Kids!



FINANCIAL HIGHLIGHTS 2019

Fiscal year 2019 was a record-setting year for Fit Kids! Our income increased 24% over our last fiscal year as a result of growth in donations from individuals, corporations and family foundations, as well as funds raised at our inaugural Fit Kids Lunch. In addition, the newly launched Fit Kids Champs community group contributed financially in the form of membership dues. We also sold three programs as part of a new effort to expand Fit Kids.

Key milestones that contributed to our success in fiscal year 2019 include:

142 new individual donors

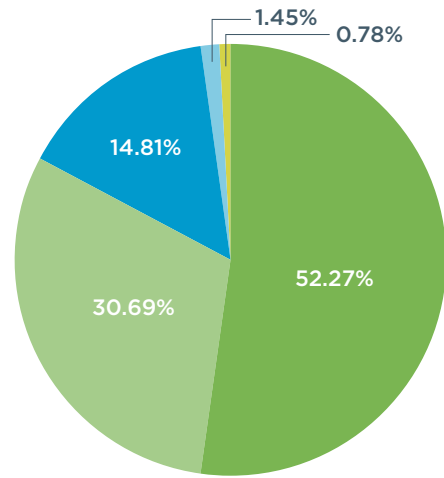
28 new corporate donors

95 new champs members

Surpassed our budget by **17%**

Submitted over **70** grant applications

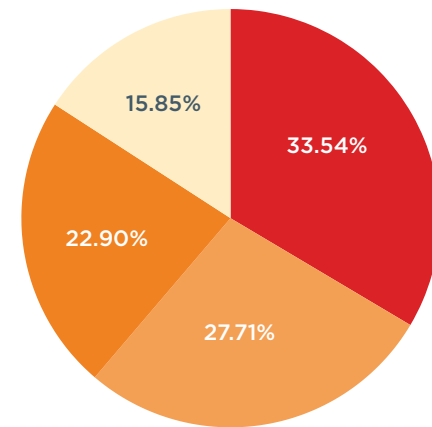
INCOME BY CATEGORY



Individual Contributions	\$388,249.20
Corporate and Foundation Income	\$227,977.11
Events Income*	\$110,012.71
Program Income	\$10,750.00
Fit Kids Champs Membership Dues	\$5,750.00

* Events Income includes the table sales from the Fit Kids lunch but does not include individual donations at the lunch

EXPENSE BY CATEGORY



Program Expenses	\$213,826.51
Administrative	\$176,755.05
Fundraising & Marketing	\$146,081.77
Event Expenses*	\$101,133.24

* Includes event expenses for multiple events including The Fit Kids Lunch and Champs events



HIGH FIVE TO OUR 2018-19 SUPPORTERS

Thank you to the
following supporters for
helping Fit Kids make
a **BIG** impact in 2018-19!



CORPORATE AND FOUNDATION DONORS

Angela
Autodesk Foundation
Canyon Ranch
Capital One
Cargill
Champion Charities
Chesler Construction
Clover By Clover
Coupa Software
Facebook
Growfit
Heffernan Foundation
Intero Foundation
Jack Loves Charlie
Jason Family Foundation
Kaiser South Bay
Kaiser Permanente Redwood City
Lead Edge Capital
Lisa and Douglas Goldman Fund
Los Angeles Lakers Foundation
M&M Bling
Mathewson Foundation
McNair Group
Menlo Atherton Nursery Co-Op
Menlo Park Rotary
Morgan Family Foundation
Network For Good
Nicholson Family Foundation
Oakland A's
Orange Theory Fitness
Palo Alto Holiday Fund
Quest Foundation
Raley's Supermarkets Foundation
RBC Foundation
Rite Aid Foundation
Rocketship Mosaic Elementary
Sacred Heart Schools
Saint Sebastian Project
Shira One Fitness
SJ Sharks Foundation
Sundt Foundation
Taube Family Foundation
The Burns Family Foundation
The McDowell Foundation
The Morrison Foerster Foundation
The Phillips Brooks School
Wender Weis Foundation for Children

INDIVIDUAL DONORS

Anonymous
Sara and Sohib Abbasi
Mark and Maureen Adams
Allison Aldrich
Jocelyn Alexander
Nicole and Rubin Amir
Dimitra and Jevan Anderson
Katie and Colin Anderson
Wiley and Julia Anderson
Kathy and Matt Avery
Dana and Jon Bailey
Alicia and Scott Baker
Cristy and John Barnes
Megan and Harris Barton
Polly and Tom Berquist
Courtney and Alex Bianchi
Wendy Bianchi
Ben and Dana Bisconti
Lori and Richard Blanchard
Devon and Pete Briger
Brad and Stephanie Brutocao
Amy and Grady Burnett
Jill and Rod Burns
Dana and Charles Carmel
Noelle and Craig Carpenter
Noha and John Carrington
Ann Carter
Scott Carter
David and Lauren Casentini
Carolyn Chaikovsky
Karen Chakmakian
Ashley and John Chambers
Courtney and Michael Charney
Meghan Clark
Karli Cleary and
Cameron Aboudara
Kelly and Kevin Clugage
Bethany Coates and
Michael Anderson
Staci and Cary Cole
Natalie Comartin
Valerie and Mark Constant
Michele and Ronny Conway
Lori and Mike Corley
Amy and Mike Courson
Suzanne and J. Crandall
Lynn and Brendan Cullen
Carey and Jamie D'Alessandro
Maya Dani and Dunnigan O'Keeffe
William and Sonja Davidow
Nathalie De Saint Andrieu
and Cyrille Jeantet
Cindy and Robert Dodd
Miryan Gonzalez Durantez
and Nick Clegg
Abby and Egon Durban
Mary Durrett
Fofa and Atef Eltokhy
Chandler and Oliver Evans
Lisa and Lance Fenton
Christine and Dan Flahavan

Julie and Ryan Floyd
Susan and Sean Foley
Nancy and Blair Ford
Joe Foster
Liz and John Fowler
Kristina and Si France
Rachel and Jason Freitas
Staci and Jonathan Friesel
Louise and Larry Frye
Lynda and Pat Galligan
Kristen and Brad Garlinghouse
Nadia and Max Gazor
Molly and Ned Gibbons
Ashley Giesler
Celeste and Steve Giusti
Terri Givens and Mike Scott
Laura and Eric Glader
Katherine Glass and
P.J. Lindarucci
Devon and Darren Gold
Jill Gold
Cindy and Evan Goldberg
Lisa and Douglas Goldman
Julie and Roger Goulart
Michael and Marie Granville
Amanda Greene
Christine and Robson Grieve
Calla and Will Griffith
Daniel Gromik
Kim Grosso
Amy and Bill Gurley
Alicia and Philip Hammarskjold
David Handler and
Doug Pawliuk
Carl Hansen
Elizabeth and Tom Harris
Jenny Hayden
Christina Hengehold
Denise and Steve Henry
Russell and Sara Hirsch
Angela Hoenighausen
Ashley and PJ Honerkamp
Vivian and Wei Bing Hung
Andrew and Carole Hunter
Ashley Hunter
Kathy Hurley
K. Rajesh Jagannath
Jennifer and Steve Jeffries
Stephanie and Ward Johnson
Brady Johnstone
Tara and Alex Kaplinsky
Angelica and Joseph Kauffman
Karen and Gregory King
Michele and Steven Kirsch
Linda and John Knoll
Kathy Koo
Laura and David Krane
Anne and David Kresse
Catherine and Matt Krna
Ivan Kurtenbach
Nicole and Joe Lacob

Meg Lacy and Jeff Berkes
Liz and Thomas Laffont
Sarah and Bart Lammersen
Julie Lanese
Jennie and Craig Lang
Anne and Ken Lawler
Jill Layman
Stephanie and Mike Lempres
Andy and Becky Logan
Kelly Loughlin
Anna Loukakou
Ilissa and Dan Louth
Susan and Michael MacMillan
Ruby and Tom MacMitchell
Marnie and Karol Marcin
Ashley Marks
Wendy and Tim McAdam
Amy and Patrick McCarter
D'Arcy and Dana Mead
Meredith and John Meeks
Brittany Messmer
Trish and Mark Mitchell
Parinaz Mohamadi
Sanjay and Priti Morey
Katie and Greg Morganroth
Kim and Forrest Mozart
Cindy and Adam Muchnick
Margaret and Peter Munzig
Bahya Murad
Maryam and Christopher Neil
Julie and JP Nelson
Blythe and Keith Nilsson
Kristin and Anthony Noto
Maisie O'Flanagan and
Tom Newby
Rita and Shaan Parasnis
Laura and Tory Patterson
Jennifer and Greg Paulson
Allyson Penner
Wendy Petersmeyer and
Dave Bagshaw
Charlotte and Jason Pfannenstiel
Tori and Tom Pickett
Elissa and Greg Pignati
Jennifer and Matthew Polly
Tom and Margi Power
Sharon and Ted Purcell
Kendra and Erik Ragatz
Emily Record and Rafael Torres
Robin and Jake Reynolds
Connie and William Ring
Jenny and Gerald Risk
Annie and Freddie Rodriguez
Debbie Rosenberg
Bernard Ross
Vy and Douglas Rotenberg
Kathleen and Simon Rothman
Greg Royse
Steph and Dave Rudd
Renee and Charlie Ryan
Carley and Paul Rydberg

Sarah and Dave Rye
Michael Scandling
Lisa Schatz
Leslie and Mike Schott
Joanne Schott
Amelia Schultz and
Jason Werlin
Reema Shah
Annette Shelby and John Todd
Margaret and Edward Sichel
Anita Sidhu and Scott Witt
Jennifer and Peter Simonsen
Kushma Singh
Charlot Singleton
Leslie Skanberg
Nate and Heather Smith
Glenn and Lisa Solomon
Karen and William Sonneborn
Diane and Pete Sonsini
Lisa and Matthew Sonsini
Yvonne Spencer
Jana and Nevin Spieker
Lisa and Greg Stanger
Kerri and Erik Stenson
Dave and Ann Stevens
David Stevens
Ashley and Dave Still
Marion and Jose Suarez
Kathy and Gary Swart
Josephine Tang and
Mark Greenbaum
Nicole and Charley Taylor
Annie Tcherepnin
Amanda Teal
Linda Thomas and
Matt Haberkorn
Claire and Bill Thompson
G. Thompson and
Wende Hutton
Rhona and Rick Thompson
Amy Thornborrow
Kelli and Stefan Tomlinson
Marisol and Zachary Trailer
Euni and William Valentine
Steve and Julie Vanderboom
Whitney and Nick Vanderboom
Kim Vogel
Emily and Greg Waldorf
Marianne and Buz Walters
Ronette and Ian Watson
Suzanne and Lucas Watson
Charlotte and Alan Waxman
Julie Weinstock
Nan Weitzman
Amy and Mike Wendling
Francoise and Greg Williams
Sarah and David Wright
Jill and Rick Wurster
Suzanne and Adam Yonkers
Judy Zafran
Jennifer Zweig



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