



ANNUAL REPORT  
2020



## DEAR FRIENDS,

If there is one thing 2020 has taught us, it is the importance of health. The Coronavirus crisis – with all its health disasters, economic destruction, and social disruption – showed us more clearly than ever how critical it is to remain fit. It also exposed a catastrophic disparity in health and fitness opportunities across socio-economic strata in our country.

Fit Kids has been helping underserved kids since 2011, providing structured physical activity programs to build the foundation for a healthy, active life. There is no better direct delivery system for youth fitness in underserved communities. Fit Kids' impact is limited only by our scale.

Every crisis creates opportunity. For our organization, that opportunity is online. Soon after the pandemic protocol shut down the schools and community centers hosting in-person Fit Kids programs, we made all video-based materials on our website – warm-ups, fitness moves, yoga, mindfulness, and cooldown stretches – available for free to the general public. Within weeks, we did the same with a new series of Home Workouts.

In continued pursuit of opportunity, for the 2020-2021 school year, we will introduce more new videos with higher production values and appearances from notable sports figures to ensure engagement of our audience and even greater growth in our program's reach and impact. We anticipate many more program participants than the 15,000-plus we served in 2019-2020.

Pandemic protocol may preclude Fit Kids from sending coaches onto campuses this school year. That saddens us. One of the greatest rewards our work affords is seeing the smiles on the faces of the kids our program benefits. Knowing how the cost of organized sports and a lack of safe places to play limits their access to structured fitness opportunities, we must capitalize on every opportunity to fill in the fitness gap.

Everyone mentioned in this Annual Report contributes mightily to our effort. We are grateful for all the support we receive so that we can in turn support those who need it most when they need it most.

*Ashley*

Ashley Hunter, FOUNDER & EXECUTIVE DIRECTOR  
650.299.1599 | ashley@FitKids.org





## Program Highlights

The Coronavirus crisis disrupted our normal impact calculations, but we learned a great deal in working through the challenges. Our two Innovation Sites in East Palo Alto's Ravenswood School District - Costano Elementary School and Willow Oaks Elementary School - shut down due to pandemic protocol just as we prepared for fitness tests to follow-up the benchmark testing we completed at the start of the school year.

However, one important finding from the benchmark tests conducted by our trained professional coaches was a sense of the deep need for Fit Kids programming. Of the 142 students (53% girls):

**ONLY  
5%**

**of participants  
met national  
standards for  
completing  
curl-ups**

**18%**

**met the push-up  
standard**

**33%**

**reached the standard for  
the v-sit reach**

**43%**

**completed the shuttle run at  
national standard speed**

**"Fit Kids has been a great addition to our school programs. We have never had a consistent program that promotes fitness for our students. The curriculum and accompanying equipment that Fit Kids provides challenge our students to become healthier. Students enjoy the obstacle courses and activities."**

*— CLARO NUNEZ, Principal, St. Francis of Assisi, Los Angeles*

**"We love Fit Kids so much. It really has changed our school for the good with kids' confidence and desire to exercise."**

*— MARC MAYE, Athletic Director  
St. Lawrence of Brindisi, Los Angeles*





**“The students have mentioned that they used to struggle with the 10-lb. kettle bell and sandbag, but now they feel strong enough and confident to increase the weight. They like for their peers to see them perform tough exercises and love the sweat.”**

— PABLO FLORES,  
PE Teacher  
KIPP Comienza, Los Angeles

## Program Highlights

Results of surveys of the Site Coordinators who implement Fit Kids at our 84 Partner Sites included:

**84** PARTNER SITES

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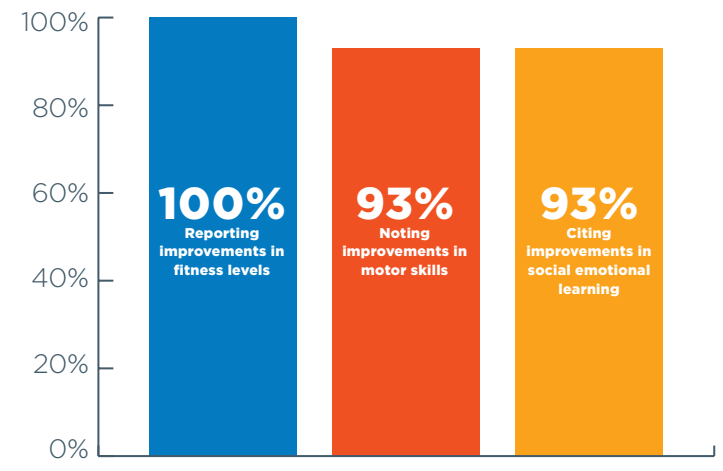
**62** THROUGHOUT THE SAN FRANCISCO BAY AREA

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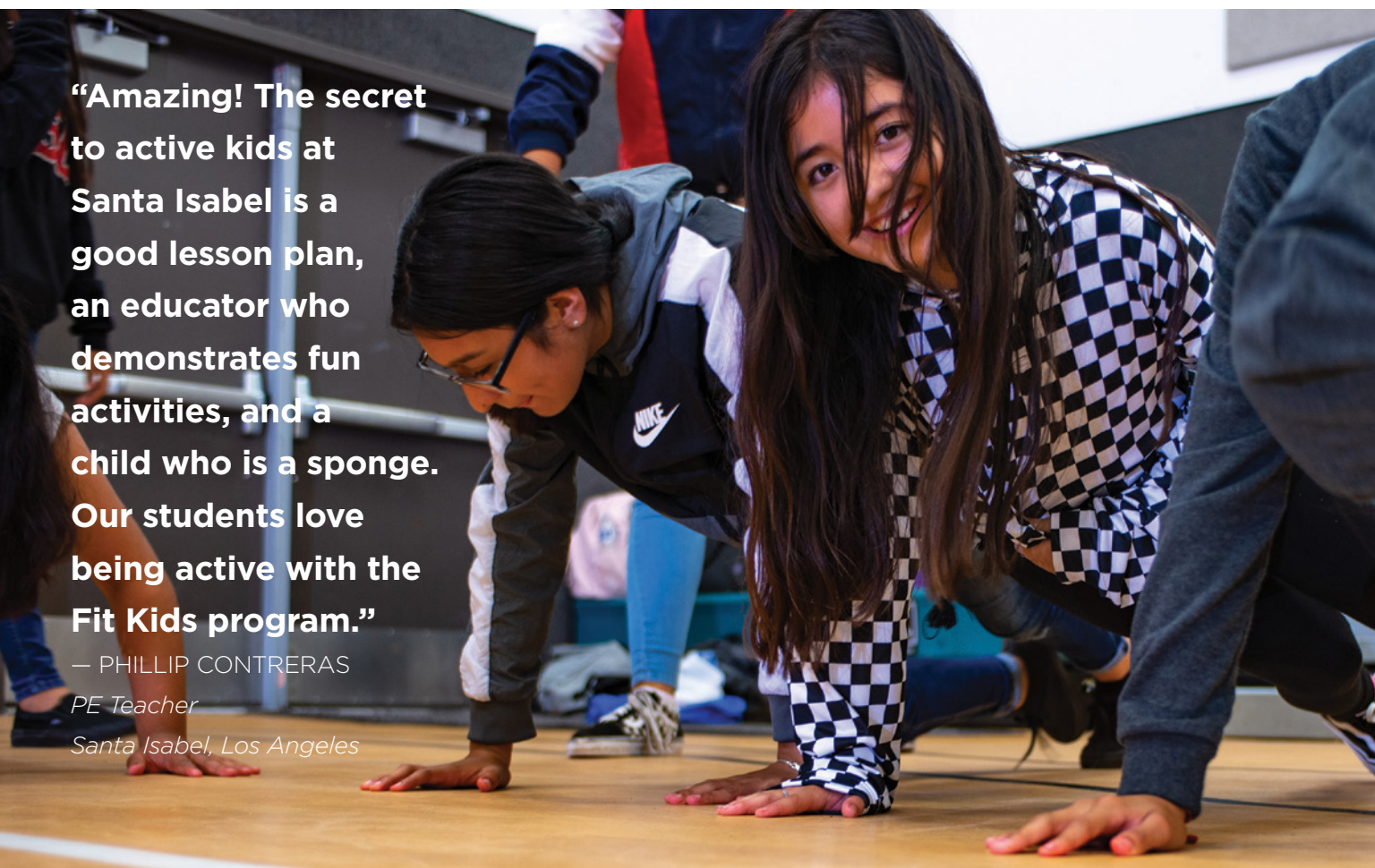
**21** LOS ANGELES COUNTY

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**1** LAS VEGAS



When sites closed in mid-March, Fit Kids quickly pivoted to video-based programming highlighted on the following pages of this Annual Report.



**“Amazing! The secret to active kids at Santa Isabel is a good lesson plan, an educator who demonstrates fun activities, and a child who is a sponge. Our students love being active with the Fit Kids program.”**

— PHILLIP CONTRERAS  
PE Teacher  
Santa Isabel, Los Angeles



**“We are currently providing all-day childcare for essential workers. We will most likely cancel our sporting events this summer, but I am proud to say that the children attending our essential programs will be doing Fit Kids...of course with social distancing in place. Fall is still uncertain as we are not sure what to expect when it comes to sports BUT based on our new program model we will most likely be running afterschool programs with elements of Fit Kids embedded.”**

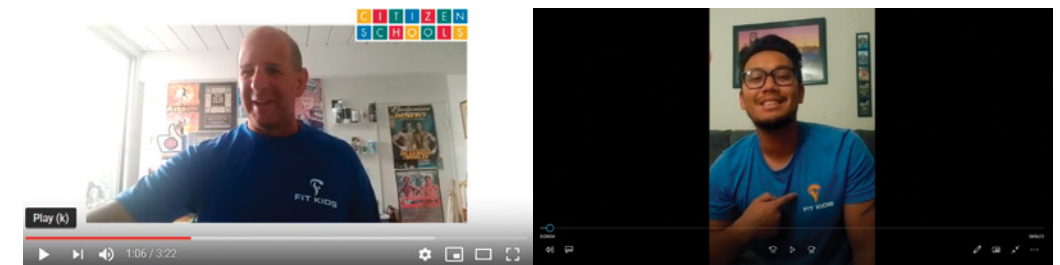
— ROLANDO MADRID  
Senior Director of Programs  
Boys & Girls Clubs of North San Mateo County

## Fit Kids Pivots to Video

When the Coronavirus crisis closed Fit Kids sites, we quickly made available for free to the general public our entire video catalog of warm-ups, fitness movements, cool-down exercises, and yoga and mindfulness practices. A month later, Fit Kids created and posted a free series of video-based Home Workouts using bodyweight only to help keep kids moving even if they had to quarantine in cramped quarters.

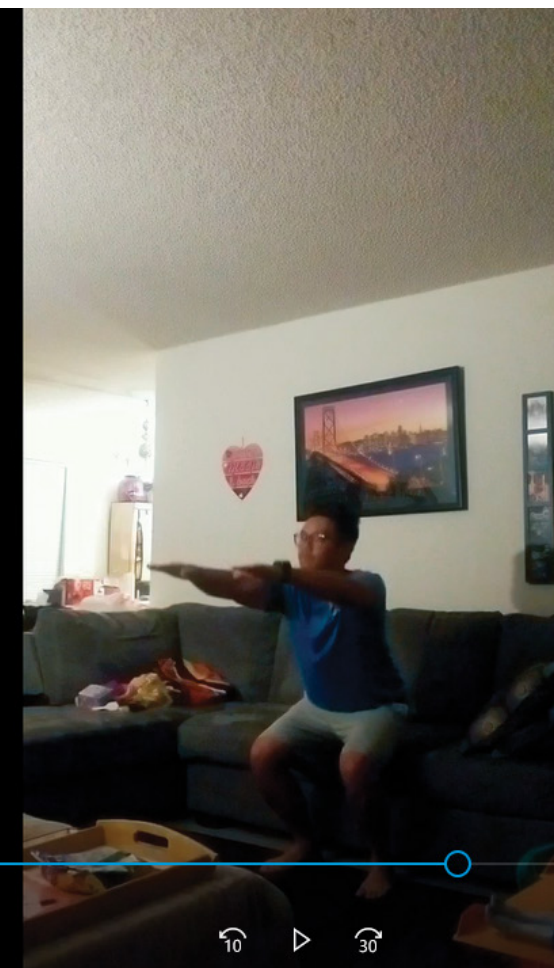
Coach Oliver Quesada of Woodrow Wilson Elementary School in Daly City, CA is an avid Fit Kids advocate, with his own take on sharing home workouts with his students!

Citizen Schools, a non-profit that collaborates on delivering a Fit Kids program at McKinley Institute of Technology in Redwood City, CA, included this shoutout to our Home Workouts in their national e-newsletter.



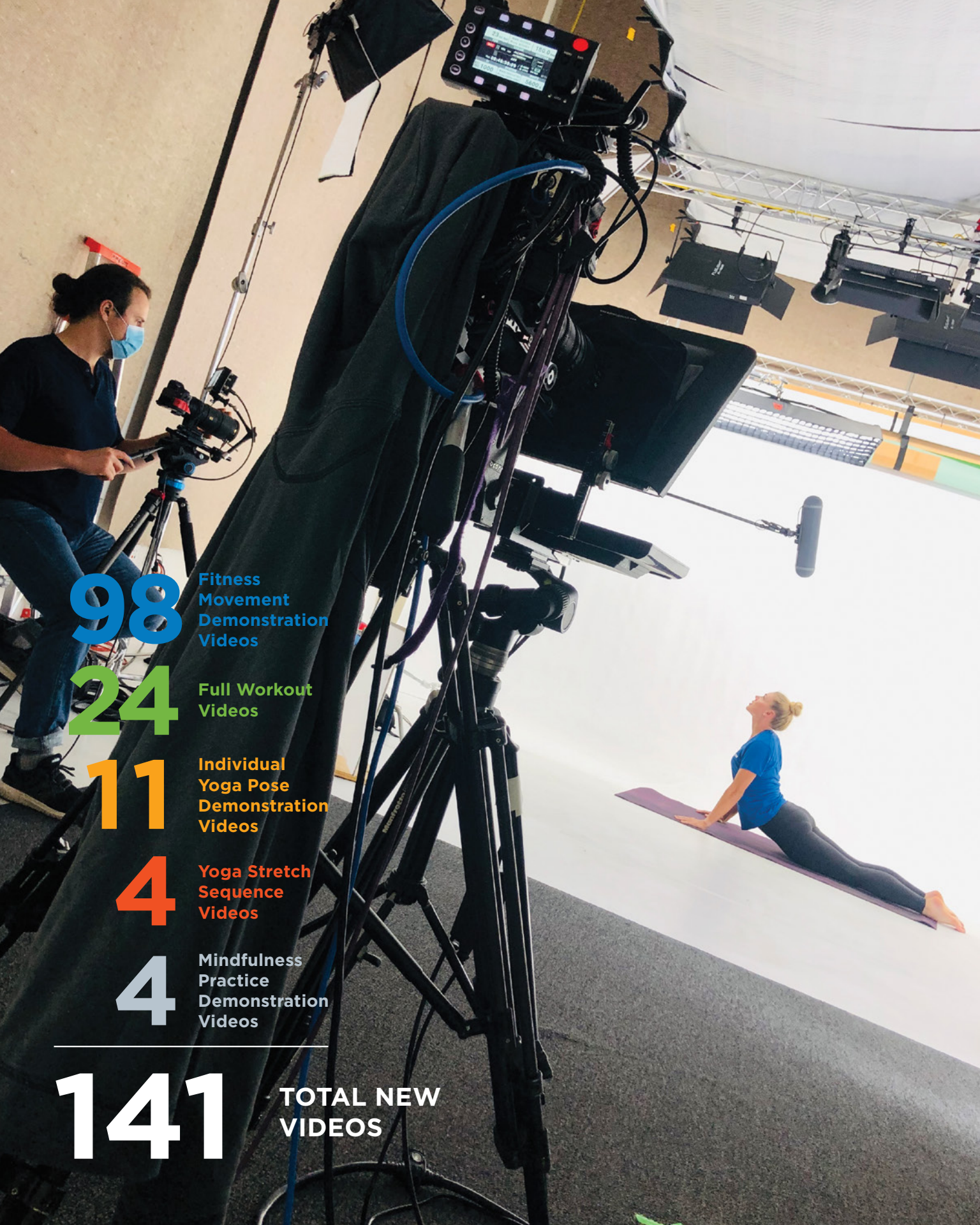
**“I appreciate the Home Workouts Fit Kids has provided. Even though virtual teaching is not ideal, I greatly value the Fit Kids programs and you remain my number one resource.”**

— MARY GRAY  
Alexander Rose  
Elementary School, Milpitas



**“Access to your videos was a huge resource to our families. It provided an option of physical activity for so many of our families.”**

— MANUEL HERRERA  
Principal  
Learning Without Limits, Oakland



**98** Fitness Movement Demonstration Videos

**24** Full Workout Videos

**11** Individual Yoga Pose Demonstration Videos

**4** Yoga Stretch Sequence Videos

**4** Mindfulness Practice Demonstration Videos

**141** TOTAL NEW VIDEOS

## 2020-2021 Outlook

For the 2020-2021 school year, Fit Kids is preparing a new video series with higher production value to ensure flexibility in delivering the highest-quality program possible amid uncertainty as to the mix of in person and virtual programming that pandemic protocols will allow.

### 2019-2020 School Year Partner Site Locations

#### BAY AREA

Alexander Rose Elementary School, *Milpitas*  
 Anne Darling Elementary School, *San Jose*  
 August Boeger Middle School, *San Jose\**  
 Baylands Golf Links, *Palo Alto*  
 Boys & Girls Club of San Francisco  
 Tenderloin Clubhouse, *San Francisco*  
 Boys & Girls Club of Silicon Valley (Christopher Clubhouse), *San Jose*  
 Boys & Girls Club of Silicon Valley (El Camino Clubhouse), *San Jose*  
 Boys & Girls Club 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*  
 Empire Gardens Elementary School, *San Jose*  
 Franklin Elementary School, *San Jose*  
 Frank McCoppin Elementary School, *San Francisco*  
 Gavilan Golf Course, *Gilroy*  
 George Shirakawa Sr. Elementary School, *San Jose*  
 Giants Community Fund, *San Francisco*  
 G.W. Hellyer Elementary School, *San Jose*  
 Horace Mann Elementary School, *Oakland*  
 Ida Jew Academy, *San Jose\**  
 Jeanne R. Meadows Elementary School, *San Jose*  
 Jean Parker Elementary School, *San Francisco*  
 Jefferson Elementary School, *San Francisco*  
 Joseph Weller Elementary School, *Milpitas*  
 Katherine R. Smith Elementary School, *San Jose*

KIPP Valiant Community Prep, *East Palo Alto*  
 KIPP Bayview Elementary, *San Francisco*  
 KIPP Bayview Elementary (YMCA), *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*  
 Los Robles - Ronald McNair Academy, *East Palo Alto\*\*\**  
 Mariano Castro Elementary School, *Mt. View*  
 McKinley Elementary School, *San Jose*  
 McKinley Institute of Technology, *Redwood City*  
 Orange Park Clubhouse - Boys and Girls Club of North San Mateo County, *South San Francisco*  
 Paradise Valley Clubhouse - Boys and Girls Club of North San Mateo County, *South San Francisco*  
 Phillips Brooks School, *Menlo Park\*\**  
 Ramblewood Elementary School, *San Jose*  
 Rancho Del Pueblo Golf Course, *San Jose*  
 Ravenswood Middle School, *East Palo Alto*  
 Redding Elementary School, *San Francisco*  
 Robert F. Kennedy Elementary School, *San Jose*  
 Rocketship Mosaic Elementary School, *San Jose\**  
 Rocketship Si Se Puede, *San Jose*  
 Sacred Heart School, *Menlo Park\*\**  
 San Miguel Children Center, *San Francisco*  
 Santee Elementary School, *San Jose*  
 Selma Olinder Elementary School, *San Jose*  
 Siena Youth Center, *Redwood City*  
 Spartan Keyes Action Community Center, *San Jose*

SportsHouse, *Redwood City*  
 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*  
 Windmill Springs Elementary School, *San Jose*  
 Woodrow Wilson Elementary School, *Daly City\*\*\**

#### LOS ANGELES

Camino Nuevo Charter Academy, *Burlington, Jose A. Castellanos, Sandra Cisneros, Jane B. Eisner, and Kanye Siart Campuses*  
 KIPP Comienza Community Prep (5-8)  
 Nativity Catholic School  
 NEW Academy of Science and Art\*  
 Our Lady of Victory Catholic School\*  
 School of Santa Isabel  
 St. Albert the Great Elementary School  
 St. Catherine of Siena Catholic School  
 St. Eugene School  
 St. Frances X. Cabrini Catholic School  
 St. Francis of Assisi Catholic Elementary School  
 St. Lawrence of Brindisi Catholic School  
 St. Malachy Catholic School\*  
 St. Michael's Catholic School  
 St. Odilia Catholic School  
 St. Raphael Catholic School  
 St. Turibius Catholic School

#### LAS VEGAS

Explore Knowledge Academy\*

\* Paying Program Sponsors

\*\* Sponsoring Schools (donated a program to another school)

\*\*\* Sponsored Program Partners (had a program donated)





## Thanks to Fit Kids Champs

Fit Kids has always gained from the gifts of caring community members. That is most evident in the work of Fit Kids Champs, our community group of supporters. Fit Kids Champs – led by Co-Presidents Courtney Bianchi and Amelia Schultz – aims to educate its members about health, nutrition, and fitness while raising awareness and funds for Fit Kids.

Our first Champs event of 2020 featured Diana Kapp, journalist and author of *Girls Who Run the World: 31 CEOs Who Mean Business*. Kapp mingled with Fit Kids supporters and signed books at Menlo Circus Club in Atherton, and from the podium shared insights from the women profiled in her book, giving the audience ideas on advancing their own ambitions and how to advise their daughters.

Our last event pre-pandemic welcomed Amanda Haas, renowned cookbook author, former Director of Culinary for Williams Sonoma and founder of Amanda Haas Cooks. A standing-room-only crowd at Coffeebar in Menlo Park ate up Haas' presentation...figuratively and literally! Her delicious and healthy recipes were served as the crowd filtered in, during her presentation and Q&A, and afterward, as Haas signed copies of her newest book, *The Vibrant Life: Eat Well, Be Well*.

Thank you to Fit Kids Champs Board Members: Courtney Bianchi, Cindy Dodd, Lisa Fenton, Kimmy Mozart, Jen Polly, Amelia Schultz, and Emily Waldorf



**“I was thrilled by the energy of the Fit Kids crowd and their commitment to health and fitness for ALL children.”**

AMANDA HAAS  
Cookbook author and founder of [AmandaHaasCooks.com](http://AmandaHaasCooks.com)



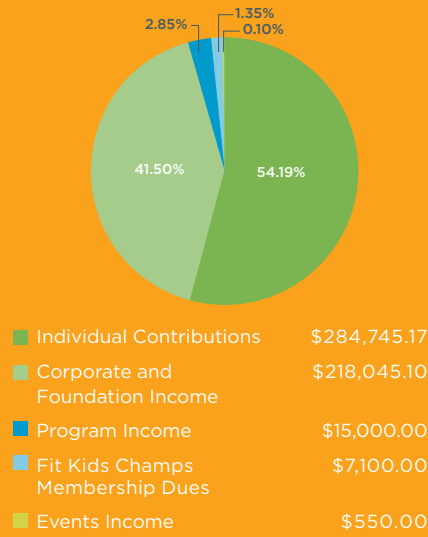
You can join Fit Kids Champs for a **minimum \$250 donation**, which covers the cost of one child to participate in Fit Kids for one year. When social distancing regulations allow, you will receive invitations to members-only events with experts in fitness, nutrition and youth development, the opportunity to see Fit Kids in action at program sites, and access to our child-driven community service initiatives, such as used sports equipment drives and fundraising activities.



# Financial Highlights 2020

Fiscal year 2020 compares with no other year in Fit Kids history. The COVID-19 pandemic reduced an important aspect of our fundraising capability, forcing cancellation of The Fit Kids Lunch, planned for April 2020. Still, Fit Kids remains on solid financial footing and persistently pursues its mission, thanks to the support of patient and generous donors who see Fit Kids' importance to a served population that is disproportionately impacted by the pandemic.

## INCOME BY CATEGORY

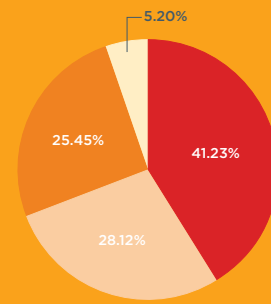


Category	Amount
Individual Contributions	\$284,745.17
Corporate and Foundation Income	\$218,045.10
Program Income	\$15,000.00
Fit Kids Champs Membership Dues	\$7,100.00
Events Income	\$550.00

\*Event expenses comprise non-refundable fees and deposits related to The Fit Kids Lunch, scheduled for April 28 and canceled due to shelter-in-place restrictions caused by the pandemic.

Fit Kids received a forgivable loan through the Paycheck Protection Program in May 2020.

## EXPENSE BY CATEGORY



Category	Amount
Program Expenses	\$221,280.75
Administrative	\$150,913.08
Fundraising & Marketing	\$136,589.16
Event Expenses*	\$27,890.06

# Our Team

## STAFF AND CONSULTANTS

<b>Richard Amory</b> GRANT WRITER	<b>Maria Geenen</b> DIRECTOR OF ANNUAL GIVING	<b>David Jacobson</b> MARKETING & COMMUNICATIONS CONSULTANT	<b>Hope Scheid</b> CURRICULUM CONSULTANT
<b>Courtney Bianchi</b> CURRICULUM CONSULTANT	<b>Ashley Honerkamp</b> DIRECTOR OF STEWARDSHIP	<b>Sergio Maldonado</b> FITNESS CONSULTANT	<b>Leslie Schott</b> DIRECTOR OF STRATEGIC PARTNERSHIPS
<b>Gabe Brewer</b> CURRICULUM CONSULTANT	<b>Ashley Hunter</b> FOUNDER & EXECUTIVE DIRECTOR	<b>D'Arcy Mead</b> DIRECTOR OF SOCIAL MEDIA	<b>Whitney Vanderboom</b> DIRECTOR OF MAJOR GIFTS
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<b>Amy Burnett</b>	<b>Ashley Giesler</b>	<b>Russell Hirsch, M.D., PH.D.</b>	<b>Wendy McAdam</b>	<b>Ashley Still</b>
<b>Courtney Charney</b>	<b>Chrissy Ginieccki</b>	<b>Ashley Hunter</b>	<b>Sanjay Morey</b>	<b>Charlotte Zanders Waxman</b>

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# High Five to Our 2019-2020 Supporters

Thank you to the following supporters for helping Fit Kids make a BIG impact in 2019-2020!

## CORPORATE AND FOUNDATION

Anonymous Foundations (4)	Facebook Festivals	Oakland A's
Adobe Employee Community Fund	Fraser & Souweidane	Palo Alto Hills Foundation
Amazon Smile	Growfit	Palo Alto Medical Foundation
Balsamiq	Intel Foundation	Palo Alto Weekly Holiday Fund
Bon Appetit Food Management Company	Kaiser Permanente Redwood City	Quest Foundation
Burns Family Foundation	Lead Edge Capital	Rite Aid Foundation
Cargill	Mathewson Foundation	San Jose Sports Authority
Clover By Clover	McDowell Foundation	Sares Regis Group of Northern California
Covington Capital Management	Melange	St. Sebastian Sports Project
Coupa Software	Mission City Community Fund	The Morrison Foerster Foundation
Erik's DeliCafe	Morgan Family Foundation	The Safeway Foundation
Explore Knowledge Academy	Network For Good	Wender Weis Foundation for Children
	NEW Academy of Science and Art	

## INDIVIDUAL DONORS

Anonymous (5)	Ashley Giesler	Michelle Lee	Michael Scandling
Allison Aldrich	Chrissy & Chris Ginieccki	John Leonhardt	Joanne Schott
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	Jill Layman	Sarah & Dave Rye	





**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](http://www.fitkids.org)**