



Annual Report | 2022



FIT KIDS



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



Dear Friends,

At the end of each fiscal year, I find myself reflecting on how Fit Kids has grown into the incredible organization that it is today. What started as a simple hope and idea of helping local children have equal access to sports and physical activity has become a national organization making a positive impact on thousands of school age children. I am increasingly proud of Fit Kids, the team working tirelessly behind the scenes, and I am extremely gratified when I see healthy transformation in the children we work with.

Physical activity is a critical component of every child's healthy development. The last few years have created challenges that have made it even more difficult for many young children to be active, especially in the underserved communities where Fit Kids operates. Today, kids around the country face daily challenges and stresses at home, at school, and in their communities. Physical activity is a powerful tool when used as preventative medicine for these children, yet these programs are often the first things cut when resources are limited.

At Fit Kids, we have seen kids gain a myriad of health benefits by adding physical activity into their lives. As a result, we are deeply committed to ensuring all children are able to enjoy the physical, social-emotional, and academic benefits of physical activity. Based on feedback from our partners, as you will see on "Our Impact" pages in this report, Fit Kids is making a positive impact in many ways and our partners value Fit Kids and the resources we provide to them. Countless research details the benefits of physical activity on a child's life, but to get firsthand feedback from our partners about how Fit Kids is a "game changer" for students, is both exciting and motivating for the Fit Kids team. We are grateful to our partners who continue providing Fit Kids programs to their students. We are alongside them all the way, offering support and guidance, while we continue to learn from them. Like us, our partners know the importance of physical activity in the lives of children.

In the year ahead, we will continue to look for new partnerships to grow our programs to reach more children. We know that children's health and wellness depends on that and we are dedicated to leading the charge to make physical activity a regular part of every child's life.

Thank you for your continued support!

Ashley

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

Our Impact

Fit Kids collects data from our partners twice during each school year to measure the physical and social-emotional impact of our program on the children that we serve. We look at both numerical and anecdotal data to measure our impact and are so proud to report the positive impact we made last year.

9 STATES

122 TOTAL PARTNERS

20,000+ TOTAL PARTICIPANTS

Pre-K–8th Grade PARTICIPATING AGE RANGE



95%

of partners enthusiastically embrace Fit Kids

97%

of partners agree that students enjoy the Fit Kids program

97%

of partners agree that students are more physically active after participating in Fit Kids

98%

of partners agree that students gained social-emotional benefits from the Fit Kids program

98%

of partners report that students improved their overall fitness as a result of Fit Kids

Based on our most recent survey, we found that our partners use Fit Kids in multiple ways including:

- As the primary PE curriculum
- In combination with another PE curriculum
- As brain breaks during academic lessons
- As part of an after-school enrichment program
- As physical activity assignments for students at home
- As part of an after-school sports program

Our partners indicated that students love to use Fit Kids resources at home for physical activity and to manage stress and anxiety including:

- The Fit Kids student app (free in the app store for Fit Kids participants)
- Online fitness calendars
- The Fit Kids Video Library featuring over 200 fitness, yoga, and mindfulness videos

Our spring survey indicates that partners are using all of the resources available through our online partner portal called Coach's Corner including:

- Fitness Calendars
- Fitness Testing
- Video Library
- Virtual Fitness Games
- Covid Modified Fitness Games

Partners asked for more Fit Kids content including:

- Partner site profiles
- Fitness news
- Best practices on implementing Fit Kids from other partners
- Inspirational videos from athletes
- Opportunities for partners to collaborate with each other

We Take Pride in Our Partners

Our Fit Kids partner schools and community organizations do the heroic day-to-day work that brings our program to life. Here are just a few of the highlights from 2021-2022.

“Our head of children’s programming, when she was talking with Ashley, said we would not be able to pay for a program so big and expansive, that we’ve been dreaming about this and ‘You’re probably going to tell me it costs a billion dollars.’ When she found out Fit Kids was giving us this, she almost fell out of her chair.”

– **Lisa Walker**
VICE PRESIDENT OF DEVELOPMENT AND COMMUNICATIONS
PERSPECTIVES, MINNEAPOLIS



“We know how important it is to include fitness in our holistic approach to youth development. To have Fit Kids hand us a road map and all the support we need to be able to execute has been a tremendous blessing and opportunity for us.”

– **Ivan Martinez**
EXECUTIVE DIRECTOR
REDWOOD CITY (CA) POLICE ATHLETIC LEAGUE

What Our Partners Get with Fit Kids



Access to our curriculum of 50 comprehensive physical activity lessons featuring:

- Dynamic warm up activities
- Fitness stations
- Relay races and obstacle courses
- PE games
- Static stretches
- Yoga poses and yoga flows
- Mindfulness exercises



Brand new set of equipment, 237 total pieces, including:

- Kettle Bells and Sandbells
- Hurdles
- Agility ladders
- Waist flags
- Speed parachutes
- Battle ropes
- Additional fitness and playground equipment

Also included with each Fit Kids program:

- Access to our free student app so kids can utilize our video library at home
- Access to our free coach’s app so our curriculum is easily accessible anytime
- Monthly Fit Kids partner newsletter



Access to our video library featuring over 200 videos including:

- 79 Fitness Movement and Yoga Pose Videos
- 44 Bodyweight Workout Videos
- 4 Dance Fitness Videos
- 16 Mindfulness Videos
- 15 Yoga Flow Videos
- 45 Fitness Kit Videos



Personalized training and ongoing program support

- In person and virtual training sessions on how to implement Fit Kids
- In person site visits from Fit Kids when possible
- Ongoing program support throughout the year to ensure Fit Kids is making an impact

“Fit Kids has helped us with online videos during Covid, assistance with their lesson plans, and by providing the actual physical items: the hurdles, the tug-of-war ropes, soccer balls.... Shout out to Fit Kids!”

– **Airto Smith**
COX ACADEMY, OAKLAND

Fit Kids Thanks All of Our Partner Sites!

In fiscal year 2022 we had 122 partners serving students at 143 sites

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*
Everett Middle School, *San Francisco*
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*
Redwood City P.A.L. @ Hoover School, *Redwood City*
Robert F. Kennedy Elementary School, *San Jose*
Robert Randall Elementary, *Milpitas*
R.O.C.K. — El Dorado Elementary School, *San Francisco*
R.O.C.K. — Visitacion Valley Elementary School, *San Francisco*
R.O.C.K. — Visitacion Valley Middle School, *San Francisco*
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, *San Jose*
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 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

“Fit Kids has been a game changer!”

— Hayley Walker

MARKETING & DEVELOPMENT MANAGER
R.O.C.K. (REAL OPTIONS FOR CITY KIDS), SAN FRANCISCO



Nativity Catholic School
N.E.W. 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. Jerome School
St. John Chrysostom School
St. Joseph Elementary (Pomona)
St. Lawrence of Brindisi Catholic School
St. Louis of France School
St. Lucy School
St. Malachy
St. Matthias School
St. Michael's Catholic School
St. Odilia Catholic School
St. Patrick School
St. Paul

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*
Fusion Athletics, *Green Bay, Wisconsin*
G.W. Carver Creative Arts Elementary School,
Kannapolis, North Carolina
Ilalko Elementary School, *Auburn, Washington*
Notah Begay III Foundation,
Santa Ana Pueblo, New Mexico
Perspectives, Inc., *Minneapolis, Minnesota*
Rock Solid Fitness, *Quitman, Texas*
The Sanneh Foundation — Conway Community
Center, *St. Paul, Minnesota*
Williams Elementary School, *Jonesville, Michigan*

What Was New in '22?

Fit Kids made a number of significant advances during the past school year.

1 **Fit Kids Founder Ashley Hunter** was named to the *Governor's Advisory Council on Physical Fitness and Mental Well-Being*. **"This Council's work is critical. Even before the pandemic, California and most other places already faced a health crisis in terms of childhood obesity and many other physical and mental ailments stemming from inactivity. With the pandemic on top of that, immediate action is needed. I am thrilled to serve on this council alongside such accomplished members and can't wait to see our positive impact on public health."**

2 *The Fit Kids Celebration & Concert*, our first fundraising event since 2019, featured the musical duo **Music Travel Love**. More than 150 Fit Kids supporters at Sharon Heights Golf Club also heard from Fit Kids participant **Sebastian Ramos of Horace Mann Elementary School** in Oakland and **Franky Navarro and Lamont Robinson, Jr. of the Oakland Athletic League**.



3 Fit Kids established its first partnership in the Minneapolis-St. Paul area, incorporating our program into **Perspectives** a non-profit that addresses the community's issues around homelessness, racial disparity, poverty, trauma, mental and chemical health issues, and nutrition.



4 Long-time Board of Directors member **Wendy McAdam** took over as chairperson. **"All kids should have fitness in their lives. Lack of fitness is such a big problem, but also one that should be solvable."**

5 An increased commitment to impacting youth fitness through social media included hiring **Valerie Saito as Director of Social Media**. Placing our partners at the center of our channels, we received over 280,000 impressions on our content during FY 2022. Our social media channels have also created a new avenue for us to connect with Fit Kids supporters.



6 We added partner sites in **3 new states**, Wisconsin, Washington, and Minnesota.



Fit Kids continued to grow its video-based instruction, adding four new trainers to appear in our videos: **Omnya Medani** and **Tevyn Bonner** (fitness), **Lee Pazmino** (dance), and **Eve Shen** (yoga).

8 Recognizing the growing need in our local community for physical activity programs, long-time Fit Kids supporter, **Cargill**, generously increased their support to fund more programs. The Cargill communications team added, **"Cargill views success by the growth and health of our workers and the communities in which we operate. We invest in programs and partners such as Fit Kids because it focuses on one of our most fragile communities, children. With a look towards the future we hope our contribution aids in the building of strong bodies and strong minds, for everyone."**



Corporate volunteers from long-time Fit Kids supporter, **Coupa**, assembled thousands of Fit Kits for students in our programs.



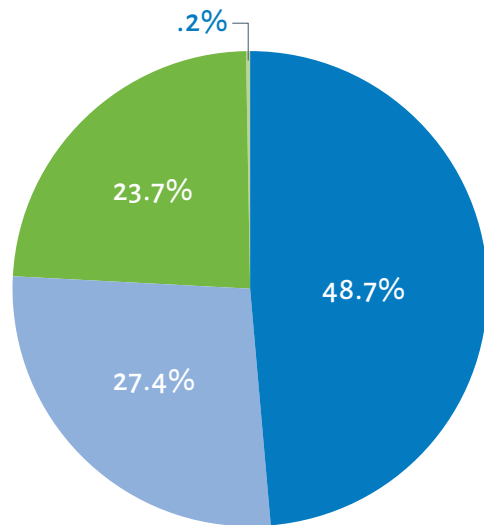
Volta ran pro bono digital ads for Fit Kids at their charging stations around the Bay Area.

Financial Performance in Fiscal Year 2022

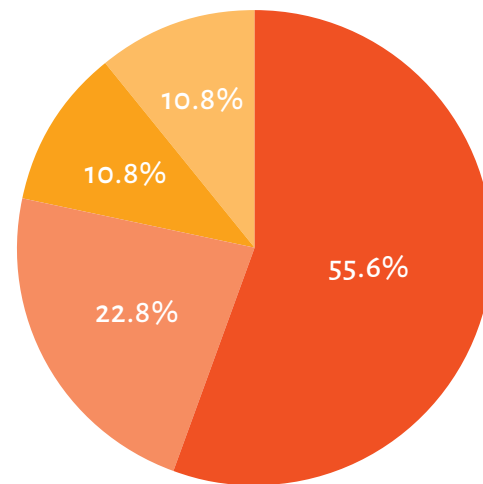
July 1, 2021 - June 30, 2022

Fit Kids had a strong financial performance in fiscal year 2022. We were fortunate to be able to hold a spring fundraising event that helped generate significant funds to support our programs. We are grateful to our corporate and individual donors who continue to contribute funds that support our mission and allow us to provide our programs at no cost.

Income by Category

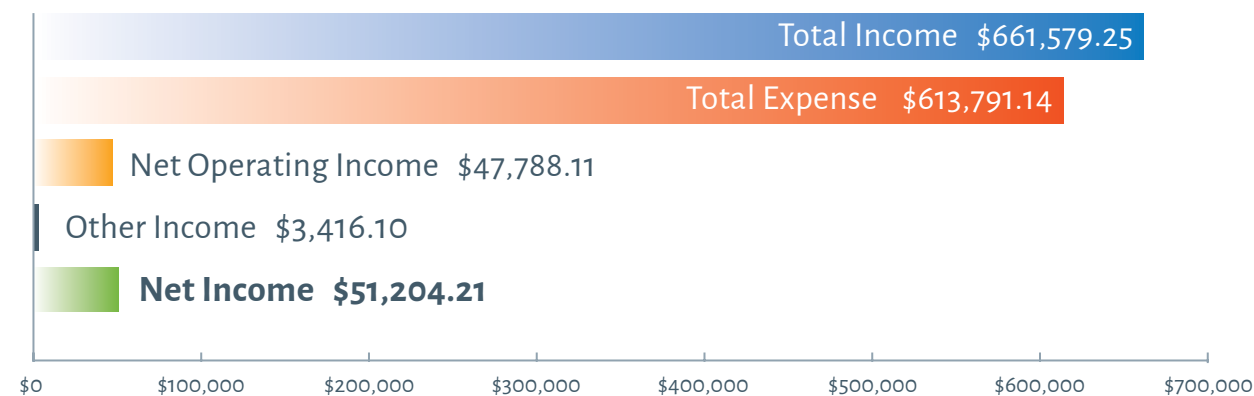


Expenses by Category



Individual Contributions	\$322,043.97	Program Expenses	\$341,383.60
Event Income	\$181,506.10	Fundraising & Marketing Expenses	\$140,063.49
Corporate & Foundation Income	\$157,029.18	Event Expenses	\$66,213.40
Program Sales	\$1,000.00	Administrative Expenses	\$66,130.65

Financial Summary For Fiscal Year 2022



Help Fund Fit Kids' Future

\$500



Sponsors 1 Fit Kid for 1 year

\$1,750



Sponsors a set of new equipment for an entire school

\$3,500



Sponsors a full Fit Kids program

\$5,000



Pays for 5 new fitness, yoga, dance, or mindfulness videos

\$10,500



Helps us expand by funding 3 partners on our waitlist



Thank You to Our Donors for Their Support in Fiscal Year 2022

JULY 1, 2021-JUNE 30, 2022

CORPORATE AND FOUNDATION SUPPORTERS

Anonymous (7)	Fusion Athletics*	Rite Aid Foundation
Adobe Inc.	Future	Sereno Group
Balsamiq	Hercules Capital	Silicon Valley Bank
Cargill	Hunter Family Foundation	SJ Sharks Foundation
Champion Charities	Mead Family Trust	Speramus Foundation
Chesler Construction	Mission City Community Fund	Sports Basement
Common Grind Clothing	N.E.W. Academy of Science and Arts*	Taube Family Foundation
Coupa Software	Palo Alto Medical Foundation	The McDowell Foundation
Explore Knowledge Academy*	Palo Alto Weekly Holiday Fund	The Morrison Foerster Foundation
Fenton Family Foundation	Quest Foundation	The Safeway Foundation
Flora Family Foundation	Recurrent Technologies	Wender Weis Foundation for Children

*Partner Sites that purchase a Fit Kids program



INDIVIDUAL DONORS

\$15,000

Anonymous
Amy and Grady Burnett
Scott Carter
Becky and Andy Logan
Wendy and Tim McAdam
Lisa and Matthew Sonsini
Charlotte and Alan Waxman

\$10,000-\$14,999

Julia and Wiley Anderson
Dana and Ben Bisconti
Devon and Peter Briger
Sonja and Bill Davidow
Mark Gainey
Calla and Will Griffith
Anne and Eric Harrison
Ashley Hunter
Priti and Sanjay Morey
Ashley and David Still

\$5,000-\$9,999

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Karen Chakmakian
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Suzanne and J. Crandall
Alli and Byron Deeter
Chandler and Oliver Evans
Nancy and Blair Ford
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Maggie and Ed Perks
Michael and Paula Rantz Foundation
Jenny and Gerald Risk
Rhona Thompson
Claire and Bill Thompson
Kelli and Steffan Tomlinson
Angelique and Andrew Wilson

\$2,500-\$4,999

Dimitra Anderson
Carson Eltokhy
Tricia Herrick
Sue and Kurt Jagers
Julie and Bill McDermott
Matt Poirier

Robin and Jake Reynolds
Amelia Schultz and Jason Werlin
Lara and Scott Sellers
Margaret and Edward Sichel

\$1,000-\$2,499

Alicia and Scott Baker
Gabby Banatao
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Stuart Canfield
Carey and Jamie D'Alessandro
Nathalie de Saint Andrieu and Cyrille Jeantet
Carole Fonck-Rodgers
Matthew Greenberg
Denise and Steve Henry
Jocelyn and Josiah Hornblower
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Alison and Rob Leupold
Cristin Lis
Linda and Jack MacDonald
Alice and David Mount
Sharon and Ted Purcell
Nicole and Amir Rubin
Jami and Tom Schott
Leslie and Mike Schott
Anne Shull
Karen and Bill Sonneborn
Anngi and Roland Strick
Julianne and Scott Wagner
Joy and Eric Weintz
Amy Wender and John Hoch
Katie and Raymond Zimmerman

\$1-\$999

Anonymous (2)
Cristy and John Barnes
Jocelyn and Craig Beni
Polly and Tom Berquist
Tracy and Tito Bianchi
Susan and Ron Briggs
Jenny Brokaw
Becky and Richard Bucich
Marc Cadieux
Kirsten Cahill
Ashley Caldwell
Abby and Leon Campbell
Kristi and Jon Cannon
Ashley and John Chambers
Mari and Aron Chazen
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Amy and Mike Courson
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Meagen and Mike Eisenberg
Diana and Brad Ekstrand

Michael Evans
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Rachel and Jason Freitas
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Staci and Jonathan Friesel
Becky Genauer
Molly and Ned Gibbons
Celeste and Steve Giusti
Hannah Gross
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Meg and Scott Scherer
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Jinny St. Goar
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Judy Wong
Lauren Woodward
Sarah and David Wright
Suzanne and Adam Yonkers



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& COMMUNICATIONS

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DIRECTOR OF GRANTS & SPONSORSHIPS

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DIRECTOR OF EVENTS & SOCIAL MEDIA

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DIRECTOR OF PROGRAMS

Fit Kids Trainers

Tevyn Bonner

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Omnya Medani

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Peter Tapao

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