



**6 - 7 LBS**  
**2.7 - 3.2 KGS**

ANNUAL REPORT  
**2019**

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# 1

## INAUGURAL FIT KIDS LUNCH

# 57

## SITES

# 69

## PROGRAMS

# 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.

A handwritten signature in black ink that reads "Ashley".

Ashley Hunter, FOUNDER & EXECUTIVE DIRECTOR

650.299.1599 | [ashley@FitKids.org](mailto: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. ”

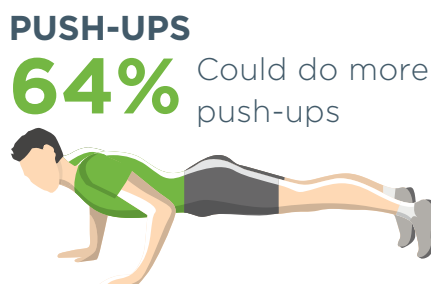
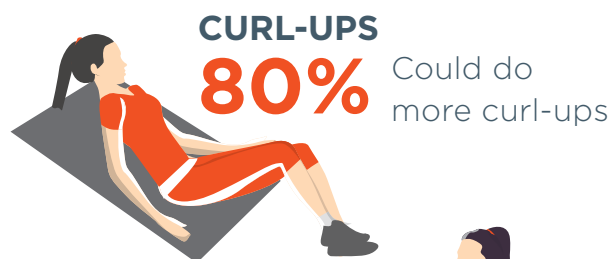
- GABRIEL ANGUIANO JR.  
*After School Program Coordinator, Willow Oaks School*







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, <i>Castellanos and Sandra Cisneros Campuses</i>	Santa Isabel	St. Francis of Assisi School
KIPP Comienza Upper Campus	St. Albert the Great	St. Lawrence of Brindisi
KIPP Ignite	St. Catherine of Siena	St. Michaels
	St. Eugene	St. Odilia
	St. Frances X. Cabrini	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**

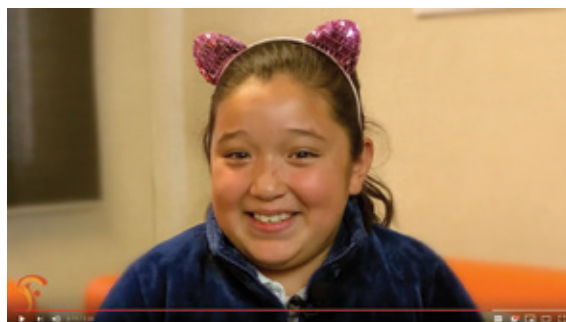
The inaugural Fit Kids Lunch – where fun meets fundraising – drew a sellout crowd of more than 250 Fit Kids supporters for an afternoon with platinum-selling recording artist Chynna Phillips and her husband, actor Billy Baldwin.

## **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](http://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<sup>®</sup> CHAMPS

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](http://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

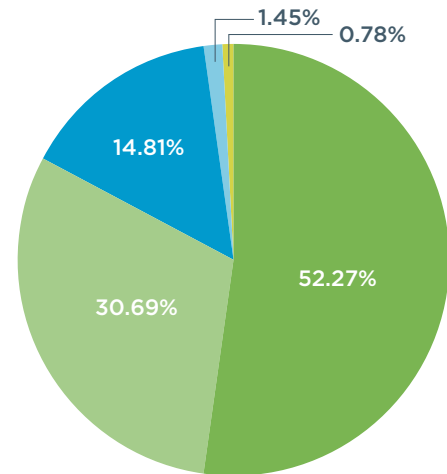
**28** new corporate donors

**95** new champs members

Surpassed our budget by **17%**

Submitted over **70** grant applications

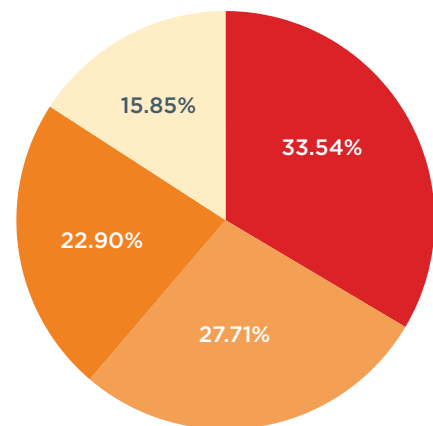
## INCOME BY CATEGORY



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!



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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)