



FIT KIDS[®]



2017
ANNUAL REPORT



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



HEART

When it comes to kids' fitness we have heart, and so do our supporters. Together we can keep kids' hearts healthy.



MIND

We are helping to shape kids' minds. Research shows that physical activity has a direct, positive impact on academic performance.



BODY

Healthy hearts and minds are key to healthy bodies. Fit Kids builds healthy bodies, preparing kids for a healthier future.

DEAR FRIENDS,

Fit Kids launched in January 2011 to provide children in low-socio-economic areas with more opportunity for the structured physical activity that builds the foundation for a healthy life. Fitness provides children a myriad of life-changing physical, mental and social benefits.



Developing healthy habits, a love of exercise, and the knowledge of how to keep fit from a young age serves as preventative medicine against the risk of obesity and related diseases. It is much easier and more effective to prevent unhealthy weight gain than it is to reverse it later.

Additionally, fit kids:

- Have stronger muscles and bones and leaner bodies
- Are less likely to develop type 2 diabetes
- Have lower blood pressure and blood cholesterol levels
- Sleep better
- Are more equipped to handle physical and emotional challenges
- Tend to interact better with both kids and adults
- Generally have a more optimistic outlook on life

Research has also shown a strong correlation between physical activity and improved academic performance. There are incredible benefits to physical activity and the research shows that programs like Fit Kids are critical to every child's healthy development.

Thanks to the support of our generous donors, Fit Kids had a record year in 2017 in terms of reach, impact and the fundraising that fuels our growth. As we look toward the future, we have big goals and are committed to building our programs to impact more and more children.

Thank you for taking the time to learn about Fit Kids!

A handwritten signature in black ink that reads "Ashley". The signature is fluid and cursive.

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



Fit Kids restructures programs to triple the amount of time kids participate in our programs

2014



Fit Kids transitions to year-long programs to make a bigger impact on children and hires full-time office staff, part-time contractors and coaches for infrastructure to support growing programs

2017

2011

Fit Kids founded to provide physical activity programs to underserved children

After-school programs launch at three East Palo Alto schools in first season



2015

Fit Kids pilots Charter Program in the Bay Area in Spring and adds Charter Programs in New York, Houston and Los Angeles in Fall



2018

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



Then... and Now

Our Results Since 2011



Provided **Core Programs** (i.e., those led by Fit Kids-trained coaches) at more than **32 Bay Area schools and community organizations**



Served more than **4,000** children



Provided **more than 3,500 hours** of **structured physical activity** through a total of **210 Core Programs**



Provided **Charter Programs** (i.e., those led by program-site personnel) at **40 schools and community organizations**



Increased staff from founder to **three** full-time office staff, **two** part-time contractors and **11** Fit Kids coaches by September 2017



Employed **more than 50** college students, graduates and professionals as Fit Kids coaches



Secured support from **more than 500** individuals and **70** institutions



At Fit Kids, we recognize that physical activity is an essential component of every child's healthy development. Despite universal benefits, far too many children do not have access to structured physical activity programs due to limited financial and neighborhood resources. Fit Kids programs address this opportunity gap and ensure that underserved children have essential opportunities to be active and enjoy the incredible benefits of physical activity.

Our unique curriculum helps children develop important fitness skills, such as strength, speed and agility, and motor skills, such as hand/foot-eye coordination, running, kicking and throwing.

The best part about Fit Kids is that we make fitness fun and our programs make it easy for children to be active, experience the benefits of physical activity, and build confidence in their physical abilities.

Core Program



FIT KIDS' CORE PROGRAM IS AN AFTER-SCHOOL PROGRAM TAUGHT BY TRAINED, PROFESSIONAL FIT KIDS COACHES.

All of the children that participate in our Core Programs are considered low socio-economic status and attend schools where a majority of kids are on the free or reduced cost lunch program. Our Core Programs are available at no cost to the schools or participants.

PROGRAM DETAILS

- 50 one hour long classes
- Academic year programs
- Up to 25 K-2nd grade kids
- All equipment is provided
- Two trained, professional coaches

2017 CORE PROGRAM LOCATIONS:

- Costano Elementary, EAST PALO ALTO
- KIPP Excelencia, REDWOOD CITY
- KIPP Valiant, EAST PALO ALTO
- Los Robles Dual Immersion School, EAST PALO ALTO
- Willow Oaks Elementary, MENLO PARK



“**Fit Kids and the A.L.A.S** after school program have had a great relationship since the beginning. The program has been here for **seven years** and currently serves about **40** K-2 students. Fit Kids is important at our site, for many reasons, educating and coaching our children on the importance of **proper stretching, teamwork and communication** at an early age. All with the use of good coaches/leaders, up-to-date PE equipment and a structured curriculum from the beginning to the end of program.”

GABRIEL ANGUIANO

Coordinator, A.L.A.S After School Program, Ravenswood School District





“ When students play sports, some of them sit out, because they’re not good at the sport. But when **Fit Kids** starts, everybody participates and is integrated into one activity, where all the students are **learning something new**. Even the shy, introverted students have the **most fun** because they’re **part** of something. Socially and emotionally Fit Kids helps the students who normally are not good at sports. The kids can just be themselves, doing these activities. A lot of the students we work with are from low-income communities and working families, so when they go home, there’s a lot of things going on. With Fit Kids, it’s a way for them to just kind of escape. ”

ELVIA CASAS
Site Coordinator, Washington Elementary, San Jose

Charter Program

THE FIT KIDS CHARTER PROGRAM IS AVAILABLE AT NO COST TO SCHOOLS

and community organizations that work with children in grades TK-8th grade where more than 50% of the students are on the national free or reduced cost lunch program. Onsite staff at each location are trained to run Fit Kids during the school day and as an after-school program.

PROGRAM DETAILS

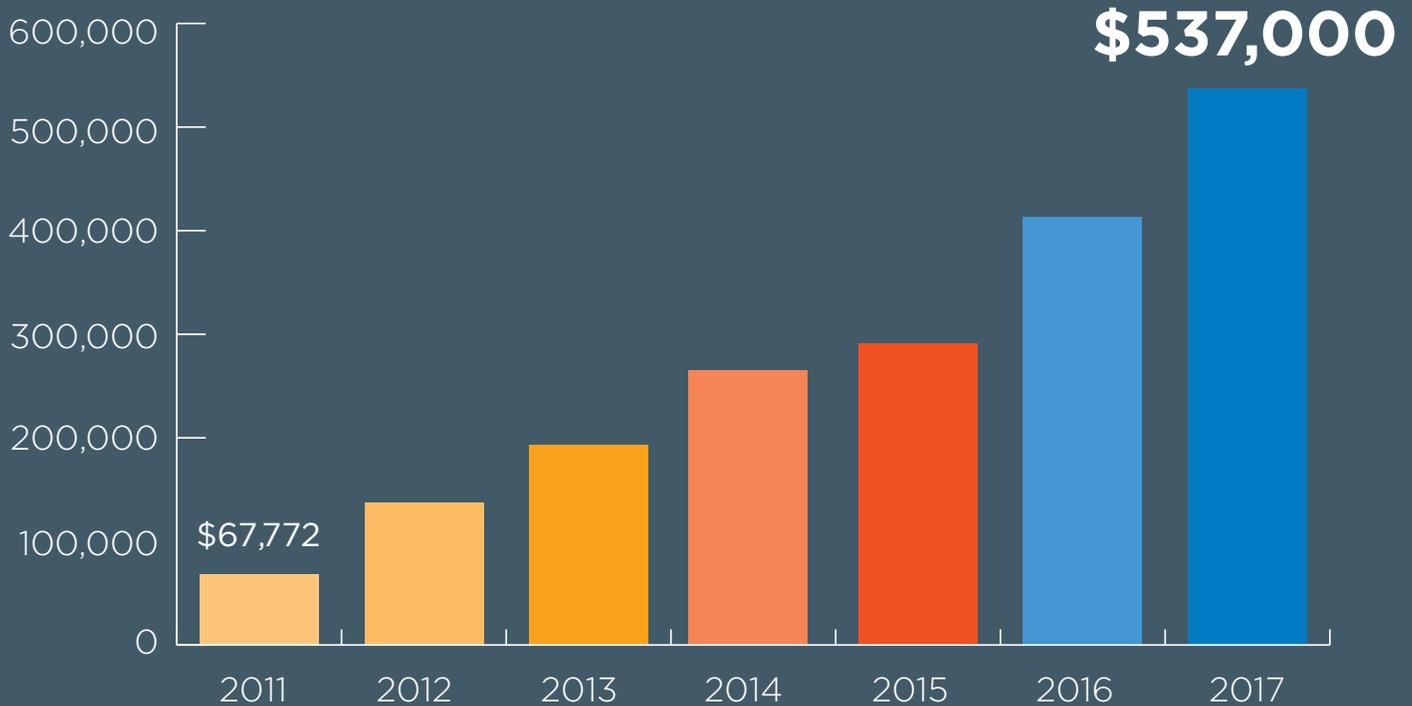
- Program available for one year with renewal options
- All equipment provided
- In-person training on the Fit Kids program
- Online access to curriculum and training videos through secure portal on the Fit Kids website
- Monthly check-in surveys over the course of each year-long program



2017 CHARTER PROGRAM LOCATIONS:

- Alexander Rose Elementary, MILPITAS
- Anne Darling Elementary, SAN JOSE*
- Boys and Girls Clubs of the Peninsula
EAST PALO ALTO, REDWOOD CITY, MENLO PARK
- Dahl Elementary, SAN JOSE*
- Empire Gardens Elementary, SAN JOSE*
- EnCompass Academy, OAKLAND
- Forge For Families, HOUSTON
- Franklin Elementary, SAN JOSE*
- Generation One Academy, HOUSTON
- Horace Mann, OAKLAND
- KIPP Dream Prep, HOUSTON
- KIPP Ignite Academy Upper Campus, LOS ANGELES
- KIPP Ignite Academy Lower Campus, LOS ANGELES
- KIPP Unity Primary, HOUSTON
- KIPP Valiant, EAST PALO ALTO
- Los Arboles Elementary, SAN JOSE*
- Meadows Elementary, SAN JOSE*
- Police Activities League (PAL), REDWOOD CITY
- REACH Academy, OAKLAND
- Santee Elementary, SAN JOSE*
- Shirikawa K-8 School, SAN JOSE*
- Washington Elementary, SAN JOSE*
- Windmill Springs Elementary, SAN JOSE*

Fit Kids is financially fit, *thanks to our supporters*, and with your continued support we can CONTINUE to grow **STRONGER!**



High-Five to our 2017 Supporters!

THANK YOU TO THE FOLLOWING SUPPORTERS FOR HELPING FIT KIDS MAKE A BIG IMPACT IN 2017!

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*** Thank you to the individuals and organizations that supported Fit Kids through our annual Children's Champions event.*

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