

Strategic Plan

2023-2026



FIT KIDS[®]

A Letter from Ashley

Dear Friends:

During the past 12 years, Fit Kids has brought physical activity opportunities to tens of thousands of children at under-resourced schools across the United States and more recently, Mexico.

As we strive to continually enhance our program and expand its reach, this three-year strategic plan will serve as our road map. The culmination of much thought and planning, this document reflects our goals and our commitment to improving children's health and well-being.

Thank you for joining us on this critically important journey. Your continued support of Fit Kids is essential to our long-term success. Together we can ensure that every child experiences the joy and benefits of an active life.

With gratitude,



Ashley Hunter

FOUNDER AND EXECUTIVE DIRECTOR



Table of Contents



VISION & MISSION	4	WHERE TO INVEST: FIT KIDS	10
ORGANIZATIONAL CORE VALUES	5	3 YEAR STRATEGIC GOALS	11
THE IMPORTANCE OF PHYSICAL ACTIVITY	6	GOAL 1: ENHANCE PROGRAMS	12
THE SITUATION: YOUTH PHYSICAL AND MENTAL HEALTH	7	GOAL 2: BUILD INFRASTRUCTURE	13
THE REASONS: WHY CHILDREN FACE THESE PROBLEMS	8	GOAL 3: EXPAND PROGRAMS	14
THE SOLUTION: INVEST IN YOUTH PHYSICAL ACTIVITY PROGRAMS	9	GOAL 4: ACHIEVE FINANCIAL SUSTAINABILITY	15

Vision Statement

We envision a world where all children can access physical activity and experience the health benefits associated with an active life.



Mission Statement

Our mission is to provide structured physical activity, movement, and mindfulness programs to ensure all children are able to enjoy the physical and mental health benefits of exercise.

Organizational Core Values

Fit Kids has identified the following core values as critical to our mission:

- Equal importance of physical and mental health
- Inclusion for all children
- Accessible content anywhere, anytime
- Lifelong love of being active

“With the help of Fit Kids, our students have developed a sense of **excitement** toward fitness and exercise. Even at an early age, our students enjoy having the opportunity to participate.”

ELIZABETH TIJERINA

Operations Manager, KIPP Excelencia, Redwood City, California

The Importance of Physical Activity

In addition to the development of lifelong healthy habits, physical activity offers a wide range of benefits for children, including improvements in:

- Physical and mental health
- Motor skill acquisition
- Cognitive function
- Self-esteem and confidence
- Sleep quality
- Teamwork and social skills



The Situation: Youth Physical and Mental Health

Children today are facing growing challenges related to both their physical and mental health including:

- 1 Children are not getting enough physical activity.** Less than one quarter (24%) of children 6 to 17 years of age participate in the recommended 60 minutes per day of physical activity. (SOURCE: CDC)
- 2 Depression and anxiety are increasing among children and adolescents.** In 2023, 11.5% of U.S. youth experienced severe major depression. Rates were higher among youth identifying with multiple races (16.5%). (SOURCE: MENTAL HEALTH AMERICA)
- 3 Increased screen time is contributing to a sedentary lifestyle and feelings of depression and anxiety.** The Kaiser Family Foundation reports that children aged 8-18 spend an average of 7.5 hours per day on entertainment media.
- 4 Challenging family and socioeconomic factors have a direct impact on kids mental health.** Children from low-income families are more likely to experience chronic stress, food insecurity, and lack of access to healthcare, which can exacerbate both physical and mental health problems. The AAP reports that poverty is one of the most significant social determinants of health for children.

“The **collaborative activities** found in the Fit Kids program allow our students to be active, but not intimidated with the prospect of winning or losing. **Having fun and staying fit** are the outcomes.”

DAVID CAVEN
Horace Mann Elementary School



The Reasons: Why Children Face These Problems

The physical and mental health crisis among children is a complex issue with multiple contributing factors including:

- 1** **Many children have little to no P.E. programs** at their schools due to budget cuts and constraints, and there is an increased demand on instructional minutes.
- 2** **Many lower-income communities do not have safe parks available to children for play and exercise,** making it even harder for children to get the recommended 60 minutes of physical activity each day.
- 3** **Many children can't participate in youth sports due to the high cost of these programs.** Furthermore, many low-income communities simply don't offer youth sports programs, which require travel outside their communities.
- 4** **Many children are experiencing rising rates of anxiety and depression** due to various factors including social media, academic pressures, and family stress.

The Solution: Invest in Youth Physical Activity Programs

Investing in youth physical activity programs offers a range of long-term benefits that extend beyond physical health. Increasing children's physical activity levels today will:

- 1 Create Lifelong Healthy Habits:** Physically active children are more likely to continue being active into adulthood, reducing their risk of chronic diseases.
- 2 Reduce Healthcare Costs:** By promoting healthy behaviors early in life, we can reduce healthcare costs associated with treating obesity and related conditions.
- 3 Improve Community Engagement:** Physical activity initiatives can bring communities together and promote social cohesion.
- 4 Improve Public Health:** By prioritizing physical activity in childhood, we can reduce the prevalence of chronic diseases and improve the health outcomes of future generations.





Where to Invest: Fit Kids

Since January 2011, Fit Kids has increased physical activity for tens of thousands of children across the country. By investing in Fit Kids, you are helping to:

- 1 Make physical activity accessible.** Fit Kids addresses the barriers children have to regularly accessing physical activity by providing the equipment and curriculum needed directly to organizations that can reach underserved communities most quickly and consistently.
- 2 Provide resources to schools and youth organizations.** Fit Kids partners with schools to provide a flexible curriculum that can be used with any length of PE class and after school programs to offer structured activity beyond general play.
- 3 Eliminate the cost of participation.** Fit Kids is provided for free in order to eliminate any financial barriers that a school, youth organization, or child might have.
- 4 Ensure ALL children are able to participate.** Notably, the Fit Kids program and training focus on including all children regardless of ability level.

3 Year Strategic Goals

- 1 Enhance our programs** to ensure high impact, scalability, and ease of use.
- 2 Build infrastructure** to support organizational growth.
- 3 Expand Fit Kids programs** to meet the need and demand throughout the country.
- 4 Support long term sustainability** with financial growth to facilitate Fit Kids expansion.

“ They **enjoy the exercise games** as it gets them moving and having fun, but it also helps **foster teamwork** and promotes more peer to peer conversations.”

CHRIS MORENO-HUNT
First Tee Baylands Golf Links

Goal

1

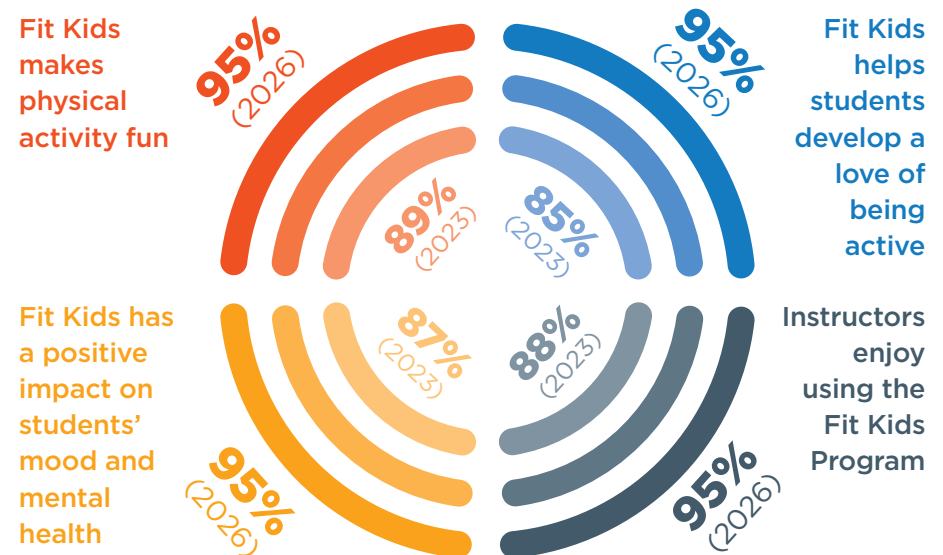
Enhance our programs to ensure high impact, scalability, and ease of use.

For more than 12 years, Fit Kids has offered high-quality, high-impact physical activity and mindfulness programming to school and youth organizations. It is our goal not only to continue this work, but also to expand upon it. We will add new tools and strategies to enhance both the partner and participant experience as well as collect and assess data to continuously improve our offerings.

Key Action Items:

- Continue to refine curriculum, create new fitness and mindfulness video content, and develop a robust training program for coaches
- Enhance Fit Kids' data collection and analysis to measure program impact
- Pursue partnerships with other organizations that have expertise that complement Fit Kids program, such as coaching and nutrition

Positive impact of program enhancements, as reported by partners by 2026



Goal 2

Build infrastructure to support organization growth.

To support Fit Kids future goals, Fit Kids will build a robust and sustainable infrastructure, engaging people and developing processes that will support organizational growth and increased impact.

Key Action Items:

- Build national board of directors aligned with our program national expansion strategy
- Hire additional staff to support program enhancements, growth, and fundraising needs
- Upgrade technology platform, including online coach portal, Coach's Corner, and student apps to enhance user experience
- Capture more usage data and create seamless navigation through the coach portal and apps
- Ensure systems are in place to collect, manage, and analyze program impact data



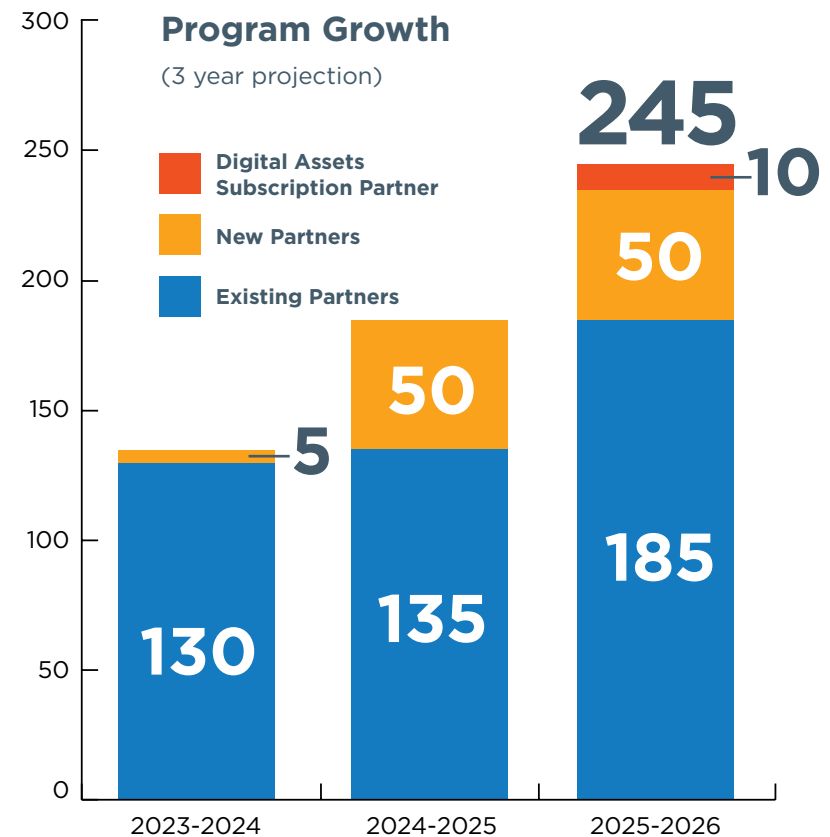
Goal 3

Expand Fit Kids programs to meet the need and demand throughout the country.

As Fit Kids strives to meet the needs of every community that can benefit from our physical fitness, wellness and mindfulness programming, we have identified growth objectives to help us serve additional children and youth across the country.

Key Action Items:

- Continue program expansion throughout California through referrals from existing partners
- Leverage current partners in other states to grow programs in communities where Fit Kids has an existing presence
- Pursue new partnerships with organizations that have a national and international presence
- Identify opportunities to partner with organizations that will only use Fit Kids digital assets, such as Coach's Corner and our Video Library



Goal 4

Financial growth to support Fit Kids' expansion and ensure long-term sustainability.

Fit Kids is determined to continue offering our programming at no cost to partners who cannot afford to pay. Our development plan will include donor identification, engagement, and stewardship strategies to increase funding for program expansion.



Key Action Items:

- **Individual Funders:** Grow individual donor pool, establish multiyear giving commitments, and employ stewardship to retain loyal donors
- **Corporate Funders:** Pursue strategic, long-term national corporate sponsorship opportunities
- **Additional Revenue Streams:** Pursue additional earned income opportunities such as licensing digital assets and selling programs

“ It was an easy decision to support Fit Kids with a meaningful donation. The importance of physical activity for children cannot be overstated, and **Fit Kids has developed a world-class program** that achieves tangible outcomes with significant impact. It's a winning combination.”

ANONYMOUS FIT KIDS DONOR

Our Team

FIT KIDS STAFF AND TRAINERS

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FITNESS TRAINER

Rondy Doval Isaac
YOGA AND MINDFULNESS
INSTRUCTOR

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