

2024

FISCAL YEAR 2024 | July 1, 2023-June 30, 2024

# Annual Report





**“ I love how it engages all students, regardless of the child’s skill level.”**

– Alberto Hernandez, *CORAL: Anne Darling Elementary School*

## Dear Friends,

For more than 13 years, Fit Kids has delivered high-quality, high-impact physical activity and mindfulness programming for youth at our partner schools and community organizations around the U.S. We focus on under-served communities, striving to close fitness opportunity gaps, where kids experience scarce or non-existent access to PE classes, affordable youth sports organizations, and safe places to play. In our recently completed fiscal year 2024, I am so proud to report that we upped our impact to record levels on multiple measures.

- Our peak number of youth participants, over 20,000
- Our highest-ever number of programs delivered at 135 partner sites
- Unprecedented program enhancements and infrastructure additions supported by a record number of new and long-time donors

Below, the strategic plan pages of this report cover these achievements in greater detail. The impact section illustrates the positive impact Fit Kids has on kids' physical and mental health, as reported directly from our partners. And, of course, we honor our donors, whose support helps Fit Kids bring healthy physical activity, movement, and mindfulness to more and more children.

While new records are always exciting, we continue our critical work to improve the physical and mental health of the children who are most in need of these services. With the program enhancements and improved infrastructure that your support enables, we are poised for even greater growth during fiscal year 2025, reaching even more children who need access to Fit Kids programs. We, and they, thank you.



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

# Vision, Mission & Values

## 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

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



**“Fit Kids has been a wonderful program that is used during our PE time; it is a great tool for the teachers and coaches.”**

*– Alejandra Alvarez, Principal, St. Matthias School*

Fit Kids provides every partner with a fun and easy-to-follow curriculum that gives students a daily opportunity for structured fitness, movement, and mindfulness activities. Our engaging activities, including cardiovascular exercises, strength training, and agility drills, are designed to improve physical fitness in children across a wide range of ages and skill levels. Each Fit Kids program includes:



## Physical Activity Lessons

- Dynamic warm up activities
- Fitness stations
- Relay races & obstacle courses
- Fitness games
- Static stretches
- Yoga poses & yoga flows
- Plus access to our free coach's app so our curriculum is easily accessible anytime!



## A Library of Videos

- Fitness movements
- Yoga poses & yoga flows
- Bodyweight workouts
- Dance fitness
- Mindfulness
- Fitness kits
- Plus access to our free student app - children can use the video library at home!



## Fitness/Playground Equipment

- Kettle bells & sandbells
- Hurdles
- Agility ladders
- Flag belts
- Speed parachutes
- Battle ropes



## Also included with each Fit Kids Program

- Personalized training and program support from the Fit Kids team
- In person site visits from Fit Kids when possible
- Multiple surveys each year to collect impact data and feedback
- Ongoing program support throughout the year to ensure Fit Kids is making an impact
- Monthly Fit Kids partner newsletter
- Monthly fitness activities and challenges

## Impact Data

Fit Kids conducts surveys over the course of each school year to collect data from our partners in order to measure our impact on students. Based on our year-end survey in May 2024, we collected the following data that provides a snapshot of where and how our program is used.

**61%**

of partners are using Fit Kids in **PE programs\***

**33%**

of partners are using Fit Kids content for **brain breaks**

**43%**

of partners are using Fit Kids in **after school programs\***

**85%**

of partners would **recommend Fit Kids to a peer**

**47%**

of Fit Kids partners are in **Southern California**

**40%**

of Fit Kids partners are in **Northern California**

**11%**

of Fit Kids partners are **Out of State**

**2%**

of Fit Kids partners are in **Mexico**

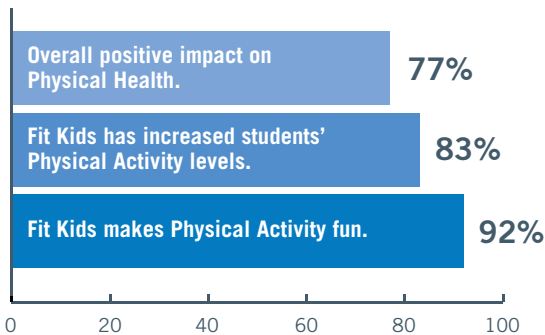
\* Partners may use the program for **both** PE and after school programs.

# Impact Data

Fit Kids continues to make a strong, positive impact on students' physical and mental health! In the 2023-2024 school year our partners reported the following impact:

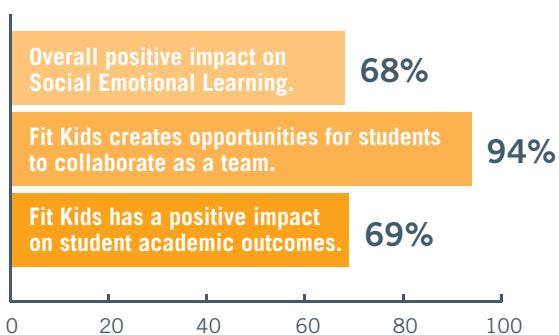
## Physical Activity

% of partners that agree



## Social Emotional Learning

% of partners that agree



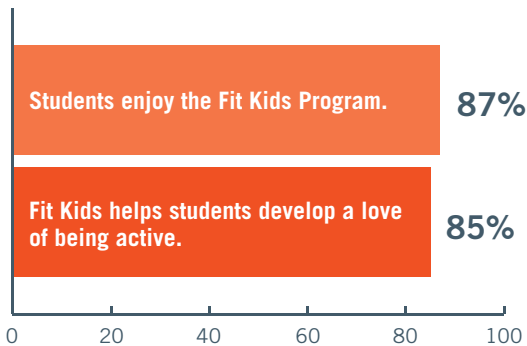
## Mental Health

% of partners that agree



## Overall Impact

% of partners that agree



**“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.”**

– Mariaelena Garcia, PE teacher, St. Helen School



**“Fit Kids has been a great tool to use in our school community, and the students are always excited to use the equipment provided.”**

*– Miguel Basurto, Principal, St. Ignatius of Loyola Catholic School*



# Fiscal Year 2024 Strategic Accomplishments

This year, Fit Kids focused on program enhancements, especially around data collection, as well as building organizational infrastructure to support future program growth.

## Impact Data Collection and Analysis

1. We engaged with Evaluation and Learning Consulting to improve data collection and analysis methods
2. We upgraded Coach's Corner and the coach app to collect better usage data and insights
3. We engaged with Hello Insight to collect SEL data on the impact of our program
4. We engaged with Qualtrics to manage our data collection and analysis



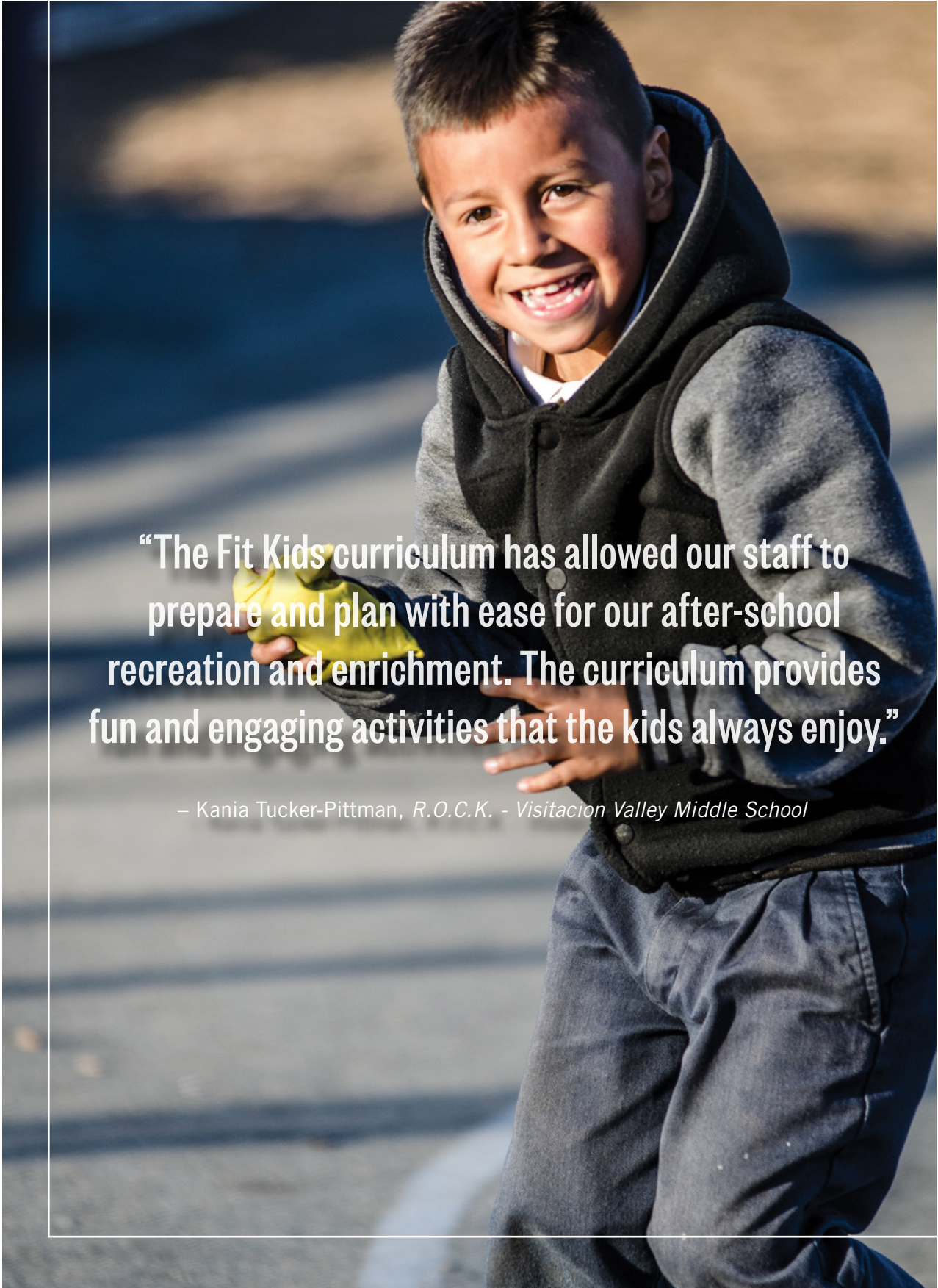
## Program Enhancements

1. We designed and launched a new Fit Kids website
2. We improved the user experience for Coach's Corner
3. We redesigned the coach app to create a more user friendly experience
4. We filmed 12 new movement videos
5. We developed a more robust, comprehensive training program for partners

## Infrastructure Growth

1. We added 5 staff members, 4 full time and 1 part time
2. We added 3 more board members

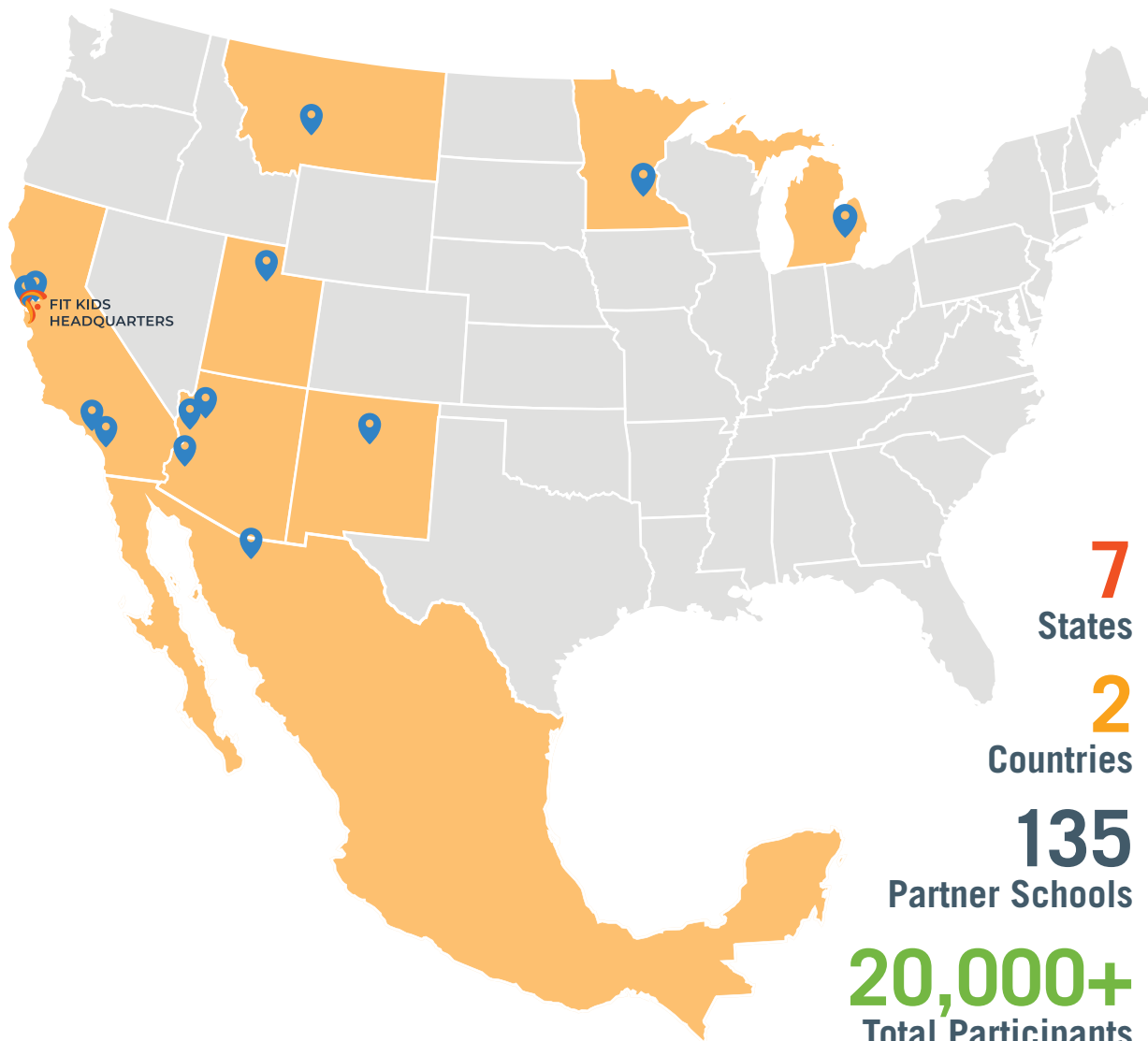




**“The Fit Kids curriculum has allowed our staff to prepare and plan with ease for our after-school recreation and enrichment. The curriculum provides fun and engaging activities that the kids always enjoy.”**

*– Kania Tucker-Pittman, R.O.C.K. - Visitacion Valley Middle School*

# National Reach: 2023-2024 Program Locations



**PreK-8th**  
Grade Range

## Fiscal Year 2024 Events

### Los Lobos Benefit Concert

In February 2024, Fit Kids welcomed the Grammy Award-winning band, Los Lobos for a sold-out benefit concert at The Guild Theatre that raised critical funds to support Fit Kids programs.



“There are few things closer to our hearts than supporting childhood development and health. Fit Kids does an extraordinary job helping under-served kids across North America by funding and implementing mental and physical health activities.”

– Steve Berlin, *Los Lobos*

# Fiscal Year 2024 Events

## Oakland A's Non Profit Partner Game



In May 2024, the Oakland A's selected Fit Kids to be the designated non profit partner of the game and donated tickets that we distributed to our partners.



Fit Kids joined the San Francisco based running group, Marina Run Club, for a summer Track Night. We were able to share our mission and grow our community by connecting with 50 new individuals passionate about fitness and health.

## SPARTANKIDS FOUNDATION Spartan Race

The Spartan Kids Foundation provided free tickets for students from our Los Angeles partners to participate in the Spartan Kids race at Dodger Stadium, offering them an unforgettable experience of fitness and fun.

## Stanford Football Tickets for Fit Kids Students



Stanford Football invited students and their families from our partner sites to enjoy a free game and experience the excitement of cheering on the Cardinal together.




## California Moves Day

Fit Kids once again participated in the annual California Moves Day at the State Capitol by providing some fun fitness activities for all the kids in attendance.

## Donor Spotlight

Fit Kids wants to thank our long-time donor, Karen Chakmakian, who is an avid surfer and passionate about the importance of physical activity, particularly for children.

A photograph of a person in a black wetsuit surfing on a green surfboard, riding a large, curling wave. The water is a deep green color, and the sky is a pale, overcast blue. The surfer is positioned on the right side of the frame, leaning forward as they ride the wave.

**“I will continue cheering on their growth to serve more kids!”**

– Karen Chakmakian, *Donor*

### **What inspired you to support Fit Kids?**

I cannot imagine a world where physical activity is not part of a normal day for children, but sadly this has become common. I was inspired to support Fit Kids from the moment I heard about the organization in 2012, and it has been rewarding to see the organization flourish over the years to be so impactful on kids' health and lives.

### **Which aspects of Fit Kids' mission resonate most with you?**

I especially appreciate Fit Kids' focus on making physical activity fun and helping kids develop a love for being active. This is the age where the trajectory can get set for the rest of their lives.

## Partner Spotlight

Fit Kids wants to highlight long-time partner Catholic Charities of Santa Clara County, who shares below why they love Fit Kids.

### How has the Fit Kids program influenced the overall development of students?

One of the most enjoyable aspects of the Fit Kids program for our scholars is the fun and engaging activities provided by the amazing curriculum. They love playing a variety of games that keep them active and entertained. Through these games, our scholars have developed important life skills such as teamwork, communication, and respect. They have learned to collaborate with their peers, express themselves effectively, and treat others with kindness and consideration.



### Can you share a story about a student who has experienced significant positive changes through the Fit Kids program?

One of our students, Damar, has experienced a significant transformation through the Fit Kids program. Previously a shy and reserved student, Damar has become more outgoing and confident. He has learned that having fun goes hand-in-hand with being responsible and involving others. Damar now takes the initiative to include his classmates in games and activities, fostering a sense of belonging. Fit Kids has been instrumental in Damar's development, providing a welcoming and inclusive environment where he feels comfortable and supported. His favorite part of the program is the opportunity to do fun activities and play with his classmates, which has helped him to come out of his shell and develop valuable social skills.

### What is the best part of working with Fit Kids?

One of the most valuable aspects of working with Fit Kids is its user-friendly interface and engaging features. The app is designed to be intuitive and easy to navigate, making it accessible for coaches of all levels of experience. This allows our coaches to quickly familiarize themselves with the program and effectively implement the activities with our students. Fit Kids provides a visual representation of the activities, making it easy for coaches to understand and follow the instructions. This visual guidance ensures consistency and accuracy in delivering the program, leading to optimal outcomes for our students.

# Fiscal Year 2024 Donors

Fit Kids wants to extend our deepest gratitude to the following corporations, foundations, and individuals who supported Fit Kids in fiscal year 2024.

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\* LOS LOBOS EVENT DONOR



# Fiscal Year 2024 Donors

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Sports Basement\*  
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\* LOS LOBOS EVENT DONOR

# Fit Kids Champions Giving List

Fit Kids wants to give special thanks and recognize these loyal donors who have consistently supported Fit Kids by donating 5 or more years. We are so grateful for their ongoing support of our mission!

## Corporate Donors

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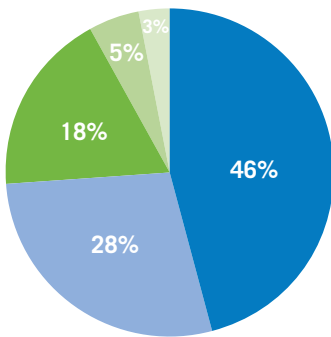
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# Financial Performance 2024

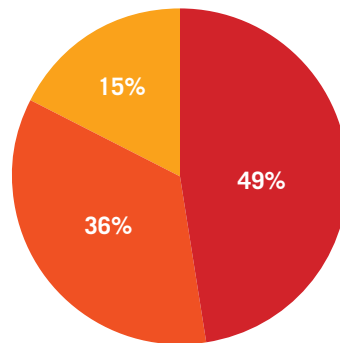
Fit Kids had a record year in fiscal year 2024, with total donations and income surpassing our budget and all previous years in Fit Kids' history. Thanks to generous donors and corporate sponsors, plus a successful annual fundraising event, Fit Kids raised significant funds to support our existing programs, planned infrastructure growth, and program enhancements. In addition, we raised money to help support 50 new programs starting in the the 2024-2025 school year.

## Income by Category



<span style="color: #0072bc;">■</span> Individual Contributions	\$354,636
<span style="color: #6699cc;">■</span> Corporate & Foundation Contributions	\$215,000
<span style="color: #4CAF50;">■</span> Events	\$141,821
<span style="color: #8BC34A;">■</span> Program Sales	\$43,503
<span style="color: #C8E6C9;">■</span> Other Income	\$21,404

## Expenses by Category



<span style="color: #D32F2F;">■</span> Program Expenses	\$404,997
<span style="color: #E67E22;">■</span> Fundraising and Marketing	\$290,958
<span style="color: #F1C40F;">■</span> Administrative	\$123,399

\*CYBHI GRANT NOT REFLECTED IN FY 2024 FINANCIAL PERFORMANCE AS FUNDS WERE NOT DISBURSED IN FY24, HOWEVER SOME OF THE EXPENSES WE INCURRED IN FISCAL YEAR 2024 WERE RELATED TO THE SPECIAL GRANT PROGRAM.

Scan here to support Fit Kids and help us grow!



Fit Kids Tax ID Number: 27-4987709



1143 Crane Street, Suite 203  
Menlo Park, CA 94025

## Our Team

### Fit Kids Staff and Trainers

**Tevyn Bonner**  
FITNESS TRAINER

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