



2025 ANNUAL REPORT

FISCAL YEAR | JULY 1, 2024-JUNE 30, 2025



**“I used to get tired easily,
but now I feel stronger and faster.
The exercises we do in Fit Kids
helped me a lot!”**

– 5th Grade Student, After-School All-Stars New York,
LEEP Dual Language Academy Charter School

A NOTE FROM THE FOUNDER

Fifteen years ago, I started Fit Kids with a simple but urgent belief: every child deserves the chance to move, to play, and to feel the joy and confidence that come from physical activity. Back then, we were working with just a handful of students. In the 2024-25 school year alone, we reached over 28,000 children across 176 sites in 10 states and 2 countries, and we're just getting started!

Fit Kids isn't just about getting kids moving. It's about what movement makes possible. It's about equity. It's about access. It's about the transformation that happens when movement, structure, and play become part of a child's daily life, particularly for those in under-resourced communities, where access to organized sports or even safe places to play is often out of reach.

Study after study confirms what we've known from the beginning. Consistent movement boosts academic performance, builds resilience, improves mental health, and lowers the risk of chronic disease. But beyond the data, we've seen what it looks like in real time. A child who once sat on the sidelines is now signing up for a community soccer league. A student who never thought they were "good at sports" lighting up with confidence after finishing their Fit Kids program for the day. Families sharing that their kids are using our online video library to lead movement breaks at home.

Last year was our most successful yet. Thanks to your support, we deepened our partnerships, expanded our reach, and strengthened the systems behind our work. We're also exploring bold new pathways to scale our impact even further. We see opportunities ahead that hold enormous potential for the next chapter of Fit Kids and our ability to serve even more students, educators, and communities.

As we look ahead, our mission remains the same: to ensure that every child has access to the transformative power of movement. We want kids to grow up believing in their bodies, their abilities, and their futures. And we want to build communities where health, joy, and connection are not privileges but everyday realities.

Thank you for being part of this journey. Your support fuels our momentum, magnifies our reach, and reminds us what's possible when we move together.

With gratitude,



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

A photograph of two young girls playing on a grassy field. The girl on the left is wearing a red dress with white polka dots and is holding a green hula hoop. The girl on the right is wearing a white t-shirt with a blue graphic and blue pants, and is also holding a hula hoop. They are both running and playing with several colorful hula hoops (red, green, blue) on the grass. In the background, there is a chain-link fence and trees.

“We get to move around and laugh with our friends. It’s not just exercise, it’s fun!”

– 3rd Grade Student, After-School All-Stars New York,
LEEP Dual Language Academy Charter School

ABOUT FIT KIDS

Fit Kids creates opportunities for children to build healthy habits that last a lifetime. Through daily movement, fitness, and mindfulness activities, kids gain physical strength, confidence, focus, and resilience, helping them flourish in school and in life.

Our easy-to-use curriculum brings daily movement, fitness, and mindfulness into partner sites through fun, age-appropriate activities like cardio, strength training, agility drills, and breathing techniques. These exercises help kids of all abilities thrive physically, mentally, and emotionally.

Each of the 176 Fit Kids Program Sites receive:

Fun, Structured Fitness Activities



- Warmups, fitness games, yoga, obstacle courses, and fitness circuits
- Easy access via our coach's app
- Monthly resources and fitness challenges

Equipment Kit



- Kettle bells, hurdles, agility ladders, parachutes, and more

On-Demand Video Library



- Fitness, dance, yoga, mindfulness, and bodyweight workouts
- Student app for use at home

Hands-On Support



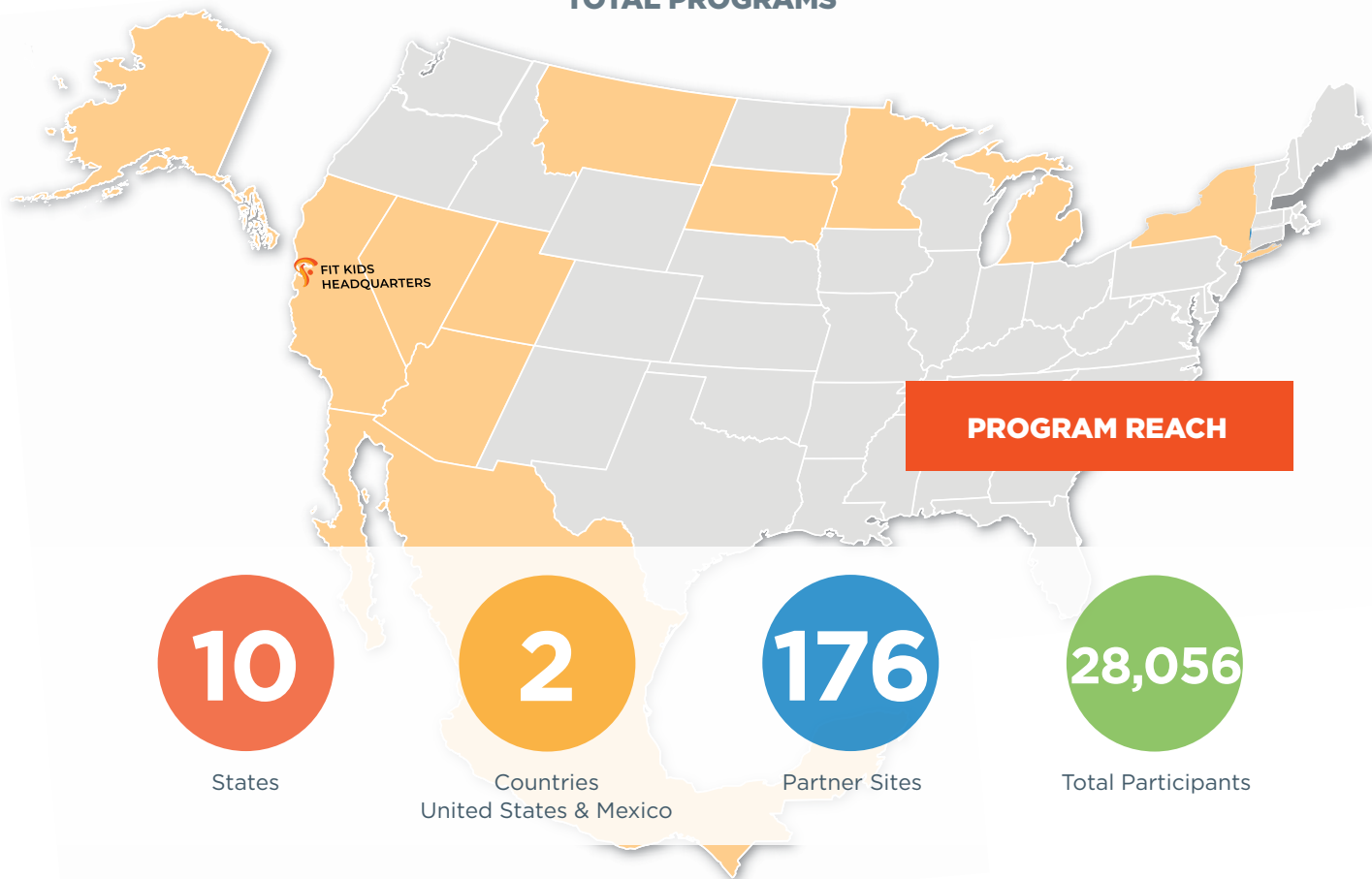
- Personalized training and year-round coaching
- Site visits and surveys to track impact

“One student told me that they love the Fit Kids activities, even though the usually don’t like sports.”

– Alex de Landa
Principal, Woodrow Wilson Elementary School, Daly City

2024-2025 PROGRAM HIGHLIGHTS

TOTAL PROGRAMS



NEW PROGRAMS

Number of
new
programs:

55



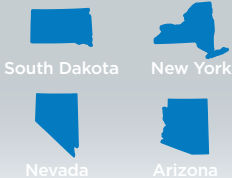
Number of
new
students:

7,668



Number of
new states:

4



Number of
new
networks:

3

(After-School All-Stars,
Sacramento City Unified
School District,
YMCA of the East Bay)



“Before Fit Kids, our students did ‘old school’ PE, with everyone doing the same thing. With the Fit Kids program, we see kids not only using their bodies but also their minds to complete the activities.”

– Teresa Reynoso-Gonzalez,
Principal, Nativity School, Los Angeles

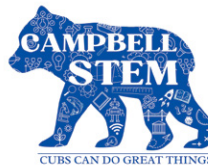
WHAT IS A FIT KIDS PARTNER?

A Fit Kids partner is a school or youth-serving organization that delivers our program to the children they serve. By providing everything they need to deliver Fit Kids well including: an easy-to-use curriculum, a high-quality equipment kit, training, ongoing support, and check-ins to track use and impact, our partners transform the lives of thousands of kids every day.

Our partners include public, private, and charter schools, as well as community organizations like the YMCA and After-School All-Stars. Fit Kids works with any site ready to make movement and mindfulness a regular part of its daily culture. To make program delivery seamless, partners get on-demand access to Coach's Corner, our online program system, so staff can quickly access class plans, fitness activities, bodyweight exercises, yoga, and mindfulness videos.

Together, we convert gyms, cafeterias, blacktops, and classrooms into joyful, structured movement spaces where every child can develop skills, confidence, and lifelong healthy habits. All students benefit from our high-quality fitness and mindfulness program, ensuring they grow both physically and emotionally.

WE ADDED NEW PARTNER LOCATIONS IN THE FOLLOWING NETWORKS IN 2024-2025



SAINT SEBASTIAN
PROJECT

Supporting Catholic Schools Through Sports
saintsebastianproject.org



Willow Crest Elementary



PARTNER PROFILE



Since 2018, St. Sebastian Sports Project (SSSP), now our largest partner with 59 sites, has turned Fit Kids tools into daily wins for their students across Los Angeles. Clare Gurbach, SSSP's Founder and Executive Director, recently shared why she loves Fit Kids.

How has the Fit Kids influenced the overall development (physical, mental, academic, and/or behavioral) of the students served?

Fit Kids has enabled the under-resourced schools we serve to offer an engaging physical fitness curriculum. Many of the schools do not have staff for PE, so stretched-thin teachers now have access to engaging videos and brightly colored equipment. We know that the many benefits of physical activity on the playground spill over to the classroom. Thanks to Fit Kids, our students are happier and healthier.

How has Fit Kids complemented or enhanced existing programs?

Our mission is to support the after-school sports programs for junior high students at 80 inner-city schools. The Fit Kids curriculum has enabled us to provide an excellent sports curriculum to every one of our students. The result: our schools have seen increased participation in after-school sports.

What is the best part of working with Fit Kids?

The staff at Fit Kids are very responsive to the needs of our schools, which unfortunately see a lot of staff turnover. Fit Kids is always there to provide training and guidance to ensure that our students continue to benefit from its quality sports curriculum.

FIT KIDS IMPACT

Nationally, fewer than 1 in 4 children of all ages meet the World Health Organization's guidelines for the recommended amount of daily physical activity. While about 42% of elementary-age kids (6-11) meet the standard, that drops to 15% by the time they reach middle school.

Last year, Fit Kids reached 28,056 children nationwide. Their participation in Fit Kids left them healthy and proud. Their consistent movement practice with Fit Kids created excitement and built confidence. That excitement established new, habits which are known to improve short- and long-term outcomes for children. The benefits of consistent movement and fitness are well documented, like enhanced focus, increased confidence, better academic outcomes, and overall improvements in physical and mental health.

This impact is especially critical for the children in the communities we serve. The majority of Fit Kids participants come from low-income and underrepresented backgrounds, where opportunities for safe, engaging movement are limited. Children from households with lower income levels are even less likely to meet activity guidelines than their higher-income peers. For example, children from low-income backgrounds are less than half as likely to play sports as their peers from high-income communities.

These gaps are what drive our work at Fit Kids. Our programs help break down barriers and give every child the joyful, healthy movement they need to thrive.

“The impact Fit Kids is having has been truly inspiring. A number of students have mentioned how fun and engaging the activities are. They look forward to each session, and some even mentioned it’s the best part of their week.”

**– Ellie Castillo,
After-School All-Stars NY, LEEP Dual Language Academy Charter School**

A group of diverse students are lined up on a green artificial turf field, participating in a physical education activity. They are leaning forward, ready to start, with a series of colorful balls (green, yellow, blue, purple) placed on the ground in front of them. The students are wearing casual clothing like sweatshirts, jeans, and sneakers. The background shows a clear blue sky and some trees.

**“Students’ anxiety levels
went down. Participation
went up and fitness levels
went up as well.”**

– Gisella Huerta,
Site Director, H.W. Harkness School, Sacramento

FIT KIDS IMPACT

Each year, Fit Kids conducts surveys with its partners to gather data on the program's impact on students. In the spring of 2025, Fit Kids surveyed all 176 partners and collected valuable data that highlights the positive effects on students' physical health, mental well-being, and academic performance.

FITNESS/PHYSICAL HEALTH IMPACT:

92% report that Fit Kids increased students' physical activity levels this year.

75% report that kids in grades K-5 are more fit as a result of participating in Fit Kids.

97% report students are more enthusiastic and excited about being active as a result of participating in Fit Kids.

80% report that students demonstrate less frustration during physical activity period as a result of Fit Kids.

MENTAL HEALTH IMPACT:

96% believe that Fit Kids had a positive impact on students' mental health.

97% report observing positive changes in students' mood and overall emotional well-being as a result of participating in Fit Kids.

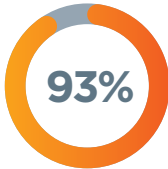
83% report decreased signs of stress and anxiety among students as a result of Fit Kids.

97% report increased confidence in being active and trying new physical activities among students as a result of Fit Kids.

ACADEMIC IMPACT:

84% believe that Fit Kids had a positive impact on students' academic work.

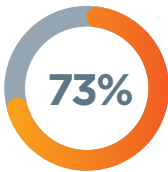
FIT KIDS IMPACT



report that Students remained excited and engaged with the Fit Kids program over the course of the school year.



report they are excited to implement the Fit Kids program each week.



use Fit Kids for 30 minutes or more each time they use the curriculum.



would recommend Fit Kids to a friend.

FIT KIDS IS BEING IMPLEMENTED BY PEOPLE IN VARIOUS ROLES:

Administrators
Athletic Directors
PE Teachers
School-Day & After-School Teachers
Health Teachers
Volunteers

MOST USED RESOURCES:

Brain break calendars
Classroom fitness games
Curriculum classes
Fitness testing
Bodyweight workout videos
Yoga videos
Mindfulness videos

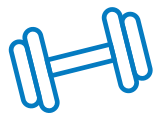
THE FIT KIDS RIPPLE

15 Years of Changing Habits and Impacting Lives

For 15 years, Fit Kids has empowered educators and coaches to bring fun, structured daily movement and mindfulness to school-aged children.

Since our founding in 2011, **a total of 174,102 kids have participated in Fit Kids programs**, increasing their likelihood of maintaining the movement and mindfulness habits that Fit Kids introduced to them.

That's the Fit Kids Ripple: daily joyful movement becomes a lifetime of better outcomes for kids, for families, and for entire communities. **The compounding effects of 15 years of Fit Kids are profound.**



Physical Health Benefits

Public health research shows the lasting power of an active lifestyle. Multiple studies show that people who meet the recommended daily amount of physical activity reduce their risk of chronic diseases like type 2 diabetes by as much as 58%, the risk of cancer, heart disease, and stroke is decreased by 20% to 30%. **If we apply these statistics to just 8,705 kids, which represents only 5% of the total Fit Kids alumni of 174,102 then we see:**

LIFETIME HEALTH

5,049

Fewer cases of
diabetes and other
serious diseases



Leads to

HEALTHCARE SAVINGS

\$1.11
Billion

Saved in lifetime
healthcare spending

THE FIT KIDS RIPPLE

Mental Health Benefits



Movement isn't just good for the body; it's essential for a healthy mind. A recent Swedish study found that **each additional hour of daily activity at age 11 was associated with a 12% lower risk of a psychiatric diagnosis by age 18.**

LIFETIME OF WELL BEING

If 25% of Fit Kids alumni participated at age 11 then we see:

43,526

Kids whose risk of psychiatric diagnosis was reduced



Leads to

5,223

Less diagnoses happened because of Fit Kids



Academic Benefits

Physical activity doesn't take time away from learning—it supercharges it. Research links school-day movement to improved attention, better memory, and higher grades. For example, one study showed that just **one 10-minute classroom activity break—like a Fit Kids Brain Break—produced up to a 20% increase in on-task behavior.**

MORE TIME ON TASK

Over a school year, a 10-minute break can add up to **1,080** additional on-task minutes per student, or the equivalent of **3** additional school days.

For all 174,102 Fit Kids alumni, this is the equivalent of more than **522,305** extra school days.



* To see our sources please visit: fitkids.org/ripple



“Students are excited to participate in a variety of activities and games in the Fit Kids curriculum.”

– Stefan Kelly,
P.E. Teacher, St. Eugene School, Los Angeles

FIT KIDS: THEN AND NOW

THEN



Fit Kids' mission is to promote a healthy, active lifestyle among children in underserved communities in the Bay Area by providing various opportunities to be involved in organized sports and fitness classes.

12
Partners

1
State

420
Kids

96
Donors

\$67,772
Raised

NOW



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.

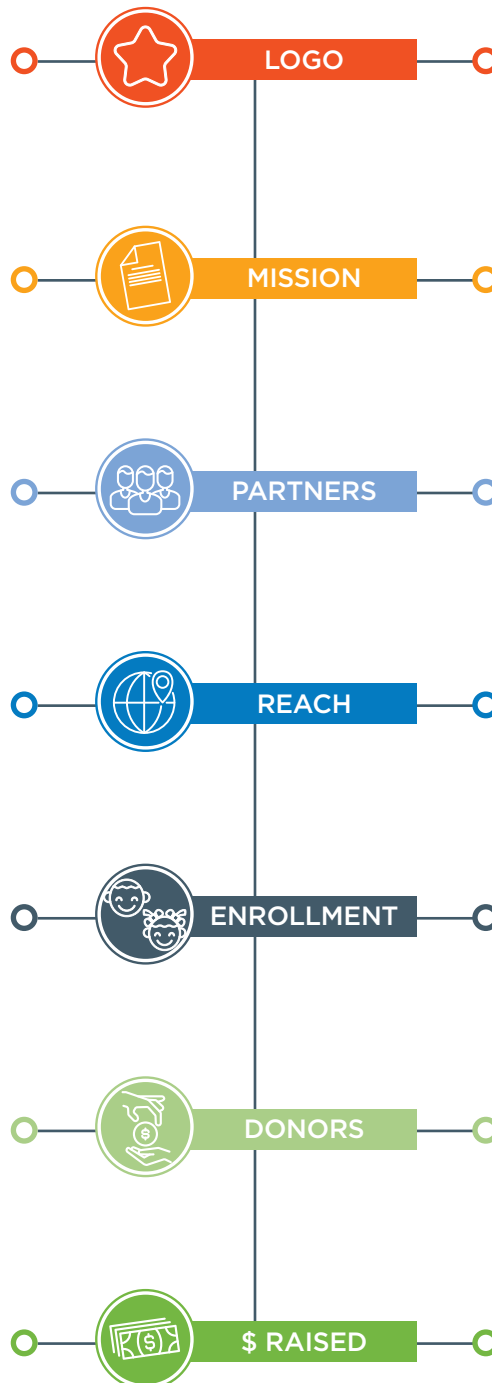
176
Partners

10 and **2**
States Countries

28,506
Kids

319
Donors

Over \$1 Million!
Raised



PARTNER IMPACT STORIES



SITE:
CORAL - George Shirakawa Elementary
STAFF:
Nelda Villafuerte

One student came to the program after undergoing multiple leg surgeries. At first, he barely participated—his parents were understandably cautious about him joining in physical activity. But after learning more about the Fit Kids program, Ms. Villafuerte encouraged them to let him ease in.

He started slowly, but over time, his confidence and enthusiasm grew. Now, while he's still not at 100%, he actively participates and loves being physically active. In fact, he's enjoying it so much that his parents signed him up for a local flag football league.

He often tells Ms. Villafuerte, "My dream is to be a famous football player, but I know I can't." And she reminds him: "You can always be part of the game—through coaching, commenting, or supporting others. Your dream is still yours."

Stories like this highlight how Fit Kids helps children see themselves as capable, strong, and included—no matter their starting point.



SITE:
After-School All-Stars - Fay Herron Elementary School
STAFF:
Katie Maulawin

Fit Kids meets students where they are, building strength and stamina at their own pace—while setting the stage for better health, learning, and lifelong habits.



SITE
St. Louis of France School

STAFF
Lorraine Ovalle

We've seen firsthand how movement prepares students to learn. After a Fit Kids session, their brains are alert, their bodies are ready, and their attitudes are more positive.

In our community, we face high rates of obesity and asthma, and not every student has an easy path to physical wellness. While some of our more athletic students jump right in, others struggle, but they stick with it. Sometimes, they're so excited, they want to keep going through recess!

For many of our students, Fit Kids and After-School All-Stars are their only opportunities to get active. In our community, there just aren't many safe or affordable options—parks aren't easily accessible, sports programs have disappeared, and private clubs are financially out of reach.

That's why families join our program, for the chance to move, play, and learn how to be active at a young age. Fit Kids gives our students the freedom to get their energy out in a healthy, structured way, and it gives us everything we need to make that possible.

Fit Kids fills a critical gap in communities where access to physical activity is limited, giving all kids a chance to move, grow, and thrive.

FIT KIDS CHARITY GOLF EVENT

In June, Fit Kids hosted its first-ever golf event at Palo Alto Hills Golf and Country Club, bringing together nearly 100 golfers for a day of fun, connection, and purpose. After teeing off in support of youth wellness, players and guests gathered for a cocktail reception and a short program highlighting the impact of Fit Kids.

The event raised critical funds to sustain and expand Fit Kids programs across California and beyond—ensuring more children have access to the physical activity, teamwork, and confidence-building experiences that sports uniquely provide. Golf, like Fit Kids, fosters discipline, focus, and joy, making it a fitting way to rally support around helping kids lead healthier, more active lives.

Thank You to Our Sponsors

GOLD SPONSOR



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SARA RATNER & DON AMOROSI



IN KIND SPONSORS



A photograph of four men standing on a golf course under a clear blue sky. The man on the far left is wearing a striped polo shirt, khaki shorts, and a dark cap with sunglasses perched on it. The second man from the left is wearing a light blue polo shirt, dark trousers, and a light blue cap. The third man is wearing a grey polo shirt, white shorts, a dark cap with 'Teamwork' written on it, and sunglasses. The man on the far right is wearing a patterned polo shirt, dark trousers, and a tan cap. They are all smiling and holding golf clubs. The text is overlaid on the lower half of the image.

“Kavanagh Construction is proud to support Fit Kids because we believe every child deserves the chance to build strength, confidence, and healthy habits. It was an honor to join others who share the same commitment.”

— Patrick Kavanagh,
Founder and President, Kavanagh Construction



“We highly value our partnership with Fit Kids. Through their growing network of school partners we have been able to offer access for children who might not otherwise attend, to our life-changing kids race events.”

– Alfred Schreiber,
Managing Director, Spartan Kids Foundation

EVENTS & COMMUNITY PARTNERS

Our events and community partnerships are more than celebrations. They are opportunities to join forces with like-minded organizations who share our belief in the power of movement. From local events to national collaborations, these partnerships help us extend our reach and deepen our impact. Together, we amplify impact, expand access, and create joyful experiences for kids and families.



Thanks to the Spartan Kids Foundation, children participating in Fit Kids programs in Los Angeles and Las Vegas received complimentary entry to the Spartan Kids Race. In LA, the Fit Kids team was also on-site to host a branded activity station, helping young racers warm up and get moving. The event embodied everything Fit Kids stands for: grit, movement, and the belief that every child deserves the chance to challenge themselves and have fun while doing it.



In August 2024, Stanford University donated football game tickets for Fit Kids youth and their families in the Bay Area. For many of the children, it was their first time attending a live college sporting event—an unforgettable experience shared with loved ones.

Beyond the excitement of the game, this event helped show kids firsthand how sports can inspire, connect communities, and build lifelong memories. Opportunities like these reinforce Fit Kids' mission by celebrating active lifestyles and giving youth a vision of what's possible through movement, teamwork, and confidence.



In September 2024, Fit Kids hosted an intimate donor gathering featuring *New York Times* bestselling author and renowned health consultant, Ben Greenfield. Ben shared insights on health, wellness, and longevity, offering guests a thought-provoking look at how small, consistent choices can lead to lasting vitality. Following the talk, attendees had the opportunity to connect with Ben in a Q&A session.

This event aligned beautifully with Fit Kids' mission to build healthy habits early in life, sparking meaningful conversation around the lifelong impact of fitness, mindfulness, and preventive wellness.

EVENTS & COMMUNITY PARTNERS



In Spring 2025, mBOLDen Change (formerly My New Red Shoes) partnered with Fit Kids to provide 50 CORAL students with tickets to a San Jose Earthquakes game. For the kids, it was a thrilling, high-energy day shared with friends and mentors.

Opportunities like these help kids see what's possible through sport, reinforcing the values they learn in Fit Kids: teamwork, perseverance, and joy in movement.



In May 2025, Fit Kids partnered with West Coast Fitness to host seven donation-based classes at OrangeTheory locations across Sacramento. This energizing community fundraiser brought together fitness enthusiasts and local supporters to sweat for a cause, raising awareness and essential funds to support Fit Kids programs. The event reflected the shared values of both organizations: making movement accessible, building strength from the inside out, and creating a culture where health and wellness are for everyone, starting with our youth.



Sacramento Republic FC donated game tickets to Fit Kids, which were shared with our longtime partner, Sacramento City Unified School District.

For students the game was an opportunity to see athletes in action, bond with peers, and celebrate the spirit of community and movement that Fit Kids brings to their daily lives.

EVENTS & COMMUNITY PARTNERS



Bay FC generously donated tickets to Fit Kids for an exciting match day in San Jose. This experience gave students from our longtime partner, CORAL, a front-row seat to women athletes at the top of their game, showcasing strength, skill, and teamwork in action. Events like this help youth, especially girls, see the power of sports to inspire confidence and connection.



Ashley Hunter, Founder and Executive Director of Fit Kids Founder and Member of the CA Governors Council on Physical Fitness and Mental Well-Being, was asked to participate on a panel called “Meet The Disruptors” at the Aspen Institute’s Project Play Summit held in March of 2025 in Berkeley. There she spoke about the importance of movement for all children and how Fit Kids has developed a scalable, high impact way to increase kids physical activity levels.



Fit Kids has had a partnership with Sports Share for many years. This year, Fit Kids received donated baseball equipment that was passed on to the Ravenswood Little League.



In March 2025 Fit Kids supported Eat. Learn. Play. at the Oakland Marathon by hosting a fun fitness activity for all kids participating in the marathon. Eat. Learn. Play. was founded by Steph and Ayesha Curry to address the well-being of children and invest in environments where they learn and grow.

FISCAL YEAR 2025 DONORS

Fit Kids wants to extend our deepest gratitude to the following corporations, foundations, and individuals who supported Fit Kids in fiscal year 2025.

\$50,000+

Bert W Martin Foundation
California Youth Behavioral
Health Initiative
Abby & Egon Durban

\$25,000 - \$49,999

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Quest Foundation

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Foundation
The Morrison Foerster
Foundation
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Jennifer Vettel
Joy & Eric Weintz
Amy Wender
Lacey & Justin Wismer

\$1 - \$999

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Lauren Alpizar
Linda Alvares
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“Fit Kids has helped my students unlock enjoyment from exercise and movement and I hope will go a long way to creating intentional, life long movers!”

– Dustin Rowland,
PE Teacher, Campbell STEM Elementary, Alaska

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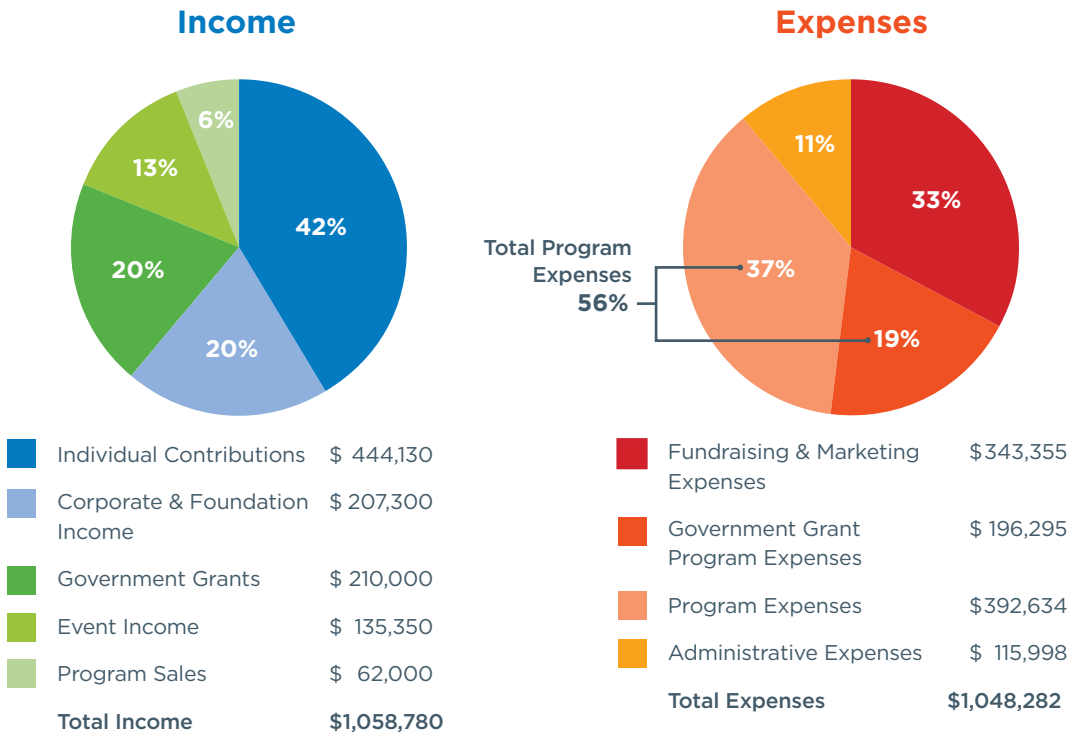
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*10 or more years

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From program growth to fundraising success, fiscal year 2025 was our strongest year yet. Powered by generous individual donors, committed corporate and foundation partners, our inaugural charity golf event, and steady program revenue, we surpassed our revenue goal and set a new all-time high for total support. Most importantly, those dollars went straight to work sustaining existing sites, enhancing our curriculum and Coach’s Corner tools, training and coaching more educators, and seeding responsible growth so even more kids can move, play, and thrive in the years ahead. Thank you for your support in making all of this possible!



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FIT KIDS®

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“Students are engaged in the activities and enjoy using the various equipment they aren’t normally accustomed to using or seeing. Fit Kids expanded the ideas around fitness and living an active lifestyle to our students.”

– Jennifer Bulloch,
Program Director, After-School All-Stars, Las Vegas