



FIT KIDS

A Strategic Vision for the Future: 2018-2021

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FIT KIDS

FROM OUR

Founder and Executive Director

Fit Kids started as such a simple idea. I wanted to help kids in my local community be active and play sports. I started coaching small groups of kids in the after school hours at three sites in East Palo Alto, and Fit Kids made an instant impact on their young lives. I truly believe in the life changing power of physical activity, and I knew that I had to bring Fit Kids to more young children.

Over the last seven years through a dedicated team effort by Fit Kids' staff, volunteers, and our Board of Directors, Fit Kids has made structured physical activity accessible to thousands of young children at their schools and community organizations. Right now in our country, 33 million children are not active to healthy standards, and 10 million children are completely inactive. The cost of physical inactivity to our society is overwhelming, and the health consequences for kids of a sedentary lifestyle are heartbreaking. Fit Kids is determined to do something about this.

This is our vision for bringing physical activity to underserved children around the country over the next three years. This plan outlines our goals for strategically growing our programs to make a larger impact on more and more children. Thank you for taking the time to learn more about Fit Kids, and our plans for the future. We hope you will be inspired to join Fit Kids and support our important work making essential physical activity accessible to all children.

Sincerely,



Ashley L. Hunter



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THE YEARS: HISTORY					





AT FIT KIDS WE BELIEVE PHYSICAL ACTIVITY IS AN ESSENTIAL COMPONENT OF EVERY CHILD'S HEALTHY DEVELOPMENT.

Our goal is to develop physically fit children that grow into healthy adults. Our program increases kids' physical activity levels and builds important fitness and motor skills that serve as the foundation for a healthy, active life.

MISSION

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

VISION

We envision a world where opportunities for structured, beneficial physical activity are available to all children.

“ 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 in fitness-based **activities** and competitions that stretch and build their physical skills. ”

ELIZABETH TIJERINA
Operations Manager, KIPP Excelencia, Redwood City, California

THE BIG PROBLEM: Physical Inactivity

PHYSICAL INACTIVITY IN AMERICA IS A GROWING CONCERN.

10 QUICK FACTS ABOUT PHYSICAL INACTIVITY

- 1 **82 million Americans** are totally sedentary. This is **up** from 70 million in 2007, a **16% increase**.
- 2 **33 million children** are **not active** to healthy standards.
- 3 **80% of children** are **at risk** of disease due to physical **inactivity**.
- 4 Research clearly shows an **inactive child does not perform** as well academically as a more active child.
- 5 Children are **moving their fingers** but **not their bodies**. Kids are **addicted** to electronic devices.
- 6 School days are **now longer** and kids are **sitting more**. However, our **academic results** are **declining** versus the rest of the world.
- 7 With the focus on improving academics, **physical education** has been **taken out** of many schools.
- 8 The **inactivity pandemic** is projected to **get worse**.
- 9 **Inactive adults** pay **\$1,500 more per year** in **healthcare costs** than active adults.
- 10 **Inactive Americans** take **1 week of extra sick days per year** versus an active person.

THE SOLUTION: **Fit Kids**

PHYSICAL ACTIVITY PROVIDES A MYRIAD OF LIFE-CHANGING PHYSICAL, MENTAL, AND SOCIAL BENEFITS TO ALL CHILDREN.

The most important benefit of physical activity is that it serves as preventative medicine by reducing the risk of obesity and related diseases. It is easier and more effective to prevent unhealthy weight gain than it is to reverse it later.

CHILDREN WHO ARE ACTIVE WILL:



HAVE **stronger** MUSCLES AND BONES



Decrease THEIR RISK OF DEVELOPING TYPE 2 DIABETES



BE **less likely** TO BECOME OVERWEIGHT



HAVE A **leaner** BODY



HAVE **lower** BLOOD PRESSURE AND BLOOD CHOLESTEROL LEVELS



HAVE **improved academic performance** AND **social interactions**



THE **Fit Kids** Program

THE FIT KIDS PROGRAM DEVELOPS PHYSICALLY FIT, HEALTHY CHILDREN.

Through our unique combination of fitness and motor skill building activities, the Fit Kids curriculum increases physical activity levels and improves fitness. We partner with schools and community organizations around the country to provide our Program.

FIT KIDS' INNOVATION SITES

For our Innovation Sites in East Palo Alto's Ravenswood School District, Fit Kids sends trained, professional coaches to teach our Program in the after-school hours over the course of the school year. Our coaches collect quantitative and qualitative data to directly measure the impact of our program.

FIT KIDS' PARTNER SITES

In various U.S. regions, Fit Kids provides our Program to schools and community organizations, whose own site personnel administer the program and serve as coaches. Each partner receives an invitation to our annual professional-development training, online access to our proprietary curriculum and all necessary program equipment. Each partner also participates in a year-round effort to generate monthly usage surveys as well as twice-yearly in-depth surveys that collect qualitative and anecdotal impact data.

MEMBERSHIP PROGRAM

The Fit Kids Program is available for purchase to any school or community organization. Revenue generated through our Membership Program is an important source of funding to support qualified partners receiving Fit Kids at no cost. In addition to the same benefits our Partner Sites gain, Member Sites also receive assembly speakers, relevant research on the benefits of physical activity and guidance on classroom activities for teachers.

FIT KIDS OVER THE YEARS: History



Fit Kids triples the amount of time kids participate in our programs

2014



Fit Kids transitions to year-long programs 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 scalable program in the Bay Area, New York and Houston in Spring and adds new program partners Los Angeles in fall

2018

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

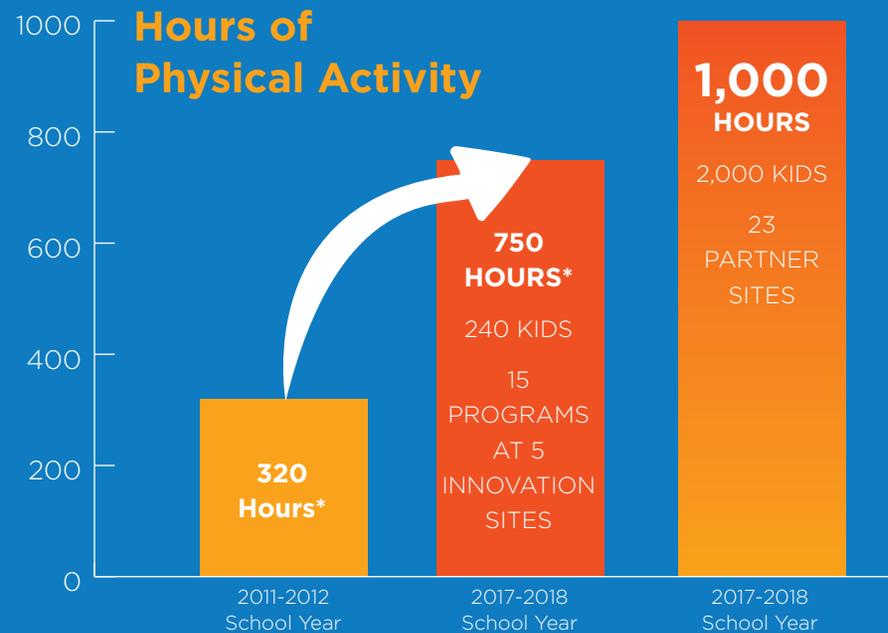


FIT KIDS OVER THE YEARS: **Our Results since 2011**

- ☆ Provided programs at **60 schools and community organizations**
- ☆ **Increased** physical activity levels and improved fitness for **more than 5,000 children**
- ☆ Provided more than **4,000 hours of structured physical activity**
- ☆ Employed **more than 50** college students, graduates and professionals as Fit Kids coaches
- ☆ **Grew staff** from Founder to **three** full-time office staff, **two** part-time contractors and **11** Fit Kids coaches by September 2017
- ☆ Secured support from **more than 500** individuals and **70** institutions
- ☆ Grew budget from **\$67,772** in 2011 to **\$537,000** in 2017!

THE OUTCOME: Increased Physical Activity

Fit Kids makes an **INCREDIBLE, POSITIVE IMPACT** on childrens' physical fitness by making fitness fun and increasing physical activity levels. In addition, anecdotal data from our partners illustrates the positive impact Fit Kids has on young children.



*Data from Fit Kids Innovation sites only



“ 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

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YEAR

Goals



① **DEVELOP** our programs to **increase** our **impact** ⚡

② **BUILD** infrastructure to **support** scale 🏗️

③ **INCREASE** the number of programs to **reach more kids** 📶

④ Year over year **FINANCIAL GROWTH** to **sustain** our **expanding** organization 💰

GOAL #1:

Develop our programs to increase our impact



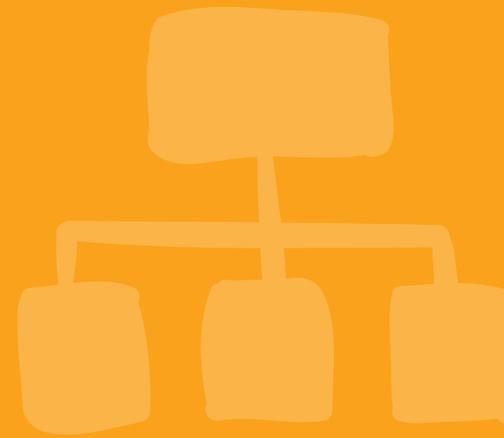
The goal of the Fit Kids program is to make a significant, positive, long-term impact on the health and physical activity levels of children. Over the next three years, Fit Kids will invest the necessary resources to enhance our programs to make them easier to implement and measure impact.

ACTION ITEMS

- Perform annual curriculum updates based on latest research and feedback from our partners
- Identify and implement long-term impact measurements
- Maintain high quality programs as we grow and scale
- Build volunteer opportunities to engage companies and individuals
- Build parent engagement plan to develop an advocacy corps among the parents of Fit Kids participants
- Establish metrics to measure social-emotional and academic impact of participation in Fit Kids
- Build in-depth, comprehensive coach training

GOAL #2:

Build infrastructure to support scale



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Over the next three years, Fit Kids will invest in our organizational infrastructure. We will hire additional staff to support our growing organization so we can meet the demand for our programs. We will also implement efficient systems to manage our programs and impact data.

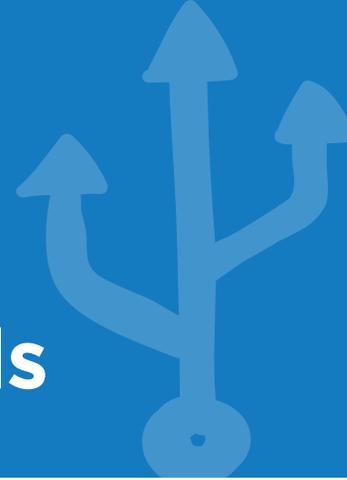
ACTION ITEMS

- Hire additional staff to support growing, high-impact organization
- Utilize available management systems to efficiently track all data related to programs and fundraising
- Build a dedicated Board of Directors
- Develop board management and governance policies and procedures
- Build an engaged Honorary Board that will utilize name and connections to benefit Fit Kids



GOAL #3:

Increase the number of programs to reach more kids



Fit Kids will capitalize on strategic relationships and partnerships to expand our programs over the next three years. While Fit Kids' expansion will be focused in the Bay Area, we will also leverage existing relationships to expand in markets outside the Bay Area.

ACTION ITEMS

- Maintain our presence at Fit Kids' Innovation Sites
- Renew all programs each year
- Increase the number of Bay Area programs provided each year
- Develop sliding-scale pricing model
- Increase presence in Los Angeles
- Increase presence outside the Bay Area through relationships with national organizations



GOAL #4:

Year over year financial growth to sustain our growing organization



Fit Kids will increase its visibility within the Bay Area to create more opportunities to raise money from a diverse group of institutions, foundations, companies, and individuals. Fit Kids' success requires financial sustainability, capital available for new and existing programs, and the ability to create an endowment that will ensure Fit Kids' longevity.

ACTION ITEMS

- Establish foundation priority list
- Develop plan for multi-year funding commitments
- Create robust major gift program
- Establish board subcommittee to work on Sustainability
- Develop comprehensive Stewardship Plan to improve donor retention and growth
- Develop annual fundraising plan with calendar of activities in support of all fundraising efforts
- Create community group to help fundraise and raise awareness
- Create Capital Campaign at 10 year anniversary to establish an endowment for long term sustainability

GOAL #4: Timeline and Targets



TARGETED REVENUE GROWTH





Our Team



STAFF AND CONSULTANTS

Rich Amory

GRANT WRITER

Greta Aschbacher

DIRECTOR OF PROGRAMS

Ashley Hunter

FOUNDER & EXECUTIVE DIRECTOR

David Jackson

CURRICULUM CONSULTANT

David Jacobson

MARKETING & COMMUNICATIONS CONSULTANT

Sergio Maldonado

CURRICULUM CONSULTANT

Leslie Schott

DIRECTOR OF STRATEGIC PARTNERSHIPS

Whitney Vanderbloom

DIRECTOR OF MAJOR GIFTS

HONORARY BOARD OF DIRECTORS

Mark Adams

CO-FOUNDER AND BOARD MEMBER - WHISTLE SPORTS

Mindi Bach

EMMY AWARD-WINNING SPORTS JOURNALIST

Steve Baker

PRESIDENT - BAKER SPORTS MANAGEMENT

Eric Byrnes

FORMER MLB OUTFIELDER & ANALYST FOR MLB NETWORK

Todd Husak

MANAGING DIRECTOR CBRE PALO ALTO & COLOR ANALYST FOR STANFORD FOOTBALL

BOARD OF DIRECTORS

Wiley Anderson

Amy Burnett

Nancy Ford

Ashley Giesler

Terri Givens

Russell Hirsch

Charlotte Zanders-Waxman

Ashley Hunter

Andrew Logan

Wendy McAdam

Sanjay Morey

Jhonne Rui

Dave Stevens

Dave Kaval

PRESIDENT - SAN JOSE EARTHQUAKES & OAKLAND ATHLETICS

Ronnie Lott

PRO FOOTBALL HALL OF FAME AND FOUR-TIME SUPER BOWL CHAMPION WITH THE SAN FRANCISCO 49ERS

Raj Mathai

NEWS ANCHOR - NBC BAY AREA

Ted Robinson

SPORTS BROADCASTER, 49ERS/NBC/TENNIS CHANNEL

Joe Staley

SAN FRANCISCO 49ERS OFFENSIVE TACKLE



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