



2017-18 ANNUAL REPORT

MAKING HEALTHY FUN

Dear Friends,

Six years ago, Fit4Kids embarked upon the journey of making healthy fun. We started with a handful of schools with the goal to get kids to move more while at school and eat better through increased exposure to fruits and veggies. What began as pilot programs serving a few hundred kids has expanded to reach more than 10,000 students across the greater Richmond region. And as you will see in these pages, we continue to diversify our programs into impactful new arenas such as encouraging healthy hydration, engaging adolescent girls in physical activity, and supporting students safely walking to school, among many others.

As we've forged this new path to improve kids' health, we've been fueled by our belief that active, well-nourished children learn more at school, have greater self-esteem, and grow to lead productive lives. For us, preventing childhood obesity isn't just about avoiding weight and disease, it's about building a brighter future.

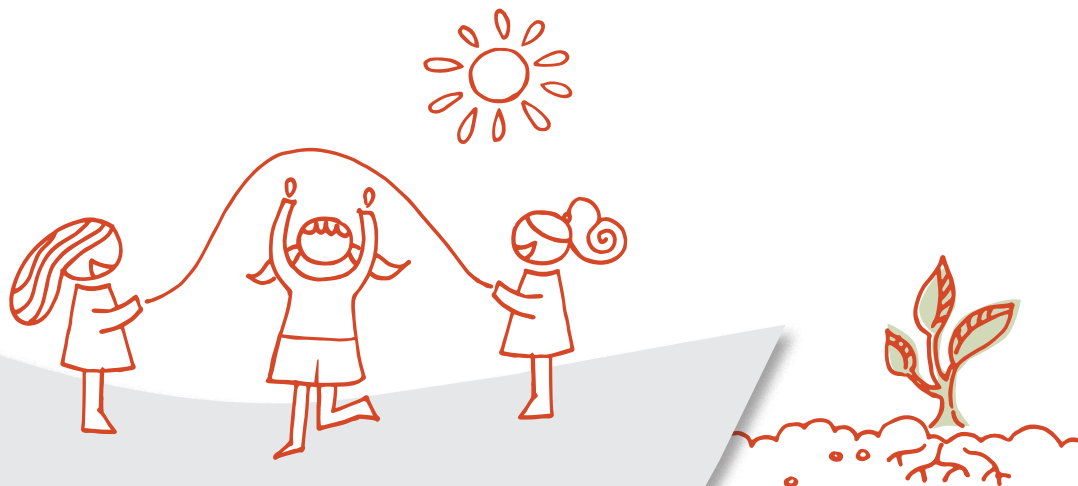
This past year has marked an important transition. In addition to our effective programs, we have set our sights on making an even greater long-term impact. Under strong Board leadership, we have dedicated staff and resources to advocate for policy and systems change to positively impact tens of thousands of children.

I am so grateful to have you on this journey with us because we need your support now more than ever. Community voices are the foundation for our policy work. And while we still need your help serving broccoli during Fruit and Veggie Week and spreading mulch in our gardens, we also need your voice as a concerned community member dedicated to improving children's health and wellness. Thank you, as always, for your participation and support as we advance important initiatives together to build a healthy future for our children!

With appreciation,




MD Stewart

Mary Dunne Stewart
CEO



TO IMPROVE CHILDREN'S HEALTH AND WELLNESS THROUGH PHYSICAL ACTIVITY AND HEALTHY EATING

BY THE NUMBERS

 29,561  
Fruit and vegetable samples
served during the school year through
our Learning Garden program

 340 
Hours of Game On, Girl! programming
provided to adolescent girls

34,939 
Minutes of academic active lessons
taught to keep students moving
during the school day

48 
Schools served by Fit4Kids programs
throughout the region

 7 
Safe Routes to School partner
schools encouraged biking and
walking safety

5,000 
Students sipped smarter because
of our healthy hydration campaign



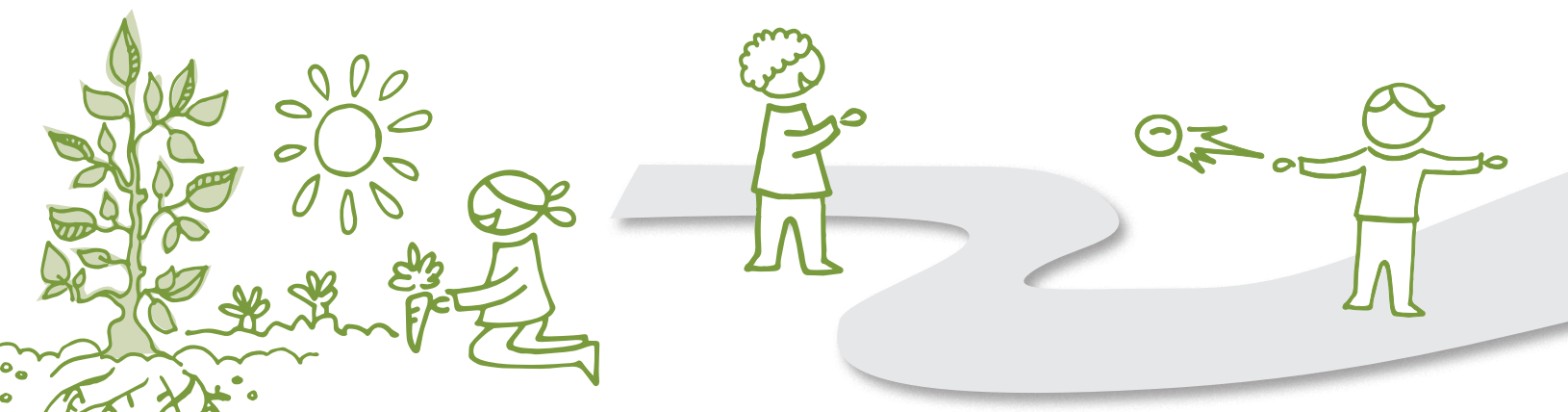
EXPANDING OUR IMPACT



Fit4Kids continues to lead the Greater Richmond Coalition for Healthy Children – a group of over 20 partners working together to advance programs and policies to prevent childhood obesity. During the past year, coalition partners collaborated on many exciting initiatives:

- **Reducing Sugar in School Breakfasts** – Did you know that some local school breakfasts contain over twice the amount of sugar that children should have in an entire day? Fueled by the belief that all children deserve a healthy start, our coalition advocated to reduce the amount of sugar in school breakfasts. Under the leadership of the Director of School Nutrition for Richmond Public Schools, menus were successfully changed to remove pop tarts, donuts, and flavored milk at all elementary schools—benefiting over 11,000 children.

- **Inspiring Students to Sip Smarter** – By installing hydration stations in all Richmond middle schools this spring, training teachers on the benefits of healthy hydration, distributing water bottles to students, sharing watermercials (peer to peer water advertisements), and hosting water demos in cafeterias across town, over 5,000 youth were inspired to choose water over sugary drinks.
- **Advocating for Daily Recess for Every Child** – During the 2018 General Assembly session, our coalition supported the passage of legislation that gives school divisions the flexibility to offer more recess to elementary school students. The bill was signed into law by Governor Northam and allows school divisions to count up to 50 minutes of recess each day as instructional time.



PERSONAL IMPACT

Emily Powers was eager to see how the best practices she learned at VCU would be applied when she started her first teaching position at Bellevue Elementary in Church Hill in 2016. As a new teacher, Ms. Powers wanted to ensure her lessons were fun, engaging, and impactful over the long-term. That same year, Fit4Kids brought the Wellness Integration program to Bellevue, offering a clear road map for instilling a culture of health and wellness.

As a Fit4Kids' Wellness Integration Specialist introduced physically active lessons, Ms. Powers noticed right away how excited the kids got about learning. She also noticed increased participation and enthusiasm from kids who often avoided raising their hand. Seeing the positive impact of the Wellness Integration program on students' engagement, behavior, and attention levels, Ms. Powers immediately became an advocate for kinesthetic learning in the classroom. She believes it "encourages the whole child" allowing children to learn academic content while also being a kid - by moving and having fun!

As a result of Fit4Kids' presence at Bellevue over two years, she's noticed that her kids are more excited about being healthy and are taking advantage of new opportunities, like run club and fruit and vegetable tastings. With support from great teachers like Ms. Powers, we're confident that these programs will have a long-term impact on the kids at Bellevue Elementary and the other schools we serve!

“THE FUN OF THE ACTIVE LESSONS ENCOURAGES AND INSPIRES MY STUDENTS TO TRY HARDER BECAUSE THEY WANT TO PARTICIPATE.”

- Emily Powers, Teacher at Bellevue Elementary



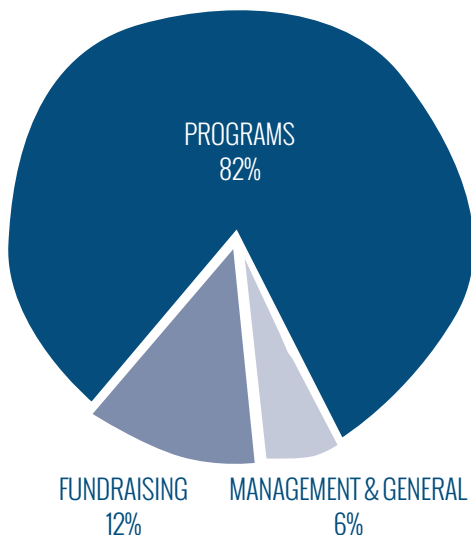
YEAR AHEAD

- **New Model to Expand Impact in Petersburg** - For the 2018-2019 school year, Fit4Kids' Wellness Integration program is launching the Petersburg Cohort, a comprehensive training equipping teachers at each school with the skills and abilities to champion and sustain the Wellness Integration efforts at their schools. Participants are reading *Spark* by John Ratey to explore the brain body connection, as well as inspire a shift from one dimensional learning. Petersburg City Public Schools is offering cohort participants recertification hours towards their license renewal.
- **Strengthening School Health Advisory Boards (SHABs)** - SHABs have vast potential to create a culture of wellness in all schools in our region. During the 2018-19 academic year, our Coalition will invest in and invigorate SHABs to be effective agents for positive change.
- **Engaging Parents to Advocate for Healthy Schools** - Our Coalition has many great partners, but we need more parents! In 2019, we will work to empower parents throughout the Richmond region with the confidence and skills to effectively advocate for healthier children and healthier schools.
- **Making Breakfasts Even Better** - With more sugary options off the breakfast menus in RPS elementary schools, our Coalition will continue to advocate for student-tested-and-approved savory options. We plan to expand this healthier breakfast model to other school districts in the region too. Less sugar, more nutrients; fewer sugar rushes and crashes, more learning... that's good news for students, parents, teachers, and administrators everywhere!

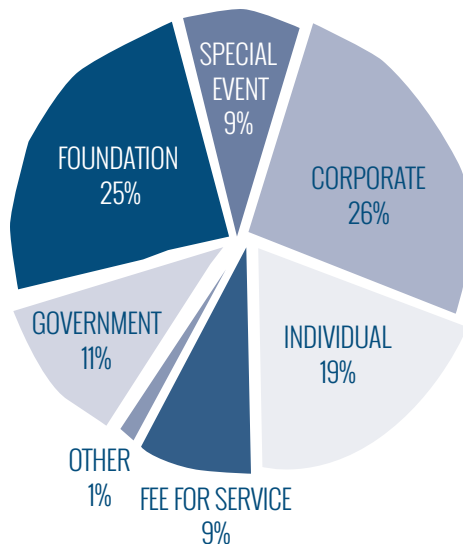


FINANCIAL HIGHLIGHT

EXPENSES - \$863,050



INCOME - \$761,113



Deficit due to timing of receipts and disbursements during most recent fiscal year; total assets at June 30, 2018 over \$500,000

FISCAL YEAR 2017-18 BOARD OF DIRECTORS

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