

2018 - 2019



ANNUAL REPORT

OUR MISSION:

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

Imagine The Diamond filled to capacity with happy, healthy children. But they're not there for a baseball game. They represent the number of children Fit4Kids reached through its school-based programs last year. Our programming inspired more than 10,000 students to get their hands dirty in the garden, tempt their taste buds with fresh veggies, try a new sport, or stay active in the classroom.

We want to create the biggest impact that we possibly can. But of course, we are working with limited resources. Our Staff and Board continually ask ourselves what is more important—breadth or depth. Should we implement broad programs that reach more communities but provide less individual support? Or should we invest in smaller, intensive programs that reach fewer people but significantly benefit a handful of individuals?

We believe that active, well-nourished kids learn more at school, have greater self-esteem, and lead more productive lives. Preventing childhood obesity isn't just about avoiding weight and disease, it's about building a brighter future.

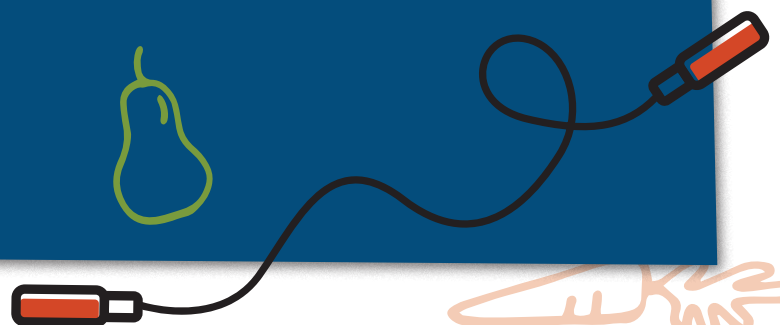
At Fit4Kids, we're not choosing between breadth and depth. We have intensive programs, like Game on Girl!, that focus on skill building, personal habits, and one-on-one mentorship. And other programs, like Wellness Integration, completely transform health and fitness culture, creating wellness opportunities for thousands of kids across the region. All of our programs, regardless of whether they impact one child or entire communities, further the Fit4Kids mission of promoting healthy, equitable childhoods.

This belief is the driving force behind our diverse, high-quality programming. And ultimately, it is what inspires us to advocate for policy and systems change to create long-term impact. As we gear up to celebrate our 10th birthday in 2020, I am counting on your partnership and support to create healthy fun for thousands of local children. And for that, we are grateful.

With appreciation,

Mary Dunne Stewart

Mary Dunne Stewart, CEO



BY THE NUMBERS



48
SCHOOLS IN 5 JURISDICTIONS
(RICHMOND, HENRICO, CHESTERFIELD,
PETERSBURG, AND HOPEWELL)



4
BIKE CLUBS STARTED IN RICHMOND
AS PART OF SAFE ROUTES TO SCHOOL
TO ENCOURAGE BIKE SAFETY

15,749 

MINUTES OF ACTIVE ACADEMIC
LESSONS TAUGHT TO GET KIDS MOVING
IN THE CLASSROOM

\$120,000 

AWARDED FROM THE US CONFERENCE
OF MAYORS TO ENCOURAGE KIDS IN
RICHMOND TO EAT SMART AND MOVE MORE




13,442
FRUIT & VEGGIE TASTINGS SERVED
THROUGH OUR LEARNING GARDEN
PROGRAM TO TICKLE KIDS' TASTE BUDS



56
GIRLS ROCK CLIMBED, COOKED,
PLAYED, RAN, AND KAYAKED
DURING THE MULTI-DAY
GAME ON, GIRL! SUMMER SUMMIT



4,131
KIDS GOT THEIR HANDS DIRTY
IN 19 LEARNING GARDENS
BY PLANTING, GROWING, AND
HARVESTING FRESH PRODUCE 

OUR REACH

SUCCESS WITH NEW PETERSBURG TEACHER TRAINING MODEL

Thirteen Petersburg teachers earned their Fit4Kids' Kinesthetic Integration Certificate in our new teacher training program that promotes active learning and wellness. Teachers learned active strategies they can use in their day to day classroom lessons to keep students engaged. We're excited about these teacher's opportunity to positively impact hundreds of kids year after year and even more as the program grows.

ENGAGED KIDS IN HEALTHY AFTER SCHOOL PROGRAMMING

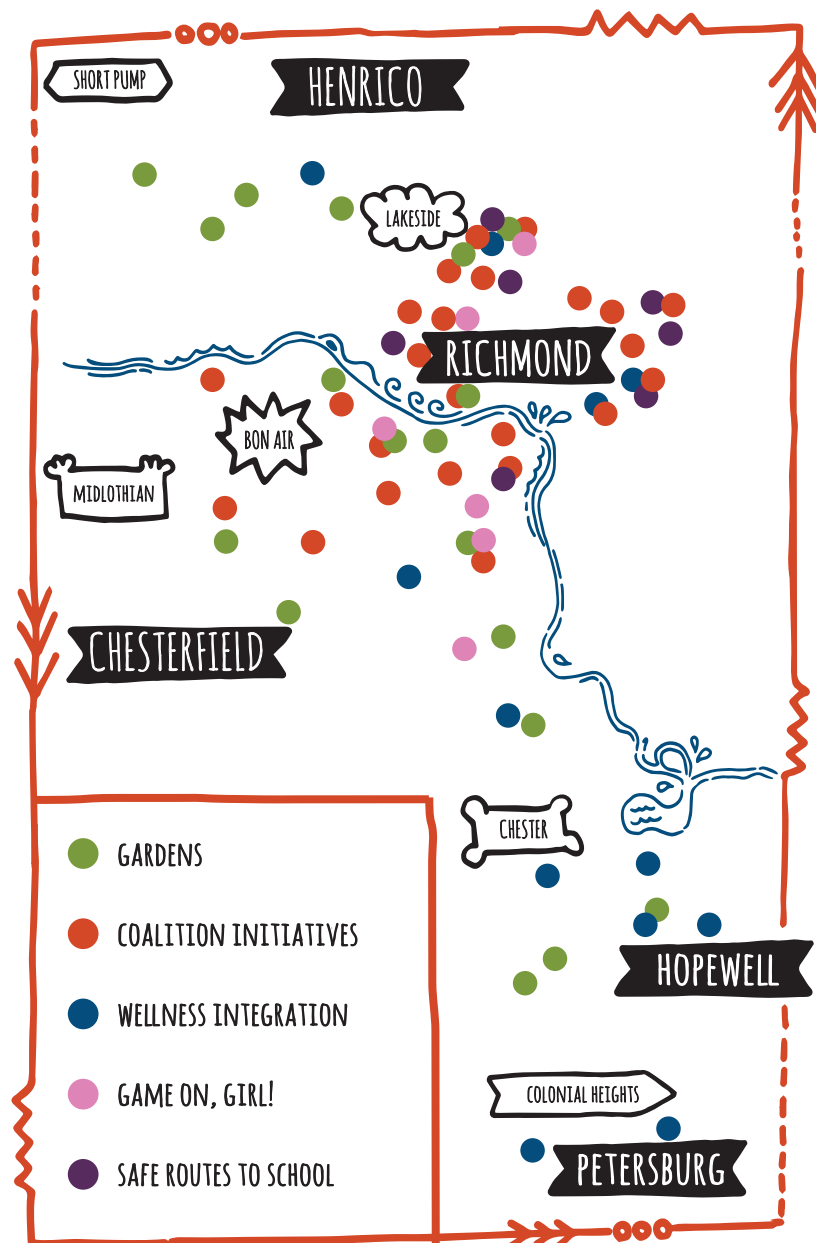
In partnership with NextUp RVA and individual schools, Fit4Kids led after school programming at 8 Richmond schools offering hundreds of children enriching activities promoting health, fitness, and fun!

EXPANDED PROGRAM OFFERINGS IN HOPEWELL

In our fourth year of wellness programming in Hopewell, Fit4Kids was awarded funding and laid the groundwork to support two more school gardens. Fit4Kids now serves all three elementary schools in Hopewell!

ENSURED WELLNESS IN CHESTERFIELD BUDGET SUSTAINED

Over the past four years, Fit4Kids has advocated for Chesterfield County Public Schools to build their own wellness programming. This has resulted in CCPS having the most effective district-based wellness programming in the region. Last January, when the programs were threatened by budget cuts, more than 100 Fit4Kids friends contacted their school board members resulting in the funding remaining intact!



PERSONAL IMPACT

The morning of the first ever day of Game On, Girl! Summer Summit in 2017, Rebecca recalls her daughter Lexi crying and begging not to go. Even though Lexi had participated in Fit4Kids' Game On, Girl! after school program at her middle school that spring, she was nervous about trying the summer camp. It took only one day of team building and fun active games to make Lexi a convert!

"In middle school, Lexi dealt with body image issues and bullying. I credit this program with giving her the confidence and female role models to deal with that," Rebecca shared. "This was a place she could come and have friends and positive activities for girls that were geared toward fitness and valuing herself." Rebecca sees a difference in her daughter. "Because she has tried kayaking and rock climbing and lots of sports, she doesn't want to sit on the couch on her phone or TV like so many of her friends," she shared.

In addition to Lexi's experience in Game On, Girl, Rebecca is a Kindergarten teacher at one of Fit4Kids' Wellness Integration schools! "Having Fit4Kids has given me new ideas of things I can do to incorporate movement into lessons. They need movement because their attention spans are short. They need to get out their energy and if they take a movement break they are more ready to learn," Rebecca said. She continued, "I use fitness dice to teach counting and categorizing. They are learning math and don't even realize they are doing math because they are having fun."

Rebecca and Lexi have seen firsthand the benefits of several of our programs and plan to participate for years to come. Rebecca shared, "I see Lexi being a Game On, Girl Coach one day!"

BECAUSE SHE HAS TRIED KAYAKING AND ROCK CLIMBING AND LOTS OF SPORTS, SHE DOESN'T WANT TO SIT ON THE COUCH ON HER PHONE OR TV LIKE SO MANY OF HER FRIENDS.



Lexi (left) with her friend, Savanna

WHAT'S NEXT?

RICHMOND SCHOOL HEALTH ADVISORY BOARD (SHAB) REINSTATED

Together with community partners, Fit4Kids influenced policy makers to reinstate a SHAB in Richmond. SHABs are a powerful vehicle for policy change that advise the school board and conduct research and evaluation. We are excited about the formation of this group and its opportunity to encourage community input on school health concerns.

PROMOTING RECESS TO ENERGIZE KIDS

As of the 2019-20 school year, all Richmond elementary schools will now have 30 minutes of recess every day! Recess helps students meet the daily physical activity requirements, improves focus, and strengthens social skills. To kick off the school year, Fit4Kids provided all Title I Richmond Elementary Schools with recess kits for each grade level to promote physical activity. Positive feedback is pouring in about how the resources are promoting movement and fun!

EXPANDING SAFETY AND ACTIVE TRANSPORTATION RESOURCES

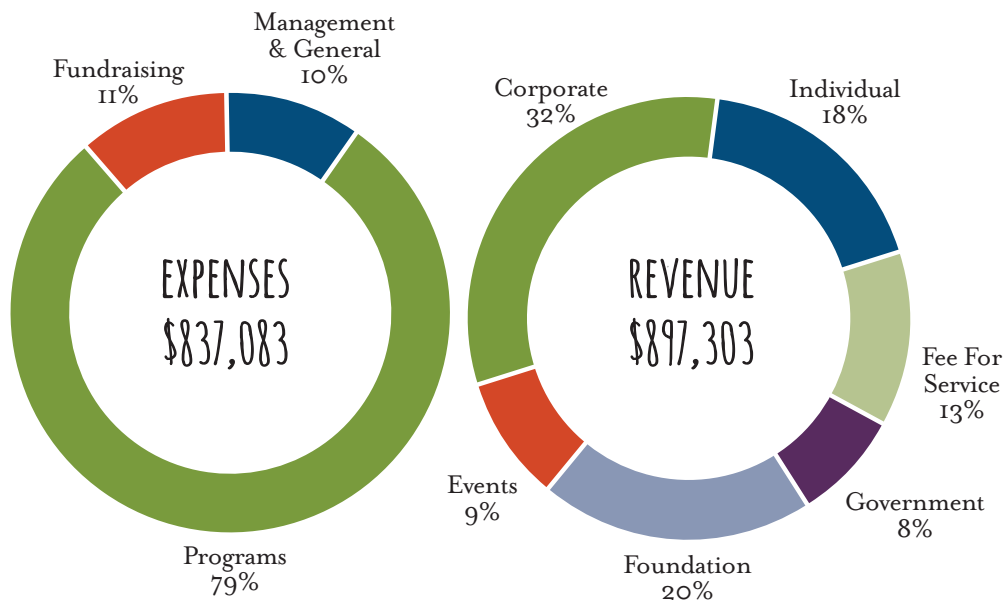
After years of advocacy, the crossing guard program has been transferred from the Police Department to Richmond Public Schools. Fit4Kids is working closely with RPS to assist in the development of the new program! Our new program will expand crossing guard coverage dramatically, with multiple guards at 11 pilot schools. New crossing guards will be school-based, with an established relationship with the school community, making the community safer for students who use active transportation.

FIT4KIDS IS PLANNING FOR FUTURE GROWTH

Fit4Kids is excited to celebrate our 10th birthday in April 2020! We'll use this milestone to recognize our successes, build awareness about Fit4Kids' work, and, most importantly, expand key policy and school initiatives that we believe will amplify our community impact.



FINANCIAL HIGHLIGHT



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- | | |
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- | | |
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Fit4Kids



www.grfit4kids.org
PO Box 1092,
Richmond, VA 23218

MAKING HEALTHY FUN

