

IN 2020, FIT4KIDS IS TURNING 10! IN ORDER TO CELEBRATE AND LAUNCH FIT4KIDS INTO THE NEXT DECADE, WE ARE HOSTING A FAMILY-FRIENDLY EVENT, EMBARKING ON A FUNDRAISING CAMPAIGN TO MAKE A BIGGER IMPACT, AND ENGAGING THE COMMUNITY IN A 10-DAY CELEBRATION. HERE IS OUR STORY, THE NEXT CHAPTER BEGINS WITH YOU...

## OUR STORY

10 years ago, we were a handful of committed volunteers with passion and an idea: to improve the health and wellness of local kids through physical activity and healthy eating. For the first time in history, children are expected to have a shorter life span than their parents. More than one in three high school students in Richmond are overweight or obese. This national epidemic was having a real impact on our kids here in RVA. We had to take action.

Over the years, Fit4Kids has established itself as a respected non-profit that effectively gets kids to eat smart and move more. We make healthy fun for more than 10,000 children each year across Petersburg, Richmond, Chesterfield, Hopewell, and Henrico. Our programming has inspired thousands of students to get their hands dirty in the garden, tempt their taste buds with fresh veggies, try a new sport, walk to school, and stay active in the classroom.



## OUR GROWTH TIMELINE



APRIL 2010  
Fit4Kids is born



SPRING 2011  
Needs assessment finalized



SPRING 2012  
Learning Garden program piloted



FALL 2012  
Recess Coaching, Learning Gardens, and Wellness Integration launched reaching nearly 4,000 students



FALL 2015  
Programs expanded to reach 7,500 students and launched Safe Routes to School



SPRING 2017  
Game On, Girl! launched



WINTER 2018  
Policy work initiated—F4K reaches 10,000 students



APRIL 2020  
10th Birthday

# HERE WE GROW!

FIT4KIDS PROGRAMS REACH 10,000 STUDENTS EACH YEAR, WE'VE PARTNERED WITH 52 SCHOOLS AND FIVE SCHOOL DIVISIONS.

## WHERE WE'RE GROWING

Though we are proud of what we have accomplished, we want to broaden and deepen our impact. As part of our 10-year celebration, we are setting a big goal with our Here We Grow campaign: to raise an additional \$100,000 to support new initiatives and expand the ones we already have. In 2020, we'll continue to work with kids in the classroom, garden, and beyond, but we will expand our focus on the following long-term projects:

"I LOVE FIT4KIDS BECAUSE I GET TO MOVE AND LEARN. IT HELPS ME REMEMBER WHAT I'M LEARNING."

-Student at Fit4Kids' Wellness Integration program partner school



### STRENGTHENED FOCUS ON ADVOCACY AND POLICY

Our children deserve school meals full of fresh produce, not added sugar. They need recess every day and resources that promote active play and healthy habits. These are just two examples (of many!) that need Fit4Kids' attention. While a program can impact hundreds or even thousands of children per year, advocacy and policy change makes structural changes that can immediately impact tens of thousands of students in a school division. Over 18 months, Fit4Kids will invest an additional \$40,000 in amplifying community voices.



### EXPAND TEACHER TRAINING MODEL TO ENHANCE WELLNESS IN SCHOOLS

We will train and certify teachers to be change agents in their own classrooms and schools through a teacher training model on "wellness integration," a program that promotes active and dynamic classrooms to keep kids moving throughout the day. With an additional \$60,000, over two years, Fit4Kids will work with local school divisions to create a formal certification program and train dozens of teachers to learn kinesthetic strategies and promote active classrooms. Through this new certification, each teacher will not only impact the 25 students currently in their class, but the hundreds of students they educate over their career.

"MY CHILD TEACHES HER YOUNGER BROTHER EVERYTHING SHE KNOWS AND MOTIVATES EVERYONE TO BE HEALTHY."

-Parent at Fit4Kids' partner school

## GROW WITH US

Fit4Kids is proud of where we are today, but we know there is still lots of work to be done to ensure that all children in our region have access to physical activity and healthy eating. With your help, we can drive a cultural shift over the next 10 years and beyond.

PLEASE CONSIDER MAKING A FINANCIAL GIFT AND GROW WITH US AS WE ASPIRE TO CREATE A HEALTHIER FUTURE FOR ALL CHILDREN IN THE RICHMOND REGION. HERE WE GROW!

