

## OUR MISSION: TO IMPROVE CHILDREN'S HEALTH AND WELLNESS THROUGH PHYSICAL ACTIVITY AND HEALTHY EATING

Dear Friends,

This past April, we celebrated Fit4Kids' 10th birthday. Despite a year of planning how to recognize the impact made over our first decade, 2020 had other plans for us. The global pandemic and a call to action on systemic racism changed our course.

The level of stress and trauma our target children and families are experiencing is unprecedented. While Fit4Kids is not a "first responder" organization, we strongly believe our work is as important as ever.

Dr. Nadine Burke-Harris, the leading expert on Adverse Childhood Experiences (ACES), notes that physical activity, healthy eating, sleep, and mindfulness are essential for combating trauma. While the focus of Fit4Kids has traditionally been to reduce childhood obesity, the mental, social, and emotional benefits of physical activity and healthy eating are even more critical today.

Moving into our new year, Fit4Kids is continuing to partner with the Virginia Center for Inclusive Communities to better ensure our work is inclusive and equitable. Of the more than 12,000 students Fit4Kids serves annually, nearly 60% are Black. It isn't enough to simply acknowledge how structural racism limits their opportunities for outdoor play, eating healthy, walking and biking to school, and more. We want to be part of the solution.

As we use the current call to action to motivate our path towards becoming an anti-racist organization, we appreciate that this work is long term. A commitment to ongoing learning, reflection, listening, and partnership building will all be part of this process. And we pledge to make necessary changes highlighted through this work to further our mission.

Fit4Kids is counting on your engagement and support in the coming year. A lot has changed, and will continue to change, as we pull up old roots to make way for new growth.

With appreciation,

*Mary Dunne Stewart*

Mary Dunne Stewart, CEO

## OUR GROWTH TIMELINE



APRIL 2010

Fit4Kids is born and needs assessment initiated



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

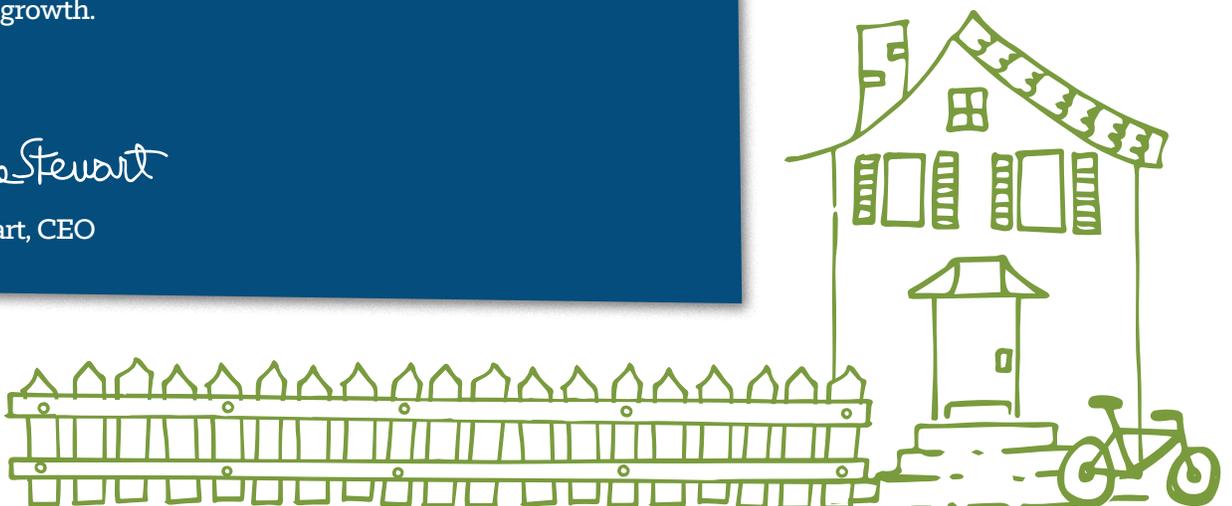
Policy work initiated—F4K reaches 10,000 students



APRIL 2020

10th Birthday

WELLNESS  
AT HOME!



# BY THE NUMBERS



**12,493** KIDS PARTICIPATED IN FIT4KIDS' HEALTH AND WELLNESS PROGRAMS DURING THE 2019-20 SCHOOL YEAR



**33** NEW CROSSING GUARDS STARTED WITH OUR SAFE ROUTES TO SCHOOL PROGRAM IN OUR PARTNERSHIP WITH RICHMOND PUBLIC SCHOOLS IN FALL 2019 TO INCREASE WALK AND BIKE SAFETY



**4,643** PLANTS DONATED TO FAMILIES TO CREATE HOME VEGETABLE GARDENS DURING THE PANDEMIC



**22** RECESS KITS PROVIDED TO SCHOOLS ALONG WITH TEACHER TRAINING AND TECHNICAL ASSISTANCE TO BOOST STUDENTS' ACTIVITY LEVEL AND ENCOURAGE HEALTHY FUN!



**97%** OF TEACHERS AT FIT4KIDS' PARTNER SCHOOLS BELIEVE MOVEMENT IN THE CLASSROOM IMPROVES STUDENT ENGAGEMENT (ALSO APPLIES IN A VIRTUAL SETTING!)



**7,700** FRUIT AND VEGGIE SAMPLES SERVED THROUGH OUR LEARNING GARDENS AT 20 SCHOOLS TO TICKLE KIDS' TASTE BUDS

## OUR COVID RESPONSE

**WELLNESS INTEGRATION** empowers elementary school teachers to incorporate movement and health promotion messages into the classroom

- Created nearly 100 virtual lessons from March to June, a robust resource kit, and supported teachers with online lessons to boost movement with their students.



**GAME ON, GIRL!** is a comprehensive initiative to empower adolescent girls to be physically active, nutritionally fit, and ready to take on the world!

- Offered virtual lessons along with experiential kits (including items like a yoga mat and agility ladder) to girls in Richmond, Henrico, and Chesterfield.



**SAFE ROUTES TO SCHOOL** encourages safe active transportation among students



- Provided bike and pedestrian safety workbooks through distribution sites and focused on infrastructure changes to promote safer active transportation around schools.

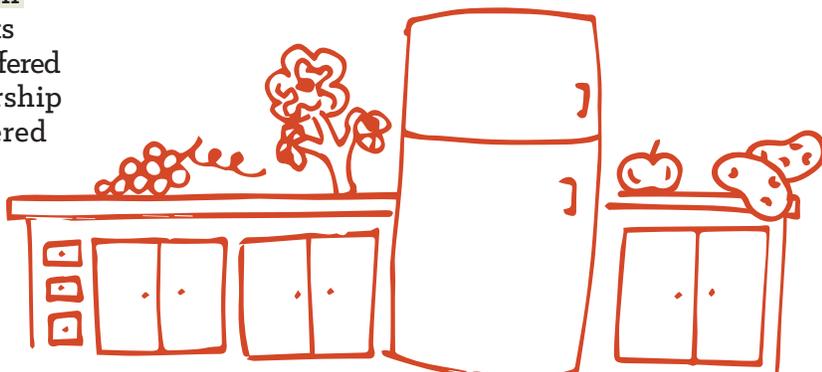
**POLICY** promotes system and policy changes that increase school wellness and build capacity among our parents and community members



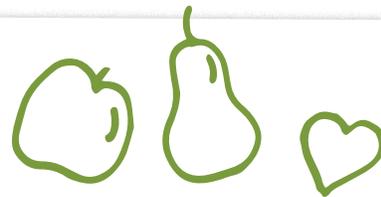
- Supported Richmond Public Schools School Nutrition Services staff during spring food distribution, and provided fresh produce boxes and cooking supplies to staff. Coordinated constituent advocacy effort for the extension of federal meal waivers programs helping to ensure free school meals through the 2020-2021 school year.

**LEARNING GARDENS** feed students' appetite for hands-on and delicious learning and fun

- Donated over 4,600 plants and produce to families, offered virtual lessons in partnership with NextUp, and delivered garden kits to students.



# PERSONAL IMPACT



Jasmine was first introduced to Fit4Kids when her son Samson, who was in 4th grade at the time, came home from school telling her all about the “letter exercises” they were doing in his class. She was thrilled to learn about the Fit4Kids active lessons and said “it was always a good day at school when Fit4Kids was in the classroom.”

Two years later, Jasmine’s second son, Solomon, participated in the Fit4Kids’ Learning Garden at his elementary school. “Solomon would always take me to the garden whenever I was at the school. That was the high point of his day.”

Jasmine also loved how Solomon’s garden learnings translated to the grocery store. Solomon would put new fruits or vegetables in their shopping cart so they could taste test things like parsnips, aloe leaves, and dinosaur kale. Jasmine loved how Solomon’s experience in the garden not only encouraged family time, but also “a legacy of healthy eating and fun learning.”

Two years after Solomon joined the garden club, Jasmine learned about the Fit4Kids’ Parent Council that equips parents to advocate for improved wellness at their children’s school. This past December, Jasmine joined the Fit4Kids’ staff as one of our first Parent Advocates. Jasmine now facilitates parent meetings

and trains other parents on how they can advocate for health and wellness at their children’s school.

Jasmine knows that “children thrive when they are provided with healthy food options and ample opportunities for physical play and imagination”. We’re proud of the experience Jasmine and her boys have had with Fit4Kids and are eager to continue to empower as many kids as possible across the region to be active and form healthy habits!



>>>  
SOLOMON  
AGE 9

## WHAT'S NEXT?

Fit4Kids is committed to providing partner schools, teachers, and students with programs and resources meeting their changing needs (virtually or in-person) to promote active, healthy lifestyles. This Fall, Fit4Kids is rolling out online training for teachers offering learning strategies that incorporate movement into the curriculum and will count towards teaching recertification points. We’re continuing to meet with stakeholders and utilize policy research findings to advocate for school and student wellness, like safe recess practices to ensure recess is offered daily once students return to school.

☞ CHILDREN THRIVE WHEN THEY ARE PROVIDED WITH HEALTHY FOOD OPTIONS AND AMPLE OPPORTUNITIES FOR PHYSICAL PLAY AND IMAGINATION. ☞

– Jasmine, mom of program participants and Fit4Kids’ Parent Advocate



# OUR REACH

5  
School  
Districts

12,493  
Kids Served  
During the 2019-20  
School Year

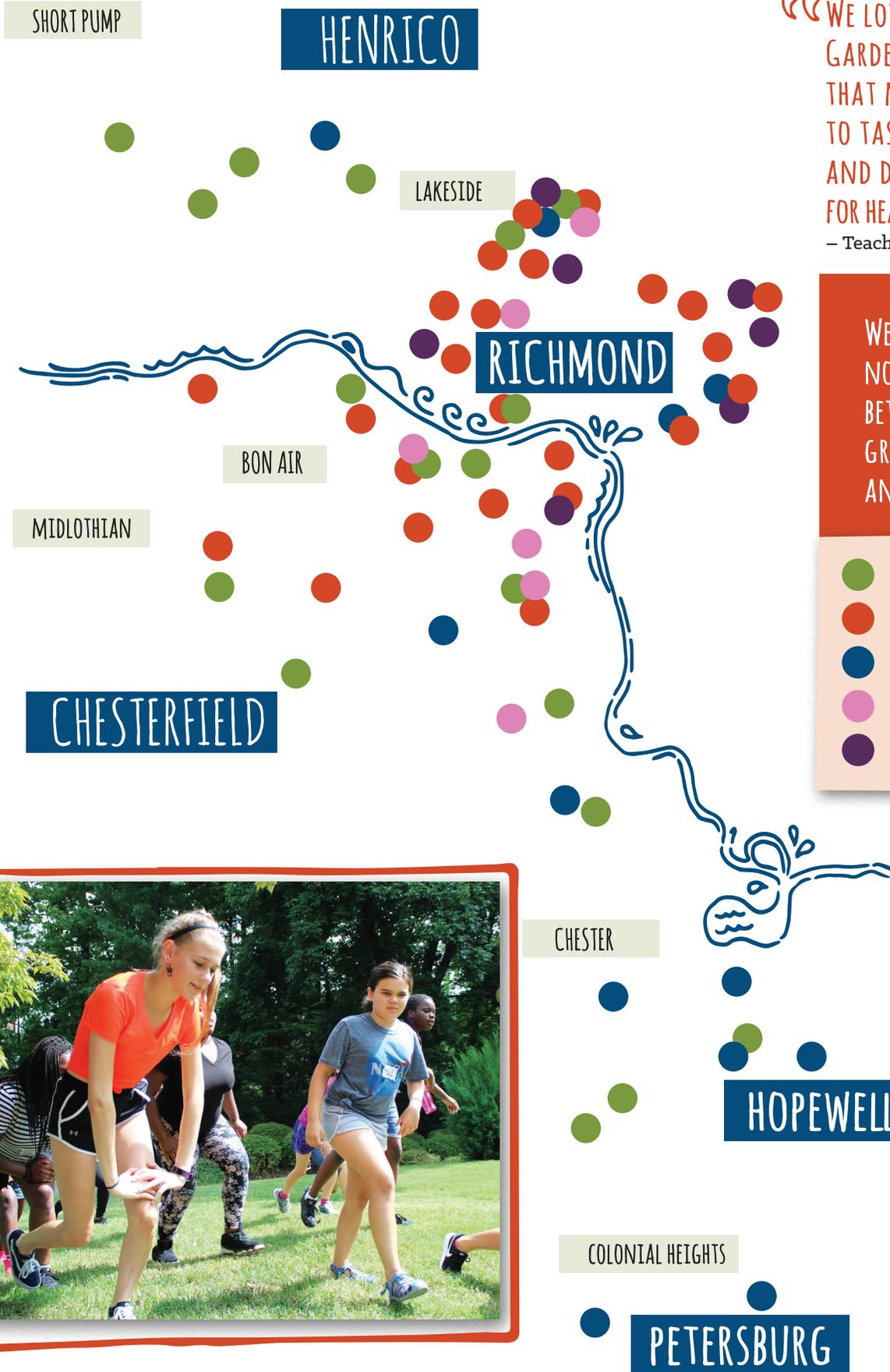
10  
Years Making  
Healthy Fun

46  
Schools  
Served by  
Fit4Kids

“WE LOVE THE LEARNING GARDEN PROGRAM! I LOVE THAT MY STUDENTS LEARN TO TASTE NEW VEGETABLES AND DEVELOP THEIR PALATE FOR HEALTHY FLAVORS.”  
– Teacher at Cary Elementary

WE BELIEVE ACTIVE, WELL-NOURISHED KIDS LEARN BETTER IN SCHOOL, HAVE GREATER SELF-ESTEEM, AND BRIGHTER FUTURES.

- GARDENS
- COALITION INITIATIVES
- WELLNESS INTEGRATION
- GAME ON, GIRL!
- SAFE ROUTES TO SCHOOL



## \$25,000+

Aetna Foundation  
Anthem Blue Cross and Blue Shield Foundation  
Byrd Family Foundation  
Daisy and Tom Byrd  
The Cameron Foundation  
The CarMax Foundation  
Cigna Foundation  
Estes Foundation  
Harrison Family Foundation  
Jackson Foundation  
John Randolph Foundation  
Robins Foundation  
Virginia Department of Transportation  
Virginia Foundation for Healthy Youth

## \$10,000 - \$24,999

Allianz Foundation for North America  
Anonymous  
Mary Arginteanu  
Community Foundation for a greater Richmond  
Dominion Energy Charitable Foundation  
Herndon Foundation  
Memorial Foundation for Children  
Christine Kane Plant  
PNC Foundation  
Richmond Memorial Health Foundation  
Jayne and Bobby Ukrop

## \$2,500 - \$9,999

Altria Group  
Anonymous  
Beth Bailey and Bruce Green  
Liz and Bob Blue  
Children's Hospital of Richmond at VCU  
Marjorie and Ryan Childress  
Sharon Darby

Diane and Henry Engelhardt  
Hampden Hill Custom Building  
Innerwill  
Patty Merrill  
Midlothian Rotary Foundation Inc  
Optima Health  
Queen of Virginia Skill & Entertainment  
Dee Ann and Jim Remo  
Brittany and Andrew Rose  
Target  
Village Bank

## \$1,000 - \$2,499

Apple Hospitality REIT  
Beth Badger and Chuck Grigsby  
Vickie and Larry Blanchard  
Leigh Busby and John Lautemann  
Chris Clarke  
Commonwealth Pediatrics  
Cornerstone Homes  
Abby and Brian Fishero  
Glen Allen Dentistry  
Harris Williams  
Heather Rice and Becky Hoover  
Gay and Burke King  
KPMG  
Gillian and Jon Lugbill  
Berkeley and Adam Martin  
RVA Children's Dentistry  
SBK Financial  
Vickie and Tom Snead  
Brie Stanley  
Vistra  
Wegmans  
Woodside Farms of Virginia  
\$500 - \$999  
Agnihotri Cosmetic Facial Surgery

Atlantic Union Bank  
Candace Blydenburgh and Carl Weiss  
Bon Secours Health System, Inc.  
Anedra and Jeff Bourne  
Nellie and Will Bradley  
Bill Busby  
Kevin Chidwick  
Sean Davis  
Mark Denner  
Annie and Bern Dunne  
Bernie Dunne  
Tori Goodloe and Chris Little  
Heritage Wealth Advisors  
Susan and George Lautemann  
Microsoft  
Marlene and Bob Mizell  
Aashir Nasim  
O'Hagan Meyer  
Kristin and Tyrone Payton  
Gina Price and Michael Kirshbaum  
Julie and Arun Rajappa  
Re-Cycles Bike Shop  
Betsy and Brian Riopelle  
Lisa and Bart Rountree  
Lauren and Joe Schmitt  
Drs. Rupal Shah and Neil Agnihotri  
Vineeta and Jay Shah  
John and Mary Dunne Stewart  
Danuta Syska  
Beth and John Syer  
Melody Titus and Bill Artiglia  
Patricia Titus  
Marjorie Webb  
Leslie Wyatt

## \$250 - \$499

Tracy and Ed Acevedo  
Amy and Mark Bliley

Rebecca Bowers-Lanier  
Jenn and Michael Brace  
Karen Branham  
Blair Busby and Jeff Tiberio  
Dr. Linda A. Burk  
Circus Saints and Sinners Club of America  
Mary Konkright  
Millie and Ty Denoncourt  
Gardner Orthodontics  
Lorri and Alan Gosnell  
Kirkland and Rob Hagerty  
Ashley Hall and Lincoln Saunders  
Henrico Doctors Hospital  
Stephanie Simms Hodges and Dustin Hodges  
Anne and Jeff Lamb  
Emily Laux  
Markel  
Dr. Miriam McAtee  
Allison and Chris Mereen  
Mary Grace Miller and Ian Vance  
Laura and Dan Murray  
NAMA  
Ernie Rogers  
Alison and Curtis Smith  
Kelly and Jonathan Stalls  
James Timberlake

## \$50 - \$249

Amazon Smile  
Anonymous  
Sara and Cody Artiglia  
Susan Artiglia  
Jillian Avey  
Brendan Bailey  
Elizabeth Bailey  
Melanie Bean and Jason Burke  
Kelly and Jay Beekman  
Bingo Beer Co  
Richard Booth  
Catherine E Bredrup

Jude Brown  
Don Bulmer  
Claire Butler  
Robin Butler  
Laura Caccavale and Justin Hildebrand  
Ruth and John Caccavale  
William Caldwell  
Paul Cassimus  
Jennifer Cole  
Delegate Carrie Coyner  
Margaret Cronan  
Kristen and Fred Cross  
Cecilia and Brian Dan  
Lisa Dance  
Katie and Jeremy Daniel  
Nancy and Jim Davidson  
Brie and Will Dixon  
Meghan and Patrick Dorgan  
Cindy Dulik  
Ellen Duerksen  
Nancy Eberhardt  
Dan Eisenhardt  
Cynthia Ellis  
Emily and Scott Erpelding  
Anne and Raymond Faszewski  
Lynne Fellin  
Noopur Garg and Tyler Ladner  
Ginger Germani  
Roy Grier  
Katherine and Matt Guise  
Ashley Hall  
Vicky Hamrick  
Lawson Headley  
Health Warrior  
George Hearn  
Aimee and Matt Hoyt  
Judy Jamison  
Mike Kirkman  
Ellen Krecthler  
Carol Anne and Joe Lajoie  
Parker Land

Caroline Landrigan  
DeeDee and Hunter Leemon  
Lee Lester  
Alice Lloyd  
Jackie Long  
Sarah Manzi Lopez and Zack Lopez  
Rachael Loughlin  
Jack Lowe  
John Lowe  
Luck Companies Foundation  
Casey and Jon Lucier  
Lululemon  
Amanda Macdonald  
Jeanette Marlowe  
Drs. Glenn Ann and Dan Martin  
Molly and TJ Mascia  
Morgan Maxwell  
Patrick McTavish  
Meghan McTavish  
Claudia Micare  
Vicki and Philip Miller  
Rob Mitchell  
Emily Modjeski  
Allison and Seth Monette  
Lauren and Elliott Moore  
Katie and Whit Morris  
Molly and C.J. Muse  
Mary Lynn and James Murphy  
Mason Norsworthy  
Jeannie and Denny Osborne  
Sharyn Pensmith  
Nancy and Sam Perry  
Eric Petrosky  
Natalie Pfleger  
The Pit and Peel  
Audrey Polk  
Sara Pomeroy  
Wendy and Jim Popp  
Mathis Powelson  
The RiverCross Group LLC

Giao Roever  
Emily Saunders  
Zach Schindler  
James Schreiber  
Margo and Bob Shayne  
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Kateri Shreve  
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Valley Anesthesia Services LLC  
Virginia Community Capital  
Vitality Float Spa  
Judith Waldron  
Gary Waynick  
Lynda and Jeff Webb  
Wendell and Austin Welder  
Kaitlin and Taylor Will  
Cynthia Willis  
Janie Holliday Wilson  
Joel Winbigler  
Morgan and Morgan Witham

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

- 3rd Grader at Chimborazo Elementary

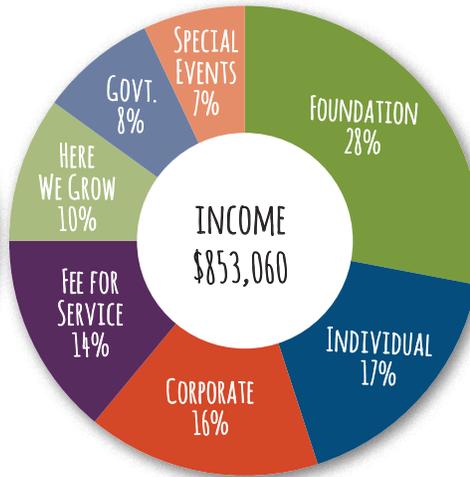
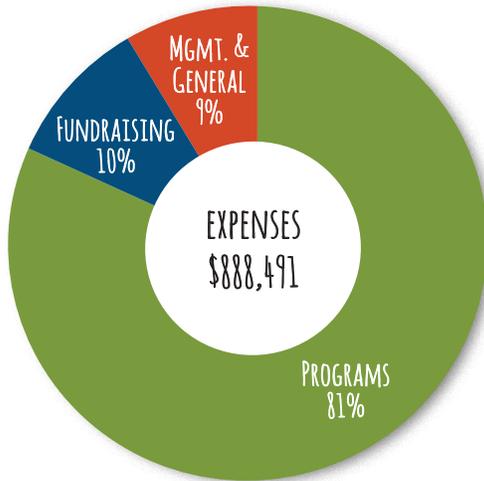
## 10 YEAR INITIATIVE:

## HERE WE GROW!

Ten years ago, we were a handful of committed volunteers with passion and an idea: to improve the health and wellness of kids through physical activity and healthy eating. Today, we have more than a decade of experience making healthy fun for more than 10,000 children across the Richmond region. To celebrate this milestone, Fit4Kids is expanding our reach through new initiatives to enhance school wellness and strengthen advocacy work. Thank you to those who contributed to our Here We Grow campaign helping to deepen the impact and brighten the futures of children across RVA!



# FINANCIAL HIGHLIGHT



Not included in 2020 revenue is a PPE loan of \$117,000 which will be forgiven by the SBA in 2021

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**SARA POMEROY**—Cigna

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**DANYEL SMITH**—VCU PhD Candidate

**JACKIE TU**—Altria



☺ I'VE NEVER HAD GREEN PEPPER BEFORE. THAT WAS ALL NEW! I LIKED IT ALL! ☺  
- 1st grader at Cary Elementary

**Fit4Kids**

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