

OUR MISSION:

To improve children's health and wellness through physical activity and healthy eating.



OUR VALUES:

- Collaboration
- Equity
- Persistence
- Possibility
- Excellence

Dear Friends,

Two years ago, I would have never imagined that Fit4Kids could thrive in a completely virtual setting. Much to my surprise and admiration, the Fit4Kids team, our partner schools, and support from families made it happen. While the past year and a half have been undoubtedly challenging for our local community and the world at large, we used this as an opportunity to connect deeply to our mission and values, be creative with our programming, and find the silver lining in the face of adversity.

When our school based programs went virtual, the Fit4Kids' team was reminded of the importance of making at-home connections with students. By delivering more than 450 physical activity and garden kits to students' homes and engaging with families over text messages, we made stronger connections than ever before!

Our team also prioritized engaging in diversity, equity, inclusion, and anti-racism training, as well as assessments with the Virginia Center for Inclusive Communities. These educational opportunities laid the groundwork for our new strategic plan. In the next two years, we will take bold steps to expand health and wellness programming to more students, diversify collaborations with community leaders, and explore new ways to make meaningful connections with children and their caregivers.

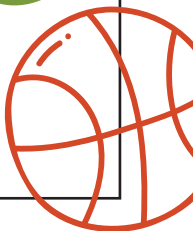
Collaboration is one of our values and we know that we are stronger together. We are eager to take the lead from community members, caregivers, and local leaders with lived experiences related to our mission. When there is trust, understanding, and respect, there is space to share ideas and make progress.

I hope you will continue to be on our team as we face the challenges brought on by the pandemic. We are incredibly grateful for your ongoing support.

With appreciation,

Mary Dunne Stewart

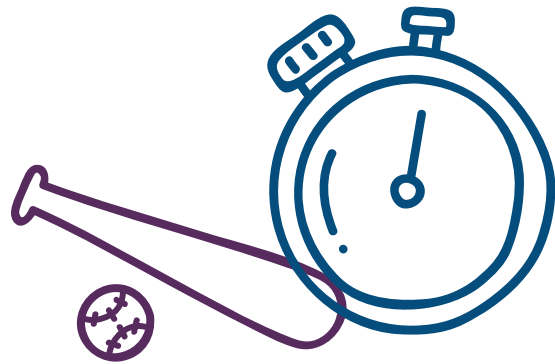
Mary Dunne Stewart, CEO



COLLABORATION:

We carry the load together by grounding in a shared vision and recognizing the power of knowledge that extends beyond our four walls.

- We play well with others! Partnerships are essential to Fit4Kids out-of-school-time fun. We provided after school programming to sites across Richmond, Henrico, and Chesterfield made possible by partnering with NextUp, the Henrico Education Foundation, and Communities in Schools of Chesterfield.
- The pandemic forced us all to think and operate differently. Leveraging our rented greenhouse space, Fit4Kids grew and donated more than 10,500 seedlings that found homes in backyards, on family porches, in church gardens that grow for food banks, and in community gardens that strengthen food security efforts.
- It's important to learn from other organizations while taking the lead from community-based and resident-led organizations. Fit4Kids partnered closely with Kinfolk Community and the Richmond Food Justice Alliance to support their amazing community gardens in the Food Justice Corridor in Richmond and Chesterfield.



EQUITY:

We center the voices of those we serve, examine root causes, prioritize representation, and recognize and address privilege.

- All kids deserve access to healthy options and safe play! The Fit4Kids team assembled more than 450 garden and fitness kits and delivered them personally to students' homes so they could participate in afterschool programs virtually.
- Policy work can take time, often many years. After laying the groundwork for months, Fit4Kids advocated with partners for the Richmond School Board to pass an updated wellness policy that lays the groundwork for healthy hydration and daily recess!
- Families are essential for effective policy work. In Chesterfield, we're engaging family members in advocating for more recess for elementary school students. The pandemic has shown us how important outdoor play is for students and while there is a long road ahead, the first steps were taken this year!



PERSISTENCE:

We refuse to be constrained by the way things have always been done; we are patient and diligent because we know that change takes time.

- We continue to grow! Elementary school teachers were eager for ways to better engage their students in the virtual classroom! Fit4Kids trained 365 teachers on using physical movement to engage students and activate learning.
- In partnership with Richmond leadership, the Fit4Kids' Safe Routes to School team geared up for a major crossing guard expansion by securing supplies, finalizing training, and recruiting dozens of guards! The SRTS team also assessed all Richmond schools to report to district leadership what schools needed new bike racks and materials to support active transport.



POSSIBILITY:

We believe in the potential of each and every student to create and lead a 'healthy' lifestyle.

- **What's Next?** After a long delay due to the pandemic, the Fit4Kids team is ready for expanded teacher training! Starting Fall 2021, any teacher in our region can train to have an active and engaged classroom through our Active Classrooms Certification!
- There was no downtime during the pandemic. The Fit4Kids' Board of Directors, Young Professionals Board and staff spent significant time working with the Virginia Center for Inclusive Communities to complete an organizational assessment and diversity, equity, and inclusion training.
- Our new strategic plan sets the course for organizational success over the next couple of years! Read more about it on the insert.

EXCELLENCE:

We relentlessly deliver high-quality, high-impact programming and resources for our students, families, and partners.

- We are committed to impactful programming! During the 2020-21 school year, Fit4Kids reached more than 4,000 local kids with combined virtual and in-person, high-quality wellness programming!
- **Highlights from our program surveys:**
 - 100% of teachers who participated in Fit4Kids Learning Garden program would recommend it to a friend!
 - 89% of students who participated in Game On, Girl! reported they have the confidence to be more active because of the program.
 - 99% of teachers at our Wellness Integration schools agreed that movement in their classroom improves student engagement and academic achievement.





2021-2023

Strategic Plan



Community Impact & Advocacy:

FIT4KIDS WILL ACTIVELY CONVEENE COLLABORATIVE EFFORTS TO ADVANCE POLICY INITIATIVES.

GOAL 1:

Ensure policy advocacy is community-led

GOAL 2:

Advance policy influence



Programming Excellence:

FIT4KIDS WILL BE A LEADER IN PROMOTING CHILDREN'S WELLNESS THROUGH HIGH-QUALITY, EFFECTIVE PROGRAMS.

GOAL 1:

Strengthen and expand programming

GOAL 2:

Increase cultural relevance in program development and delivery

Financial Health:

FIT4KIDS WILL DIVERSIFY REVENUE STREAMS TO SUPPORT CURRENT AND FUTURE PROGRAMMING NEEDS.

GOAL 1:

Expand and diversify funding sources

GOAL 2:

Incorporate an equity lens to fundraising

GOAL 3:

Augment budget and financial processes and plan

Capacity Building:

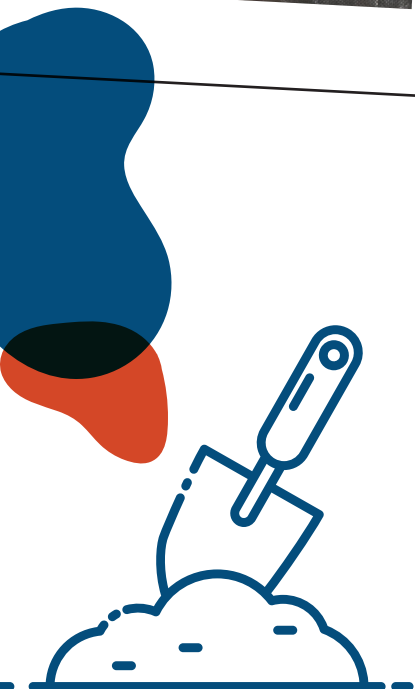
FIT4KIDS INFRASTRUCTURE ADEQUATELY SUPPORTS THE MISSION AND EFFECTIVELY EXPANDS OUR ROLE SERVING THE COMMUNITY.

GOAL 1:

Enhance Human Resources

GOAL 2:

Strengthen Board Engagement



Our Community of Supporters

While it's too early to know the long-term impact of the pandemic on children and families, the events of the past year and a half have clearly demonstrated our vulnerability and the need to adapt and work together for the benefit of all of us.

We're inspired by the teachers, funders, volunteers, supporters, and advocates who understand the importance of children's health and wellness and the long-term impact of prioritizing movement, play, and healthy eating from a young age. We'd like to recognize those who contributed to our work here and extend our gratitude for your commitment.



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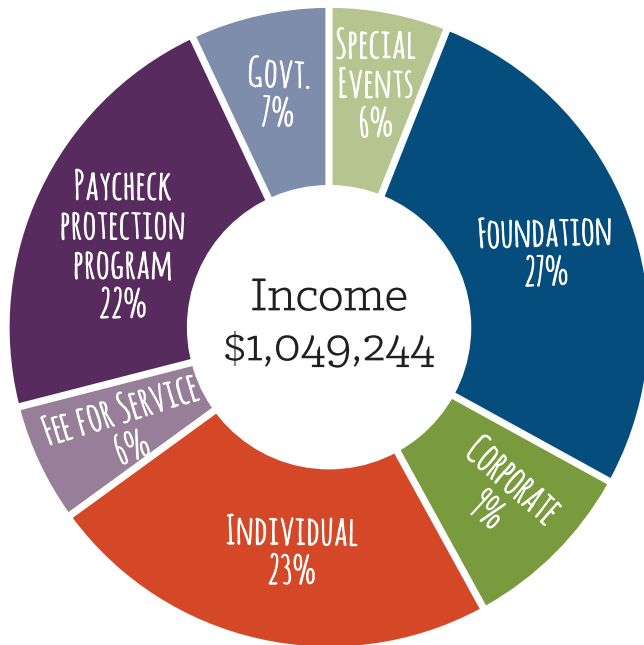
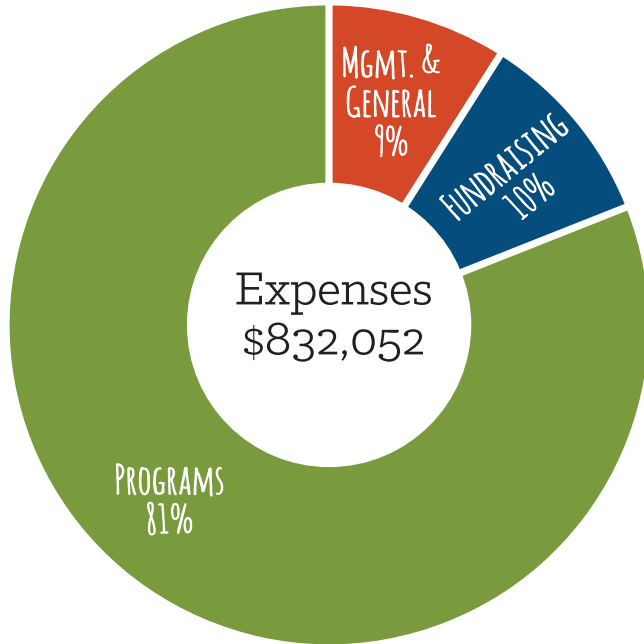
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We are grateful to all of you and so many others for engaging with and supporting Fit4Kids!

Financial Highlight



FY 2020-21 Board of Directors



Fit4Kids received two PPP loans (one in FY2020 and one in FY2021). Both loans were forgiven in FY2021 and are included as income this year. These funds helped offset the deficit from FY2020 and allowed for Fit4Kids to continue operating effectively this year.

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