



2016-17 ANNUAL REPORT

OUR MISSION:

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

FIT4KIDS BELIEVES IN BUILDING BRIGHTER FUTURES

Dear Friends,

This year marked Fit4Kids' fifth year of programming. We have transitioned from being the new kid on the block to a trusted, respected agency that effectively serves nearly 10,000 children annually from Petersburg, Richmond, Chesterfield, Hopewell, and Henrico.

Each year, we strengthen strategies and launch new programs. But what we believe remains clear and constant—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. And we couldn't build brighter futures without your support.

Fit4Kids has achieved our initial goals set by our founders and is entering a new era of expansion. In five years of programming, we more than tripled the number of students impacted and greatly expanded our geographical reach. We also moved to North Church Hill and more than doubled our office space. This year, we launched a new program to target middle and high school girls, a population that especially needs support.

Fit4Kids is poised for a bright future. Our Board of Directors recently approved a **strategic plan** to guide us through the coming three years. We have the right pieces in place to continue to make a real difference in our community—committed board and staff members leading innovative and effective programs. And our strategic and meaningful partnerships are essential. We're excited to continue to advance our mission to improve children's lives with your help.

Best,

MD Stewart

Mary Dunne Stewart
CEO

MAKING AN IMPACT

105,000



FRUIT AND VEGETABLE SAMPLES SERVED IN
FIT4KIDS' PROGRAMS

5,140



KIDS RECEIVED GARDEN LESSONS ACROSS 19 SCHOOLS

6



SAFE ROUTES TO SCHOOL PARTNER SCHOOLS
ENCOURAGED BIKING AND WALKING SAFETY

2,066



ACTIVE LESSONS TAUGHT BY WELLNESS
INTEGRATION SPECIALISTS GETTING KIDS
MOVING FOR 42,307 MINUTES

9,701



KIDS REACHED THROUGH LEARNING GARDENS
AND WELLNESS INTEGRATION PROGRAMS

159



TEACHERS TRAINED ON THE IMPORTANCE OF REGULAR,
ACTIVE RECESS

GAME ON, GIRL!

Fit4Kids' newest program for middle and high school girls takes a comprehensive approach to wellness. Game On, Girl! empowers adolescent girls to be physically active, nutritionally fit, and ready to take on the world!



YEAR AT A GLANCE

- Strengthened our core focus to empower kids to form healthy habits through education in the classroom and outside in our 19 Learning Gardens
- Infused a culture of wellness and the health, social, and academic benefits of movement in our partner schools in Richmond, Hopewell, Petersburg, Henrico, and Chesterfield impacting 5,000 kids
- Launched Game On, Girl!, aimed at promoting physical activity, nutrition, and leadership among adolescent girls and combating the startling decline in activity levels for this group
- Served fresh produce samples to 8,717 students at Richmond Public Schools during 2 Fruit and Veggie Weeks with the help of over 350 community volunteers (including Mayor Levar Stoney) providing exposure to new healthy food options
- Expanded our Wellness Integration program in partnership with VCU School of Education to offer two semesters of a Movement Education course allowing new teachers to learn the tenets of the program and implement it in various schools
- Completed a new, 3-year strategic plan to guide organizational priorities and enhance community impact and financial health.

Check out our one-page summary

“MY STUDENTS LOVE GOING TO GARDEN LESSONS. THEY WERE WILLING TO TRY THE VEGETABLES OFFERED AT GARDEN TIME AND MOST OF THEM WISHED THEY HAD MORE.”

- Teacher at Fit4Kids Learning Garden school

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:

- Launched Making the Most of Recess — an initiative to improve the quality and consistency of recess in our region. By providing technical assistance to principals, training 159 teachers, educating policy makers, and donating almost \$5,000 in recess equipment, our coalition enabled over 2,600 children to have more physically-active fun on the playground, sparking greater learning and success in the classroom.
- Hosted 18 chef trainings with 82 Richmond Public School cafeteria staff. Famous and fabulous RVA chefs volunteered their time to empower cafeteria staff with new knowledge and techniques for preparing better-tasting veggies — a sure way for students to learn that the healthy choice can be the delicious choice!

- Designed a 10-week Kitchen Clinic workshop for community members to develop, test, and refine their own recipes to ensure that they are fast, affordable, and healthy. Partnering with Shalom Farms, Kitchen Clinics were held in Creighton Court and Mosby Court — reaching over 30 families and resulting in a community-tested, culturally-relevant cookbook.
- Presented a plenary session at the 2017 Weight of the State on the lessons learned from installing salad bars in schools. With over 250 attendees, at least one school district in Virginia is planning to replicate our efforts.



PERSONAL IMPACT

Chloie and Gracie, both 11, first learned about Fit4Kids a few years ago when our Wellness Integration program came to their school. This past spring, a school counselor told them about a new way to engage with Fit4Kids through our Game On, Girl! Summer Summit. Both girls were excited to “do something other than sit inside and play video games” like the previous summer and to “meet new people and make more friends” before entering middle school. They accomplished that and much more over their three days at the Summit.

When asked to share what made the Summit so memorable, Chloie quickly chimed in about conquering her fear of heights on the high ropes course, feeling inspired by the collegiate athletes she met, being awarded the game ball the first day for team work, and having great support from her coaches and new friends to try new things.

The Summit made for an active and exciting few days, but the impact will last much longer as 100% of girls in attendance committed to remaining active and applying what they learned. Chloie and Gracie admitted they weren’t very active last summer and stayed inside most of the time. Since participating in Game On, Girl!, they’ve spent more time outside being active and have even gotten their siblings and friends involved.

Through our programs, Fit4Kids aims to educate youth about healthy habits in a way that is fun, accessible, and meaningful to them.

That’s when change happens!

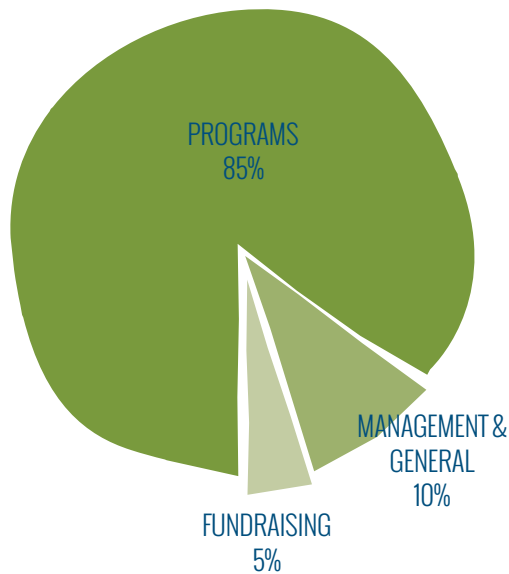
“IT FEELS GOOD TO
WAKE UP EARLY AND GO
OUTSIDE AND EXERCISE
AND WHILE EXERCISING
YOU FIND NEW FRIENDS.”

- Chloie, age 11

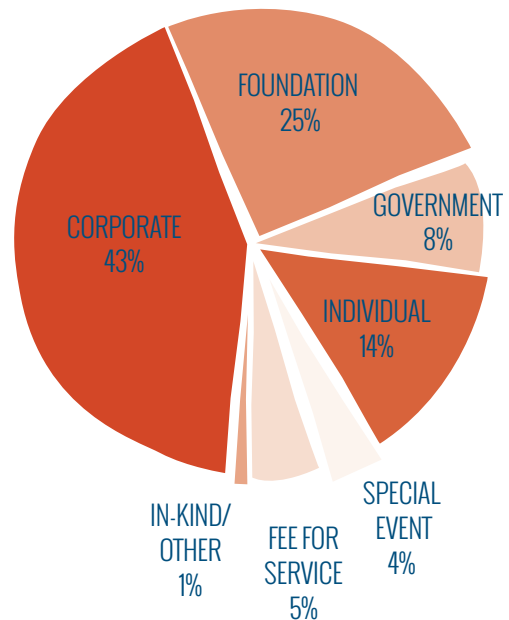


FINANCIAL HIGHLIGHT

EXPENSES = \$803,219



INCOME = \$973,023



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Fit4Kids



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BUILDING BRIGHTER FUTURES!

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