



2024 - 2027

STRATEGIC PLAN



GROWING
HEALTHY KIDS



MAKING HEALTHY FUN!



Friends of Fit4Kids,

Thanks for being a part of our community dedicated to improving children's health and wellness. At Fit4Kids, we believe in the power of physical activity and healthy eating to transform lives.

Every day we witness the impact of our programs on children across our region. From empowering the 14-year-old girl who gained newfound confidence at our active summer camp, to the 7-year-old finding delight in tasting a freshly harvested carrot from his school garden, to the 21-year-old VCU student growing as a wellness professional igniting passion for movement and veggies in afterschool programs, each story is a testament to the power of our work.

We are excited to announce the launch of "Growing Healthy Kids," our ambitious new strategic plan and fundraising campaign.

Over the past 14 years, we've planted seeds of transformation in more than 60 schools, but our journey is far from complete. With your support, we will nurture those seeds into full bloom, while planting many more across our region through this plan.

We invite you to join us on this transformational journey. Your contributions - whether donations, volunteer work, or advocacy - will make a meaningful difference.

Together, let's grow healthy kids and create a brighter, healthier future for generations to come.

With gratitude,

Tom Byrd
Campaign Chair

Mary Dunne Stewart
Fit4Kids CEO

MISSION

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

VISION

A community where every child has the opportunity to live a healthy life

VALUES

- Possibility
- Excellence
- Equity
- Persistence
- Collaboration



GROWING HEALTHY KIDS!

WITH YOUR SUPPORT, FIT4KIDS WILL...

- Expand Fit4Kids programs to reach early childhood through college-aged youth, addressing the full spectrum of developmental stages
- Quadruple the Learning Garden program so EVERY Title I school in Fit4Kids' service area has access to school garden programming promoting hands-on nutrition education and fostering a deeper connection with food
- Place a crossing guard at every busy corner near a Richmond Public School so children can safely walk, scooter, or bike to school
- Amplify community voices in health and wellness advocacy so their needs and concerns are effectively heard and addressed
- Expand access to free healthy meals and hydration in schools, vital for students overall health; academic performance, attendance, and school readiness; and reduced stigma and bias



PROGRAMMING EXCELLENCE

Lead high-quality,
effective,
children's health
and wellness
programs



STRATEGIC PLAN GOALS:

- Expand programming to serve early childhood through college aged youth
- Provide every Title I school with access to school garden programming
- Reach more schools through training and consulting



“ My school garden program is just a fun thing to do. It makes me feel like I'm not at school, but I'm still learning. It's cool! I love the fresh air and seeing the plants grow. I like all of it!

- Taylor, 3rd grader ”

STRATEGIC PLAN GOALS:

- Collaborate to amplify community voices in advocacy work
- Expand access to healthy meals and hydration in schools
- Expand active transportation and crossing guard program in Richmond Public Schools to enhance safety and accessibility

COMMUNITY COLLABORATION & IMPACT

Advance policies at the school, local, state, and federal level while centering community member and student voices



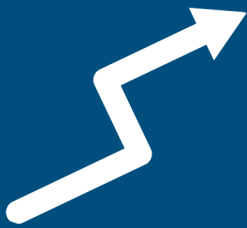
They are the kindest humans! The crossing guards look out for all of us - bikers, walkers, runners...and always remember who we are and my girls by name. We're lucky to have them keeping our walking/biking community of kids and parents safe everyday.

-- Richmond Public Schools Parent



ORGANIZATIONAL HEALTH

Foster and promote a diverse and sustainable organization



STRATEGIC PLAN GOALS:

- Recruit and retain a diverse and engaged workforce to support organizational growth
- Enhance communications to expand stakeholder engagement and Fit4Kids as a known entity



Thank you for the opportunity to be involved with what Fit4Kids does. This was by far the best community service project I've been involved with as a group with my organization.

-- Nathan, Volunteer



HOW TO SUPPORT GROWING HEALTHY KIDS



- **MULTI-YEAR PLEDGE** - Consider making a 3-year pledge to support the full cycle of the plan to boost impact.
- **MATCHING GIFT** - Increase your support through a corporate or employer match.
- **ANNUAL GIFT** - Make an annual gift of cash or marketable security to support plan goals.
- **PLANNED GIFT** - Leave a legacy and support children's health and wellness for future generations through a variety of planned giving options.

CONTACT INFORMATION

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MAKING HEALTHY FUN!



IMPACT OF YOUR SUPPORT

\$1,400 A gift of this level could cover the cost of a college intern for a semester, including a stipend and professional training and supervision, helping to invest in the next generation of health and wellness professionals

“ It was so much better at Fit4Kids than I could've imagined. I didn't have the best internship experience last year, and I thought that it would be similar here in that I would just be seen as a dispensable intern. Instead, I am walking away from it with a new passion for teaching kids about health and wellness and skills that will help me with my professional endeavors in the future.

-- 2023 Fit4Kids VCU Intern ”

\$3,000 A gift of this level could cover the cost of 10 adolescent girls attending Fit4Kids' 4-day Summer Summit camp, including food, transportation and more than 20 activities

“ For me, this program has done a lot. Game On, Girl! shows me that I can go out there, be amazing, show my skills, be talented, and not be afraid of showing people who I really am. Positive vibes always!

-- Briseis, Game On, Girl! ”

\$15,000 A gift of this level could cover the cost of afterschool Garden Club programming, supplies, and maintenance at a school garden for 3 years

“ The Fit4Kids Learning Garden at Southampton Elementary School has truly blossomed into an educational oasis, enriching our students' lives by providing hands-on experiences that ignite a passion for learning and a love for healthy living.

-- Ms. Sheleta Crews, Principal at Southampton Elementary School ”



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GROWING HEALTHY KIDS



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