



Fit4Kids



2025-2026
Annual Report



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

EQUITY, EXCELLENCE,
COLLABORATION,
PERSISTENCE, POSSIBILITY

A Message From Our CEO

During an impromptu field day at Obama Elementary the first week of school, a student recognized one of our team members and excitedly told him, *"You taught me how to ride a bike this summer!"* On the sidelines of a flag football game, I met a mom who thanked Fit4Kids for making it possible for her daughter to play, including the cleats and equipment she needed to take the field. And I watched a group of excited, antsy kindergarteners visit their school garden for the first time, learning about healthy soil, searching for bugs, and tasting Fit4Kids' famous pizza salad.

These moments put faces and stories to our numbers. This year, Fit4Kids reached 14,075 kids, up from 8,030 just two years ago, a 75% increase. We also reached a milestone we once could only imagine: *our 50th school garden.*

This growth has come during significant policy change and funding uncertainty, reinforcing that creating

healthier futures for kids requires us to work both inside schools and beyond their walls.

From Healthy School Meals for All to better recess and playgrounds, advocacy will remain essential to our work.

We remain anchored in a simple belief: active, well-nourished children learn better, have greater self-esteem, and grow to lead healthier, happier lives. Our work is about building brighter futures.

As we enter the final year of our Growing Healthy Kids strategic plan, I'm incredibly proud of how far we've come. None of this growth happens without you, our community of families, partners, volunteers, and donors. Thank you for growing with us!

WITH GRATITUDE,



Mary Dunne Stewart, Fit4Kids CEO

Program Highlights

LEARN TO RIDE AND ACTIVE TRANSPORTATION

Fit4Kids is building safe routes to school and empowering kids to walk and roll with confidence and joy. Through school-based initiatives like our three week Learn to Ride program, Fit4Kids helps students gain confidence and skills to safely use bikes for active transportation, fostering lifelong healthy habits.

1,381

ELEMENTARY STUDENTS LEARNED
TO RIDE INDEPENDENTLY

"Because of Learn to Ride, biking went from a frustrating activity to the most joyful proud moment for both of us."

— Parent of Learn to Ride Student

ACTIVE CLASSROOMS THROUGH WELLNESS INTEGRATION

Fit4Kids transforms schools in Petersburg, Hopewell, and Prince George into active, healthy environments through our Wellness Integration program by training teachers to incorporate movement and wellness into academic learning and empowering 3,177 students and educators to thrive together.

99%

OF TEACHERS BELIEVE MOVEMENT
IMPROVES ACADEMIC ACHIEVEMENT

"What stood out was how the program helped students feel confident and show growth."

— 1st Grade Teacher, Petersburg City Public Schools



GIRLS FLAG FOOTBALL & JUNIOR COACH PROGRAM

Fit4Kids is expanding access to and increasing participation in high school sports and leadership opportunities in Richmond for girls, where opportunities are limited. Through Flag Football and our Junior Coach program (both new in 2025), girls can participate, get active, be part of a team, and build lifelong healthy habits.

128

INAUGURAL FLAG
FOOTBALL PARTICIPANTS

11

COLLEGE
SCHOLARSHIP OFFERS

"The best part of flag football is feeling included, being a part of a team, and supporting others."

— Community High School Player

LEARNING GARDENS

Currently at 54 schools, our Learning Gardens are outdoor classrooms that inspire curiosity through hands-on learning, connecting students to fresh, nutritious food through planting, harvesting, growing, and tasting.

92%

OF TEACHERS REPORT KIDS ARE MORE
WILLING TO TRY FRUITS AND VEGGIES
AFTER GARDEN LESSONS

"Even my pickiest kids tried new things and it's carried over to the cafeteria as well."

— 1st Grade Teacher, Chesterfield County Public Schools



GAME ON, GIRL!

Tackling the gender gap in physical activity, Game On, Girl! empowers adolescent girls to move, lead, and thrive through fun, engaging activities and nutrition education. The program's supportive environment in middle schools across Henrico, Chesterfield, and Richmond City fosters confidence, leadership, and lifelong wellness habits.

96%

OF PARTICIPANTS OBSERVED A
POSITIVE CHANGE IN THEMSELVES

60

4-DAY SUMMER SUMMIT
PARTICIPANTS

"I'm proud that I participated in dance & got out of my comfort zone."

— Summer Summit Participant



From Participant to Coach

Game On, Girl! launched in 2017 to give middle school girls a space to be active, learn about nutrition, and build leadership skills together. As participants aged out, many shared the same wish: a place like this in high school. That's how our Junior Coach program was born.

After two years in Game On, Girl!, where she built confidence, social skills, and a love of cooking, Grace eagerly raised her hand to join the inaugural Junior Coach cohort in fall 2025. What drew her to coaching was simple: *"I love motivating girls to be there."*

Over nine months, she and 13 other girls gathered monthly for workshops on topics like public speaking and conflict resolution that prepared them to be coaches and lead younger participants at Summer Summit, our four-day camp for middle school girls. Her favorite workshop included role-playing different camp scenarios: *"Many of the things we practiced actually happened at Summer Summit, and I was so ready."*

At Summit, Grace was treated like a young adult, with girls looking up to her, yet the bonding felt just as strong. Competitive by nature, she learned to step back and remember that *"not everyone goes at the same speed."* Her goal was for everyone to feel included. She wasn't trying to be the boss. *"I was just being myself,"* she says, and that earned the girls' respect.

Her advice for girls considering a program like this?

"I'd say to be yourself, put yourself out there, bring energy, & have fun!"

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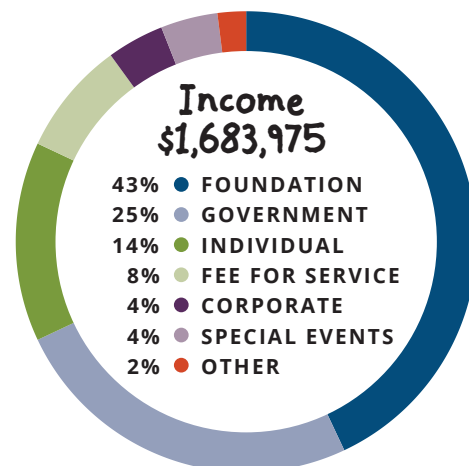
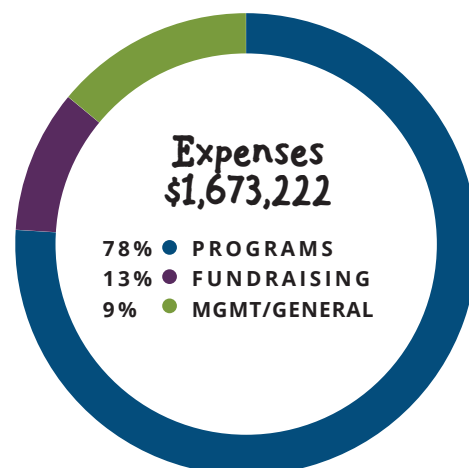
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FINANCIAL OVERVIEW



FIT4KIDS RECOGNIZES MULTI-YEAR CAMPAIGN PLEDGES AS REVENUE IN THE YEAR THEY ARE PLEDGED, RATHER THAN WHEN PAYMENTS ARE RECEIVED. BECAUSE MANY COMMITMENTS TO OUR GROWING HEALTHY KIDS CAMPAIGN WERE MADE IN FY25, INDIVIDUAL CONTRIBUTIONS REPRESENT A SMALLER SHARE OF REPORTED REVENUE IN FY26, EVEN AS PAYMENTS ON THOSE PLEDGES CONTINUE.

THANK YOU TO OUR COMMUNITY OF SUPPORTERS

Donors

\$25,000+

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with 6 or more hours in FY26

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Community & Advocacy Work IN SCHOOLS

Fit4Kids' Policy Team works to make healthy choices in schools easier and more accessible for students and staff. *This year, through advocacy, community partnerships, and engagement, we have:*

- Impacted 20,354 students through school health policy advocacy efforts
- Served nearly 40,000 fresh produce samples and reached 9,955 students during Fruit & Veggie Week
- Ensured 33 Richmond Public Schools (RPS) have a crossing guard, including 10 schools participating in the full Safe Routes to School program

- Continued our work with the Virginia Healthy School Meals for All coalition, advancing efforts around universal school breakfast
- Encouraged students and teachers through school-based initiative, "Hydrate RPS", to build healthy hydration habits and access to clean drinking water



Looking Ahead

As we enter the final year of our Growing Healthy Kids strategic plan, Fit4Kids is building on our momentum. Learn to Ride will double the number of schools reached with the addition of a second bike trailer, while Learning Gardens continue to grow across the region. Game On, Girl! will introduce new activities shaped by girls' interests, and our second year of flag football will bring new schools onto the field. We'll continue listening and learning through our early childhood work, strengthen Safe Routes to School and crossing guard efforts, and advocate for greater investment in healthy school meals. There's still more growing to do.

Fit4Kids

WWW.GRFIT4KIDS.ORG

● PO BOX 6510, RICHMOND, VA 23230



GROWING HEALTHY KIDS

If you'd like to invest in this work, consider making a donation using the QR code or see how to get more involved at grfit4kids.org/volunteer.