



National Fitness Foundation

# CASE STATEMENT

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## THE MISSION

The National Fitness Foundation enables and empowers a healthier tomorrow by supporting youth sports participation.



## BRIEF OVERVIEW

A diminishing level of physical activity over the past 50 years has led to a national health crisis that will have far reaching implications on the social and economic vitality of the country. The National Fitness Foundation (NFF) was established by congress to advance the work of the President's Council on Sports, Fitness & Nutrition by supporting youth sports programs that improve lives and build vibrant communities.

NFF is mobilizing its vision with the assistance of strategic partners to provide resources to local

community leaders, volunteers, youth coaches and youth sports administrators to operate and expand youth sports and fitness programs, with a particular focus on programs targeting young girls and youth in economically-disadvantaged areas.

NFF recently launched the National Youth Sports Fund, the first-ever endowment dedicated to supporting and expanding youth sports and fitness opportunities in America, as the funding mechanism to fulfill its mission.





# NATIONAL FITNESS FOUNDATION

## OVERVIEW

The Foundation was congressionally chartered as a private nonprofit on December 22, 2010 when President Obama signed the "National Foundation on Fitness, Sports, and Nutrition Establishment Act" (Public Law No: 111-332). Former Congressman and retired NBA player Tom McMillen championed the passing of this legislation for over 15 years and served as the Foundation's inaugural Board Chairman. Other supporters included previous executive directors of the President's Council on Sports, Fitness & Nutrition (PCSFN). Senator Mark Warner (VA) and Congressman John Sarbanes (MD) introduced the final bill in the Senate and House, respectively. The Foundation's board members are recommended by the ranking members of Congress and appointed by the Secretary of the U.S. Department of Health & Human Services.

## WHY WAS IT FORMED?

Congressman Raul Grijalva (AZ) gave remarks on the House floor in support of the bill (S. 1275)

recognizing the need 'to bring much-needed private resources to the fight against youth inactivity and obesity.' Congressman Grijalva cited the \$1.2 million per year budget of the PCSFN is critically important mission to collaborate with Federal, State, and local agencies, the private sector and nonprofit entities to encourage healthier, more active lives through participation in sports and activities to improve fitness. On February 27, 2018, President Trump signed an Executive Order on Sports, Fitness & Nutrition, aimed at expanding and encouraging youth sport participation. The President's Executive Order calls for the identification of public and private sector strategies to increase participation in youth sports and physical activities. The National Fitness Foundation has been tasked with cultivating and encouraging financial support for the President's Executive Order. This mission involves the establishment of a legacy fund, the National Youth Sports Fund, to support youth sports expansion in American cities, towns and communities. Other areas in alignment with the Executive Order

include Military Readiness, Opioid Prevention and Sports Diplomacy.

## CURRENT AND FUTURE PROGRAMS

The National Fitness Foundation focuses on four programs, as outlined in the ensuing pages of this case statement. The Presidential Youth Fitness program was launched in 1966 during the Johnson

Administration, and has operated in its current form since 2012. The Women's Executive Advisory Council and the Young Leaders Advisory Council will kick-off early 2019. The National Youth Sports Facilities Program, the National Youth Sports Volunteer Program, and the National Youth Sports Equipment Program are three new endeavors for the Foundation.

"The strength of our country is really no greater than the well-being of our citizens "

— President John. F. Kennedy





# PRESIDENTIAL YOUTH FITNESS PROGRAM

*The Presidential Youth Fitness Program (PYFP) is a voluntary school-based fitness education program that promotes health and regular physical activity for America's youth. PYFP offers educators free access to a health-related assessment for youth fitness, professional development for meaningful implementation, and motivational recognition to empower students to adopt and maintain an active lifestyle.*

## WHY THE PROGRAM?

Physical activity is critical to children's health and well-being. Studies show that physical activity not only helps kids stay active and healthy, but it can enhance important skills like concentration and problem solving.

The PYFP places emphasis on the value of living a physically active and healthy lifestyle in school and beyond. The program minimizes comparisons between children by supporting students as they

"The Presidential Youth Fitness Program gave our district Health and Physical Education staff a unified purpose. To add this fitness program gives students the ability to inform their personal decisions."

— Gregory F.

Physical Education Teacher, Bridgewater-Raritan, NJ, 2013

Grant Recipient

pursue personal fitness goals for lifelong health and well-being.

By adopting the program, schools gain access to a robust selection of resources to promote lifelong physical activity: Web-based access to test protocols, standards for testing, calculators for aerobic capacity and body composition, PALA+, a free physical activity tracking and promotion program, online training, and school recognition.

## WHERE THE PROGRAM HAS COME FROM

The Presidential Youth Fitness Program (PYFP) has its roots in the original youth fitness test published in 1958. In 1966 under President Lyndon B. Johnson, a recognition component was developed to accompany the youth fitness test. Although the test items have changed through the decades and, in 2012, a revamped national fitness education program, PYFP, launched, the ability of students nationwide to earn presidential recognition for achieving a certain level of fitness has been offered every year since 1966.

With recognition of the fact that nearly 75% of America's youth are not physically active enough, the Presidential Youth Fitness Program was viewed

as an opportunity to equip young people with the knowledge, skills and abilities to be active and fit for life. Essentially, they can become their own personal trainers.

Since 1983 there have been primarily two options for physical educators to assess student fitness: the President's Challenge Youth Fitness Test (YFT), promoted by the President's Council on Sports, Fitness & Nutrition, or the FitnessGram® assessment developed by The Cooper Institute®.

Recognizing the need to promote health and health-related fitness constructs, the five founding PYFP partners, led by the President's Council, changed the way fitness assessments are administered in schools throughout the United States. They adopted the FitnessGram® assessment and the Presidential Youth Fitness Award to recognize achievement of a healthy level of fitness in at least five of the health fitness categories measured by the FitnessGram assessment. In addition, the National Fitness Foundation wanted to ensure that free or low-cost and easy-to-access resources were available to help physical educators teach fitness concepts at all levels of schooling. The result was a comprehensive program that provides training



and resources to schools for assessing, tracking, and recognizing youth fitness. The new program has moved away from recognizing athletic performance to providing a barometer on students’ health.

The PYFP has made great strides since the program’s launch in 2012 and the awarding of a General Mills Foundation (GMF) grant the following year. The National Fitness Foundation, the administrator of the GMF funds, has leveraged that support to engage in campaigns and several partnerships to increase awareness, develop or enhance program resources, fund schools, and drive program implementation.

Since 2012, the NFF has funded 2,030 schools with more than \$3.1 million in resources to enhance PYFP implementation and general physical education programming.

With an aggressive early goal to be in 90% of schools by 2020, there is evidence indicating participation numbers are well above the 11,451 documented schools that have downloaded a certificate of participation. The 2016 School Health Policies and Practices Study found 44% of school districts require or recommend PYFP implementation. Through a grant opportunity in 2017, schools were eligible to receive up to \$2,000 in resources and in 2018, schools and districts were eligible to apply for up to \$1,000 in resources (up to \$40,000 per district).

Key takeaways from multi-year process and program evaluations provide the evidence that the program is having an impact. These evaluations include:

- Fitness education needs to be introduced at

an early age and continued through all levels of schooling.

- Comprehensive models to provide physical activity across the school day and into the community are needed.
- Physical education teacher preparation programs need to introduce the Presidential Youth Fitness Program to teacher candidates.
- Training for physical educators around nutrition education and as it relates to the fitness education process is needed.
- A ‘gamified’ recognition program for physical educators progressing to full implementation of the Presidential Youth Fitness Program is recommended.
- PYFP has a positive impact on student’s cardiovascular endurance compared to students in non-PYFP schools.
- Software is an asset; however, unless it’s well designed and affordable, it is a barrier.
- Online trainings are beneficial, but in-person trainings are preferred. Training, in general, is necessary to address implementation and software issues.
- Administrators, PE teachers and students believe PYFP has a positive impact on what’s happening in PE by increasing attention on fitness education.
- Student recognition is both a motivator and facilitator of program implementation.
- There was no additional cost to a school to implement PYFP.

# 2018 OUTCOMES

In 2018 the findings of a three-year outcome evaluation were released. Key takeaways:

- The program was associated with an increase in student aerobic capacity over the course of a semester. Students participating in the program had significantly higher aerobic capacity at the end of the semester than comparison students, after adjusting for age, gender, number of PE minutes, physical activity/physical education environment, and beginning of semester aerobic capacity scores.
- The program was effective in ensuring a strong focus on fitness education, fitness assessments, and measuring progress within PE.
- 92% of school administrators reported that PYFP had a positive impact on their school’s climate, and 85% agreed the program added value to their school’s physical education/ physical activity programs and to their students by improving the quality of physical education.
- Approximately 85% of students agreed that receiving recognition for fitness achievements motivated them to be physically active.

<p><b>PE TEACHERS REPORTED THAT RESOURCES PROVIDED BY THE GRANT HELPED TO</b></p> <ul style="list-style-type: none"><li>• Meet the needs of all PE students (70%),</li><li>• Provide an enjoyable PE experience for students (70%),</li><li>• Teach self-management to students (70%), and</li><li>• Emphasize knowledge and skills for a lifetime of PA (70%).</li></ul>	<p><b>STUDENTS REPORTED</b></p> <ul style="list-style-type: none"><li>• Fitness test results motivate them to try and improve their scores.</li><li>• They learned about the importance of physical fitness and health and setting fitness goals.</li><li>• Being recognized by their teachers and other students made them want to be physically active, have a healthy body, play sports and have fun.</li></ul>	<p><b>ADMINISTRATORS REPORTED</b></p> <ul style="list-style-type: none"><li>• PYFP had a positive impact on their school’s climate.</li><li>• PYFP added value to their school’s PE/PA programs by improving the quality of PE.</li></ul>
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"Thanks so much for this Grant over the last two years!  
It has really helped my students and added another  
fitness component to my curriculum."

— Cindy L.  
Physical Education Teacher, Willow Springs, IL, 2013 Grant  
Recipient

WHERE THE PROGRAM IS GOING

Based on feedback from constituents and the Program’s process and outcome evaluation, the National Fitness Foundation (NFF) is eager to continue advancements to PYFP that increase and improve resources for schools, physical education teacher practices in the classroom, and student outcomes. With funding support, the NFF will add additional free resources for physical educators to make full implementation of the program even easier and more effective based on the results of the program evaluations.

More specifically, the NFF seeks to:

1. Improve technology

Provide free or low-cost, easy-to-access software solutions for tracking, reporting, and analyzing student fitness and physical activity data. The NFF believes there is not a one-size-fits-all approach and, therefore, will expand its partnerships to allow schools additional options.

2. Improve professional development

There are three aspects to the program’s professional development with potential to improve teacher and student outcomes: repeat a training for higher education professionals in multiple locations nationwide to ensure future

teachers have an understanding of the fitness education process before they even begin teaching; continue to fund the cadre of existing trainers, host a refresher training for them, and train others who wish to serve as trainers (focusing recruitment on states where there isn’t a trainer); and continue to build out resources (trainings or otherwise) to cover every step of the PYFP Checklist including nutrition education, goal setting, and program planning.

3. Award more grants for equipment to help teach fitness concepts and to conduct assessments.

4. Improve PE teacher engagement

PE teachers lead one of the most under-resourced subject areas in schools with a median budget that’s less than \$800/year along with space and schedule limitations that often make it difficult for them to achieve their yearly goals. Recognizing the efforts of physical educators who are able to overcome these challenges and advance program implementation is a priority.

5. Improve student recognition

While student feedback from the outcome evaluation revealed recognition is a motivator to being healthy and achieving fitness goals, the recognition needs to be relevant.

WHO WILL BENEFIT

Adopting the Presidential Youth Fitness Program means a school understands the value of developing healthy, active students who are ready to learn and shows communities that their school is participating in the national fitness assessment. Most immediately, physical education teachers and students in grades K-12 will have access to more resources to enhance PYFP implementation. Continual replication and reinforcement of short-term programming will contribute to NFF meeting its long-term goal of a healthier tomorrow for all Americans.

FINAL POINT

The NFF is focusing on promoting the health and well-being of America’s youth through improvements to the nation’s model for fitness education. In the long-term, these improvements

will increase the number of youth who can develop the knowledge, skills and abilities to be fit for life.

NATIONAL YOUTH  
SPORTS FACILITIES  
PROGRAM

*The National Youth Sports Facilities Program seeks to significantly increase access to fields, gyms and fitness centers in order to support youth fitness.*

WHY THE FACILITY PROGRAM?

The current status of the facilities that support youth sports and fitness do not total enough in





number and lack the standard of quality necessary to deliver quality programming.

### WHERE THE PROGRAM IS GOING

The National Fitness Foundation is partnering with organizations such as Sports Facility Advisors to conduct a national youth sports & recreation facility assessment. The Inventory assessment

indicates an acute need for funds to refurbish existing facilities to make them usable, or in applicable underserved regions, develop new facilities.

Based on the results of the assessment, The National Youth Sports Facilities Development Program aims to refurbish and/or add more than

“I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life.

And that is why I succeed.”

— Michael Jordan

Former Professional NBA Basketball Player

1,000 new youth sports fields and facilities in economically-disadvantaged regions by 2030.

### WHO WILL BENEFIT

- Local communities, especially in economically depressed regions
- Youth sports participants

### FINAL POINT

In order for NFF to effectively fulfill its mission, every community needs access to suitable facilities for youth sports activity.

## NATIONAL YOUTH SPORTS VOLUNTEER PROGRAM

*NFF will formulate a National Youth Sports Volunteer Program that aggregates best business practices from youth sports organizations around the country, disseminating and distributing program content as it relates to volunteer programs in underserved and underprivileged environments.*

### WHERE THE PROGRAM IS GOING

The National Youth Sports Volunteer Program strives to become the resource for youth sports volunteer programs in underprivileged environments throughout the United States. The NFF will focus on providing information and examples of real-world effective volunteer

program models that can serve as a quality resource to reference.

Long-term, the NFF aims to have the infrastructure in place to recruit and train more than 1M new volunteers in the youth sports ecosystem in operational areas of focus by 2030. To accomplish this goal, the Program requires additional financial resources to support capacity in these areas to properly recruit, train, certify and perform background checks on new volunteers.

### WHO WILL BENEFIT

- Local communities
- Local youth sports organizations
- Youth sports participants

### FINAL POINT

By providing an accessible platform for volunteer program implementation and support, as well as infrastructure for volunteer programs in select geographical markets, the NFF can professionalize volunteer programming in the key geographical focus areas where these programs are needed most.



# NATIONAL YOUTH SPORTS EQUIPMENT PROGRAM

## WHY THE EQUIPMENT PROGRAM

Without bats and gloves, it's just a game of catch. Without cleats, it's running. Equipment helps players make plays. Equipment also helps ensure a child is able to try a sport he or she may not otherwise try.

## WHERE THE PROGRAM IS GOING

The National Youth Sports Equipment Program aims to ensure there are easy to access, efficiently operated channels to supply equipment to economically depressed regions as needed and requested.

The program will encourage sport sampling and limit a barrier to entry for sports that may require more than a pair of shoes, a ball and a jersey, resources can be allocated to supply equipment for sports programming that makes equipment-heavy sports an option for all who wish to play.

## WHO WILL BENEFIT

Local communities, especially in economically depressed regions.

## FINAL POINT

Working with reputable programs that have demonstrated the ability to procure and deliver sports equipment to programs with demonstrated need, the National Fitness Foundation aims to get

as many children off the sidelines and into the game as possible. Equipment or monetary donations will increase the total amount of children who are active within community programs, lower participation fees, and facilitate the development of new athletic programs for those most in need.

# INFLUENCER COUNCILS

## GOAL FOR DEVELOPMENT

In Q1 of 2019, the National Fitness Foundation will welcome the inaugural classes of two Influencer Groups: The Women's Executive Advisory Council and the Young Leaders Advisory Council. While the membership demographic is different for each group, the primary goal is shared. Curated as a targeted awareness campaign, members will tap into their respective networks to raise awareness of the NFF mission, providing access to their spheres of influence, ultimately leading to donor cultivation.

## WOMEN'S EXECUTIVE ADVISORY COUNCIL

In Q1 of 2019, the National Fitness Foundation will welcome the inaugural class of the Women's Executive Advisory Council (WEAC). Members will join by invitation with a goal of promoting the benefit of youth sports within their respective spheres of influence.

## WHY THE COUNCIL

The most recent Executive Order on Sports, Fitness & Nutrition outlines the need to expand youth sport opportunities for young girls. The Women's Executive Advisory Council will be



comprised of female business leaders, athletes and influencers who have personally benefited from participation in youth sports opportunities. The Women's Executive Advisory Council will drive the strategy for access to the various appropriate channels and execution strategy for greatest influence.

## WHERE THE COUNCIL IS GOING

The WEAC will be established in 2019 and expand on the role it plays as an awareness arm of the NFF throughout 2019 and into 2020. Long term, the WEAC will be a significant ambassador group of the NFF's work and contribute to establishing value connections and monetarily supporting the NFF's initiatives.

## WHO WILL BENEFIT FROM THE PROGRAM

- Youth sports organizations and communities

that support programs for girls.

- Girls interested in participating in youth sports.
- The NFF by providing an invaluable feedback channel.

## FINAL POINT

In the short term, the formation of the Women's Executive Advisory Council will be the most effective way to market the NFF's messaging to the target audience of young girls. Over the long term, the WEAC members will ensure the NFF's programs achieve their financial goals in addition to generating awareness.

## YOUNG LEADERS ADVISORY COUNCIL

In Q1 of 2019, the National Fitness Foundation will welcome the inaugural class of the Young Leaders Advisory Council (YLAC). Members will join by invitation with a goal of promoting the benefit of





youth sports within their respective spheres of influence. The group is coed, with members under 40 years old.

### WHY THE COUNCIL

This Council is being developed as a targeted awareness campaign, working toward the continued goal of increased brand awareness for NFF. The target member will be in the early phase of his/her career, but will provide access to various industries and networks.

### WHERE THE COUNCIL IS GOING

The Young Leaders Advisory Council will be established in 2019 and expand on the role it plays as an awareness arm of the NFF throughout 2019 and into 2020. Long term, the YLAC will be a significant ambassador group of the NFF's work to young people and will ensure NFF is informed about what is important to young people.

### WHO WILL BENEFIT FROM THE PROGRAM

- Youth sports organizations and communities
- The NFF by providing an invaluable feedback channel

### FINAL POINT

In the short term, the formation of the Young Leaders Advisory Council will be the most effective way to market the NFF's messaging to the target audience of young people. Over the long term, the YLAC members will play a significant role in how the NFF institutes its programming amongst young people.



# NATIONAL ENDOWMENT FOR YOUTH SPORTS

*The National Fitness Foundation, in conjunction with AB Bernstein, is developing the first-ever National Endowment for Youth Sports.*

By launching the National Youth Sports Fund, the Foundation is creating a national funding mechanism to actively support all of the programs described in this Case Statement. The Fund will also serve as a vehicle to support youth sports expansion initiatives identified in the National Youth Sports Strategy, under development by the President's Council on Sports, Fitness & Nutrition, the CDC, and other federal agencies.

The National Endowment officially launched in October 2018.

The National Endowment for Youth Sports currently supports the following programs:

- Presidential Youth Fitness Program
- National Youth Sports Facilities Development Program
- National Youth Sports Volunteer Program
- National Youth Sports Equipment Program





# TIMELINE OF GROWTH

## PRESIDENTIAL YOUTH FITNESS PROGRAM

44% of school districts require or recommend PYFP implementation. Starting with 2019, NFF has the goal of increasing the percentage of school districts that require or recommend PYFP implementation by 5% each year.

### Year 1

By the end of 2019, NFF's goal is to have 49% of school districts requiring or recommending program implementation.

- Identify easy to access and low cost software solution(s) that physical educators can use to record, track, report, and analyze student fitness data.
- Identify and train at least 16 new trainers for the states that do not have a certified trainer.
- Provide free in-person training to at least 50 physical educators in each state and offer CEU opportunity.
- Continue to provide online training options with CEU opportunity.
- Develop and/or identify resources to support classroom activities associated with each step of the program implementation model.
- Develop online modules to help physical educators address basic nutrition concepts.
- Host 4 regional in-person trainings to train at least 60 instructors from institutes of higher education who are responsible for teaching future physical educators.

- Develop physical education teacher 'fitness champion' recognition program to recognize physical educators who provide quality fitness education to their students through program implementation.
- Provide targeted grant opportunity to school districts and schools participating in the in-person training. Grant allows schools to gain access to resources to enhance program implementation including student recognition items, software, and fitness.

### Year 2

The goal by 2020 is to have 54% of school districts requiring or recommending program implementation.

- Continue fitness champion recognition program for physical educators.
- Provide refresher training to all certified trainers.
- Continue provision of free in-person training to at least 50 physical educators in each state with CEU opportunity.
- Continue to provide online training with CEU opportunity.
- Continue to offer targeted grant opportunity to provide resources to enhance program implementation to schools and districts participating in the in-person training.

### Year 3

The goal by 2021 is to have 59% of school districts requiring or recommending program implementation.

- Continue fitness champion recognition program for physical educators.
- Evaluate online modules and update as needed.
- Continue provision of free in-person training with CEU opportunity.
- Continue to offer targeted grant opportunity to provide resources to enhance program implementation to schools and districts participating in the in-person training.

## PRESIDENTIAL YOUTH FITNESS PROGRAM

Sufficient facilities are a vital resource to support implementing NFF's goals.

### Year 1

The goal for year 1 is to establish the structures and protocols for the year 2 roll out of the National Youth Sports Facilities Program.

- Identify relevant/most in demand areas across the mainland United States, Hawaii, and Alaska for facility creation and/or improvement. Refine analysis into a local inventory of cities within the most demand areas.
- Establish inventory of facilities that need redevelopment within the inventory of cities.
- Create program application structure.
- Choose program construction and operation



partners.

- Market and invite organizations in chosen geographical areas to apply for redevelopment.
- Evaluate the amount of money to be distributed in 2020.

### Year 2

The goal in year two is to impact 50 facilities.

- Create decision criteria parameters and process for facilities creation and/or improvement monetary awards.
- Accept applications.
- Finalize application selections.
- Engage local and national partners to formalize the process of funding awarded projects.

NATIONAL YOUTH SPORTS VOLUNTEER PROGRAM

Year 1

- In 2019, actively soliciting stories from various groups on how they have achieved success.
- NFF puts out a request for information using key focus areas, e.g. Recruitment, Onboarding, Training/Certification, Evaluation, Impact Measures, Engagement, Retention, Volunteer Pipeline etc.
- Analyze and categorize.
- Establish Youth Sports Volunteer Committee with representatives from Youth Sports organizations to get buy-in and to realize the above.

Year 2

- In 2020, NFF determines processes of how they will act as a facilitator and the most effective and efficient channels to disseminate information and resources.
- Design framework for online and in-person education and certification.
- Determine added value compared to volunteer programs youth sports organizational already have in place.
- Ensure resources to implement top priorities.
- NFF will use input from Youth Sports Volunteer Committee to ensure commitment and set realistic goals.

Year 2

- Identification, inventory, and assessment of additional community organizations in need of sporting equipment
- Optimize the overall application, supply and distribution process
- Accept applications and finalize selections
- Provide donations of available equipment to new and re-applied community organizations
- Evaluate the amount of sporting equipment donated to identify gaps that may remain between supply and demand
- Build additional partnerships



NATIONAL YOUTH SPORTS EQUIPMENT PROGRAM

Year 1

- Establish an inventory of community organizations that have a need for a diverse range of sporting equipment
- Leverage existing sports equipment donation application, supply, and distribution processes managed by reputable organizations to provide donations of available equipment and apparel to community organizations
- Market new community organizations in chosen geographical areas to apply for sporting equipment
- Accept applications and finalize application selections

- Evaluate the amount of sporting equipment donated to identify gaps that may remain between supply and demand
- Review decision criteria parameters and application process and amend as needed
- Provide donations of available equipment to new and re-applied community organizations
- Evaluate the amount of sporting equipment donated to identify gaps that may remain between supply and demand
- Build additional partnerships

INFLUENCER COUNCILS

Women's Executive Advisory Council

Year 1

- Identify individuals; create scope of activity, statement of purpose and intention for the council; determine the council's reach and delivery mechanisms as it relates to messaging.
- Recruit and finalize members; finalize media delivery systems.
- Hold first meeting in Washington DC.
- After the first meeting, run media promoting youth sports; include activity from NFF programmatic operations.

Young Leaders Advisory Council

Year 1

- Identify individuals; create scope of activity, statement of purpose and intention for the council; determine the council's reach and delivery mechanisms as it relates to messaging.
- Recruit and finalize members; finalize media delivery systems.
- Hold first meetings at selected regional locations.
- After first meeting, run media promoting youth sports; include activity from NFF programmatic operations.



# THE OPPORTUNITY

## 3 Year Statement of Need ..... \$28,000,000

### Year One ..... \$9,000,000

Presidential Youth Fitness Program .....	\$1,000,000
National Youth Sports Facilities Program* .....	\$5,000,000
National Youth Sports Volunteer Program .....	\$1,000,000
National Youth Sports Equipment Program .....	\$2,000,000

### Year Two..... \$9,000,000

Presidential Youth Fitness Program .....	\$1,000,000
National Youth Sports Facilities Program* .....	\$5,000,000
National Youth Sports Volunteer Program .....	\$1,000,000
National Youth Sports Equipment Program .....	\$2,000,000

### Year Three ..... \$9,000,000

Presidential Youth Fitness Program .....	\$1,000,000
National Youth Sports Facilities Program* .....	\$5,000,000
National Youth Sports Volunteer Program .....	\$1,000,000
National Youth Sports Equipment Program .....	\$2,000,000

The Councils.....	\$1,000,000
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\*Contributions to this program satisfy Federal requirements of the Community Reinvestment Act.

## National Endowment for Youth Sports..... \$100,000,000

The National Endowment for Youth Sports is the long-term solution to funding support Presidential Youth Fitness Program, the National Youth Sports Facilities Program, the National Youth Sports Volunteer Program, and the National Youth Sports Equipment Program.



"Ensuring that youth sports continue to remain an important part of the fabric of communities across America is paramount to our mission."

— Clay Walker  
Executive Director

# WHO IS INVOLVED

## BOARD OF DIRECTORS

<b>Jimmy Lynn</b> Board Chairman: Co-founder & Vice-President, Kiswe Mobile	<b>Pat Cunnane</b> President and Chief Executive Officer of Advanced Sports Enterprises	<b>Swin Cash</b> Director of Franchise Development, NY Liberty; Founder, Swin Cash Enterprises	<b>Brad Smallwood</b> Vice President of Marketing Science at Facebook
<b>Tom McMillen</b> Board Treasurer; Chief Executive Officer at LEAD1 Association	<b>Lawrence Epstein</b> Senior Executive Vice President & Chief Operating Officer at UFC	<b>Robin Thurston</b> Chief Executive Officer at Helix	<b>Catherine Zinn</b> Chief Client Officer at Orrick, Herrington & Sutcliffe, LLP

## EX-OFFICIO BOARD MEMBERS

<b>ADM Brett P. Giroir, M.D.</b> Assistant Secretary for Health, U.S. Department of Health and Human Services	<b>Gary H. Gibbons, MD</b> Director, National Heart, Lung & Blood Institute, National Institutes of Health	<b>Hollie M. Richmond</b> Executive Director, President's Council on Sports, Fitness & Nutrition	<b>Dana Shelton MPH</b> Director (Acting), National Center for Chronic Disease Prevention & Health Promotion
<b>Robert R. Redfield, MD</b> Director, Centers for Disease Control and Prevention			

## PARTNERS

 EverFi Partner	 American Heart Association Partner
 AAU Partner	 Amazon Web Services Partner
 Centers for Disease Control & Prevention Partner	 Alliance for a Healthier Generation Partner
 Health Resources in Action Partner	 Active Schools Partner



PARTNERS



SHAPE America  
Partner



Univision Deportes  
Partner



SIGA  
Partner



Nickelodeon  
Partner



Fuel Up to Play 60  
Partner



Hip Hop Public Health  
Partner



NBC Sports  
Partner

“The Presidential Youth Fitness Program materials had a very positive impact on our students this year. Especially the modified pull up bars. We truly appreciate this program and hope that schools continue to take advantage of it.”

— John D

Athletic Coordinator/Physical Education Teacher, Portage, MI, 2017  
Grant Recipient



“Your health account, your bank account, they're the same thing. The more you put in, the more you can take out. Exercise is king and nutrition is queen. Together you have a kingdom.”

— Jack LaLane

American fitness, exercise, and nutrition expert



“I didn't mind basic training. It taught me that something that seems impossible at the start can be achieved.”

— Arnold Swarzenegger

Former Governor of California and Actor



“You miss 100% of the shots you don't take.”

— Wayne Gretzky

Former Professional NHL Hockey Player





National Fitness Foundation  
PO Box 4849  
Silver Spring, MD 20914-4849  
Phone: (202) 957-5319

E-mail: [info@fitness.foundation](mailto:info@fitness.foundation) • Web: [fitness.foundation](http://fitness.foundation)