

# Every kid deserves a chance to play.

## 2015 ANNUAL REPORT



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**KIDS in the GAME**

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# A Letter from our Board

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Today's 10 year-olds are the first generation of kids expected to have shorter life spans than their parents. Activity can change that. Too many of our nation's children grow up with limited access to physical activity during and after school due to cuts in school-based physical education and prohibitive costs to pay-to-play. The disparity between kids who achieve physical literacy (i.e., ability, confidence, and desire to play) at developmentally appropriate ages and those who do not is increasing and, if ignored, will create irreconcilable divides resulting in decreased national health, academic performance, and economic prosperity.

Research overwhelmingly concludes that kids who consistently participate in athletic programs have less obesity, better emotional resiliency, less teen pregnancy, better academic performance, less substance abuse, and better communication and social skills. In spite of these indicators, there is an increasing trend of inactivity in the U.S., especially among children and youth. Aspen Institute's Project Play reports that:

- An estimated one in three kids are overweight or obese by 3rd grade.
- 80% of children are at risk of disease due to physical inactivity.
- Child obesity rates have more than tripled since 1980.
- 62% of kids aged 6-12 do not participate in any organized physical activity during non-school hours; of those that do play, over 70% drop out by age 13.
- Physical inactivity is ranked as the 4th leading cause of death, just ahead of obesity.

And for families, the biggest hurdle is often financial, as indicated by a 2014 ESPN poll:

- 70% of families polled responded that cost is a concern related to playing sports.
- One in three parents (32%) from households making less than \$50,000/year say that activity fees are too high and make it difficult for their children to continue participating.
- One in six parents (16%) from households making \$50,000/year or more said the same.

## The Solution: Getting Kids in the Game

KIDS in the GAME is a 501(c)(3) nonprofit focused on inspiring kids to thrive in life through sports. We provide financial assistance to help youth from low-income families of all abilities participate in organized sport and physical activity programs in leagues, gyms, classrooms, and playgrounds. This support, in turn, benefits community-based organizations and businesses dedicated to healthy activity. We recognize the importance of physical activity in developing leaders with skills and values that transfer to the classroom, workplace, home, and community.

The KIDS in the GAME team envisions a healthier, more active generation: one kid, one community at a time. Our aim is to increase access for all kids to developmentally appropriate activity through partnerships with communities and corporations to reduce financial barriers to participation. Through our PHIT America GO! Grants and PASS Program, we provide financial assistance for youth of all ages and abilities to gain access to physical activity programs before, during, and after school.

Organized physical activity grows community bonds and inspires kids to become physically literate, well connected, and enthusiastic about their own resourcefulness. At KIDS in the GAME, we believe every kid deserves a chance to play.

### Thank You for Joining the Team

KIDS in the GAME has experienced exponential growth since its inception in 2010, expanding to its \$550,000 budget in 2015, with 92% of these funds going directly to supporting families and communities. The remaining funds are utilized to connect with targeted youth, activity programs and organizations, and schools around the country and cover our basic expenses. That is indeed remarkable!

Corporate and individual partners allow us to sustain and expand our reach, increasing healthy activity among all kids by simply closing the gap created by costs that are unaffordable. This Annual Report serves as one of the ways that we recognize and thank our partners for making financial assistance available to youth and their communities around the country. On behalf of the kids that are now in the game, many thanks to everyone on the team! Your generosity is truly life changing for tens of thousands of children and teenagers in hundreds of communities.

Gratefully,

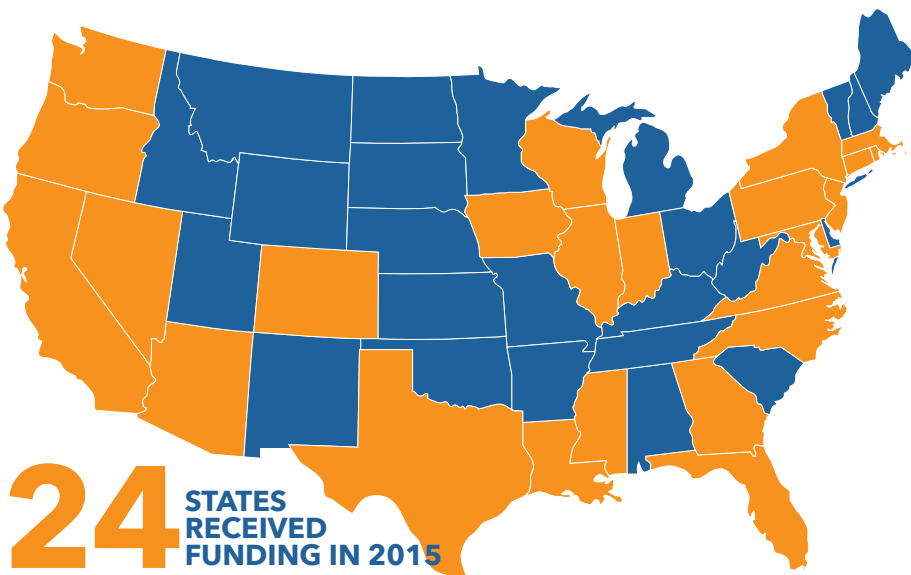
KIDS in the GAME Board of Directors

“ I have an extremely tight budget and most of my elementary schools do not have much equipment. Because of this grant, my teachers will be able to copiously teach the OPEN curriculum to their students. They are all fired up and ready to get back to school. It’s going to be a great year!”

- Gregory Kirkland,  
Clayton County Public  
Schools, GA

“ I like football because I like to stay active and it’s fun. My favorite part is getting to meet new people. Every week there are new teams and other players. That is fun. The games are exciting.”

- PASS Participant



# Meet the Board of Directors



**John Ballantine, Founder**

It was John Ballantine's big idea that got the ball rolling here at KIDS in the GAME. He gives his all and is passionate about making a difference for kids. He has more than 20 years of management experience in the Internet and computer sector as an industry expert renowned in eCommerce, software, and online direct marketing. He co-founded Online Interactive, Inc. (OLI) and served as its Executive Vice President, later serving as President and Chief Executive Officer. He has experience with non-profit organizations having served on the board of Working Wonders Children's Museum assisting with strategic vision and fundraising programs.



**Natalie Hummel, Founder**

Natalie Hummel graciously served as our Executive Director for two years and has now transitioned to Board Member. As an athlete for most of her life, Natalie loves sports of all kinds. She played volleyball through college and competitive and not so competitive softball for years. She brings more than 25 years experience coaching with Executives ranging from start-ups to Fortune 500 companies. She has experience with non-profit organizations having served on several different boards including the Working Wonders Children's Museum.



**Brian Grossman, Founder**

Brian Grossman is legal adviser to KIDS in the GAME. He received his Juris Doctorate from Willamette University College of Law and is a member of the Oregon State Bar Association, and is a proud graduate of Colorado College. As a co-founder and board member of KIDS in the GAME, Brian has a vision of providing access to sports programs to underprivileged kids throughout the United States. Brian currently serves as Vice President of Humm Kombucha and has previously held multiple VP and Corporate Development roles with ElectricXP, CDC Corporation and Platinum China Software.



**Erick Petersen, Board Chair**

As Board Chair of KIDS in the GAME, Erick Petersen is committed to giving back in the communities that he calls “home” and has been active as a volunteer, non-profit board member, and coach/mentor to entrepreneurs. With more than 25 years of experience across a wide range of technology businesses, Erick has a proven ability to grow small organizations into much larger ones and is passionate about building high performance teams with strong cultures. Erick enjoys a wide range of outdoor sports and currently splits his time between Bend and Portland.



**Jenn Brown, Co-Chair of PR**

Jenn Brown is a two-time Emmy Award winning sports reporter. She currently serves as a host for NFL Network and NBC’s American Ninja Warrior. Prior to working with NFL Network, Brown spent 8 years as a reporter and host for ESPN. In addition to serving on the board of KIDS in the GAME, Jenn is involved with other notable causes. She has an active presence in The Carrie Brown Foundation, a non-profit organization founded by Jenn’s family in memory of her younger sister, Carrie. The foundation was created to continue Carrie’s spirit of giving, with all proceeds going towards less fortunate children through scholarships and grants.



**Arch Fuston, Co-Chair of PR**

Arch Fuston is the Director of Employee Engagement at The Active Network, KIDS in the GAME’s largest corporate partner. Responsible for the creation of the ACTIVEx program, he has led ACTIVE’s accomplishment of the 2013 Healthiest Companies Award for San Diego. His program achieved numerous top 5 Healthiest Companies rankings, including two top 2. The ACTIVEx program helped win the SHRM award for workplace excellence in 2012, and helped ACTIVE win Best Companies to Work For by the San Diego Business Journal.

# 2015 IMPACT STATS



**60**  
HOURS  
OF PHYSICAL ACTIVITY  
PER CHILD



**72**  
AFTER SCHOOL  
SPORTS

**100+** SCHOOL  
ACTIVITIES



**52,059**  
KIDS IMPACTED



**\$403,778**  
INVESTED  
IN HOURS OF ACTIVITY



# PHIT America GO! Grants

KIDS in the GAME, PHIT America, and the Sports and Fitness Industry Association have joined forces to counter the “Inactivity Pandemic” through the new PHIT America GO! Grant program. PHIT America GO! Grants spark sustainable, low-cost programs before, during, and after school that increase elementary school students’ minutes of physical activity.

\$1,000-\$5,000 GO! Grants are utilized for high quality programs, professional development, and gear. During the 2015-2016 school year, GO! Grants were awarded to 156 schools in 23 states, enabling over 50,000 kids to be exposed to new opportunities to get active and fit and enable them to move towards the national recommended 60 minutes per day.

Together with our corporate partners, we are raising awareness of the importance of sports and physical fitness, highlighting the necessity of activity as it relates to excellent individual achievement, through developing skills and values that transfer from the playground into our nation’s classrooms, workplaces, families and communities.

## JUMPSTART MORE MOVEMENT WITH **GO! Grants**



**Let's Move!** Active Schools



Schools receiving GO! Grants are required to become Let's Move! Active Schools to sustain their new activations. KIDS in the GAME is one of 35 LMAS national partners collectively promoting our resources to help get kids moving for at least 60 minutes per day.

### 2015 GO! Grant Supporters:



# Pass Program

The KIDS in the GAME Pass Program allows kids to participate in any of the organized physical activities available in their communities by helping to pay prohibitive registration fees up to four times per year. Through the program, kids can sample sports to develop their physical literacy and expand their interests.

The Pass Program was first introduced in Central Oregon in 2013 and since then, the program has experienced tremendous growth and accomplished major milestones. Most notably, a new online application process replaced the cumbersome paper application of the past.

2015 was the largest year on record for the Pass Program. In total, grants were awarded to 428 youth (233 boys, 195 girls), a growth of 135% over 2014. The kids receiving passes participated in 31 different types of sports and activities, which amounted to over 25,000 hours of physical activity! The growth of the Pass Program is largely due to the amazing community organizations that provide outreach to families and often serve as references for the youth.

**The feedback we received from these organizations has been overwhelmingly positive.**

Thanks to the following groups for the assistance you provided in 2015:

- Bend-LaPine School District
- Bend Park & Recreation Dept.
- Best Care Treatment
- Big Brothers, Big Sisters
- Boys and Girls Club
- Central Oregon Pediatric Associates (COPA)
- Culver School District
- Deschutes Health Services
- Family Access Network (FAN)
- Housing Works
- Indian Health Services
- Jefferson County School District
- Mosaic Medical
- Mountain Star Family
- Neighbor Impact
- Northwest Family Services
- Oregon Dept. of Education
- Oregon Police Department
- Redmond School District
- Redmond Park & Recreation Dept.
- Warm Springs Tribe
- Women Infant Children (WIC) program



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## ACTIVE becomes Champion Sponsor of Pass Program

In June of 2015, we were able to offer the Pass to families and youth in the San Diego area through our partnership with ACTIVE Network. The ACTIVEx Pass, appropriately named after their company's annual employee-led ACTIVEx Charity Challenge fundraiser, provides financial support to San Diego youth through individual grants for organized physical activity.



Each year ACTIVE employees put themselves "in the game" by participating in a local race or triathlon, "fund-racing" through their connections in the community. Thank you to all the ACTIVE employees for your continued leadership in supporting San Diego youth, "making the world a more active place."

**In the last three years, ACTIVE employee's efforts have helped over 3,600 kids get and stay in the game!**

In 2015, we collaborated with new sponsors and increased the number of youth supported every quarter. As we look ahead, we are excited about our plans to expand the Pass even further. In 2016, we will introduce the Pass to outreach partners in Dallas, New Orleans and Portland, Oregon. Conversations with corporate partners in these targeted cities have begun and we'll be traveling to each city to connect with family service and youth sports organizations that will serve as references for kids facing financial and other barriers to play.

### 2015 Pass Supporters:



*"This season I learned how to support my team. Even if we missed a play or made a mistake it was OK. We didn't get mad, we encouraged them throughout the game. I am really looking forward to playing soccer and basketball this school year too!"*  
- Pass Participant

*"It is always such a pleasure to work with KIDS in the GAME. Your program is so easy to access and your response is quick. Thank you for supporting our community and our students so well!"*  
- Family Access Network, Pass Program Advocates



## Fundraiser Spotlight!

# Cape Epic Bike Race

In 2014, KIDS in the GAME co-founder Brian Grossman and his buddy Tom Turley took on the grueling Cape Epic Bike Race, known as the “untamed African MTB Race.” Taking place in the Cape Region of South Africa, racers cover 715 kilometers with over 52,000 feet of vertical climb while facing 100 degree temperatures.

Inspired by Brian’s dedication and challenged by the Epic race, Dr. Doug Yeakel and his colleague and friend Dr. Chip Woodland followed suit a year later, on March 15-22, 2015. Upon completing the 8-day race, after several months of training and fundraising, Doug and Chip allocated the funds to kids in their home state.

**A \$5,000 grant was awarded to the Lake County School District** to support the West Park playground project. The project, developed in partnership with Kaiser Permanente, is part of a 10-year plan for improving population health outcomes in Lake County. According to the school district, the West Park playground will serve 225 students on a daily basis during the school year, during physical education classes, lunch, recess, and after school. It will also be available for use by the entire neighborhood, year-round.

In addition, a **\$6,000 fund has been established to help Leadville youth** and their families afford registration fees for sports and activity programs of their choosing.

**Through the KIDS in the GAME Pass Program, grants are being provided to Lake County sports organizations that reach out to kids needing financial support to play after school sports.**

Being physicians, Chip and Doug are reminded daily of the impact of obesity and sedentary lifestyles and are firm believers in positive youth and community development through sports and organized activities. *“Fitness has always been an important aspect of my life,”* said Doug. *“Completing the race, clearly the hardest I have participated in, was motivated by my commitment to raising funds for the kids in Leadville.”*

On behalf of Chip and Doug, KIDS in the GAME thanks the Leadville Race Series, Leadville Legacy Foundation, 10K Sports Medicine, and Vail-Summit Orthopaedics for their support of the race. These organizations, in addition to 81 individual supporters, joined in the effort to help more Leadville kids get physically active and fit.





# Honoring Jack Pinto

At six years of age, Jack Pinto lost his life in the Sandy Hook Elementary School tragedy on December 14, 2012. During the next year, Jack's parents, Tricia and Dean Pinto, chose KIDS in the GAME to help them honor Jack – a sweet, loving, active boy who enjoyed playing all kinds of sports, but most of all loved having fun and being with other kids. They were joined by friends, family, and donors from all over the world who desired to acknowledge Jack and his family.

Almost one year later, KIDS in the GAME and the Falcon Youth Football program in Los Angeles held the Jack Pinto Bowl on November 30, 2013. The Bowl game symbolized Jack's passion to play and was designed by the Falcon community to "celebrate the child, protect the child, and remember all children who were taken from us before their time."

## 2015: Year of Soccer, Basketball, and Softball

In 2015, the fund provided \$5,000 to the International Community School (ICS) in Atlanta for their after school soccer program, a second gift to Shooting Touch to expand their fantastic girls basketball program, and a third gift to Caribe Youth Leaders to grow their girls' softball league.

Participant Abby, aged 9, wrote, ***"ICS really appreciates the money - it will really help our soccer programs. It also helps kids because we have real coaches teach us. Again thank you for the money. I Love Soccer."*** The school put together a beautiful book to honor Jack with photos of the kids and coaches playing soccer and wearing wristbands with "Remember Jack" printed on them.



Since 2013, the Jack Pinto Fund supported 935 kids around the country to gain access to sports, resulting in 82,000 new hours of group play and skill development. These programs included:

- Ralphola Taylor Community Center
- Bridgeport American Youth Soccer (AYSO)
- Pop Warner Raiders
- Caribe Youth Leaders
- Oakland Warthogs Youth Rugby Oakland, CA
- CHILL Foundation, Portland, OR
- Homegrown Lacrosse, St. Paul, MN
- Northwest Washington Little League
- TGA of Southeast Michigan
- Girls on the Run, New Orleans, LA
- Grandview Little League, Des Moines, IA
- PPP Laax, Winston-Salem, NC
- G3 Shooting Touch, Medfield, MA
- InterTribal Sports, Temecula, CA
- Various sports programs in Central Oregon through the KIDS in the GAME Pass Program

## Children 4 Children 5k

The inaugural **Children for Children 5K**, created by 11 year-old Natasha Preece, debuted April 25, 2015, at the beautiful Mission Trails Regional Park in San Diego. The event was inspired by Natasha's realization that many kids are not able to participate in sports and activities because of high fees. She decided to help change that and, as a result, Children for Children was born.

Natasha's contagious enthusiasm attracted 82 racers from around the city, all dedicated to running in support of San Diego youth. On the day of the race, another 24 people registered to participate. All of the race volunteers and operations were managed by kids and young adults. The majority of participants were kids themselves, with the winner of the race being only 12 years old!

The proceeds from the race helped many more youth to join sports and other organized activities in San Diego. The race also came with perks for every runner. Personalized thank you cards and participation medals were given to every entrant.



With great views and a heartfelt cause, it's no wonder that so many people registered to spend their Saturday cruising the sunny trails with their friends and family.

The gifts along with the well orchestrated event left participants wondering why every race isn't directed by an 11-year-old. Thanks Natasha for your passion and inspiration!



# 2015 FISCAL YEAR SUMMARY

**92%** SPORTS PROGRAMMING  
\$504,644

**8%** OPERATIONS & BUSINESS EXPENSES  
\$44,649

**\$543,807**  
TOTAL CONTRIBUTIONS



**\$482,857**  
CORPORATE CONTRIBUTIONS

**\$4,326**  
FUNDRAISING EVENT CONTRIBUTIONS

**\$56,624**  
INDIVIDUAL CONTRIBUTIONS

# 2015 Balance Sheet

## ASSETS

### Current Assets

Checking/Savings | \$85,066.70

Scholarship Account | \$1,338.82

**Total Checking/Saving** | \$86,405.52

Accounts Receivable | \$300.00

**Total Accounts Receivable** | \$300.00

Total Current Assets | \$86,405.52

### Other Assets

In Kind Items Donated | \$3,000.00

Total Other Assets | \$3,000.00

**Total Assets** | **\$89,405.52**

## LIABILITIES AND EQUITY

### Liabilities

Long Term Liabilities | \$ 8,000.00

**Total Liabilities** | **\$ 8,000.00**

### Equity

Unrestricted Net Assets | \$86,579.19

Net Revenue | -\$5,173.67

**Total Equity** | **\$81,405.52**

**Total Liabilities and Equity** | **\$89,405.52**





# Profit & Loss Statement 2015

## ORDINARY INCOME/EXPENSE

### Income

Direct Public Support	
Corporate Contributions	\$482,856.79
Fundraising Event Contributions	\$4,326.37
Individual Contributions	\$56,623.50
<b>Total Direct Support</b>	<b>\$543,806.66</b>
<b>In Kind Income</b>	<b>\$4,300.00</b>
<b>Miscellaneous Revenue</b>	<b>\$312.64</b>
<b>Total Revenues</b>	<b>\$548,419.30</b>

## EXPENSES

### Allocations to Beneficiaries

KITG Allocations	\$416,568.73
Scholarship Awards	\$5,250.00
<b>Total Awards</b>	<b>\$421,818.73</b>

Business Expenses	\$440.00
Contract Services	\$12,593.86
Facilities & Equipment	\$9,344.80
Labor or Services Donated	\$4,300.00
Operations	\$5,725.86
Other Expenses	\$1,671.60

### Payroll Expenses

Payroll Fees	\$820.00
Payroll Taxes	
Administrative	\$5,464.06
Programming	\$16,084.81
Salaries & Wages	
Administrative	\$16,090.64
Programming	\$47,121.45
<b>Total Payroll Expenses</b>	<b>\$85,580.96</b>

Travel & Meetings	\$12,117.16
<b>Total Expenses</b>	<b>\$553,592.97</b>

“ Our “I Can” Fitness Challenge program is going to greatly enhance the learning environment of every child at Erwin as well enhance the family environment of many of our students. We appreciate your support! Thank You!”

- Jeri Kalvan, Van Nuys, CA  
Erwin Elementary School

“ This grant will allow kids of all grade levels at our school to participate in a collaborative after school program. Students in grades kindergarten through sixth will learn how to incorporate health and fitness into their daily lives.”

- Marissa Ames, Gilbert, AZ  
Power Ranch Elementary

# Our Supporters

## PHIT America GO! Grant Supporters

### Gold Level Sponsors

Brooks

Les Mills

Life Fitness

Mizuno

Nike

### Silver Level Sponsors

Augusta

Everlast

Franklin

Johnson

Head

New Balance

Rawlings

Reebok Boks

Riddell

SKLZ

Sports Authority

Speedo

Wilson

Leadville Trail 100  
Legacy

Les Schwab Tire  
Centers

Monta Vista High  
School Badminton Club

Morgan Stanley

Morgan Stanley Global  
Impact Funding Trust,  
Inc.

Mountain Garden Care

Newtown Flag Football

Picky Bars

Pine Mountain Sports,  
Inc.

Salesforce Foundation

Silicon Valley  
Community Foundation

St. Charles Foundation

Steel Technology LLC  
DDB Hydro Flask

The Banks Foundation,  
Incorporated

The Benevity  
Community Impact  
Fund

Trueline Services, Llc

Vail Valley Physicians

Wells Fargo & Company

Wild Heaven  
Productions, Llc

## Individual Donors

Al & Jeanie Beckmann

Albert Weihl

Alexandria Mauvais

Alicia Jaramillo Zavala

Alison Burchette

Allen Kvidera

Amanda Larkin

Angela Alexander

Ann Haaser

Ann Marie Brick

Annie Monaco

Ashley Peters

Benjamin Mann

Beth & Sean  
Shaner-Riley

Beth Letson

Beth, Robbie & Eloise  
Camann

Beverly Gross

Bill Moyer

Bobby Lydon

Brian Grossman

Brad Hund

Brad Mauvais

Brandy Jacobs

Brenda Harper

Brooke Anderson

Bryan Pinto

Candice Bohr

Catherine Bywaters

Chelsea  
Vaught-Bressers

Christian Campbell

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Christopher Raymond

Claude Lavallee

Claudia McIntyre

Cory Kimura

Craig Aitken

Craig Stevens

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Raymond

David & Lori Forrest

David & Lori Teneyck

David Dawson

David Nelson

David Packo

Dennis Green

Dennis Johnson

Donna Cooper

Doug Yeakel

Douglas Mayeda

Edward Marshall

Elizabeth Martin

Elizabeth Viering

Ellen Gordman

Eric Hanson

Eric Mcpeak

Erik Rubach

Eugene & Emily Bartzen

Evan Walther

Fran Miller

Frank Pinto

Gabrielle Burkham

Gary & Leigh Anne  
Baker

Gary Bezer

Gary Whiston

Geoffrey Hasegawa

George & Kari  
Grossman

Gerry Hummel

Gina Purvis

Gregory & Holly  
Bartness

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Jack Hazen

Jake Mckeegan

James Havens

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Jim & Jacquie Hawkins

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John McIntyre

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Josie Drushal

Julie Ann Knauer

Julie Chester

Julie Peterson

Julie Query

June Pinto

Kari Groh

Kathy Conley

Kelly Kile

Kevin Antoine

Kristen Emhoff

Kristina Kruskol

Larry Baldwin

Leslie Mann

Little Family

Lisa Kiser

Lisa Ross

Lori Jean Rooney

Luann Abrams

Luke Ibara

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Marika Yuma

Mark Richmond

Mark Wilcox

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Matt Coin

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Michael Livingwater

Michael Pinto

Mimi Shapiro

Myrna Montano

Nancy Cazier

Nancy Teixeira

Natalie Hummel

Natalie Simmons

Nate Kitt

Pamela Mcglynn

Pamela & Brewer Stone

Patricia German

Paul Chow

Paul Moran

Paula Howard

Paula Nichols

Peggy Marshall

Peter Feistmann

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Rastislav Ivanic

Revital Kogot

Rick & Mary Radatovich

Rick & Sue Camann

Rick & Susie Grossman

Rob Engel

## Pass Program & Operations Supporters

10 Barrel Brewing Co.

10K Sports Medicine

Active Network

American Endowment

Bank Of America

Bank Of The Cascades

BIC Corporation

Buy A Tree. Save A Life.

Deschutes Brewery

Fidelity Charitable

First Giving

G5 Search Marketing

IBM Employee Services  
Center

J-Tech/So. Cal. Falcons

Kindness Matters  
Foundation

Kroger

Landmark School

Leadville Race Series

# Our Supporters

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Ronald Axel	Alesia Waldrup	Betsey Langham	Cathy Bateman	Daniel Greenberg
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Steve Cosgrove	Amy Ensign	Brian O'Neill	Christina Brown	Denise Barnwell
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Steven Shapiro	Amy Schwenck	Bron Caddell	Christopher Andrews	Dennis Triplett
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Todd Hand	Anne R. Speer	Caitlyn Scelfo	Clancy O'Hanlon	Doris Donovan
Trudy Maness	Arch Fuston	Camille Beasley	Claudia Kramer	Doug Miller
William Wallace	Arielle McMahon	Camille Martin	Clifford Wang	Dowling Michelle
	Ashley Brown	Capone Moore	Colin Montgomery	Dylan Roley
	Ashley Martin	Cara Pelander	Colleen Hartley	Ed Shaddix
	Ashley Miller	Carlos Popoca	Colleen Oneill	Ed Solczak
	Ashley Pace	Carmelita Soliven	Concordia Chen	Elias Aragaw
	Ashley Peters	Carmen Nixon	Corey Botma	Elizabeth Gillis
	Atik Kamaludin	Carolyn Scott	Courtney Ferguson	Elizabeth Goodenough
	Autumn Cabral	Carolyn Teeter	Courtney Kaylor	Emily Hays
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# Our Manifesto

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KIDS in the GAME is not about covering registration fees or helping schools or youth sports organizations.

It's about improving the next generation and all future generations by increasing physical activity.

It's about getting kids moving and giving them the opportunity to grow up to be their best selves.

It's not simply about the numbers.  
It's about making a difference, a significant difference.

It's about a national movement to improve the lives of kids, lowering obesity rates and creating physical literacy.

It's about community.

Schools, youth sports organizations, businesses, adults and kids are connecting, to get active, be healthy, and thrive in life.

KIDS in the GAME is about positively impacting kids by leveling the playing field, giving every kid the chance to play.

It's about partnering with people and organizations, proven technologies, and leading solutions to end the sedentary crisis.

It's about giving all kids the chance to get in the game.

It's about inspiring kids to have fun and live longer than their parents.

We are committed to creating a healthier, more active generation:  
one kid, one community at a time.





