

NEWFIT



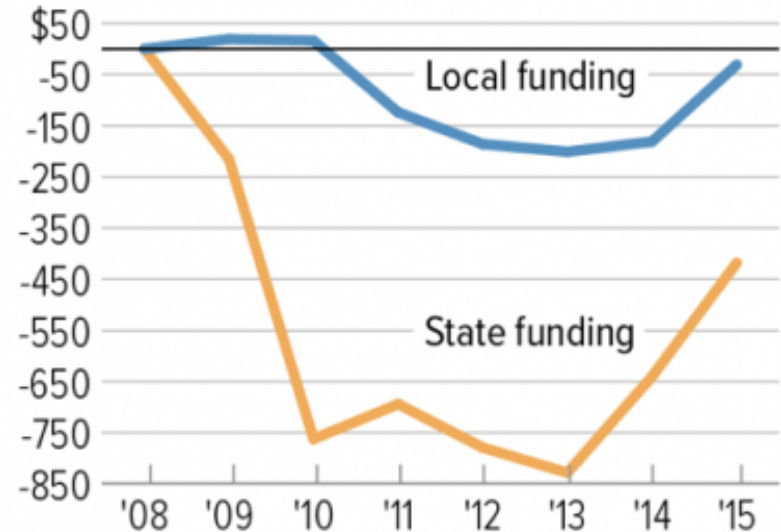
## However, there's a problem.

Schools want play but cannot afford play.

- The total state funding per student has not returned to the 2008 school year, before the recession took hold.
- Even if rates return to pre-recession highs, the current per student funding formula does not fully raise the revenue necessary to create quality schools

## K-12 Funding Fell Sharply After Recession Hit

Change in funding per pupil compared to 2008, inflation adjusted



Note: Excludes Hawaii and Indiana due to lack of data.

Source: CBPP analysis of U.S. Census Bureau, "Public Education Finances: 2015."



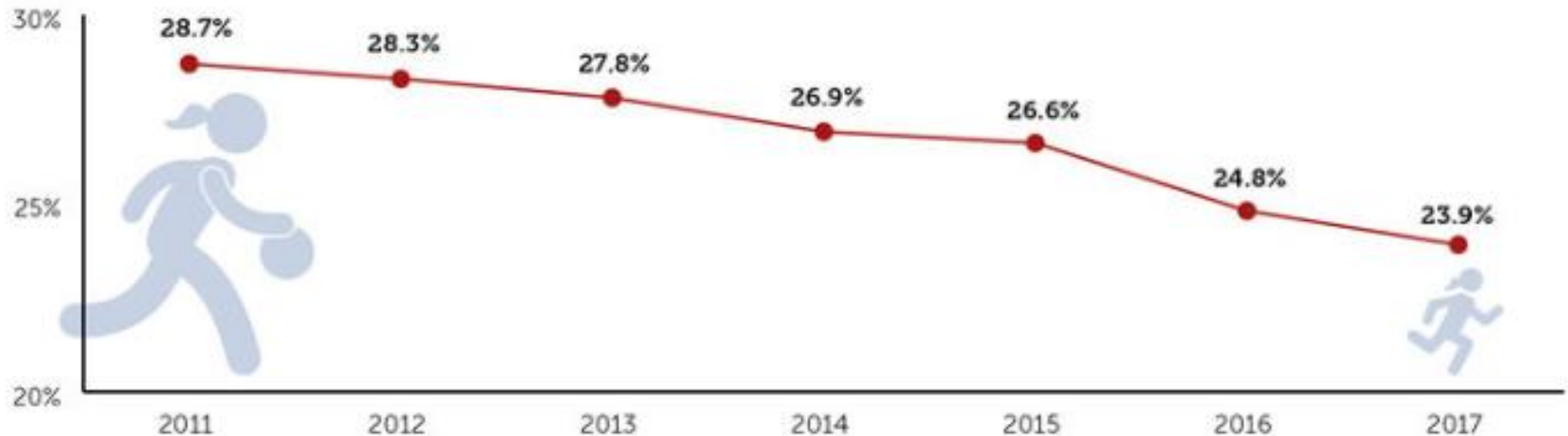
# School are forced to deprioritize health & wellness

Active time began to decline in the 90s, and continued more rapidly with the enactment of No Child Left Behind in 2001, which emphasized focus on mathematics, English, and standardized testing

[\\*School Health Policies & Practices Study](#)

## ACTIVE TO A HEALTHY LEVEL

Percentage of kids who regularly participated in high-calorie-burning sports



[\\*Aspen Project Play](#)

“According to research commissioned by Edelman Intelligence, 56% of respondents in a survey of 12,710 parents in 10 countries said their kids spent less than an hour every day playing outside—less time than prisoners in a maximum security prison spend outdoors”

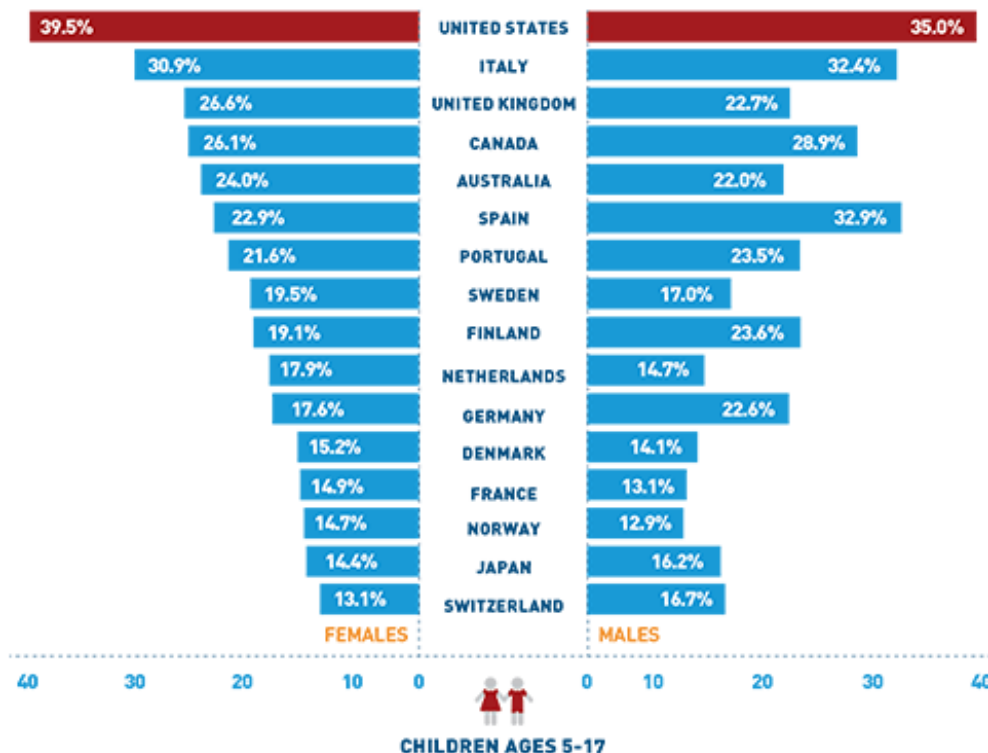
# As a consequence...

- 1 in 3 students are obese
- Less than 25% of students get at least 20 minutes of vigorous activity per day physical activity
- Students perform more poorly on tests: A 2002 study of over 880,000 5th, 7th, and 9th graders showed an association between physical fitness and SAT-9 test results. Students with the highest fitness scores also had the highest test scores.

\*CanDo School Wellness Resource Kit



**THE RACE WE DON'T WANT TO WIN**  
PREVALENCE OF OVERWEIGHT/OBESE CHILDREN IN 16 PEER COUNTRIES

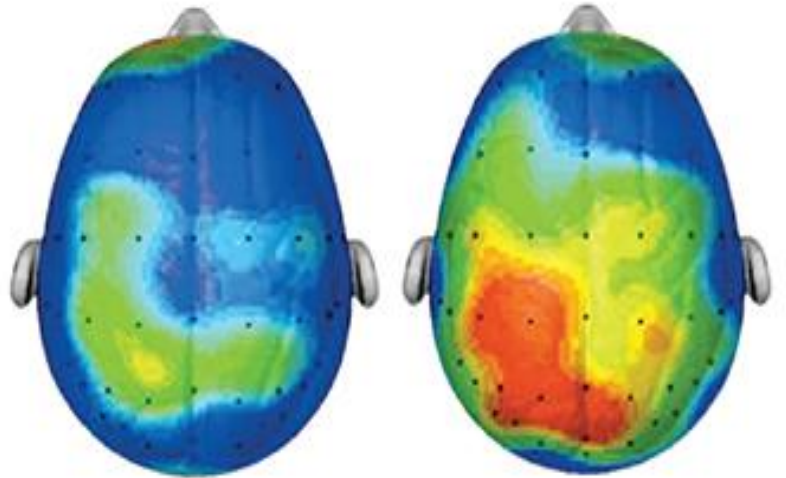


\*Aspen Institute Project Play

# If we guarantee 20 minutes of play time per day...

- 1) Our kids will become more well-rounded young people and students;
- 2) Our parents will become more satisfied with their schools;
- 3) Our teachers will become more rested and ready for their classroom.
- 4) School communities will be able to participate in play-based opportunities

## MOVE BODY, ACTIVATE BRAIN WHAT MRI SCANS TELL US\*



AFTER SITTING QUIETLY    AFTER 20-MINUTE WALK

# How NEWFIT Fills the Gap

NEWFIT empowers schools to focus on academics, while we integrate and focus on

**Recess, Wellness, Fitness, and Sports**







# We deliver the power of positive play

## Structured and restorative recess in grades k-8

- a) Increasing students' active and play time
- b) Improving students' character, confidence, and relationships
- c) Enhancing the school environment with a culture of play



## After-school, city-wide, intermural athletic leagues in grades k-8

- a) Empowering students with disciplined, team-focused, and competitive leagues
- b) Providing students with safe and fulfilling alternatives during after-school period
- c) Emboldening pride in school communities through engaging sporting events



# We keep communities fit and fulfilled

## Fitness Programming for Kids and Adults

- a) Empowering students, school staff, teachers, and parents with fitness classes at a free or low-cost
- b) Providing adults with access to affordable fitness options
- c) Emboldening pride in school communities through engaging schools and families in fitness



## Wellness Programming for Kids and Adults

- a) Empowering school staff, teachers, and parents with culinary, character, and life skills workshops
- b) Providing adults and kids with free and low-cost developmental opportunities
- c) Empowering families with the knowledge they need to lead fit and fulfilling lives





NEWIT is proving that principals want kids to play and be active

## Recess

School Year 2017 - 2018

## Sports



Served 7,261 students across 11 schools



Generated 3,785 minutes of active time per student (27.5 million total active minutes)



Burned 11,355 calories per student (82.4 million total calories)

Served 64  Elementary/Middle schools



Served 2,604 students across 217 teams



3,465 practices



707 games

Generated 3,281,040 minutes of active time per student (85.5 million total active minutes)



Burned 13,440 calories per student (35 million total calories)





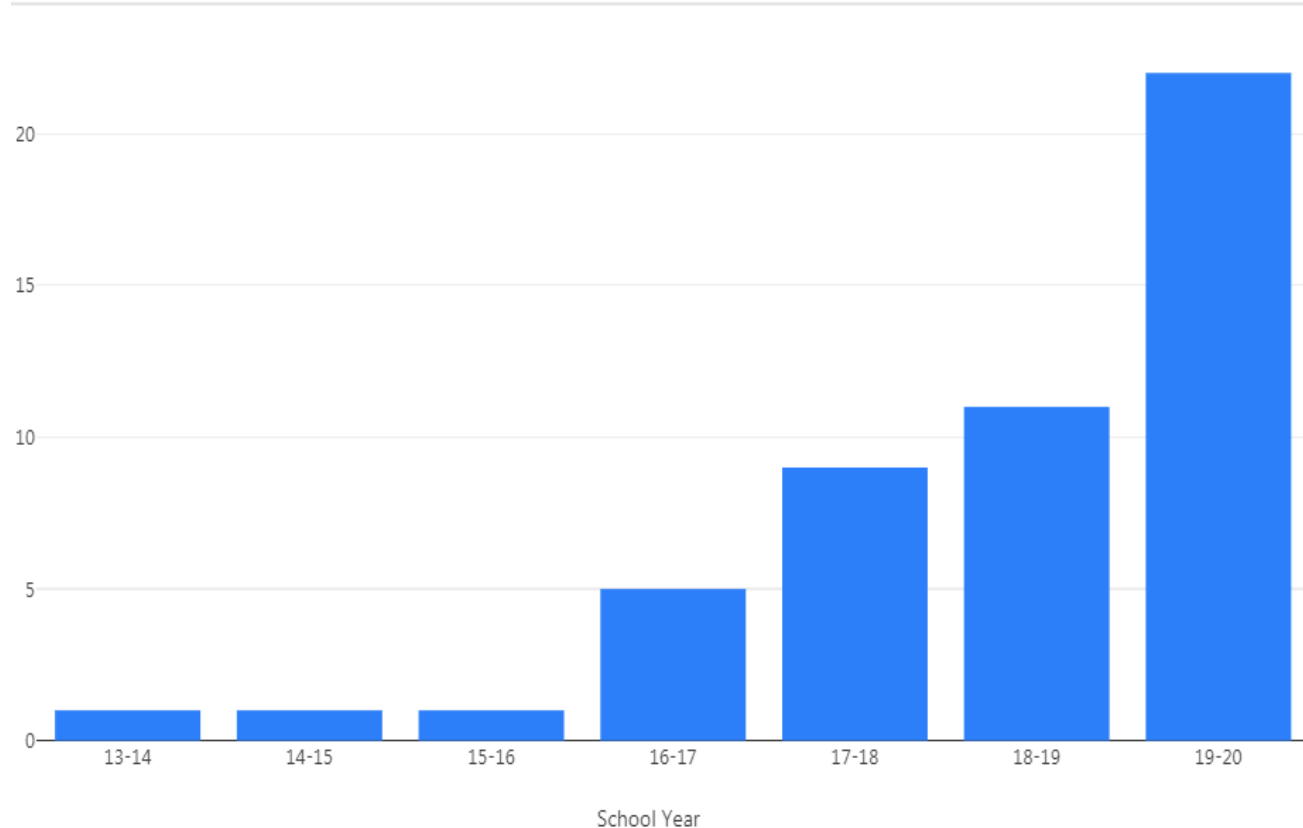
# NEWFIT is growing during the school day...

NEWFIT has grown by 20% year over year just by word of mouth alone.

The #1 reason schools don't start is because funding is because of funding shortfalls.

During the summer of 2019, when principals received new state funding, NEWFIT almost doubled in size. When given funding, principals want to provide play and brain breaks for kids and teachers.

# of Recess School Partnerships by Year ▼



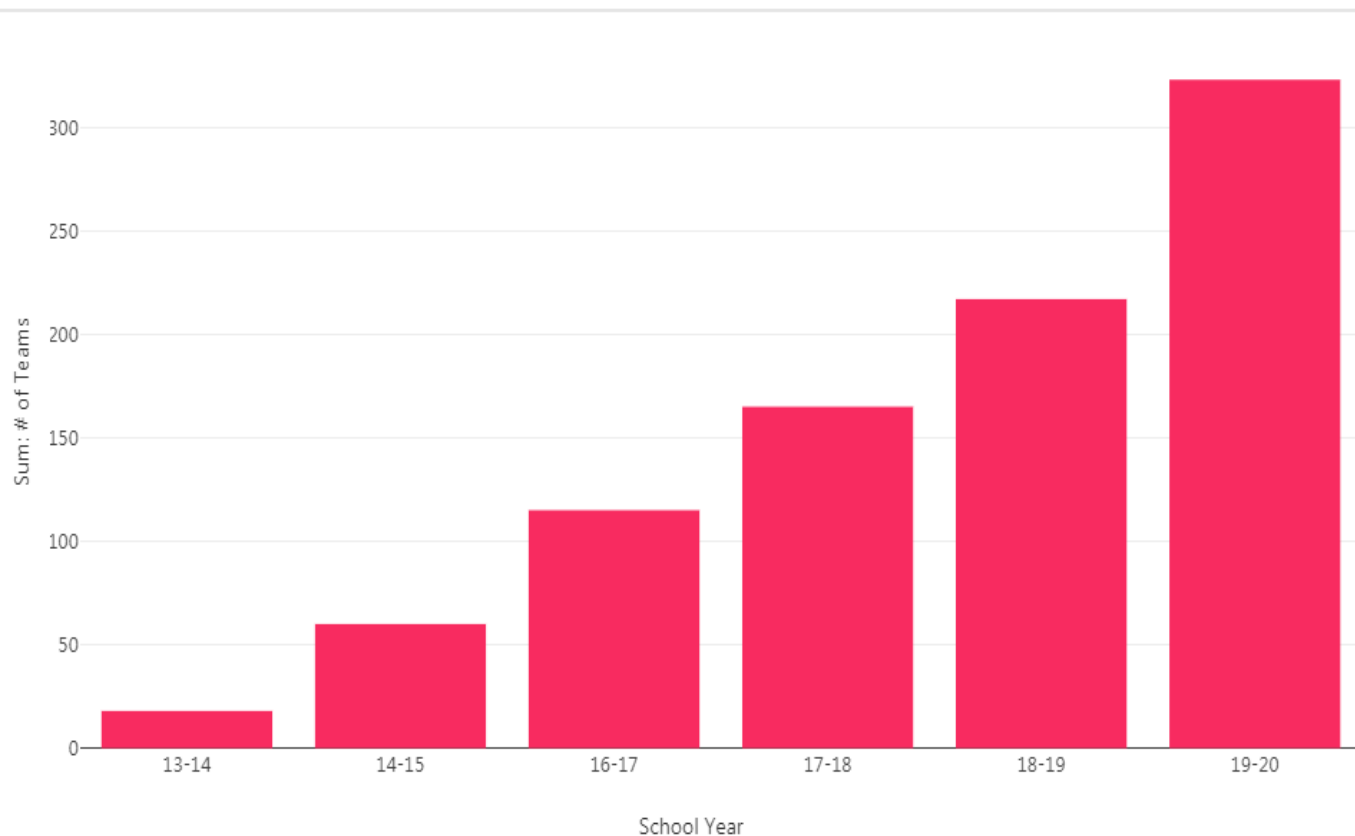


## ...and growing Sports after school...

School principals are often forced to choose whether they can (1) afford play-based activities, and (2) whether they can offer opportunities to some or all of their students.

Due to funding limitations, many students have to miss out on sporting opportunities. Even if students and families want to participate in sports, schools may only be able to afford 1 or 2 seasons.

# of Sports Teams by Year ▼



**NEWFIT** believes kids  
have the right to play  
during the school day.

**We need your help to  
guarantee this right is  
realized.**

**"CHILDREN NEED THE FREEDOM AND  
TIME TO PLAY. PLAY IS NOT  
A LUXURY.  
PLAY IS A NECESSITY."**

-KAY REDFIELD JAMISON  
CONTEMPORARY AMERICAN PROFESSOR OF  
PSYCHIATRY



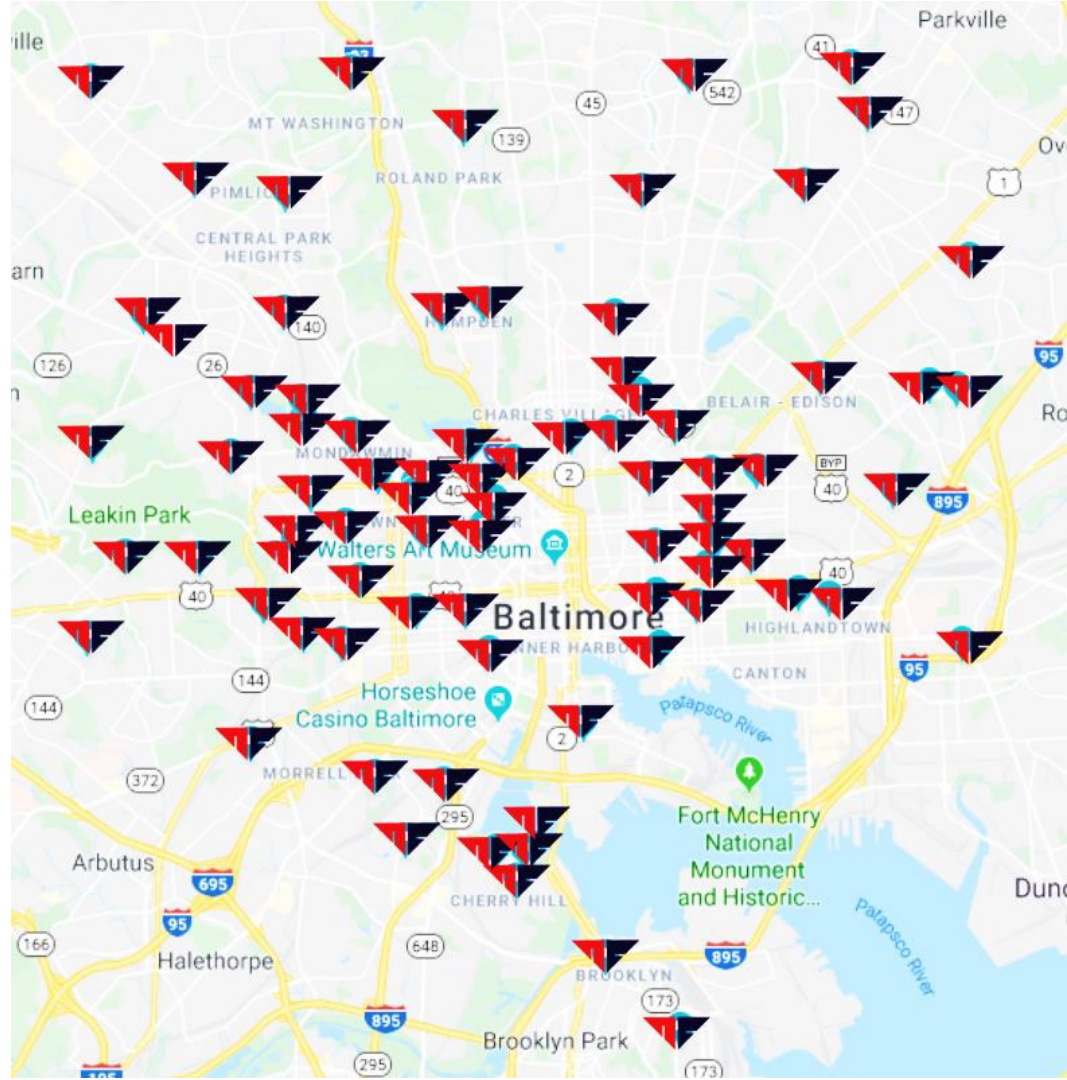


## Big Play Opportunity

We need your help in bringing play back to our kids and school communities in Baltimore and beyond.

NEWFIT oversees a play-based ecosystem partnering with 80 of 137 (58%) K-8 Baltimore City Public Schools

NEWFIT has the opportunity to captivate and capture the play-market in urban areas where recess and sports have been trimmed down or cut entirely.







# How Schools Start

1. Schools register through an [online order form](#)
  - If recess, schools [Complete Schoolwide Wellness Assessment](#) at intake [School Year 2020]
  - Co-create School Community [Wellness Goals](#)
2. Schools build and schedule programming from our list of offerings
3. NEWFIT Liaisons and Coaches are identified or recruited, onboarded, and receive training (we hope to someday provide online options for common trainings)
4. Integrate programs with ongoing monitoring, evaluation, and client supports





# Value Add Services

## Operational Benefits

- Integrate Recess, Wellness, Fitness, and Sports Programming into School Communities
- Streamline Business Operations
  - \* Planning, tracking, and reporting programming and compliance
  - \* Purchasing and ordering equipment
  - \* Coordinating vendors and contracted services
  - \* Scheduling activities
- Recruit Coaches (Play Professionals)
- Monitor & Evaluate Play Professionals
- Support & Train Play Professionals
- Provide Insights into school climate, attendance, and parent/community engagement

## Industry Benefits

- Promote a pipeline of athletes for high school and collegiate sports
- Promote a pipeline of youth development professionals for college and careers opportunities in teaching, coaching, social work, etc...
- Promote intergenerational positive play



# Competitive Advantages

## Business

- Provide opportunities to participate in a city-wide network dedicated to wellness, play, and building community pride
- Capture critical knowledge on whole school climate
- Leverage play to systematically develop school culture and improve school climate
- Remove the need for recruitment, management, monitoring, and evaluation of Play Professionals
- Reduce the logistical and administrative burden of coordinating an in-house sports team, intermural league, or after-school program

## Technical

- Automated “Local Data Operations”:  
Workstations developed in AirTable, custom fit to serve recess and sports for a single city.
- Big Data Reporting: aggregated reports that detail the state of positive play and school climate for a school, district, and more.
- NEWFIT School Schedule Builder (To be Developed - Summer 2020)
- Specialized Mobile web-apps for [Sports](#) and [Recess](#) Play Professionals

# School Play Landscape

## NEWFIT's Viewpoint

### Recess Providers

PlayWorks

Schools need to be able to customize recess and activity break schedules for their school community and customize games for their culture. We are currently the largest provider of structured recess in Baltimore City, servicing 22 schools.

### Afterschool In House Sports Programs

PlayWorks, Various Schools, Parks & Rec

Students benefit from participating in city-wide competitive sports as an experiential learning opportunity. We offer year-round opportunities k-8 boys, girls, and coed. We also provide fitness and athletic opportunities for staff and parents. We are the largest provider of K-8 afterschool sports, offering 15 different sporting options to 80 schools per season.

### Afterschool Intermural Leagues

Volo Foundation, Parks & Rec

Our programs are school-based, free, and turn-key (taking care of logistics, equipment, and uniforms). We are the largest provider of K-8 afterschool sports, offering 15 different sporting options to 80 schools per season. We are built to meet the needs of large and growing leagues.



# Service Offering Costs

## Restorative Recess (1 Year)

Revenue	\$	28,500
Coordinator	\$	17,280
Equipment	\$	1,000
Training	\$	576
General Operating	\$	9,644
<b>Total Costs</b>	<b>\$</b>	<b>28,500</b>
Unit Cost	\$26.39 per hour	
Cost Justification	6 hours per day of coverage by a NEWFIT Play Professional	
Impact	Whole School Impacted	

[View Offering Here](#)

## Sports (1 Season)

Revenue	\$	1,620
Coach	\$	250
Equipment	\$	300
Transportation	\$	400
Refs	\$	175
General Operating	\$	495
<b>Total Costs</b>	<b>\$</b>	<b>1,620</b>
Unit Cost	\$ 135 per student	
Cost Justification	12 students per team	
Impact	school community impact	

[View Offering Here](#)



## Service Offering Costs

Culinary & Character Lab (1 Year)	
Revenue	\$ 36,500
Coordinator	\$ 25,000
Equipment	\$ 5,000
Training	\$ 576
General Operating	\$ 5,924
<b>Total Costs</b>	<b>\$ 36,500</b>
Unit Cost	\$33.79 per hour
Cost Justification	6 hours per day of coverage by a NEWFIT professional
Impact	Whole School Impacted

[View Offerings Here](#)

Wellness Workshops (1 time)	
Revenue	\$ 350
Coach	\$ 200
General Operating	\$ 150
<b>Total Costs</b>	<b>\$ 350</b>
Unit Cost	\$ 350 per workshop
Cost Justification	\$ 100 per hour to coach + admin costs
Impact	school community impact

[View Offerings Here](#)

Fitness (8 Weeks)	
Revenue	\$ 1,250
Coach	\$ 520
General Operating	\$ 730
<b>Total Costs</b>	<b>\$ 1,250</b>
Unit Cost	\$ 156.25 per session
Cost Justification	\$ 65 per one hour class to coach + admin costs
Impact	individual impact

[View Offerings Here](#)



# How can you partner?

- Invest in long term partnership by supporting a growth venture or cause marketing campaign
- Pledge to sponsor transportation, refs, training, or equipment.
- Join the advisory board to develop the business model and approach

**NEW FIT KIDS IS A  
FIRST CLASS  
ORGANIZATION THAT TRULY  
RUNS A QUALITY PROGRAM  
DESIGNED TO KEEP THE YOUTH  
ACTIVE AND ENGAGED.**

*-Marques Dent, Fort Worthington*





# Growth Venture

Establish an anchor institution for NEWFIT community to gather around in each market and generate stable revenue

- **NEWFIT Combine & Café**

We are working with the [Center for Neighborhood Innovation](#) to develop a group fitness training center that will offer morning, lunch, and evening fitness classes. The Combine will offer traditional classes as well as serve as a hub for trainers to design and launch time-bound fitness challenges.

We are also working with [Nachos Bangers](#), a popular Baltimore street food provider, to bring concessions to sporting events as well as a café attached to the Combine. Included in this partnership will be a complete menu of healthy food options.



# Cause Marketing Sponsorship

Expand the brand through collaborative cause-marketing campaigns:

## Are You Fitter Than a Fifth Grader?

NEWFIT is collaborating with Uplift Works to film and distribute an online series called “Are You Fitter Than a Fifth Grader?” Just like the show “Are You Smarter Than Fifth Grader?,” these episodes will feature students at different schools competing against school administrators. We are currently filming a pilot episode at Hilton Elementary School. The series is intended to motivate intergenerational wellness and raise awareness about NEWFIT’s offerings.

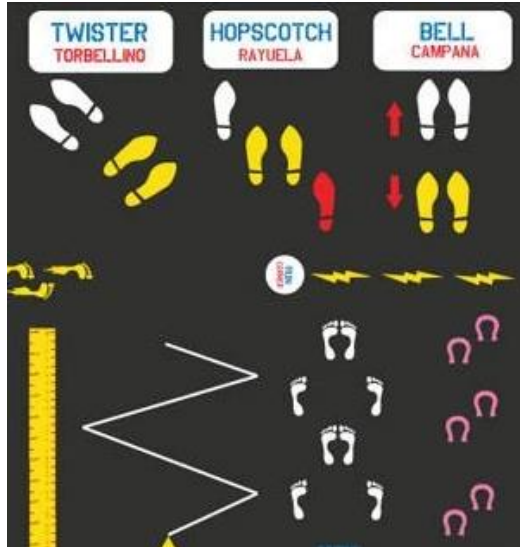


# Program Sponsorships

Differentiate recess through investing in new age games and technology

## Build Remodels

Partner with organizations like [Kaboom](#) to complete playground rebuilds and invest in supplies to [update playground games](#).



## Bring STEAM to Recess

Embed a STEAM focus into Recess with creative-design toys such as the [Rigamajig](#)



## Make Recess Competitive

Create and coordinate Live School-vs-School Competitions with [wireless projectors and speakers](#)





# Marketing Sponsorship Opportunities

While the growth ventures would invest in a long-term partnership that will impact the long-term sustainability and scalability of NEWFIT, the following sponsorships would aid in discovering cost savings during the current fiscal year.

- Transportation Sponsorship - \$70,000 (annual cost)
- Equipment Sponsorship - \$30,000 (annual cost)
- Referee Sponsorship - \$50,000 (annual cost)
- Training Sponsorship - \$25,000 (annual cost)

[\\*2018 Sports & Fitness Industry Association Topline Participation Report](#)

**COST OF**  
PHYSICAL ACTIVITY IS A  
**BIG BARRIER**

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**67%**  
OF LOW-INCOME FAMILIES  
WITH TEENS  
**DO NOT**  
PLAY IN SCHOOL SPORTS







# Advisory Board Membership

In 2020, a priority for NEWFIT as a nonprofit organization is to build an advisory board. Two critical needs for board membership are:

- Right-size and stabilize operations: Business Development Advising to stabilize operations as we scale
- Develop Sales Force: Product Development & Sales Advising to diversifying revenue streams

[\\*Click here to visit our eCommerce page](#)



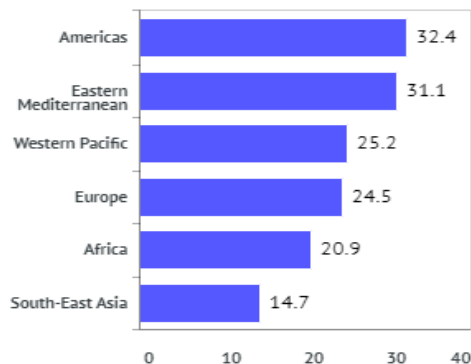
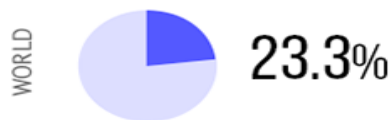
If we don't pay for play today, we will suffer in the future.

## How Much Does Physical Inactivity Cost?

VIZ OF THE DAY

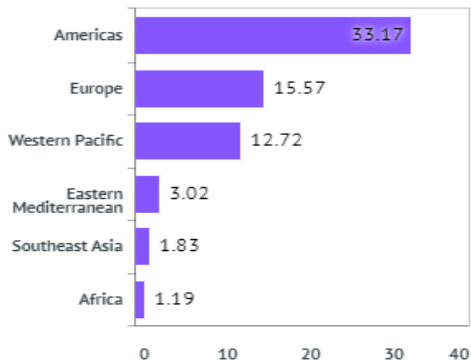
### Inactivity Prevalence

Share of adults aged 18+



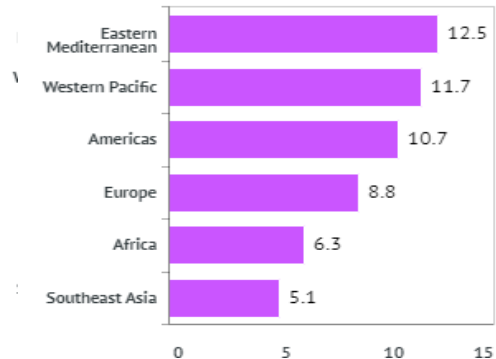
### Economic Burden

Cost in billion international \$

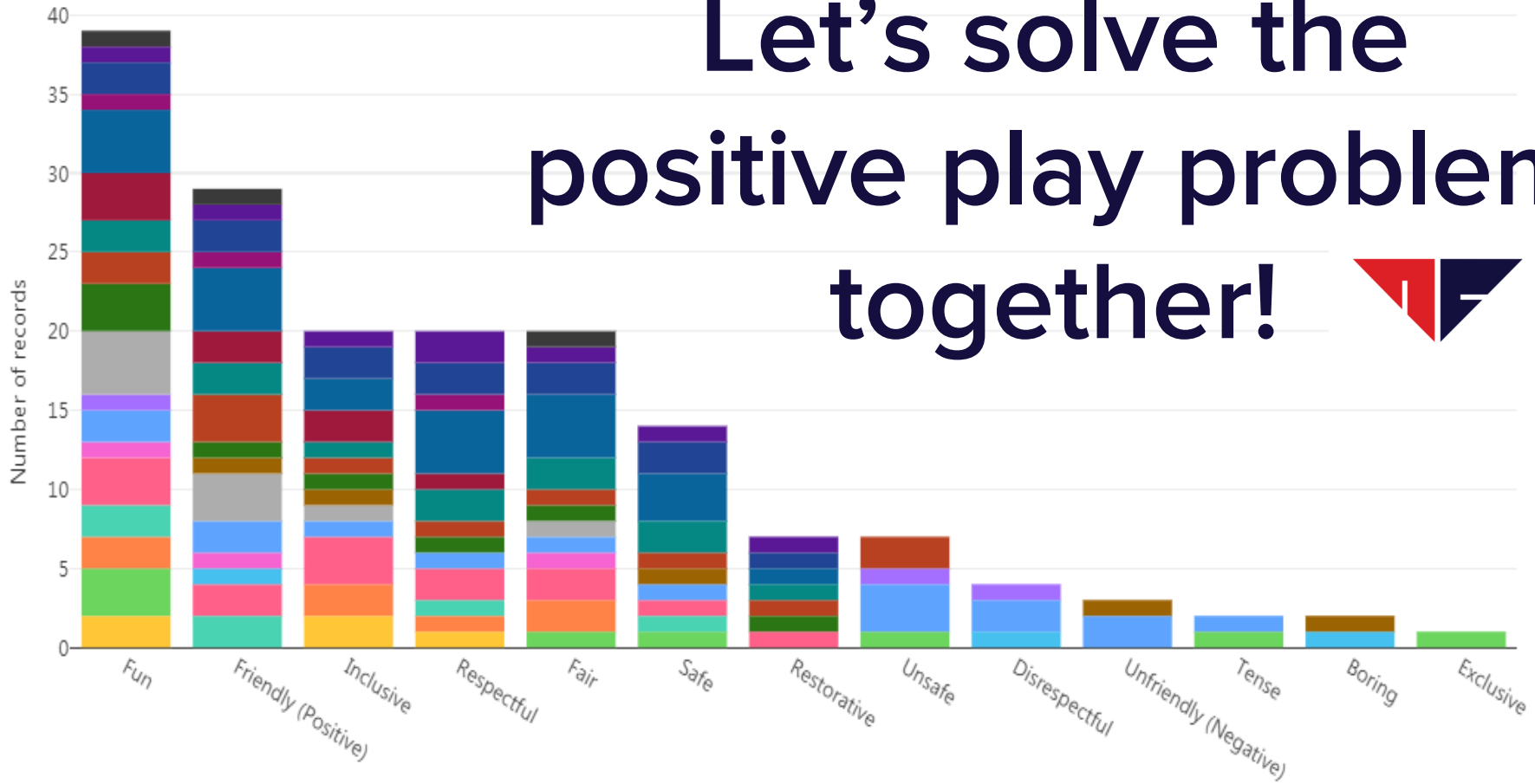


### Disease Burden

Share of premature mortality



# Let's solve the positive play problem together!



**At NEWFIT, we are building systems to evaluate, in real time, how play impacts schools climate & culture.**

# NEWFIT Leadership

## Executive Director Kevin Anderson

- \* 12 years as physical educator in Baltimore City Public Schools
- \* 6 years in recess, sports, fitness, and wellness delivery

## Deputy Director Nyah Vanterpool

- \* 2 years in nonprofit business development and consulting
- \* 5 years in nonprofit fundraising and public-private partnership development

## Learning & Effectiveness Director Michael Smoot

- \* 5+ years in play-delivery with PlayWorks and NEWFIT
- \* 3 years in coaching and developing Play Professionals



## Recess Manager Towan Cooper

- \* 6 years in public school education, including teaching and counseling
- \* 2+ years in business operations

## Sports Manager Devon Wilson

- \* 3+ years in event promotions
- \* 1 as a NEWFIT Play Professional



## Keep in Touch!

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## Stay Tuned!

