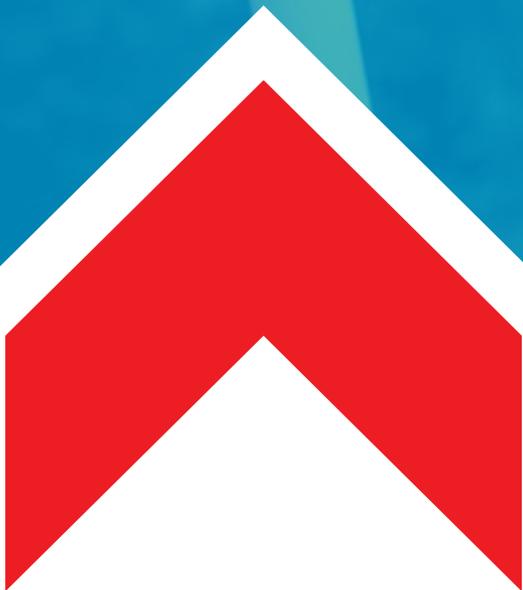
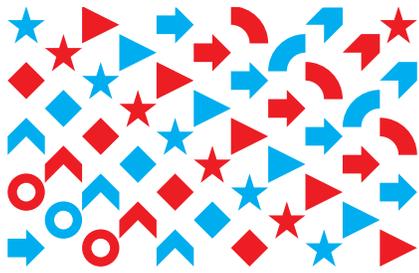


Active Kids Do Better



Active Schools
2018 ANNUAL REPORT



Active Schools
2018 ANNUAL REPORT
Active Kids Do Better

Contents

A Messge from Executive Director, Charlene Burgeson	3
Making Moves	4
Making an Impact	4
2018 At-A-Glance	5
Making Grants	6
Partners	7
Supporters	7





Charlene Burgeson

*Executive Director,
Active Schools*

A Message From Executive Director, Charlene Burgeson

Physical activity and play are essential elements for child development, overall health and a well-rounded education. Kids learn and develop through movement.

It's hard to believe that most children don't move enough, but it's true. And national data tells us that most schools don't take adequate responsibility for providing movement opportunities.

All schools should be able to provide opportunities for their students to lead active, healthy lives. Unfortunately, that is not the case. Competing priorities often limit resources for student wellness. Many of our nation's classrooms are highly sedentary and some are even movement-adverse.

We can, and are, changing that.

Active Schools is dedicated to making it easier for schools to create an active school environment.

In 2018, we made moves both big and small to help keep kids active. We found a new organizational home at Action for Healthy Kids, doubled our staff size, executed a successful Take Your Parent to PE Week campaign, gained valuable new partners and increased our enrolled champion count by 6 percent.

And we're just getting started.

Thank you for helping us ensure that all children can reach their full potential.

A handwritten signature in black ink that reads "Charlene Burgeson". The signature is fluid and cursive.

Charlene Burgeson
Executive Director, Active Schools



Making Moves

Formerly known as *Let's Move!* Active Schools, the initiative was launched in 2013 as an output of the May 2010 White House Task Force on Childhood Obesity and key element of former first lady Michelle Obama's *Let's Move!* platform. Active, healthy kids is a nonpartisan issue, so the work continues as the Active Schools movement.

On July 1, 2018, Action for Healthy Kids became the new organizational home for Active Schools. The move strengthened efforts to create active and healthy school environments nationwide. We immediately began to leverage the strength of our aligned missions and approaches to activating school health champions for change. Together, we believe in the ability to make large scale social change through the power of collective impact.

We also welcomed a new Senior Manager of Marketing and Communications, Claire Orphan Jensen, who will help drive our efforts into the future. Claire's work will help us to identify the best ways to build public will, reach our target audiences of principals and parents, and achieve our vision of active, healthy kids. We ended the year by signing a contract with creative agency Prosper Strategies to help guide our marketing and communications efforts in 2019.



***At the close of 2018,
Active Schools had 37,000
individual champions
affiliated with more than
23,000 schools that serve
over 13 million students.***

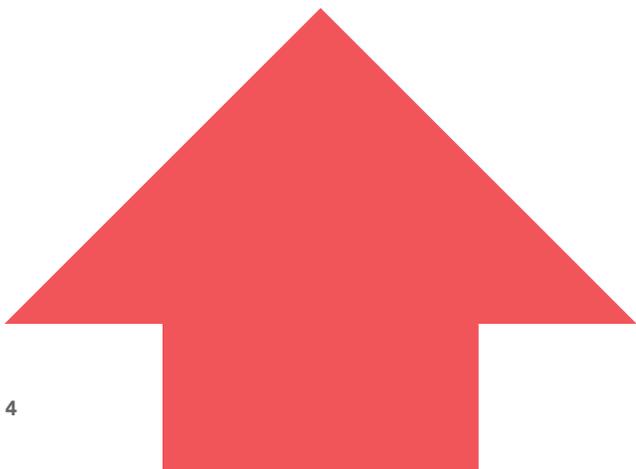
Making an Impact

Active Schools is a collective impact movement helping schools provide students with equitable access to 60 minutes of physical activity and play every day.

In alignment with education and health trends – including the Whole School, Whole Community, Whole Child education movement – Active Schools' vision is to reimagine school environments that provide opportunities for academic, social, emotional *and* physical learning so that all children have the ability, confidence and desire to lead active, healthy lives.

Active Schools works on two fronts:

1. We support schools in their current reality by serving as a hub for best practices, programs and resources to increase physical education and physical activity opportunities for students.
2. We create a better reality by driving education system and policy change that engages champions, influencers and decision makers to increase support for physical learning thus enabling schools to educate the whole child.





2018 AT-A-GLANCE



JANUARY

Released
A Guide for Engaging Parents in School Physical Education and Physical Activity: Resources and Examples¹



MARCH

Preventative Medicine published the article "***Evaluation of Let's Move! active schools activation grants²***," co-authored by Executive Director Charlene Burgeson



MAY

Sixty-two organizations from across the country joined together in Washington, D.C. for the **2018 Active Schools Partner Summit** to identify needs and opportunities and plan for 2018-2019



SEPTEMBER

More than 1,000 schools participated in the second annual **Take Your Parent to PE Week** where parents are introduced to their child's physical education program and encouraged to engage throughout the year while being physically active together at home and in the community. Participants shared their experience on social media using the hashtag #ParentsLovePE with over 2000 posts and 5 local media placements



JANUARY

Created excitement and idea-sharing by getting physical education teachers, principals, parents, students and others to participate in the **#BestPE2018** social media campaign



APRIL

Released findings from a **Survey of Providing Inclusive Physical Education and Physical Activity and Meeting the Needs of Students with Disabilities³**, in collaboration with Lakeshore Foundation – National Center on Health, Physical Activity and Disability



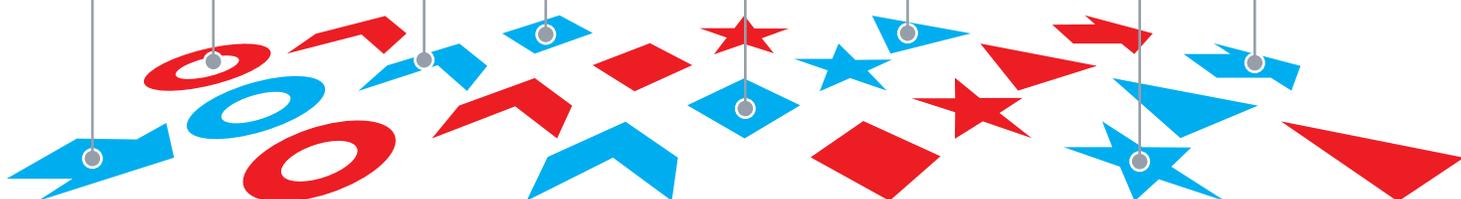
JULY

Exhibited at the **Pre-K-8 Principals Conference and National Principals Conference** to connect with a national community of school leaders working to empower students



DECEMBER

Our partners at **Athletes for Hope**, an organization of college, Olympic and professional athletes who have a deep commitment to giving back and making a difference in the world by contributing to the community and charitable causes, finished 52 Active School visits in 2018



¹ View the guide at: https://active-schools-prod.s3.amazonaws.com/documents/3/attachments/Parent_Guide.pdf?1513371012

² View the article at: <https://www.sciencedirect.com/science/article/pii/S0091743517305121?via%3Dihub>

³ See the findings at: https://www.nchpad.org/fppics/NCHPAD_Active_Schools_Survey_Report_Final.pdf



Making Grants

In 2018, fifteen Active Schools partner organizations provided grants for physical education and physical activity worth more than \$2 million.

Thank you:

- Action for Healthy Kids
- ActivEd/Walkabouts
- Flashfit
- GENYOUth (Fuel Up to Play 60)
- GameTime
- Good Sports
- KIDS in the GAME
- Marathon Kids
- My School in Motion
- National Fitness Foundation
(Presidential Youth Fitness Program)
- SHAPE America
- Skillastics
- The Specialized Foundation
- American Heart Association
(Voices for Healthy Kids)
- Yoga Foster



Partners

Active Schools operates based on the collective impact framework, designed to tackle deeply entrenched and complex social problems, based on the belief that no single program, policy, organization, or government agency can solve them alone.

The Active Schools movement is powered by more than 90 public and private sector partner organizations.

- 100 Mile Club
- A World Fit for Kids!
- AASA, The School Superintendents Association
- Action Based Learning
- Action for Healthy Kids
- Active Academics
- Active Policy Solutions
- ActivEd/Walkabouts
- Activity Works
- Alliance for a Healthier Generation
- American Heart Association/ Voices for Healthy Kids
- ASCD
- Association for Middle Level Education
- Athletes for Hope
- BOKS
- Cairn Guidance
- CATCH Global Foundation
- Centers for Disease Control and Prevention
- Core Purpose Consulting
- DrumFIT
- Ergotron
- Everlast Climbing
- Fit Kids
- Fitbound
- Fizika
- Flashfit
- Focused Fitness
- GameTime
- GENYOUth
- GoNoodle
- Good Sports
- Gopher
- Great Activities
- Healthy Schools Campaign
- Hip Hop Public Health
- HOPSports
- Insight Grants Development
- Interactive Health Technologies
- International Health, Racquet and Sportsclub Association
- Kaiser Permanente
- KIDS in the GAME
- Kymm Ballard Consulting
- Lakeshore Foundation- National Center for Health, Physical Activity and Disability
- Laureus Sport for Good Foundation USA
- Marathon Kids
- Math and Movement
- Maximum Fit Club
- Movement Academy
- My School in Motion
- National Association of Elementary Schools Principals
- National Association of Physical Literacy
- National Association of Secondary School Principals
- National Fitness Foundation
- National Math Foundation
- National Network of Public Health Institutes/Springboard to Active Schools
- National Physical Activity Society
- National Physical Education and School Sport Institute
- National PTA
- New York Road Runners
- NIKE
- One Stone Apparel/Vocab-T
- Online Physical Education Network (OPEN)
- Oregon Active Schools
- Partnership for a Healthier America
- Penn State PRO Wellness
- Physical and Health Education America (PHE America)
- Physical Powers
- PlayCore
- Playworks
- PLYOGA Fitness
- Polar
- Pono Ola
- President's Council on Sports, Fitness and Nutrition
- Railyard Fitness
- S&S Worldwide
- Safe Routes to School National Partnership
- School Specialty, Sportime
- School Wellness Integration Targeting Child Health (SWITCH)/Iowa State University
- Shannon Miller Lifestyle
- Shape Up US
- Skillastics
- Slippery Rock University Department of Physical and Health Education
- Society of Health and Physical Educators (SHAPE America)
- Society of State Leaders of Health and Physical Education
- Standup Kids
- The Specialized Foundation
- The Walking Classroom
- UNICEF Kid Power
- United States Tennis Association/Net Generation
- University of Northern Colorado Active Schools Institute
- USA Track and Field
- Wellness Training Specialists
- XtremeStax
- Yoga Foster

COLLECTIVE IMPACT

Common Agenda
Keeps all parties moving towards the same goal

Common Progress Measures
Measures that get to the TRUE outcome

Mutually Reinforcing Activities
Each expertise is leveraged as part of the overall

Communications
This allows a culture of collaboration

Backbone Organization
Takes on the role of managing collaboration

Source: Collaboration for Impact

Supporters

Generosity from our funding partners enables Active Schools work to keep kids active.

"Nike believes that kids are made to play and we know that kids who are active are healthier, happier and perform better in the classroom. We have supported Active Schools since its inception and recognize the critical role Active Schools plays in leading the movement to get kids active before, during and after school."

- Caitlin Morris, General Manager of Global Community Impact at Nike



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