

MARATHON KIDS



2018 ANNUAL REPORT



Our Vision

All kids active and healthy for a lifetime.



Our Mission

Through running, we show kids they can achieve more than they ever thought possible and put them on the path to healthier lives.



Our Core Values

Marathon Kids is built on the premise that offering children an early experience with physical activity is the key to an active lifestyle and a healthier future.

We believe in **COMMUNITY**, a group of people who care about each other and feel like they belong together. Marathon Kids is not just a community organization, it is a community builder, bringing together kids, parents, teachers, administrators, coaches, funders, administrators, leaders, and any individual who recognizes and wants to solve the health challenges our kids face every day.

Marathon Kids values **DEDICATION** from our staff, to our volunteers, to our kids, giving time and energy to positively impacting children's lives through running. Creating healthy habits in an individual, community, and a system takes time. Our approach starts with a holistic understanding of the problem so we can deliver a proven solution, and by staying around and measuring the progress made, we affect real, lasting change.

Marathon Kids is **INCLUSIVE**. We value people's differences and believe that unique backgrounds, talents, and ways of life advance our mission to allow everyone, any age, any ability to join our community of like-minded runners. We want **ALL** kids to feel like an athlete, regardless of zip code, skill level, or self-image.

Marathon Kids is **EMPOWERING**. Starting from within, we are responsible and accountable to our mission by providing our coaches the right support, resources, and training to create the biggest impact. We ignite the passion in our coaches that makes them strong advocates for their program while they set up their kids toward a healthier future.

Marathon Kids is **AGILE**, adapting to the ever-shifting landscape of education, health, and the marketplace. We stay lean to go fast, keeping an eye to the future as policies and trends reveal the potential to find success in previously unexplored ways, never losing sight of the goal.

Join our running community to give kids the gift of a healthier future.

Dear friends,

We are grateful to every parent, coach, volunteer, donor, and community partner for helping us create a lifelong commitment to physical activity for the kids in our program. It is because of you that Marathon Kids participants across the country are reaching their goals across all facets of their lives.

Inactivity and the acceptance of a more sedentary lifestyle puts this generation at risk of having a shorter life expectancy than their parents.

Research shows that kids need at least 60 minutes of moderate-to-vigorous physical activity every day. However, only one in five kids currently reaches that minimum. Physical inactivity and poor food choices are known to lead to many health and other conditions— like diabetes, low self-esteem, heart disease, mental health issues, liver disease, and poor school performance. Our mission to get kids moving is more relevant than ever before.

In January, our team began crafting our next strategic plan, and we are focused on not only reaching as many kids as possible but also capturing the impact and success we are achieving. We are investing in technology and training, as well as empowering parents, coaches, administrators, and volunteers to create a culture of health in communities across the country. **With nearly 800 clubs and 100,000 kids served this past year, we are poised to kick off our 25th year with more than two million runners in the Marathon Kids family.** While we continue to reach kids across communities and in the family setting with Marathon Kids at Home, we know our greatest impact is through schools and incorporating physical activity before, during, and after school.

Looking down the road, there is no limit to the opportunity to serve kids through our programs. We're ready to take it on with a motivated and excited staff and leadership team; together, we can change the future for this generation of kids. Thank you for being a part of our community.

- Cami Hawkins, CEO and Betsy Foster, Board Chair





SERVING KIDS ACROSS THE COUNTRY



Meet Kelbie Black

This season, Kelbie was the top Marathon Kid in the nation, running more than 552 miles – the equivalent of 21 marathons!

»»» Sparking Change

BRIAN RAMOS is 11 years old and just completed 6th grade. His participation in the Marathon Kids program at GRATTS Elementary School in Los Angeles gave him the chance to participate in the LA Nike 10K run.

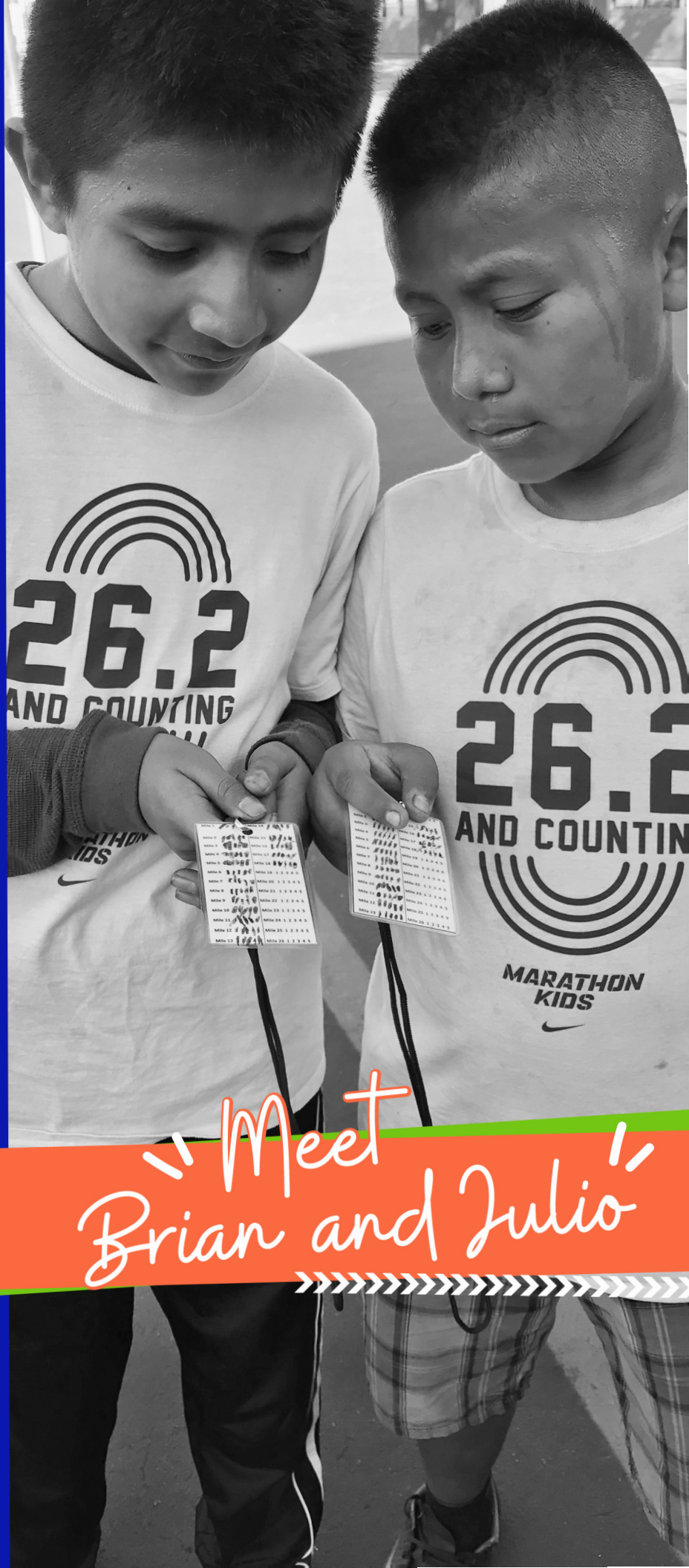
"I wanted to push myself and see if I could run it under an hour, and I did!" Brian says.

He believes running has helped him with other sports, like soccer. He's sad that this is his last year at GRATTS; he wants to continue running and hopes his middle school has a running club.

JULIO GONON, also 11 and recently completed 6th grade at GRATTS, says that what he likes about being in the Marathon Kids program is that running gives him a lot of energy, taking his stress away and relaxing him.

"Running makes me a better student because I am more focused in class, and now I do my homework every day," Julio says. "I have lost 15 pounds and I feel much healthier."

GRATTS Elementary's Coach Lizbeth Tello received a Marathon Kids grant to spark change toward healthier lives for her students. To read Coach Tello's story, [CLICK HERE](#).



Meet
Brian and Julio

\$1 MILLION +

GRANT FUNDS DISTRIBUTED

This school year, Marathon Kids was able to provide

————— **\$1,300,000**

OF FUNDING TO 568 RUN CLUBS

— and help **86,046 Marathon Kids** get running.

Grants were awarded to recipients **ACROSS 44 STATES**
prioritizing schools and communities of high-need.

 **MORE THAN 93% OF RECIPIENTS**

HAVE A LARGE PERCENTAGE OF STUDENTS ENROLLED IN THE
FREE AND REDUCED LUNCH PROGRAM.

40%

of recipients were **BRAND NEW** to the Marathon Kids program, receiving vital funding to help them jump-start the program for the first time.

This year's sponsors include Nike, HEB Grocery Company, Target, The St. David's Foundation, Fuel up to Play 60, The LA Dodgers Foundation, and The Austin Community Foundation.



Coach Tiffany 

"Marathon Kids makes it easy for kids to meet their goals. It's important for kids to learn how to be active and the purpose of that. Marathon Kids does a good job laying out the foundation.

Ultimately, these kids may not remember my name, but I hope the habits stick with them."

—Tiffany Forté

Tiffany Forté just finished her first year as a Marathon Kids coach at two Washington, D.C. schools: Kipp Public Charter School and Hendley Elementary School. To read Coach Forté's story, [click here](#).



TOTAL NUMBER OF
VOLUNTEERS
FOR FY18: 2,545



TOTAL NUMBER OF
RUNNERS:

96,289

TOTAL NUMBER
OF CLUBS:

1,119

10,482,637

TOTAL MILES RUN
**ACROSS ALL
CLUBS**

**MARATHON
KIDS**

Leadership ACADEMY

- **WHAT:** Marathon Kids Leadership Academy is a series of training sessions that can be tailored to include anything from how to start a Marathon Kids running club, to how to influence kids' long-term behavior adoption of physical activity. Participants of full-day Leadership Academy training sessions become Marathon Kids Ambassadors, and leave armed with knowledge about how to take their running club to the next level, by committing to being a change agent in their communities.
- **WHO:** Leadership Academy is not only for coaches. Our 166 current Ambassadors consist of a diverse group of teachers, district-level administrators, organization leaders, partners, funders, and volunteers from all over the country.

Ambassadors

Ambassadors have helped us scale the program in the following ways:

- Speak about and represent Marathon Kids at local and state conferences.
- Provide photos, videos, and stories from their clubs to help share the impact of Marathon Kids.
- Encourage runners to write thank you notes and cards to funders and partners.
- Host Marathon Kids webinars to provide the public with first-hand information on the ways Marathon Kids has helped their communities.
- Support their local run clubs by providing funding outreach and raising awareness.

If you'd like to learn more about our Leadership Academy or becoming a Marathon Kids Ambassador, contact us at info@marathonkids.org.





Historic TIMELINE

2003

Expanded to Dallas.

2006

Expanded to Los Angeles.

2008

Expanded to Rio Grande Valley. Won a \$750,000 award from Michael and Susan Dell Foundation to conduct research and measure effectiveness to ensure Marathon Kids is hitting the mark in impacting kids' lives.

2010

Served over 200,000 kids in a single year.

2013

Served 277,000 total registrants, and organization begins to slowly increase mileage goals to better ensure kids are getting enough movement for maximum health benefits.

2015

Rebranded and began partnership with Nike, while expanding participant goal to 104.8 miles (or 4 marathons). Program nationwide, in all 50 states, by year end.

2017

Marathon Kids won the Active Schools Partner of the Year for efforts in promoting physical education programming in schools across the country. Also launched Leadership Academy trainings to further empower coaches to spark positive change in their communities.

1995

Marathon Kids was born as a grassroots initiative; Kay Morris generated the idea and launched the initial 26.2 mile challenge in 1996 with the help of friends. They brought the free program to 2,000 kids in Austin Independent School District that first year.

2004

Sought and achieved status as a 501(c)3 organization. Expanded to Houston.

2007

Expanded to Baltimore. Increased staff to four, with an operating budget of \$986,000. Served about 123,000 children.

2009

Expanded to El Paso. Research findings prove Marathon Kids intervention works.

2011

Launched new scientific study by the UT School for Public Health on effectiveness of Marathon Kids and the programs framework. Expanded to Chicago.

2014

Introduced option of 2nd mileage log for 52.4 miles.

2016

Marathon Kids at Home program added for purchase in Nike stores in select cities.



COACH CRUNICAN'S CRUISERS



As a Physical Education teacher at a Title I school in Cornelius, Oregon, Coach Ashleigh Crunican knew that her students were dealing with issues like homelessness, abusive households, and struggles with academics and self-esteem.

The majority of the school population consists of first-generation American students living below the poverty line, so Coach Crunican was committed to providing Marathon Kids to her students for free.

"It is so moving to think of what some of those kids are going through - and then to see them smiling, supported by caring adults, running around the field again and again. The run club will be such a valuable experience in so many ways for everyone involved!"

— Ashleigh Crunican

To read Coach Crunican's story, [click here](#).



Marathon Kids at Home

Annie Tucker's youngest son has a social-emotional learning disability, and she introduced the Marathon Kids At Home program to him earlier this year to help him manage stress and focus better in school. His special education team at school employed the program to help him expend energy and to keep his eye on the goal; when he was having a challenging day, they would suggest a trip outside to log some miles. And the Tucker family did the same at home along with him, so he could keep track of his miles in both places.

"I love the way Marathon Kids positions running. When I was a kid, it was all about speed, and I hated that because I wasn't fast. Marathon Kids is about how far you can go. As someone who wasn't very athletic, I love the simplicity of the program - it's so adaptable for every kid."

— Annie Tucker

To read the Tucker Family's story, [click here](#).



The Tucker Family



LOOKING AHEAD

For almost 25 years, Marathon Kids has inspired kids and coaches across the country to fall in love with running. Their passion and determination to go farther than they think they can is what fueled our commitment to make Marathon Kids the best-in-class running program it is today—one that challenges kids to set big goals and empowers coaches to support their achievement.

Over the past five years, we've undergone notable enhancements to ensure that we are meeting our mission to get kids even more active, and next year we'll continue to innovate and improve the Marathon Kids experience for kids, coaches, parents, and communities.

What's most clear coming out of last season is that we've created a huge unmet demand for Marathon Kids. Our promise and focus will always be to ensure that kids everywhere have equitable access to our program—we want all children to experience the joy and benefits of a Marathon Kids run club. At the same time, we're experimenting with new ways to get Marathon Kids into the hands (rather, the feet!) of all coaches and kids who want to participate, at a fraction of the cost.

Plans are underway to bolster our already robust evidence base with new research examining the implementation science behind Marathon Kids. We'll also refresh our Coaches Club resource hub so that coaches have the right tools to give kids the guidance and social support they need to succeed. And as Leadership Academy moves into its second year with newly informed direction, we are evolving what was traditionally a one-day training into a leadership development and engagement platform.

At the end of the day, our goal for Marathon Kids is to fundamentally and positively change kids' relationship to physical activity, to instill a love of running that lasts a lifetime. We're thankful for the community of coaches and supporters who have helped guide our development over the past two and half decades – we're counting on you to see us through the next 25 years!



Statement of Activities

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
SUPPORT, REVENUE AND OTHER INCOME (LOSS):			
Contributions	77,998	1,812,515	1,812,515
Fees for Service	988,921	-	988,921
Return on Investments	98,901	-	98,901
Other Revenues	52,371	-	52,371
	1,218,191	1,812,515	2,952,708
NET ASSETS RELEASED FROM RESTRICTIONS:			
Satisfaction of time restrictions			
Satisfaction of purpose restrictions	1,487,463	(1,487,463)	
	1,487,463	(1,487,463)	
TOTAL SUPPORT, REVENUE AND OTHER INCOME (LOSS):	2,627,656	325,052	1,140,193
RELEASED			
Program Services	2,346,187	-	2,346,187
General and Administrative	335,211	-	335,211
Fundraising	239,968	-	239,968
	2,921,366	-	2,921,366
CHANGE IN NET ASSETS	(215,712)	325,052	109,340
NET ASSETS, BEGINNING OF YEAR	3,235,020	324,948	3,559,968
NET ASSETS, END OF YEAR	3,019,308	650,000	3,669,308

Revenues & Support

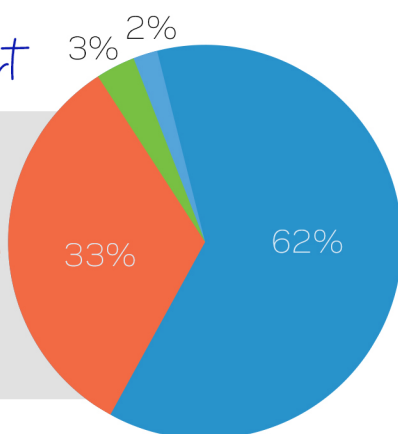
\$3,030,706

62% Contributions

33% Fees for Service

3% Return on Investments

2% Other Revenues



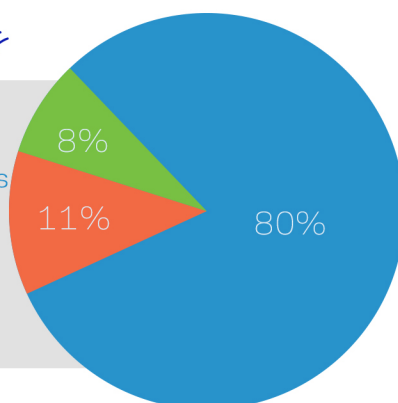
Functional Expenses

\$2,921,366

80% Program Services

11% General and Administrative

8% Fundraising



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\$1,000,000+

Nike

\$666,666 - \$999,999
\$100,000 - \$999,999

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Foundation

Michael & Susan
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Los Angeles
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Foundation

Target

Fuel Up to Play 60

Bender Foundation

\$666,666 - \$999,999
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Austin
Community
Foundation

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GOGA Goat Yoga ▪ I Live Here I Give Here ▪ Loop the Lake Foundation ▪ More Miles Races ▪ Tejas Trails
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IN-KIND SUPPORTERS

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The Mean Eyed Cat ▪ The Rowing Dock ▪ The Soup Peddler ▪ Thundercloud Subs ▪ Tiny Boxwoods
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ideas and
people
in whom they
believe.

-G.T. Smith

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