



2016 Annual Report





“The strength of our country is really no greater than the wellbeing of our citizens.”

— President John F. Kennedy

The National Foundation on Fitness, Sports & Nutrition is on a mission to educate, engage & empower Americans of all ages, backgrounds & abilities to be active, play sports, and eat healthy.



EDUCATE

Champion National Guidelines & Best Practices



ENGAGE

Expand National Interest & Awareness



EMPOWER

Increase Program Quality & Access

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A Message from Leadership

This year proved to be a promising year for growth and sustainability for the National Foundation on Fitness, Sports & Nutrition.

With the creation of an inspiring campaign, the successful implementation of our marquee program, and the onboarding of three new Board members, the Foundation is well-positioned to accelerate the nation's journey to living healthy into the future.

Notably, the Foundation launched the #0to60 Campaign, in partnership with the Council, to demonstrate how innovative partnerships and tools can be utilized to inspire families, communities, and schools to go from zero to sixty every day.

The Foundation also made significant progress to scale and advance the Presidential Youth Fitness Program—the nation's fitness assessment and education program. New enhancements included updates to the recognition program as well as expanded training opportunities.

To support the programmatic growth and development, we were proud to welcome three leaders in sports & technology to our Board of Directors, including Lawrence Epstein, Senior Executive Vice President and Chief Operating Officer at UFC, Swin Cash, retired WNBA Legend, Philanthropist & Sports Commentator, and Brad Smallwood, Vice President, Marketing Science at Facebook. The Board also had a transition of power, with Jimmy Lynn, Co-founder at Kiswe Mobile, unanimously appointed as Board Chair.

With the foundation firmly established, we are driven to deliver on our incredibly important mission long into the future, focusing on innovative ideas and programs that will empower all Americans to adopt a healthy lifestyle. We look forward to working with you to build a strong and healthy nation.



Foundation leadership announces the #0to60 Campaign on May 16, 2016 at the Newseum. Pictured (left to right) Chris Watts, Jimmy Lynn, Catherine Zinn, Pat Cunnane, Shellie Pfohl, Tom McMillen, Patti Rockenwager.

CHRIS WATTS
Executive Director

“Building upon the rich 60-year history of the Council, this year, the Foundation utilized inspiration and innovation to accelerate the nation’s journey to living healthy. We are excited to carry this momentum into the future.”

— Chris Watts, Executive Director



1956

2016

BEYOND

Celebrating the Past 60 Years

In 1956, President Dwight D. Eisenhower made a commitment to the health and well-being of our nation through the establishment the President's Council on Youth Fitness.

The vision was to ensure the nation's youth were fit and active. As a result, over the past 60 years, the President's Council has worked tirelessly toward creating a healthier and more active America.

Since then, each administration has focused their efforts with varying priorities in service to a shared vision of a healthy, strong nation. From the launch of the Presidential Physical Fitness Award under President Lyndon B. Johnson to Arnold Schwarzenegger's tour of the country to promote physical education under President George H.W. Bush, the pursuit of inspiring citizens to be active and live healthy has transcended leadership.

In 2010, under the leadership of President Barack Obama, a new Presidential Executive Order was established, expanding the mission of the Council to include nutrition. Focused on the sustainability of the Council's efforts, President Obama also established the National Foundation on Fitness, Sports & Nutrition. With a goal of engaging the private sector, the Foundation and the President's Council are uniquely positioned to ensure all Americans to get active, play sports, and eat healthy.



Charting the Next 60 Years

With a vision of a strong & healthy America, the Foundation is committed to championing the vision of the Council into the future.

Looking ahead, the Council's 60th anniversary campaign, #0to60, serves as a great vision to chart the nation's journey to living healthy. The campaign provides the information, tools, and inspiration needed to help Americans lead healthier lives.

The Foundation will continue to engage private sector organizations and the Council to further this vision. Notably, the Foundation will accelerate its commitment to youth fitness by ensuring all children have the necessary knowledge and skills to develop lifelong healthy habits. The Presidential Youth Fitness Program serves as an instrumental tool to instill these habits through supporting students improved health and academic outcomes today—and tomorrow.



#0to60
GO FROM ZERO TO SIXTY
THE FASTEST WAY TO LIVING HEALTHY
STARTS RIGHT NOW.



#0to60

GO FROM ZERO TO SIXTY
THE FASTEST WAY TO LIVING HEALTHY
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#0to60 Campaign

Accelerating our nation's journey to living healthy.

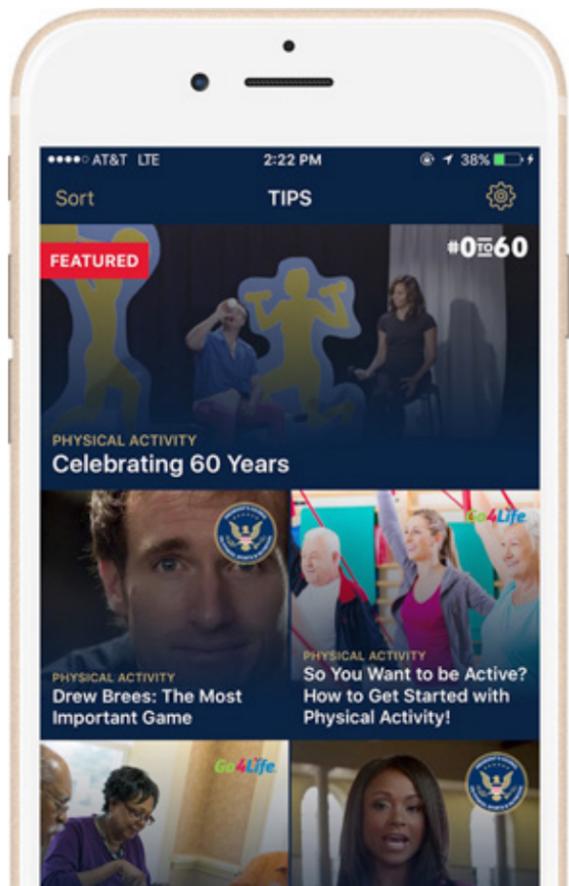
Developed in celebration of the 60th Anniversary of the President's Council on Fitness, Sports & Nutrition, the Foundation, in partnership with the Council, launched a national public awareness campaign--#0to60. Through inspiration and innovation, the campaign engages partners to illustrate how individuals can lead a healthy and active lifestyle—as the fastest way to living healthy starts right now.

THE #0TO60 APP

The #0to60 App serves as a legacy tool of the campaign to help all Americans be active, play sports, and eat healthy. Developed in partnership with leading health and wellness organizations, the app streamlines simple tips and resources to help people adopt a healthy lifestyle.

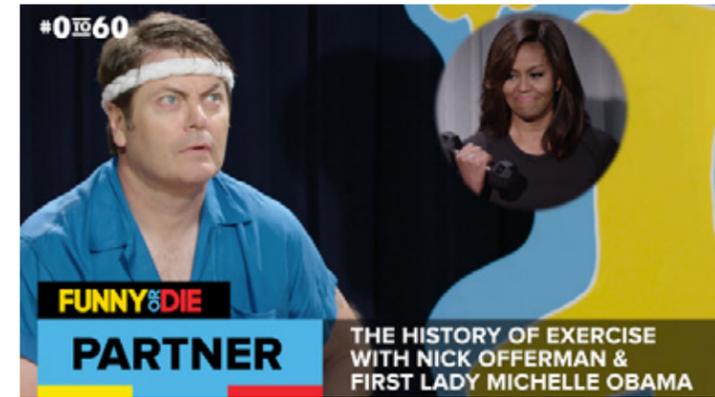
“The Foundation is committed to using innovative solutions, such as the #0to60 App, to build on the 60-year legacy of the President’s Council.”

— Chris Watts, Executive Director, National Foundation on Fitness, Sports & Nutrition



HISTORY OF EXERCISE

Featuring comedian Nick Offerman and First Lady Michelle Obama, the “History of Exercise” video showcases various fitness trends that have shaped the last six decades. The video, created in partnership with Funny Or Die and SS+K, exemplifies the Foundation’s efforts to engage new media partners to create innovative ways to deliver its mission to the nation.



“When it comes to exercising, the trick is to find an activity that you enjoy. If you can have a little fun with it, like Nick and I did in making this video, then you’ll incorporate physical activity into your life on a regular basis.”

— First Lady Michelle Obama

#0TO60 SONG

The Foundation teamed up with Multi-Platinum and Grammy nominated recording artist Jordin Sparks to release “#0to60,” the anthem song to celebrate the 60th Anniversary of the President’s Council on Fitness, Sports & Nutrition. The Foundation partnered with Hip-Hop Public Health to produce the song, and the American Idol winning Sparks was joined on the track by hip-hop pioneer, Doug E. Fresh, and Grammy-nominated children’s artist, Brady Rymer.



“Adopting a healthy lifestyle continues to be an extremely important personal mission to me and I am excited for this new song to motivate more kids & families to have fun while being active and healthy together.”

— Jordin Sparks, Multi-platinum and Grammy nominated recording artist



**EMPOWERING STUDENTS
TO BE FIT FOR LIFE.**

Presidential Youth Fitness Program

The Foundation is committed to setting up kids for success. That is why we support the iconic school-based Presidential Youth Fitness Program, the nation's fitness education and assessment program.



In 2016, we committed over \$1 million to schools across the country for the Presidential Youth Fitness Program. Through these grants, the Foundation serves more than 1,200 schools, impacting approximately 600,000 students nationwide.

The Foundation grants enable schools to access tools and resources to support the development of healthy and fit students. This includes access to virtual and in-person trainings, supporting texts, equipment, and student recognition items.



“The Presidential Youth Fitness Program gives the students opportunities to learn lifelong lessons. And as teachers, that’s what we’re here to do – help students prepare for life.”

— Diane Ivester, Woburn Memorial High School, Woburn, MA



Presidential Youth Fitness Program Highlights



LAUNCHED NFL PARTNERSHIP TO SUPPORT SCHOOLS

Made available \$320,000 in resources for all 32 NFL markets through the 2016 Hometown Grants Program, a partnership with the NFL, Fuel Up to Play 60, and the National Dairy Council.



ENGAGING THE YOUTH PERSPECTIVE

In a pilot activity for the Youth Engagement Network, the Foundation, the Council, and Fuel Up To Play 60 (FUTP60) conducted a series of surveys with ten FUTP60 ambassadors to gain insights on the Presidential Youth Fitness Program and the #0to60 Campaign. As a result, the Foundation developed a youth-led challenge, which will provide \$100,000 in Presidential Youth Fitness Program resources to an additional 100 FUTP60 schools.



HOSTED INAUGURAL PRESIDENTIAL YOUTH FITNESS PROGRAM INSTITUTE

A two-day institute convened physical education and public health leaders to scale implementation of the Program. State teams received \$30,000 to support local implementation efforts.



INITIATED FIRST OUTCOME EVALUATION

With the CDC, a three-year outcome evaluation started to evaluate the program's impact on school and student level changes.

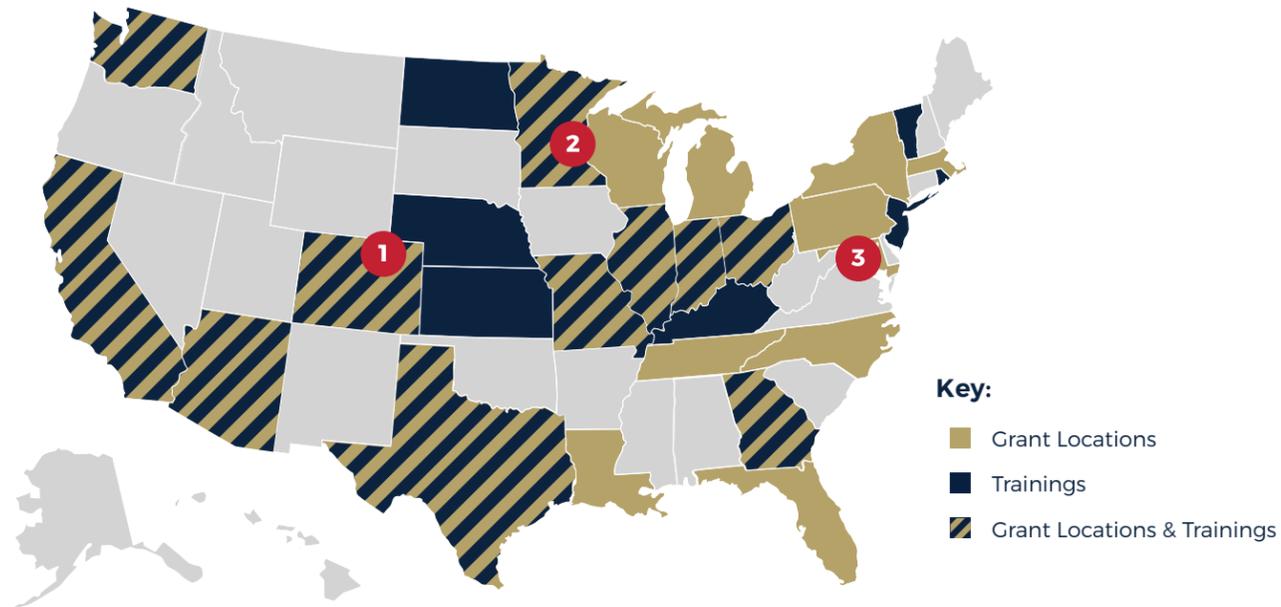


ALIGNMENT WITH LET'S MOVE! ACTIVE SCHOOLS

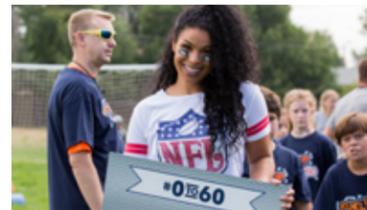
The Foundation formalized its partnership with *Let's Move!* Active Schools to further implementation of the Presidential Youth Fitness Program. The Foundation doubled the value of its funding opportunity for schools enrolled in Active Schools.



National Reach



1 DENVER, CO
Hometown Grants Kickoff Event: September 7, 2016
 Jordin Sparks kicks off the 2016 NFL Hometown Grants program by debuting the #0to60 Anthem at Allendale Elementary School and announcing the Foundation's contributions to support the Hometown Grant schools.



2 MINNEAPOLIS, MN
Presidential Youth Fitness Program Institute: April 4-5, 2016
 A two-day institute, the event brought together physical education and public health leaders from eleven states to learn best practices for implementation of the Presidential Youth Fitness Program.



3 WASHINGTON, DC
#0to60 Launch Event: May 17, 2016
 Joined by over 300 partners, the President's Council on Fitness, Sports & Nutrition and the Foundation unveiled the #0to60 campaign to inspire Americans to accelerate their journey leading a healthy and active lifestyle.



Our Impact

- 6k+** schools participating
- \$1m+** grants committed
- 13m+** students engaged

through the Presidential Youth Fitness Program

Increased Awareness of the Foundation's Mission

144m+ impressions in the first week of the #0to60 launch



Thank You to Our Partners



AMERICAN HEART ASSOCIATION

"Partnering with the Foundation allows us to accelerate our work in schools as we aim to build a healthy and strong nation together."

— Eduardo Sanchez, Chief Medical Officer for Prevention, American Heart Association



AMERICAN COUNCIL ON EXERCISE

"As a nonprofit organization whose mission is to get people moving, ACE is proud to collaborate with the Foundation in making physical activity an integral part of people's lives. Our goal is to impact the physical-inactivity epidemic, and we are thrilled to have a partner that is creating access to exercise and wellness resources in communities across the country."

— Scott Goudeseune, President & CEO, ACE



FUEL UP TO PLAY 60

"By working together we can empower students, teachers and entire communities to go from #0to60 every day. By fueling up with nutritious foods and being physically active for at least 60 minutes, we are accelerating America's journey to healthy living."

— Ann Marie Krauthem, President & Chief Wellness Officer, GENYOUth



ASPEN INSTITUTE'S SPORTS & SOCIETY PROGRAM

"The benefits of sports and play are vast. Working with the Foundation in support of Project Play will help us collectively ensure that youth have the chance to develop the ability, confidence and desire to be active through sports."

— Tom Farrey, Executive Director, Aspen Institute's Sports & Society Program



IHRSA

"The health club industry continually strives towards a fit and healthier America. Through partnering with the Foundation for the #0to60 campaign, we are helping to make daily exercise a priority."

— Joe Moore, President and CEO, IHRSA.



CENTERS FOR DISEASE CONTROL AND PREVENTION

"CDC is committed to providing evidence-based data and recommendations to promote healthy living. Our partnership with the Foundation, in support of the Presidential Youth Fitness Program, is grounded in our shared goal to ensure all Americans understand and have access to the positive impacts of physical activity."

— Holly Hunt, Chief of the School Health Branch in the Division of Population Health, CDC



PRESIDENT'S COUNCIL ON FITNESS, SPORTS & NUTRITION

"Together, the Council and the Foundation collaborate to help ensure that our vision for all Americans to lead healthy, active lifestyles becomes a reality. We are working to create healthy habits that will last a lifetime through the #0to60 campaign and by promoting physical education in schools to create positive physical activity experiences among youth."

— Don Wright, MD, MPH, Acting Executive Director, President's Council on Fitness, Sports & Nutrition

ADDITIONAL PARTNERS

Alliance for a Healthier Generation

BOKS

The Cooper Institute

Disabled Sports USA

Entertainment Software Association

Force Multiply

Funny Or Die

General Mills

GENYOUth Foundation

HHS Office of Women's Health

Hip Hop Public Health

Let's Move!

Let's Move! Active Schools

Lakeshore Foundation

Level Sports

Litton Entertainment

National Center on Health, Physical Activity and Disability

National Dairy Council

National Football League

Nickelodeon

Partnership for a Healthier America

Play Like a Girl!

PlayScience

SHAPE America

Sharecare

Smithsonian Lemelson Center for Invention and Innovation

SPARK

SS+K

UNESCO - UFIT

Univision Deportes

Weber Shandwick

Leadership



Chris Watts
Executive Director



Jane Wargo
Program Director, Presidential Youth Fitness Program



Meredith Aronson
Director of Strategy & Partnerships

“From personal experience, I have seen how being physically active and eating healthy provides benefits not just for the game of basketball, but more importantly for the game of life. I am honored to join the Foundation Board to ensure millions of Americans can experience the same opportunities.”

— Swin Cash, Retired WNBA Legend, Philanthropist, and Sports Commentator

“As an avid cyclist and Ultimate Frisbee player, sports and fitness have shaped my life. Through athletics, I have learned countless lessons, such as teamwork and goal setting, that helped me succeed in the classroom, in the workforce, and as a father. I am excited to join the Foundation Board to extend these positive benefits of being healthy and active to all Americans.”

— Brad Smallwood, Vice President of Marketing & Science at Facebook

“Leading a fit lifestyle fueled by appropriate nutrition is important, whether you are stepping into the Octagon or stepping into an office or classroom. I am proud to join the Board of the National Foundation on Fitness, Sports & Nutrition in their fight to promote a healthy lifestyle for all Americans.”

— Lawrence Epstein Senior Executive Vice President & Chief Operating Officer at UFC

BOARD OF DIRECTORS



Jimmy Lynn
Foundation Chairman:
Co-founder and Vice-President of Kiswe Mobile



Tom McMillen
Foundation Treasurer; Retired Chief Executive Officer, LEAD1 Association



Brad Smallwood
Vice President of Marketing Science at Facebook



Catherine Zinn
Chief Client Officer at Orrick, Herrington & Sutcliffe, LLP



Lawrence Epstein
Senior Executive Vice President & Chief Operating Officer at UFC



Pat Cunnane
President and Chief Executive Officer of Advanced Sports Enterprises



Patricia (Patti) Röckenwagner
Chief Communications Officer, STX Entertainment



Robin Thurston
Chief Executive Officer, Helix



Swin Cash
Retired WNBA Legend, Philanthropist, and Sports Commentator

EX-OFFICIO MEMBERS



Don Wright, M.D., M.P.H.
Acting Executive Director, President's Council on Fitness, Sports & Nutrition



Gary H. Gibbons, MD
Director of the National Heart, Lung, and Blood Institute (NHLBI) at the National Institutes of Health (NIH)



Karen DeSalvo, MD, MPH, MSC
Acting Assistant Secretary for Health



Thomas Frieden, MD
Director, Centers for Disease Control and Prevention



Ursula Bauer, PhD, MPH
Director, National Center for Chronic Disease Prevention and Health Promotion, the Centers for Disease Control and Prevention



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