

**OUR IMPACT** 2021

***MARATHON KIDS***



## LETTER FROM CEO & CHAIRMAN

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This was a year like no other and I am incredibly proud to have been a part of the Marathon Kids team. As the global pandemic took hold in spring of 2020 Marathon Kids was deep into a digital transformation of the program that would create open access and free programming to any school or community organization in the country. Then kids were sent home, parents had to become teachers, community organizations were shuttered. Marathon Kids moved quickly to address these new needs. We finished the season strong and added additional features to reach parents and connect coaches, kids and parents in a new way.

We launched Marathon Kids Connect in August while schools and communities were still dealing with remote learning, hybrid learning and on campus learning. Our dedicated network of volunteer coaches stepped up and reached across boundaries to engage with parents in a new way. We had more than 6,000 parents create accounts to make sure their kids were getting the physical activity they need. We could not have been successful without this level of support and action. Our kids logged 1,495,100 miles! That is more than 57,000 marathons.

As we look toward the future, we are excited to see what this next year will bring. We believe we now have the ability to reach an almost unlimited number of kids. We are eager to work with school districts to bring an enterprise level program to the table to deepen the impact we have for each individual participant. We are more prepared than ever before to deepen engagement across our communities, provide better data and information to map success and inclusivity, and allow coaches to meet kids where they are, guiding them to reach their full potential with exciting new virtual rewards and recognition possibilities.

The Marathon Kids family including our staff, board and partners continue to work toward raising the bar every year so that we can better meet 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.

We know kids are facing an uphill battle as they return to school and readjust to the new normal. They have lost a lot academically, socially, and emotionally. We know Marathon Kids and physical activity can be a game changer for them. It not only makes them feel better physically, but provides them the tools they need to confidently tackle the challenges ahead. I remain confident that our team will continue to follow our core values of - Community, Agility, Inclusivity, Empowerment, and Dedication to give all kids the best opportunity to reach their full potential.

Sincerely,  
**Cami Hawkins**  
Chief Executive Officer

**Chis McClung**  
Chairman of the Board

**During the 2020 season, Marathon Kids  
athletes logged *56,684* marathons!**



**92,664**

Active Runners



**597**

Clubs



**30,000,000**

Active Minutes



**NATIONAL**

***Mileage Leaders***

Yarbrough Elementary | Midland, TX  
Garden Park Elementary | Brownsville, TX  
Crab Orchard Elementary | Crab Orchard, TN



**1,485,126**

Total Miles





## George Adkins

**River Ridge Elementary in Evans, Georgia**

George Adkins teaches PE at River Ridge Elementary in Evans, Georgia. Together with his colleague Laura Paulos, he heads up the school's Marathon Kids runners, a group of nearly 700 kindergartners through fifth-graders who call themselves the River Ridge Racers.

"We have students who come from all corners of the globe, all socio-economic levels and various family make-ups," Adkins says. "This is partially due to a large military base and medical field in our area. Activities before and after school get students moving either inside or outside on a daily basis. We have two recess periods each day for students to run and play. They have a love for PE and enjoy learning different ways to make and keep themselves healthy."

[Read More](#)





## Crab Orchard Elementary

Evans, Georgia | Coach Cindi Miniard

Cindi Miniard, a physical education teacher at Crab Orchard Elementary in Crab Orchard, Tennessee, had been searching for ways to involve more of her school's younger students in daily physical activity when she happened across Marathon Kids online. Immediately, she says, "I thought it would be a great fit for my school. After learning about the program, I knew it would involve a lot of students who weren't otherwise involved in sports or activities. It also seemed like a great fit for classroom teachers to implement."

Together with another coach, Coach Kayce, Miniard coaches the Crab Orchard Marathon Kids Club. The group has 293 registered students, with third through eighth grades participating. Miniard also hosts an after-school run club with 62 pre-K through eighth-grade students registered. "We partner with Tennessee State Park Run Clubs," she says, "and Cumberland Mountain State Park is our home park. The goal of the program is to get the students outdoors and in the parks. They are helpful in promoting running with the kids."

Crab Orchard is in rural Cumberland County, and many of the elementary school students come from low-income families. The nearest larger town, Crossville, is several miles away. "It's difficult for some of our students to do any type of extra-curricular activities in Crossville," Miniard says. "Our students enjoy physical activity and thrive on challenges, but healthy eating becomes difficult in some families, and it shows in our yearly BMI reports." The school has implemented ways to teach students and their families healthy eating habits, including cooking classes for parents on a budget, but attendance has been low.

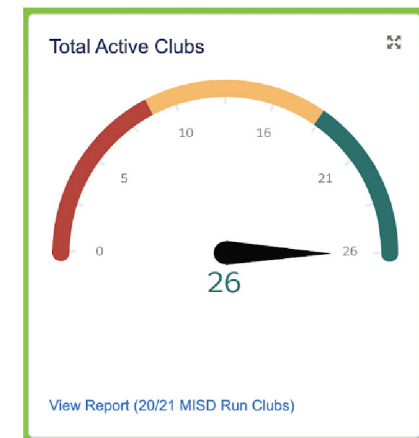
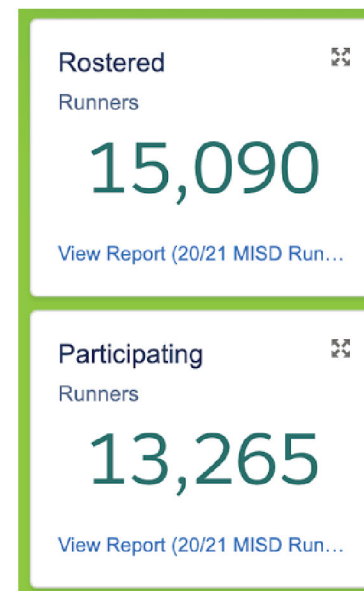
[Read More](#)





# Midland ISD

9 Midland ISD schools finished in the Top 25 Programs



Top Midland ISD School: **Yarbrough Elementary**

Read about Coach Isaac Zertuche Marathon Kids program [here](#).



# STATEMENT OF ACTIVITIES

For the Year ended May 31, 2021

## Net Assets Without Donor Restrictions

### Revenues

Contributions	\$ 427,047
Return on Investments	339,691
Fees for Service	80,935
Other Revenues	40,516

**Total Revenues** **888,189**

Net Assets Released from Restriction	1,044,986
<b>Total Revenues Without Donor Restriction</b>	<b>1,933,175</b>

### Expenses

Marathon Kids Program	1,321,805
General and Administrative	148,280
Fundraising	200,027

**Total Expenses** **1,670,112**

Change in Net Assets Without Donor Restriction	263,063
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**FOR EVERY \$1 SPENT**  
OF \$1,670,112 IN FUNCTIONAL EXPENSES

**77%**  
GOES TO  
PROGRAM SERVICES

**8%**  
GOES TO  
GENERAL AND  
ADMINISTRATIVE

**15%**  
GOES TO  
FUNDRAISING

## Net Assets With Donor Restrictions

Contributions	\$ 997,326
Net Assets Released from Restriction	(1,044,986)

Change in Net Assets With Donor Restrictions	(47,660)
Total change in net assets	215,403
Net Assets, Beginning of Year	2,911,340

**Net Assets, End of Year** **\$3,126,743**

# KEEP TEXANS ACTIVE

**VIRTUAL CHALLENGE | MAY 2021**

PRESENTED BY



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**MARATHON KIDS**



## Texas Beef Council

The Texas Beef Council and Texas Beef Team partnered with Marathon Kids in the month of May for the Keep Texans Active Challenge. The goal - run the circumference of the State of Texas ten times, 30,000 miles, and raise \$10,000 for Marathon Kids.

**More than 200 Team Beef members and 100 community members logged 30,015.48 miles and raised \$16,877!!**

The Texas Beef Team is a group of beef-loving fitness enthusiasts supported by Beef Loving Texans and 130,000 cattle farmers and ranchers across the Lone Star State. Beef Loving Texans runners are committed to living active, healthy lifestyles and are dedicated to serving their community and helping others lead healthier lives. Together, Beef Loving Texans and the Texas Beef Team are working toward inspiring a healthier Texas.



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**MARATHON KIDS**



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# ***MARATHON KIDS***

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[www.marathonkids.org](http://www.marathonkids.org)