

**MARATHON
KIDS**

2021-2022 IMPACT REPORT

2022

INTRODUCTION

MISSION

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

Vision

All kids active and healthy for a lifetime.

MESSAGE FROM THE CEO

The 2021-2022 season of Marathon Kids gave us the evidence we were looking for to support our decision to enter the digital delivery world. As we continued to manage through the global pandemic and regain our footing in our schools and community organizations, we were inspired by the incredible resiliency and amazing enthusiasm of our volunteer coaches to support and encourage their kids to reach new heights.

Our Marathon Kids Connect platform is proving to be a powerful tool for our coaches, and more importantly, is providing us with real-time data that will inform and direct how we make improvements to the program and its implementation. We were encouraged by the number of clubs that returned this year, as well as the number of new clubs that were added. We were able to provide programming in 45 states to 672 different communities and more than 150,000 runners. Our kids crushed over three million miles this year!

We could not be successful without the dedication of our Marathon Kids family. The staff, board members, volunteer coaches, and community members continue to raise the bar so that we can meet our mission to show all kids they can achieve more than they ever thought possible and get on a path to healthier lives.

As we prepare for the upcoming season, we recognize a need to create a more sustainable funding model. We also believe that we can deepen our impact for every participant by creating a community of engaged and supportive adults. We have some exciting partnerships in the works and we are looking forward to a bright future ahead. We hope you will continue to follow our story as we work to reach more kids at a deeper level than ever before. I am excited for the upcoming season and look forward to sharing our progress.

Sincerely,
Cami Hawkins
Chief Executive Officer

BY THE NUMBERS

During the 2021-22 season, Marathon Kids runners crushed **126,670** marathons.



155,015

Active Runners



672

Clubs



2,717

Active Coaches



3,318,761

Total Miles

The 672 run clubs are located all across the United States.

RUNNER FEATURE

Meet fourth-grader West Edwards! In 2022, he reached a huge milestone: 500 Miles!

West goes to Davis Elementary School. His PE teacher is Coach Aimee Edwards, who supports the school's classroom teachers in using Marathon Kids during WOW time. WOW stands for Working Out for Wellness, an Austin ISD initiative aimed at helping kids meet their district-mandated daily requirements for active time at school.

During the 2021-22 school year, the Davis Marathon Kids running club had 624 students participating, covering more than 24,000 miles before the end of May.

West contributed an average of three miles daily to that total and reached his 500th mile on May 26. Coach Edwards invited the entire school to cheer him on as he hit this major milestone.

He did it all with the Marathon Kids program.



CLUB/COACH FEATURE

According to Sarah Zdeb, Marathon Kids has a simple but powerful influence on her school and community: “It has gathered a community of runners.”

As a Physical Education teacher at Lieck Elementary School in San Antonio, Zdeb says, “my passion is inspiring healthy lifestyles for all. Marathon Kids is a great support for this goal. I enjoy watching the students become stronger both mentally and physically over the seasons.” As a campus, she says, everyone at Lieck strives together “to teach and foster healthy choices for our whole community. We offer many before and after-school programs that enhance the learning of our students, and we invite most of our student population ranging from second through fifth grades to participate in Marathon Kids.”

The run club includes students of all abilities. Currently, there are 38 active participants who have run well over 1,700 miles together—more than 66 cumulative marathons. Though each runner is working toward his or her own mileage goals, they are doing it together.

This is part of the magic of Marathon Kids: Zdeb has found that many students are drawn to it “because they enjoy the team feel of it.”



STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED MAY 31, 2022

Net Assets Without Donor Restrictions:

Revenues and Support:

Contributions	\$ 162,397
Sponsorships	28,347
In-kind contributions	114,050
Return on investments	(88,527)
Fees for service	101,685
Forgiveness of PPP loan	162,750
Other revenues	39,055

Total Revenues 519,757

Net assets released from restrictions 770,000

Total Revenues and Support 1,289,757

Expenses:

Marathon Kids Program	1,084,041
General and administrative	265,826
Fundraising	157,114

Total Expenses 1,506,981

Change in net assets without donor restrictions (217,224)

Net Assets With Donor Restrictions:

Contributions	570,000
Net assets released from restrictions	(770,000)

Change in net assets with donor restrictions (200,000)

Total change in net assets (417,224)

Net assets, beginning of year 3,126,743

Net assets, end of year \$ 2,709,519

DONOR FEATURE



In 2022, The Moody Foundation graciously provided Marathon Kids with a gift of \$10,000 to match dollars raised for the Austin Marathon.

Each year, Marathon Kids raises crucial funding for our program through peer-to-peer fundraising tied in with the popular Ascension Seton Austin Marathon, held in February. Our fundraisers became a part of our Team Marathon Kids—an exclusive fundraising team that builds camaraderie and drives team members toward our mission.

In 2022, we raised \$10,085 for the Ascension Seton Austin Marathon via Team Marathon Kids. Our team was built by 6 individuals who were racing the 5K, half, or full marathon. Throughout the months leading up to their races, they connected with family, friends, professional networks, and even company matches and donor advised funds to help us meet the \$10,000 goal. By meeting this goal Marathon Kids earned the \$10,000 match from the Moody Foundation. The Moody Foundation is guided by a sincere and compassionate commitment to improve the present and future lives of Texans, including intervening to improve the health and wellness of our youth and their families.



**The Moody Foundation
provided a matching
gift of \$10,000 raised
at the Austin Marathon**

SPONSORS & PARTNERS

Special thank you . . .



MEET THE BOARD OF DIRECTORS

Chris McClung (Board Chair)
Co-Owner
Rogue Running

Connie D. Weaver (Treasurer)
KPMG Professor of Accounting
Texas A&M University

Harold W. (Bill) Kohl, III, Ph.D.
Professor of Epidemiology and
Kinesiology
University of Texas Health
Science Center - Houston
Michael and Susan Dell
Center for Healthy Living
University of Texas at Austin
Department of Kinesiology
and Health Education

Iram Leon
Past President
Austin Runners Club

Mary Rice-Boothe, Ed.D. (Vice Chair)
Chief Access and Equity Officer
NYC Leadership Academy

Jeffrey Stukuls
Chief Financial Officer
Alexander Dubose Jefferson &
Townsend

Betsy Foster (Emeritus Member)
Chief Executive Officer
Healthy America

Shannon Moorman
Global Head of TA/Executive
Recruitment
WPP

Don Hunter
Managing Director
HLGroup, Inc.
Principal
Dallas Loop-the-Lake Foundation

Marcy Greer (Board Secretary)
Partner
Alexander Dubose Jefferson &
Townsend

Cami Hawkins
CEO
Marathon Kids

**Raoul Celerier, CFP®, MBA,
CRPC®, CEP®**
Private Wealth Advisor, Managing
Director
Austin Private Wealth

Luis Aguiluz
Head of Digital Integration &
Innovation
AGLV Consulting

Sam Espinosa
VP of Marketing
Next Caller

MARATHON KIDS

**4029 S CAPITAL OF TEXAS HWY #125
AUSTIN, TX 78704**

www.marathonkids.org