

The background of the cover is a photograph of children running in a marathon, overlaid with a semi-transparent blue filter. On the far left, there is a vertical blue bar with a white geometric pattern. The title 'MARATHON KIDS' is centered in large, bold, white, italicized sans-serif font. Below it, the subtitle 'IMPACT REPORT | 2020' is centered in a smaller, white, sans-serif font. A child in the foreground on the left is wearing a white t-shirt with 'MARATHON KIDS' and a race bib with the number '32' and the year '2016'.

MARATHON KIDS

IMPACT REPORT | 2020

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CEO & Board Chair Statement

As we head into the 25th season of Marathon Kids, the future is bright even in difficult times. We served **133,695 kids** in the 2019-2020 season who logged **over 5,400,000 miles** in **40 different states**. We had **over 890 PE teachers and Run Club coaches** leading the charge and investing countless hours in the program to make a difference in so many young lives. Many program leaders also seamlessly transitioned to virtual programming due to the COVID-19 pandemic, allowing their kids to finish their marathons and still earn their rewards in the face of challenging circumstances.

We have a committed staff and supportive board that embody our core values - *Community, Agility, Inclusivity, Empowerment, and Dedication*. We are supported by amazing partners that continue to invest in us and trust us to better meet our mission year after year. Through running, we show kids they can achieve more than they ever thought possible and put them on the path to healthier lives.

In order to better meet this mission for the next 25 years, the 2020-2021 season will be a year of transition and evolution for us. We will become the first, national run-program for kids to make the leap into the digital age with our Marathon Kids Connect mobile lap tracking application and web-based platform. After a successful pilot with a lap tracking software last year, Marathon Kids doubled the number of kids served in 2019-2020. Consequently, we have committed ourselves to an open-access model with free programming for all.

Marathon Kids Connect, our new digital platform and mobile application, will create deeper 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.

This will be a transformational year ahead for us. Together with our donors and sponsors like Nike and H-E-B, we will celebrate the success of our past and ensure a vibrant future for the next generation of Marathon Kids. Just as our Marathon Kids will do on the road, track or gym surface, we will take it one step and one mile at a time.

Cami Hawkins

Cami Hawkins, CEO

Chris McClung

Chris McClung, Board Chair

IMPACT REPORT **2020**

MARATHON KIDS



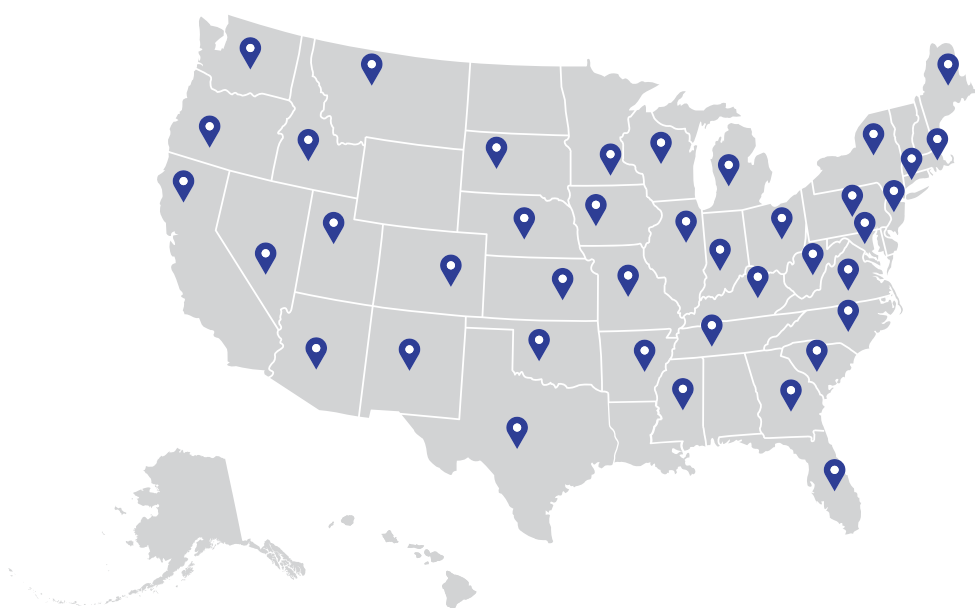
5,410,063
TOTAL MILES RUN

895
CLUBS

133,695
RUNNERS

895
COACHES

636
VOLUNTEERS



40
STATES

Marathon Kids run clubs in schools
and community organizations.



PROGRAM SUMMARY

2020

MARATHON KIDS

MARATHON KIDS CONNECT

Marathon Kids Connect

Runners in Marathon Kids run clubs across the country made incredible progress in 2019, and they weren't the only ones. The organization itself also took important steps forward with a new initiative—Marathon Kids Connect—designed to help make the Marathon Kids program open and accessible to everyone.

Marathon Kids Connect is the organization's new digital physical activity tracking technology. In the past, coaches, teachers, and volunteers have tracked students' progress manually on mileage logs provided by Marathon Kids. They now have the option to download the Marathon Kids Connect app to their phones. Student runners receive individualized ID cards to scan as they complete each lap, automatically uploading their mileage to their run clubs' Marathon Kids Connect accounts.

Marathon Kids Connect offers runner recruitment, impact reports, a parent portal, and a free mobile app for physical activity tracking. It's now easier than ever for coaches, PE teachers, classroom teachers, students, and parents to track miles, access free resources, and celebrate students' progress throughout the year.

Whether kids are running at school or meeting milestones at home during periods of remote learning, Marathon Kids Connect helps coaches and parents to work together to track kids' physical activity and celebrate their achievements along the way.



LEADERSHIP ACADEMY

It Starts with the Leader

Marathon Kids Leadership Academy provides dynamic professional development and training for schools and organizations ready to build a culture of health in their community. Our traditional in-person training and annual Leadership Academy were transformed this year in part due to Covid-19 response, but also because of increased demand for continuing education as well as an organizational goal to better measure impact and participation.

This year, we offered more district-level training and created a library of video tutorials. Additionally, we focused on responding positively to all requests for training with an in-person visit whenever possible, or training via webinar. We want to ensure coaches feel equipped to use our newest digital tool—Marathon Kids Connect—and we'll continue to invest in virtual training opportunities as our free programming will invite more and more coaches into our community.

TRAINING MODULES INCLUDE:

- Safe Distance Run Clubs
- Measuring and Increasing MVPA
- Integrating Social-Emotional Learning and Physical Activity
- Behavior Adoption Strategies to Increase Self Confidence
- Building Community and Advocacy Around Physical Activity
- Best Practices to Drive Success

838

Trained Coaches

337

Ambassadors





Walk the Walk and Talk the Talk

Walk and Talk is a free program for families to challenge them to walk a mile and talk about a new topic each day. We provide a special mileage log to track the distance they walk, along with 26 conversation starter cards—one for each mile.

1,669 parents in all 50 states signed up for Walk and Talk in FY20!



HIGHLIGHTS OF **2020**

MARATHON KIDS

Athlete Feature



“

“Sometimes it does get hard, but I just keep going. I enjoy running because it keeps me active and healthy. There’s nothing I dislike about running.”

HAILEY WALKER
RAN 717.8 MILES THIS SCHOOL YEAR | LENOIR, NORTH CAROLINA
(CLICK HERE TO READ MORE)

Coach Feature

“

“I believe that Marathon Kids provides many resources that can be given to students and their families to encourage them to exercise together. Marathon Kids is also a great way to start the day. Running and exercise help the students not only physically, but mentally as well. They release tension when they exercise, and then they feel more relaxed and ready to learn.”

COACH MARIA ORNELAS
LOCKWOOD AVENUE ELEMENTARY | LOS ANGELES, CALIFORNIA
LOCKWOOD SHINING STARS RUN CLUB WAS SPONSORED BY
LOS ANGELES DODGERS FOUNDATION
(CLICK HERE TO READ MORE)



Club Feature



“

We have an extensive trail system adjacent to our school in the Cascade Mountain range,” says Coach Kernan. “We have had our club for over two years. During that time, we have run, walked and biked over 2,300 miles together. We have virtually traveled from Seattle to LA to Denver, and we’re now on our way to Austin!”

BRIGHTMONT ACADEMY | MARATHON KIDS CLUB
ISSAQUAH/SAMMAMISH SUBURBS OF SEATTLE, WASHINGTON

(CLICK HERE TO READ MORE)

Donor Feature



Double Your Run, Double Your Donation

Austin Runners Club (ARC) pledged a \$10,000 match for donations made to Marathon Kids during the month of May. Participants were challenged to run any distance, double their run by running again on the same day, then make a donation to Marathon Kids that ARC would double.

\$11,189 was raised during the Double Your Run campaign, which grew to \$21,189 after ARC donated \$10,000.

SUPPORTERS **2020**

MARATHON KIDS

THANK YOU

SPONSORS



A.O. Smith Foundation
Dallas Loop-the-Lake Foundation
Swim Freak
Thiel Pediatric Dentistry

Austin Runners Club
Half Price Books
Tejas Trails
Victory Medical

Cotton Holdings
Netspend
Texas Beef Council
Whole Foods Market

MAJOR DONORS

Beth and Bryan Plater
Lynette and Trey Snider

IN-KIND DONORS

Austin American-Statesman
KXAN
Mighty Fine
Puddle Jumpers

PROGRAM PARTNERS

Active Schools
Athletes for Hope

DISTRICT PARTNERS

Austin ISD
Beaverton School District
Corpus Christi ISD
Midland ISD

FINANCIALS OVERVIEW

2020

MARATHON KIDS

Statement of Activities
For the Year ended May 31, 2020

Net Assets Without Donor Restrictions

Revenues

Contributions	\$ 845,719
Return on Investments	94,479
Fees for Service	129,306
Other Revenues	22,163

Total Revenues **1,091,667**

Net Assets Released from Restriction	901,764
Total Revenues Without Donor Restriction	<u>1,993,431</u>

Expenses

Marathon Kids Program	1,577,893
General and Administrative	158,824
Fundraising	302,361

Total Expenses **2,039,078**

Change in Net Assets Without Donor Restriction	<u>(45,647)</u>
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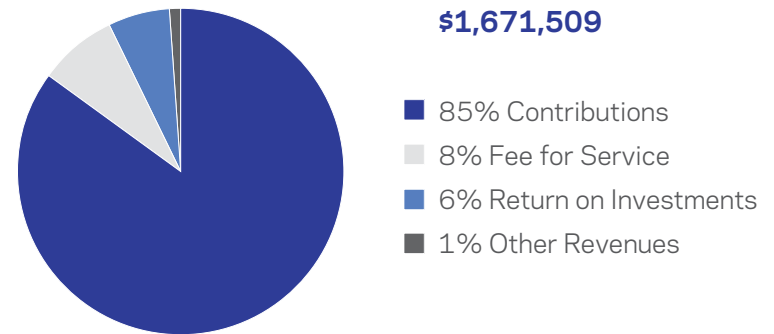
Net Assets With Donor Restrictions

Contributions	\$ 579,842
Net Assets Released from Restriction	(901,746)

Change in Net Assets With Donor Restrictions	(321,922)
Total change in net assets	(367,569)
Net Assets, Beginning of Year	<u>3,278,909</u>

Net Assets, End of Year **\$2,911,340**

REVENUES AND SUPPORT:



FOR EVERY \$1 SPENT
OF \$2,039,078 IN FUNCTIONAL EXPENSES

<p>77%</p> <p>GOES TO PROGRAM SERVICES</p>	<p>8%</p> <p>GOES TO GENERAL AND ADMINISTRATIVE</p>	<p>15%</p> <p>GOES TO FUNDRAISING</p>
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BOARD OF DIRECTORS **2020**

MARATHON KIDS

Chris McClung (Board Chair)

Co-Owner

Rogue Running

Connie D. Weaver (Treasurer)

KPMG Professor of Accounting

Texas A&M University

Luis Aguiluz

Head of Business Strategy and Innovation

GSD&M

Jack Towsley

CEO | DaVita Medical Group

Albuquerque, New Mexico

Sanya Richards-Ross

Olympic Champion

Stephen Tarleton

VP of Marketing and Business Development

LogicMonitor

Jeffrey Stukuls (Vice Chair)

Chief Financial Officer

Alexander Dubose Jefferson & Townsend

Betsy Foster (Immed. Past Chair)

Global VP of Business Development

Whole Foods Market

Korey Wisland

Operations Manager

Nexstar Broadcasting/KXAN/KNVA/KBVO-TV

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

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

Tom Whiteside

Director of Community Engagement

United Way for Greater Austin

MARATHON KIDS

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marathonkids.org

