

THE
GRASSROOTPROJECT

2018

ANNUAL REPORT





Letter from the **Founder and Executive Director**

Dear Grassroots supporters,

Wow, it's hard to believe that we are already well into 2019! We kept telling ourselves that we'd make time to write this annual report before Christmas, but the momentum of the year has been unstoppable. We are coming off of one of the most successful athlete trainings that we've ever had; we are in our first full-scale launch of our new nutrition and physical health curriculum; and we are already in the process of developing our mental health curriculum. It has been a huge honor and a lot of fun to work with our team over the past year, and together we have been able to make some amazing things happen.

We could not have done all of this with the same size team that we had in 2017. In the past year, we hired additional staff, created a new leadership pipeline for our student-athlete volunteers, and built new and stronger partnerships with universities and middle schools. Jane Wallis, MPH joined us as Director of Programs, and she has done an incredible job managing an extremely busy programming team at TGP. In 2018, we also piloted a 'trainer of trainers' programs in which we put six of our best student-athlete facilitators in charge of recruiting and training their peers in the

TGP curriculum. We also brought on a handful of other student-athletes as interns, Leader Team members, and ambassadors at their schools.

In the past year, we have raised more funds than ever before. That's thanks to larger and longer-term commitments from some of our long-time corporate partners and family foundations, but it's also thanks to local giving circles (thank you, Many Hands and Hexagon!), as well as the more than 30 people who ran the Marine Corps Marathon in our honor and the nearly 250 people who attended the inaugural "Grassroots Gala" in March.

This summer, I could not be more excited to be able to attend the graduation of one of our first ever Grassroots participants from 2009, who recently wrote, "I'm so glad that I was introduced to TGP in middle school. I gained so much knowledge and even had the chance to travel to South Africa. They helped shaped me into the person I am today because of all the role models I looked up to."

Thanks for continuing to help place role models in DC middle schools, and we look forward to all of the great work that 2019 will bring!

Sincerely,

Tyler Spencer



Letter from the **Director of Programs**

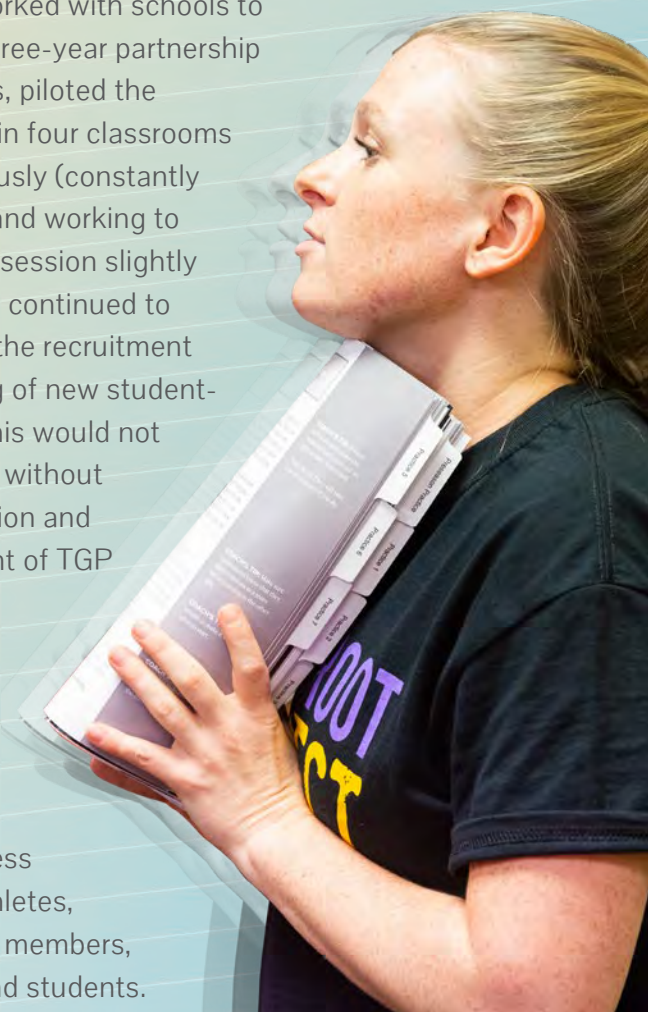
Dear Grassroots Family,

What a year 2018 had been! If I could use one word to describe the past year, it would be quality.

Quality amongst student-athlete facilitation took a new leap in 2018 with our newest leadership and facilitation development program - the first ever “Master Trainers” cohort. Six student-athletes dedicated 8 weeks to TGP this summer with a full internship and trip to South Africa. In this time, they learned new facilitation skills, created a guide to teaching new volunteers about the TGP curriculum, and learned more about local health issues and the social determinants that affect these issues in our communities. Not only have trainings increased in quality, but the growth and maturity of these six master trainers has been immeasurable.

The quality of training and student-athlete facilitation has had a direct impact on the quality of programming. As we continue to emphasize fidelity (the extent to which our athletes adhere to the core components of our curriculum), we have seen post-survey results skyrocket and students continue to exclaim more excitement about the program. We now have a minimum of five coaches in each program, and several programs in the Fall of 2018 had seven or eight coaches. This allows for continued relationship-building and more small group activities.

A pipedream into a pipeline. When we first decided to initiate the “pipeline” approach to Grassroots, we realized that researching, creating, piloting and beginning not one but two new curricula in two years would be daunting. At the end of 2018, our team showed that not only is this possible, but we can also do it sustainably. Staff completed focus groups, literature reviews, created activity content, worked with schools to sign new three-year partnership agreements, piloted the curriculum in four classrooms simultaneously (constantly recreating and working to make each session slightly better), and continued to expand on the recruitment and training of new student-athletes. This would not be possible without the dedication and commitment of TGP staff, three cohorts of Global Health Corps Fellows, and countless student-athletes, community members, teachers and students.



Quality programming also expanded to include parents and caregivers. In 2018, we completed Grassroots Fam at 7 schools and worked with over 75 parents. Grassroots Fam is a two-session after-school workshop where parents and caregivers learn the sexual health basics and then have the opportunity to practice and discuss communication techniques. The curriculum allows for discussion and community building, and when I tell you every topic under the sun



has been covered, I am NOT exaggerating. I am continuously impressed by the dedication and commitment of parents in DC. These sessions are community building at its finest, and I feel grateful and hopeful after each session.

Quality extends across the board to our graduation ceremonies, branded, Grassroots Connect, complete with more than five local service providers to introduce our students to other organizations working within their community to assist in sexual health testing, nutrition counseling, healthcare navigation, and access contraceptives. These events are nothing short of fun, exciting, filled with new learning opportunities, and just the right amount of chaos - the perfect Grassroots combination.

As we expand our focus, it is not just about reaching more people in DC, but we also have the goal of reaching each individual with a higher quality and quantity of programs. The goal is that every student has three years of TGP in school programming, with three different health focus areas, three opportunities to connect to community service providers at Grassroots Connect, three opportunities for their families to be involved and learn at Grassroots Fam, and that all of these service points increase the effectiveness of our life-skills based approach to improving health outcomes.

As we enter 10 years of programming, I am as excited as I was as a freshman student-athlete learning my first Grassroots game.

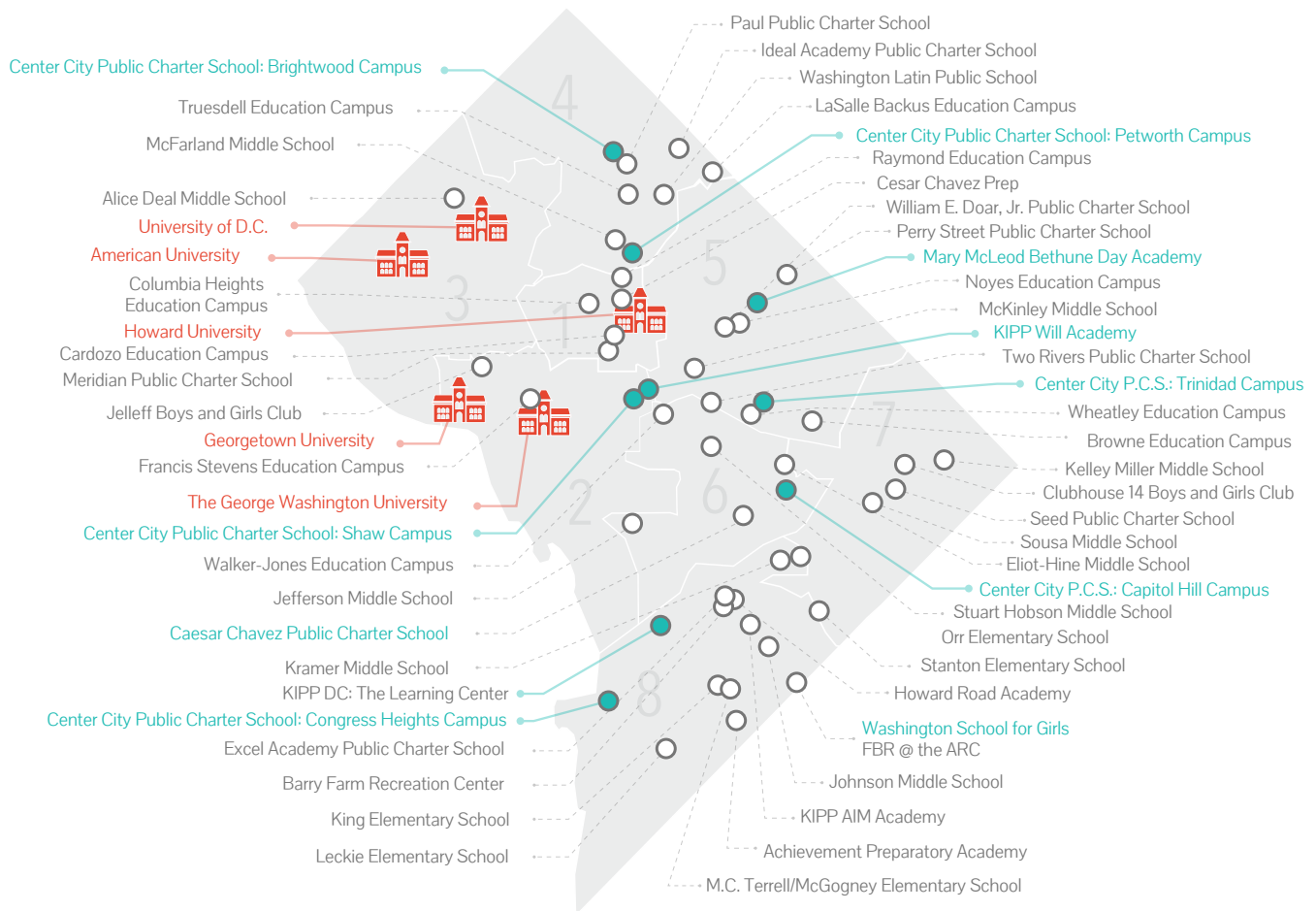
Cheers to the next decade!

Jane Wallis



Our Footprint in Our Nation's Capital

Schools and universities in the District of Columbia in which The Grassroot Project has operated.



The Pipeline

As TGP has grown, we've built a full health education curriculum for DC adolescents. We call it The Pipeline. In many cases, we are working with the same middle-school students over three years. The curricula grows each with students to teach them life skills within the context of specific health focus areas: sexual health, nutrition, & mental health.

**6th
GRADE**

SEXUAL HEALTH PROGRAM



**7th
GRADE**

NUTRITIONAL HEALTH PROGRAM



**8th
GRADE**

MENTAL HEALTH PROGRAM



*Knowledge +
Communication +
Access to/Information
about Resources*

=

*More positive
health
decisions/
choices*

=

*More
positive
health
outcomes*

How Our Programs Fit Into the Pipeline



Grassroots Programs

Our 8-10 week long programs ensure that students have the health knowledge and skills they need to make positive health choices.



Grassroots Connect

Our community health fairs provide opportunities for schools, students, & their families to engage with health service providers in their communities to help them in accessing health resources.



Grassroots Fam

Our parent & caregiver programs ensure that families have the health knowledge and communication skills they need.



Our Model

1



We recruit NCAA Athletes to become health educators.

2



Over 16 hours of training, we give these athletes the knowledge and skills they need to be successful Grassroots Coaches.

3



Grassroots Coaches facilitate health education programs in the DC community.



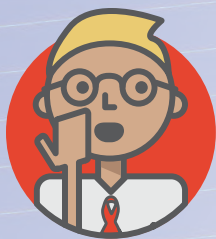
Grassroots Programs



Grassroots Connect



Grassroots Fam



Grassroots Connect

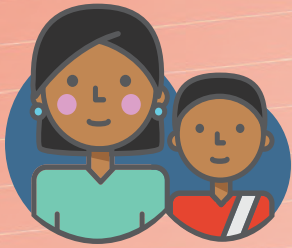
Each semester, we organize graduation ceremonies to celebrate the completion of our school programs. At these ceremonies, we bring students from different schools together to have fun. In addition to celebrating the completion of programs, Grassroots Connect links our students and their families to providers of different youth-friendly health services that we discuss in our curricula.

In Spring 2018, we focused on connecting students and families to providers of youth-friendly sexual health services. We held two separate Grassroots Connects events. Organizations that attended Grassroot Connect events are: Children's National, Girls Health Ed, Latin American Youth Center, Mary's Center, Planned Parenthood, Unity Health Care, Us Helping US, and Whitman-Walker Health. Students learned vital information regarding HIV and STI testing and treatment, family planning services, and counseling and social support.



In Fall 2018, we also held two separate Grassroots Connect events. Given that Fall 2018 saw us pilot a newly created Nutrition and Physical Health curriculum, we invited providers of nutrition services in addition to providers of sexual health services. The following service providers partnered with us to make Grassroots Connect events successful in 2018: Girls Health Ed, Planned Parenthood, Us Helping Us, Whitman-Walker Health, Capital Area Food Bank, DC Central Kitchen, and CentroNia. The presence of these organizations helped make Grassroots Connect a success!

Keeping in line with our Pipeline schedule, we look forward to expanding Grassroots Connect to also include mental health service providers by the end of 2019!



Grassroots Fam

To build off of the successful rollout of Grassroots Fam in Fall 2017, we have continued to engage parents/caregivers by holding more Grassroots Fam events in schools. Grassroots Fam programs serve to familiarize parents/caregivers with our sexual health curriculum, thereby ensuring that parents/caregivers have correct information about sexual health statistics, strategies for prevention, and options for treatment. In addition, through Grassroots Fam, we share parent-child communication strategies surrounding sensitive topics that our curriculum address.

In Spring 2018, we held Grassroots Fam programs at Center City PCS Capitol Hill, Center City PCS Petworth, and at Perry Street Prep, where, collectively, we engaged 33 parents and caregivers.

Meanwhile, during the Fall 2018 semester, we also held 3 Grassroots Fam programs: at KIPP Will Academy, Center City PCS Brightwood, and Washington School for Girls, where we engaged 38 parents and caregivers.



"Students benefit because (after Grassroots Fam) their parents are much more knowledgeable and prepared to have conversations with them about sexual health. This way, parents can reinforce the knowledge (gained from Grassroots curriculum)."

Isabel Rose
(Georgetown University - Rowing)





Student-Athlete Updates

In addition to equipping DC youth with health information, TGP is fully dedicated to ensuring the leadership and professional development of student-athletes. TGP realizes that investing in leadership and professional development of student-athletes makes them better facilitators and in turn helps increase fidelity and quality of school programs. For this reason, 2018 saw TGP engage in a variety of activities that aimed to support the development of student-athletes. Some of the highlights are:

For the first time ever, 2018 saw us conduct three separate Athlete-2-Coaches trainings, two of which were fully facilitated by Master Trainers! Of the three trainings, two were traditional fall and spring trainings, which we supplemented with a summer training. Holding a summer training enabled us to reach to athletes that we could otherwise not be able to train during the school year because of conflicting athletic schedules. In total, we trained 117 new student-athletes from the three trainings.

In spring 2018, we organized a networking night for our student-athletes where we invited professionals from different fields to share insights on steps that student-athletes can follow to pursue such careers. The event was unique because it allowed student-athletes to interact with the invited guests in a more relaxed environment.

Similarly, in the fall of 2018, we asked student-athletes to propose their own professional development event. In response, they helped to organize a career exploration panel. In December 2018, we hosted the panel at our office. It included five professionals from a diverse array of career backgrounds. They shared stories about their career journeys, and they highlighting the lessons that they learned along the way. At the end of the night, the panelists offered themselves as mentors to TGP athletes.



Finally, to provide program management experience to student-athletes, TGP has continued to offer internship opportunities to student-athletes. In fall 2018, we recruited two student-athletes from American University who assisted to pilot our Nutrition and Physical Health curriculum.



"Most athletes struggle when their athletic career is over and they are trying to find themselves. I feel like TGP is another outlet for athletes to find themselves after athletics"

Tyree Leonard
(Howard University - Football)

In 2018,

90

NCAA athletes facilitated TGP's programs.

These athletes came from

27

sports teams at 4 DC universities.

In total, these athletes volunteered more than

3,000

hours to provide health education, youth development, linkages-to-care, and parent-child communication programs in DC schools.

Research and Evaluation Update

Over the past year, we have expanded the number of students that we reach from 231 students in 2017 to 525 students in 2018, and this number will continue to grow in 2019. In 2018, we delivered eight-session health promotion programs in 22 classrooms at 10 schools across DC. We also launched our new health communication workshops for the parents and caregivers of our students, and 78 adults attended these “Grassroots Fam” sessions. An analysis of our pre and post-program assessments, interviews from teachers, and feedback from students showed that TGP’s work was successful.



In 2018, with the launch of new curricula and the vision of expanding in the coming years, TGP aimed to double down on our research efforts and to share our work at local and national conferences. In the past year, we have had presentations and abstracts accepted for publication at the conferences listed on the next page.

Conference

Theme

American School
Health Association

Developing, Piloting, and Evaluating a School-Based Mental Health Program in Washington, DC

Developing, Piloting, and Evaluating a School-Based Nutritional Health Program in Washington, DC

Best Practices for Optimizing School Interventions that Support Parent and Caregiver Engagement in Sex Ed.

NCAA Headquarters

Mobilizing NCAA Student-Athletes to Improve Urban Health

CDC National
HIV Prevention
Conference

Organizational Development: Lessons Learned from Founding and Growing a Youth-Led Public Health Organization

National Sex Ed
Conference

The Grassroot Project: NCAA Student-Athletes Promoting Sexual Health in DC Middle Schools

Strategies for Engaging Parents and Caregivers in School-Based Sexual Health Education

Adolescent Pregnancy
Prevention Conference

The Development and Early Results of the Grassroots Fam Parent-Child Communication Program



"I liked that I learned about my health and what is good for me."

Middle school student at Center City Public Charter School - Brightwood Campus

Staff and Leadership

Office Staff and Interns



Tyler Spencer

Founder and Executive Director



Jane Wallis

Director of Programs



Limbani Kamanga

Program Manager, Athletes



Alexandra McAuliffe

Program Manager, Schools



Lucia Rose

Curriculum Development Intern



Brooke Stapleton

Curriculum Development Intern



Swezen Kizito

Curriculum Development Intern



Nea'la Prue

Community Intern



Myaira Arnold

Community Intern



Micah Fluellen

Visual Communications Intern



Master Trainers and Athlete Leader Team Members

Callie Fauntleroy
Jon Mabie
Samantha Francucci
Dylan Wolfe
Skylar Iott
Swezen Kizito
Evan Garry
Jess Hagler
Spencer Kelly
Courtney Dalton
Isabel Rose
Celine Bennett

GWU, Volleyball
GWU, Rowing
American U, Soccer
American U, Soccer
GWU, Volleyball
American U, Soccer
GWU, Track
GWU, Rowing
Howard U, Tennis
Howard U, Volleyball
Georgetown U, Rowing
Georgetown U, Sailing



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Tyler Spencer

Founder and Executive Director

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Ben Hecht

Denise Jobin Welch

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Evalyse Limon

David Lincoln

Ronald Magers

Ashley Mahoney

Nina Martinez

Scott McCloughan

Samantha Muratori

Mackenzie Newman

Danielle Powers

Reach, Inc.

Imani Ribadeneyra

Eddy Roth

Karen Schneider

Jeffrey Sherman

Amanda Smith

Mollie Sylvania

Jane Wallis

Financials

Figures are based on financials for the fiscal year 10/2017-9/2018.

Summary Balance Sheet

Revenue

Contributions and grants	\$526,470
Program service revenue	\$0
Investment Income	\$0
Other revenue	-\$11,518
Total revenue	\$514,952

Expenses

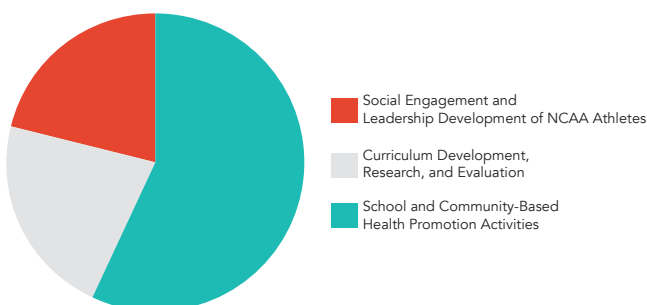
Grants and similar amounts paid	\$2,200
Benefits paid to or for members	\$0
Salaries, other compensation, employee benefits	\$237,038
Professional fundraising fees	\$0
Other expenses	\$191,632
Total expenses	\$430,870

Net Assets and Fund Balances

Total assets	\$350,602
Total liabilities	\$1,478
Net assets or fund balances	\$349,124

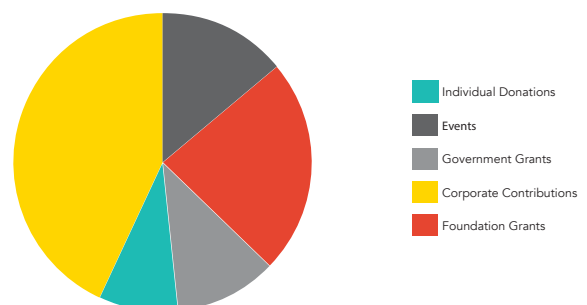
Breakdown of Programmatic Expenses by Program Area

Program Area	Percentage	Amount
School and Community-Based Health Promotion Activities	57%	\$194,822
Curriculum Development, Research, and Evaluation	22%	\$75,290
Social Engagement and Leadership Development of NCAA Athletes	21%	\$70,581
		\$340,693



Funding Sources

Program Area	Percentage	Amount
Foundation Grants	23%	\$131,130
Corporate Contributions	38%	\$215,000
Government Grants	18%	\$103,815
Events	14%	\$77,515
Individual Donations	7%	\$40,500
		\$567,960



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