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THE GRASSROOT PROJECT

ANNUAL REPORT

THE
GRASSROOT PROJECT

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MISSION STATEMENT

The Grassroot Project uses the power of sports and the platform of athlete role models to educate, inspire, and mobilize youth to live healthy lives.

LETTER FROM THE FOUNDER AND DIRECTOR OF PROGRAMS

Dear Friends,

We are excited to report on what has been an incredible year of growth and impact at The Grassroot Project. At the end of 2019, we completed a three-year curriculum development project by launching a brand new mental health curriculum. Grassroots has now grown from an organization that was created to fight a single issue-- HIV--into an organization that has mobilized a movement of NCAA college athletes to improve adolescent health across our school system. While school districts in DC and across America continue to express concerns about the resource gap for school-based health and physical activity, TGP has built an innovative and effective model that mobilizes local volunteers to improve school health. The level of excitement around our programs and the positive feedback we've received from our students and their families is unprecedented, and a recent program evaluation showed that our students are statistically improving their health literacy across a number of the National Health Education Standards.

In our most recent year alone, we have nearly doubled the number of students we've reached, and we have built stronger partnerships with P.E. teachers, college athletics administrators, and community health workers across our city. The results of this work are detailed in the pages that follow.

In the past few weeks, we have been reflecting on the term 'health equity,' particularly as it relates to the impact that the COVID-19 pandemic has had on our community. Health equity, according to the Robert Wood Johnson Foundation, means that everyone has a fair and just opportunity to be as healthy as possible. When we see health reports in our city and in many other urban areas...and when we speak to our students, their families, and our schools...we can see that we are far from achieving health equity in our society. In the coming year, Grassroots is committed to supporting our youth, their families, and our schools in pursuing better health, and we are committed to continue mobilizing and supporting leaders who will pursue systems-level changes as students and as graduates. If we are going to mitigate future pandemics, we need to recruit compassionate, empathetic, and transparent public health leaders, and that is core to our work at Grassroots.

Thank you for your continued support and interest in our work!

Sincerely,



Tyler Spencer, PhD
Founder and Executive Director

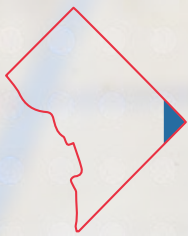


Jane Wallis, MPH
Director of Programs

RE-IMAGING HEALTH PROMOTION



Schools across America are cutting health education and physical activity from their curricula at staggering rates.

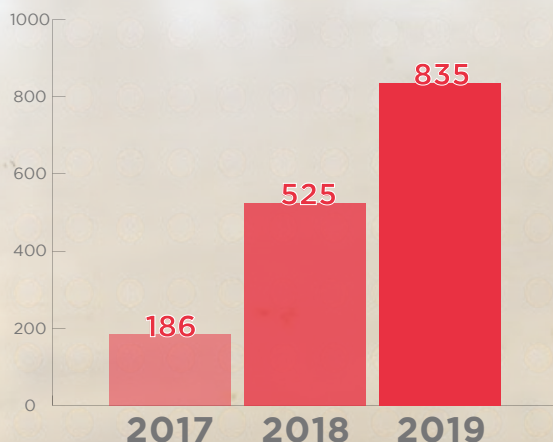


A 2016 report showed that fewer than

5%

of DC schools were providing adequate health education and physical activity programs for their students.

TGP STUDENTS PER YEAR



School administrators often express concerns about the challenge of providing sufficient academic content while also finding time to educate students about health and life skills and enabling students to be physically active.

The Grassroot Project partners with schools and P.E. teachers to provide innovative health promotion programs that enable students to move and exercise at the same time as learning and discussing mental health, physical health, and sexual health.

In the process of building a volunteer-led model for health promotion in our schools, we are mobilizing NCAA student-athlete leaders to invest in their communities and to 'pay it forward' by using their status as athletes to improve adolescent health.

This low-cost model has already been supported by major government offices, corporations, and community members, and we look to grow our movement in the coming years.

WEEKLY SCHOOL-BASED HEALTH EDUCATION

Sexual Health

8 ONE-HOUR SESSIONS COVERING:

- Sexual health basics
- Sexual health stigma reduction
- Decision making & life skills
- Unplanned pregnancy prevention
- STI and HIV transmission, prevention, and treatment
- Consent/Healthy Relationships
- Condom negotiation
- Peer pressure
- The influence of alcohol/drug use on sexual health



I liked the games we played and how they turned awkward topics into fun games.

-6th-grade student, E.L. Haynes Public Charter School

WEEKLY SCHOOL-BASED HEALTH EDUCATION

Nutritional Health

8 ONE-HOUR SESSIONS COVERING:

- Facts and myths about nutrition, physical activity, and health
- Identifying barriers to healthy eating
- Understanding food groups & diverse diets
- Functions of nutrients in the body (carbohydrates, proteins, vitamins & minerals, fats)
- Balanced meals and their impact on energy level (e.g. a healthy breakfast)
- Understanding minerals (water, iron, calcium, potassium, sodium) & need for different types of vitamins and minerals in our bodies
- Application: Navigating healthier choices in the context of corner stores, fast food restaurants, etc.
- Application: breaking down barriers to achieving balanced nutrition and physical activity in our community



I like how they explain how to deal with mental health in a positive way, and how different things can affect your mental health.

-8th-grade student, Center City Public Charter School - Brightwood Campus

Mental Health

10 ONE-HOUR SESSIONS COVERING:

- The importance of mental health promotion
- Mental health stigma
- Emotional identification and regulation
- Stress identification
- Stress management & coping mechanisms
- Interpersonal skills & healthy relationships
- Gender and sexual identity
- Assertive communication training
- Problem-solving and Conflict Resolution
- Mindfulness
- Goal-setting for the future



It taught me how to stay healthy and have a balanced diet.

-7th-grade student, Washington School for Girls

WHOLE SCHOOL

WHOLE CHILD

WHOLE COMMUNITY

ENGAGING THE HOUSEHOLD AND THE COMMUNITY

Students' families play the most critical role in their development. Engaging family members in the messaging and content of our curricula is critical to the ultimate success in promoting health for our students.

Grassroots Fam is a program that brings family members together after school for dinner, discussion, and 2 two-hour sessions on health-related values, health information, and health communication skills. Attendees have the opportunity to discuss health basics and to role-play and practice skills related to challenging conversations with their children, e.g. "What do I do if I catch my child sending or receiving inappropriate photos on their phone?"

This program has had a lot of success since its pilot in 2017. At one of our recent Grassroots Fam sessions, a parent remarked, "I really liked that parents got to have open discussion about situations we experience every day. I think this builds family engagement school wide."



CONNECTING STUDENTS TO COMMUNITY RESOURCES

For many youth, utilizing health services often seems intimidating or stigmatizing. While our in-school programs normalize and promote the use of mental, nutritional, and sexual health services in our students' neighborhoods, we also host four off-campus events per year that enable our students to meet these providers face-to-face.

At Grassroots Connect, students from multiple schools come together and meet face-to-face with representatives of a range of local, youth-friendly service providers. These providers range from mental health counseling agencies to sexual health support services and organizations that provide free cooking classes with nutritious, affordable ingredients.

Our students have the opportunity to connect with these providers each year during all three years of middle school. At one of our 2019 events, one of our 8th-grade students said, "I never felt like talking to someone before, but after Grassroots, I realized it would be helpful to talk about my emotions and better understand why I get so angry, before going to high school." This student then connected with a local mental health provider that works with young people in the same neighborhood as her middle school.



RECRUITING AND TRAINING NEW LEADERS IN THE MOVEMENT FOR HEALTH EQUITY

Recruiting and Supporting a New Generation of Health Equity Leaders

The COVID-19 crisis has shown us how important it is to mobilize and support a generation of compassionate, intelligent, and proactive leaders who will advocate for public health and disease prevention.

In our work, NCAA student-athletes are the perfect role models to promote the value of health and physical activity for middle school students. Each of our athletes has had at least one role model, PE teacher, or sports coach who has encouraged them to pursue their dreams and stay healthy. Now they are working hard to ensure that every middle school student has the information, resources, and encouragement to stay active and healthy.

In 2019, nearly 300 NCAA student-athletes volunteered 2,500 hours as health educators in middle schools and at



community events. These athletes not only supported 12 DC schools to provide health education and physical activity for students, but they also developed their public speaking skills and explored their interests in public health, education, and civic engagement.

"I have student-athletes who are afraid to speak to more than one person at a time, to truly coming out of their shell and gain skills in terms of confidence, communication, and obviously leadership. But more than that, it's opening their brains. They come from a certain place in their life that's based on their community, their religion, their parents, their background, and I see how just getting into a different community exposes them to difference. It opens their minds and when I think of the work that Grassroots is doing, it truly is transforming lives. Not just in communities but on our college campuses. It's making our human beings here better." -Tanya Vogel, Director of Athletics at The George Washington University.



Curriculum Development Team

In addition to our Master Trainers, who recruit and train new athletes, a team of six athletes have helped to develop and continually improve our new curricula and programs. Their feedback from years of experience as health educators has kept our curricula relevant and responsive to students' needs.

Swezen Kizito	American University	Soccer
Lucia Rose	American University	Track
Brooke Stapleton	American University	Lacrosse
Nora Vedder	The George Washington University	Rowing
Kenzie Kilgallen	The George Washington University	Soccer
Haley Mahon	American University	Cheerleading

Master Trainers

In 2019, eight athletes underwent an intensive 8-week full-time training to become “Master Trainers.” Master Trainers are responsible for recruiting and training more NCAA athletes to join The Grassroot Project and volunteer in DC schools. Our 2019 Master Trainers came from three universities and 7 different varsity sports teams. They have worked together throughout the year to recruit a record number of volunteers, and they have supported the roll-out of our mental health, nutritional health, and sexual health programs. Investing in these leaders has been critical to the success of our programs.

Aquila Harper	American University	Cheerleading
Asia Horne	American University	Soccer
Aubrey Benzing-Plourde	Georgetown University	Rowing
Carlecia Reynolds	Howard University	Lacrosse
DaShawn Simon	Howard University	Football
Juliana Saling	American University	Soccer
Maddie Doring	American University	Basketball
Nick Turk	Howard University	Soccer

Community Interns

TGP also engages youth directly in our programs. We are proud to partner with Urban Alliance in hosting paid internships for teenagers. These teens have helped in nearly every task related to the creation, evaluation, and implementation of our programs.

Niambi White	Theodore Roosevelt High School
Justin Parker	Cesar Chavez Public Charter School
Nea'la Prue	McKinley Technology High School
Myaira Arnold	E.L. Haynes Public Charter- High School

COMMUNITY PARTNERSHIPS AND SPONSORS



COMMUNITY CLINICAL AND SOCIAL SERVICE PARTNERS

Capital Area Food Bank
CentroNia
Children's National
DC Central Kitchen
FPS Mental Health Service
Girls Health Ed
Healthy Babies Project
Howard University Hospital
Latin American Youth Center
Life Enhancement Services
Martha's Table
Mary's Center
One Common Unity
Planned Parenthood
PSI
Us Helping US
Whitman-Walker Health



MIDDLE SCHOOL PARTNERS

Center City PCS - Brightwood Campus
Center City PCS - Capitol Hill Campus
Center City PCS - Congress Heights
Campus
Center City PCS - Petworth Campus
Center City PCS - Trinidad Campus
Perry Street Prep PCS
Meridian PCS
KIPP DC: Will Academy
KIPP DC: The Learning Center
E.L. Haynes PCS
Mary McLeod Bethune PCS Day Academy
Washington School for Girls



UNIVERSITY PARTNERS

American University
Howard University
The George Washington University
Georgetown University



COMMUNITY PARTNERSHIPS AND SPONSORS



CORPORATE, FOUNDATION, AND GOVERNMENT SUPPORTERS

Association of American Medical Colleges
Bender Foundation
The Claude and Nancy Keener Charitable Fund
DC Department of Health
Gilead Sciences
The Magis Charitable Foundation
Marine Corps Marathon Charity Partnership
Office of the State Superintendent of Education
Office of the Deputy Mayor for Planning and Economic Development
Reva and David Logan Foundation
ViiV Healthcare



IN-KIND DONORS AND PRO BONO PARTNERS

Boston Consulting Group
Crowell & Moring LLC
TechSoup.org
American University
The George Washington University
Georgetown University
Howard University



2019 GRASSROOTS GALA

The Grassroot Project host an annual gala, “The Grassroots Gala.” Created in 2017, The Grassroots Gala has grown significantly in just its first three years. The event brings together TGP’s college athletes and alumni, community partners, and donors for a night of learning, celebrating, and fundraising. It is a fun opportunity to bring our community together, reflect on the accomplishments of the year, and raise funds to support our growing programs.

At the 2019 Grassroots Gala, we hosted a sold-out crowd at the Josephine Butler Parks Center, and we raised nearly \$100,000 to support our work.



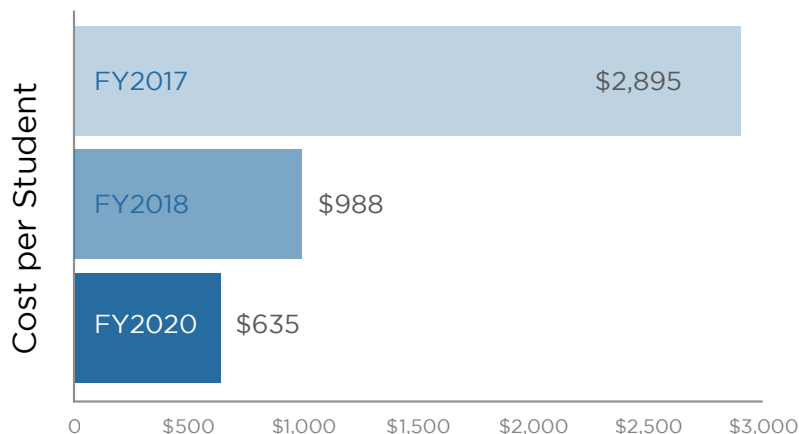




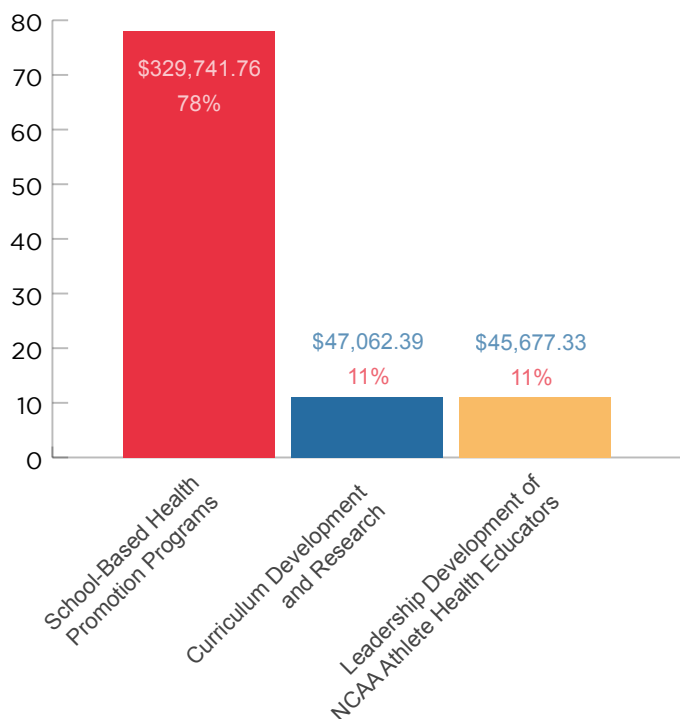
FINANCES

The Grassroot Project is committed to making sure as much of our funding as possible goes toward helping students. We've created partnerships and have streamlined our budget to increase programmatic outputs while reducing cost-per-student. We have reached an increasing number of students without significantly increasing our budget.

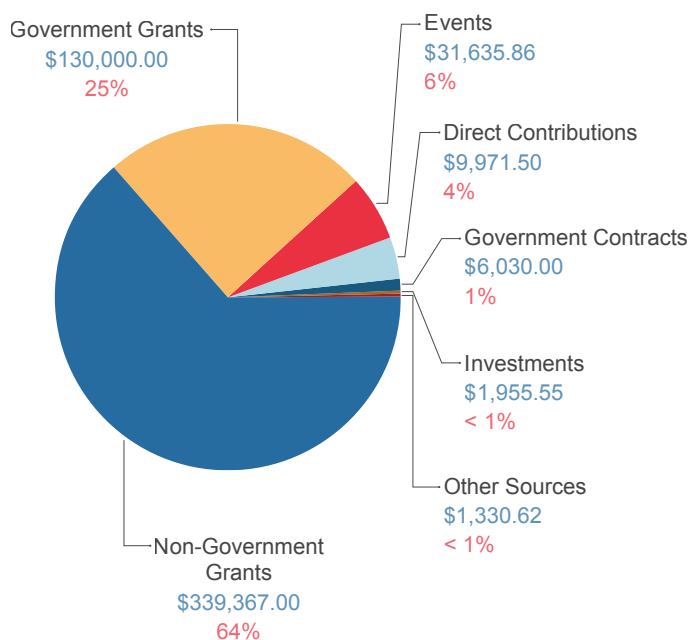
Fiscal Year	Revenue	Students Reached
2017	\$538,520.16	186
2018	\$517,949.77	524
2019	\$530,290.53	835



Spending by Program Area



Revenue by Source



The Grassroot Project has been vetted by The Catalogue for Philanthropy and has received a Platinum Seal of Transparency by Guidestar.org.



DONORS

\$2,001+

Ugwechi Amadi
Jeff Green
Taylor Katz
Jon Knoll
Patrick Nero
Clarence Phillips

\$1,001+

Richard Livingstone
Nina Martinez
Paulette Cocco
Fallon Farmer
Micheal Abromavage
Robbie Haben
Christine Campbell
Kristi Abbate
Paul Keith

\$501-\$1,000

Michelle Rubin
Stephen Whisnant
Deidra Sanders
Jason Bello
Timothy Savoy
Linda Abbey
Alexander Thomas
Deidra Suber
Seamus Roddy
Meaghan LeMay
Dawn Alayon
Samantha Bolduc
Jae Lee
Patrick Coons
Lauren Riegl
Kevin Silk
Lavar Curley
Lucia Rose
Alex Neal
Farhan Khan
Jane Wallis
Emily Wilson

\$101-\$500

Ted Abromavage
Steve Hagler
Stephen Kopchik
Ronald Magers
Tanya Vogel
Steve Kopchik
Marc Meachem
Lauren t'Kint de Roodenbeke
Phil Brannigan
Danielle Dzbanek
Gregory Germain
Guevere Burke
Lindsay Nathanson
Tyler Spencer
John Geager
Ronald Atmur
Melanie Keer
Kristen Krebs
Melinda Fauntleroy
Joseph Mendrala
Julie Marcus
Carly Panagacos
Jason Belinkie
Christina Rosenthal
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Aubrey Benzing-Plourde
Sara Alhemaiddi
Linda Yu
David Carpenter
Tommy Sommer
Adam Santiago
David Lincoln
Ellen Conway
Max Randolph
Karen Schneider
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Hamdan Chowdhury
Jon Stephenson
Denise Jobin Welch
Darieal Wimbley
Andrew Federer
Simone Counts

Kristy Arnold
Aliyah Glenn
Joseph Stankavage
Nathaniel Ware
Kourtney Maher
Peter Rosenstein
Gauri Raval
Michelle Hess
Emily Brown
Matt Mullman

Up to \$100

Emma Hunter
Samantha Muratori
Erin Boudreau
Mindy Fauntleroy
Billy Fauntleroy
Mindy Ellison
Kristen Kelly
Jessica DiPietro
Alyssa Fournier
Jenn Djavaheerian
Mackenzie Jones
Anne Smith
Steph Marcozzi
Emily Tatum
Erin Wispelwey
Michael Goltzman
Michael Kharfen
Catherine Kilburn
Daniel Sheehan
Michelle Hayden
Mary Broughton
Danielle Douglas
Diane Joyce
Samuel Huston
Kaity Tong
David White
Elisabeth Cail
Jennifer Montgomery
Karen t'Kint de Roodenbeke
Chris Coons
Maranda Ward
Farhana Khan
Kristen Burgess
Sidnee Cox
Jabari Bruton
Samantha Bolduc
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Tommy Sommer

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Jane Wallis, MPH	Director of Programs
Mackenzie Jones, MPA	Program Manager
Alexandra McAuliffe	Program Manager
Limbani Kamanga	Program Manager
Rommel White	Finance Manager
Ryan Valette	Visual Communications Intern
Micah Fluellen	Visual Communications Intern

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THE GRASSROOT PROJECT

740 15th Street, NW
Third Floor
Washington, DC 20005
(202) 559-7923
info@GrassrootProject.org

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