

2021

THE GRASSROOT PROJECT ANNUAL REPORT



TABLE OF CONTENTS

02 //

LETTER FROM FOUNDER & PROGRAM DIRECTOR

03 //

OUR MISSION AND VISION

05 //

OUR IMPACT

06 //

HEALTH OUTCOMES

07 //

OUR MODEL

09 //

THROUGH THE YEARS

11 //

OUR COMMUNITY

12 //

LOOKING AHEAD

13 //

STAFF & LEADERSHIP

15 //

FINANCES

17 //

DONORS



LETTER FROM FOUNDER & PROGRAM DIRECTOR

Dear Grassroots Supporters,

The year started with a flash of hope and excitement as COVID-19 vaccines surfaced and we saw not only a reduction in COVID-19 cases early in the year, but also plans for our schools to reopen. We started the year with virtual health programs for youth on ZOOM. By August, 2021 school hallways were once again filled with students, and Grassroots athletes were back in gymnasiums facilitating health programs and creating unique relationships. Changes in the pandemic continuously changed Grassroots programming, but several things remained consistent throughout: the community desire for programming, the commitment of Grassroots staff and volunteers, and the positive health outcomes for youth that engage in Grassroots programming.

With adversity comes great opportunity, and we are proud of our response to the pandemic and our growth in 2021. In the past 12 months, we reached more young people than in any prior year. And our programs made a real difference in the outcomes for youth, their family members, and their broader communities.

In tandem with our work in the DC community, we built new relationships with school leaders, community stakeholders, and funders in Philadelphia, where we plan to launch our first programs in January 2023. Our path to Philadelphia is our first step toward a transformational vision to re-imagine school-based health education and P.E. on a national level. We believe that schools everywhere should have the support they need to prioritize health and physical education as core subjects for students, and we want to be a resource in making this vision a reality.

In the coming year, we are committed to continuing our work at the community level in DC and Philadelphia, as well as to continuing to develop strong partnerships with national organizations like the Active Schools, the National Youth Sports Strategy, the U.S. Department of Health and Human Services, and the NCAA.

We are grateful for the continued support from friends, alumni, partners, and donors large and small. Without you, we would not be here today. We look forward to working with you as we achieve new heights and reach new communities in the years to come. Thank you for continuing to follow, support, and engage in our work.

TYLER SPENCER, FOUNDER

JANE WALLIS, DIRECTOR OF PROGRAMS

OUR MISSION

The Grassroot Project advances health equity in cities by using sports to re-imagine health education in middle schools and mobilizing NCAA athletes as health educators and role models for youth.

OUR VISION

Schools everywhere have the support they need to prioritize health and physical education as core subjects for students.



"MY FAVORITE PART ABOUT TGP WAS..."

they talk about a lot of important topics that can help you out in the long run.

I like how they help us deal with stress.

the games we played because it had a connection with the lesson.

that they are all young people who understand us.

the support.

how they used the fun out of this to still teach and provide info.

we got to learn while having fun.

that you can be yourself.

that we could express ourselves

being able to do fun things while talking about serious things.



OUR IMPACT

SPRING 2021: VIRTUAL

86
NCAA ATHLETE
VOLUNTEERS IN
PROGRAMS

408.1
ATHLETE HOURS IN
PROGRAMS

566
STUDENTS

6TH GRADE NUTRITION	159
7TH GRADE SEXUAL HEALTH	148
8TH GRADE MENTAL HEALTH	215
COVID CURRICULUM	45

FALL 2021: IN PERSON

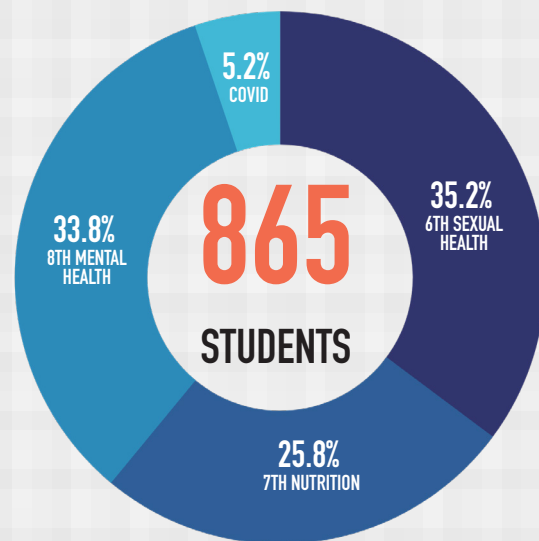
39
NCAA ATHLETE
VOLUNTEERS IN
PROGRAMS

209
ATHLETE HOURS IN
PROGRAMS

297
STUDENTS

6TH GRADE NUTRITION	145
7TH GRADE SEXUAL HEALTH	75
8TH GRADE MENTAL HEALTH	77

2021 TOTALS

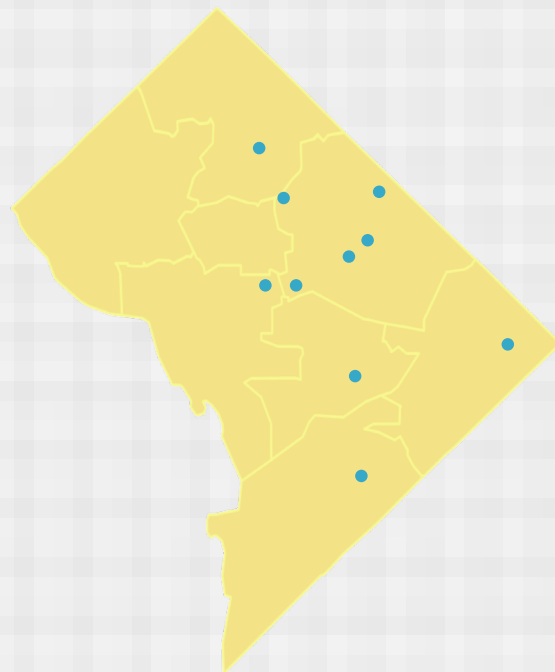


617
ATHLETE HOURS IN
PROGRAMS

125
UNIQUE ATHLETES IN
PROGRAMS

~8,000

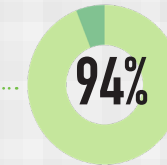
STUDENT HOURS IN
PROGRAMS



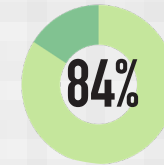
HEALTH OUTCOMES

NUTRITION OUTCOMES:

After completing TGP's nutrition and physical health curriculum, TGP students reported understanding the value of healthy eating and being physically active, including:

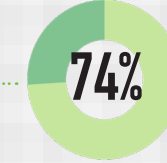


believe that healthy eating reduces the risk for illness and disease

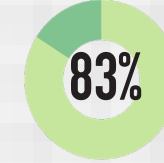


believe that being physically active would benefit their ability to cope with stress

After completing TGP's nutrition and physical health curriculum, TGP students reported making more healthy choices, including:



reported the ability to choose a healthy meal or snack when eating with friends, up from 60% in the pre-survey



reported the ability to choose water over a sugary drink

SEXUAL HEALTH OUTCOMES:

After completing TGP's sexual health curriculum, students reported that they valued and understood the importance of learning about this highly stigmatized and uncomfortable health topic.

95%
97%

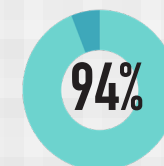
would recommend some or all of this program to a peer

liked some or all of this program

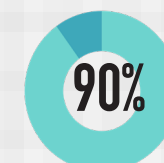
After completing TGP's sexual health curriculum, students, on average, increased from pre-to-post program on every health literacy question, highlighting not only a statistically significant increase in sexual health literacy but also significance across all sexual health topics covered (risk reduction, STIs, HIV, pregnancy prevention, consent, etc.)

MENTAL HEALTH OUTCOMES:

Students reported that after completing TGP's mental health promotion curriculum...



felt as though they can steps toward the future they want



felt that when problems arise with their mental health in their life they can handle them pretty well

100%

felt they could continue to improve their overall mental wellbeing in the future



OUR MODEL

The Grassroot Project (TGP) worked with the Office of State Superintendent of Education and school health stakeholders to conduct a comprehensive assessment of needs related to health education and physical activity in DC schools; analyze and synthesize the results of this analysis; and propose recommended strategies and an implementation guide for improving health education and physical education in schools. This project helped provide the TGP with more context and gain more insight into the systemic barriers that our programming seeks to address.

CIVIC ENGAGEMENT OF NCAA ATHLETES

TRAIN NCAA ATHLETES TO BE PEER HEALTH EDUCATORS

Meet Heidi, one of our student-athlete volunteers from Howard University.



We have hundreds of volunteer health educators who are Division 1 student-athletes at American University, Howard University, George Washington University, and Georgetown University.



These athletes complete an intensive 4-day training in our comprehensive health curriculum, classroom facilitation basics, cultural competency, and the role of “impact-based service” and uplifting community voices in our work.



After training, volunteers facilitate our school-based and community-based programming.

IN-SCHOOL HEALTH EDUCATION PIPELINE

6TH GRADE NUTRITION



- Understanding food groups, diversifying diets, and balanced meals
- Functions of nutrients in the body
- Navigating healthier choices in real-life scenarios
- Decision making & life skills
- Understanding nutritional needs during puberty
- Analyze the influence of advertising, marketing, and the media on our beliefs and behaviors related to food, exercise, and body image
- Breaking down barriers to achieving balanced nutrition

7TH GRADE SEXUAL HEALTH



- Decision making, choices, life skills
- Avoiding risks, overcoming challenges, and resiliency
- Sexual health basics
- Hormones and puberty basics
- Sexual health stigma reduction
- STI & HIV transmission, prevention, and treatment
- Contraception basics
- Peer pressure
- Influence of alcohol/drug use on sexual health
- Consent

8TH GRADE MENTAL HEALTH



- The importance of mental health promotion
- Mental health stigma
- Emotional identification and regulation
- Stress identification and management
- Interpersonal skills and healthy relationships
- Gender and sexual identity
- Boundary setting in relationships
- Problem-solving and conflict resolution

COMMUNITY ENGAGEMENT

GRASSROOTS FAM



Grassroots Fam is a two-session evening workshop that creates a safe space for parents and caregivers of TGP participants to learn community- and youth-specific health information and feel more comfortable and confident communicating with their youth about health.

GRASSROOTS CONNECT



Grassroots Connect is an end-of program celebration for middle school students, their families, teachers, and TGP student athletes. At these events, middle school students are connected to relevant and local community health service providers. This opportunity helps students know where they can get additional information and health services after their time with Grassroots.

THROUGH THE YEARS



2009

The first group of Grassroot student-athlete volunteers are trained, and TGP programs start at four local schools. MTV gives TGP the “Staying Alive Award” and \$50,000 to support our growth. Months later, the DC Department of Health begins a 4-year grant partnership with TGP. Athletes from George Washington University and Howard University join the TGP family.



2010–2011

Student-athletes from George Washington University and Howard University join the TGP family.

TGP receives a four-year grant from the Office of the State Superintendent of Education to launch programs in 24 public and charter school classrooms.



2012–2013

Bill Clinton interviews in an ABC News Exclusive, saying that TGP’s approach to HIV is “a great idea... better than anything I’ve come up with.” TGP adds athletes from the University of Maryland and begins new programs in Prince George’s County, Maryland. TGP meets Barbara Bush at the Clinton Global Initiative and joins forces with Bush’s nonprofit (Global Health Corps) to bring on our first full-time staff members.



2014

TGP expands its footprint to more than 50 DC middle schools and begins launching community health fairs in partnership with the DC Department of Health and the DC Deputy Mayor’s Office for Planning and Economic Development.



2015

TGP completes the first randomized controlled trial evaluation of a US-based sport-for-sexual health curriculum. The results show that our programs significantly improve students’ sexual health literacy.



2016

TGP begins working directly with the DC Public Schools and the Office of the State Superintendent of Education to improve the overall adolescent health landscape for DC students — including HIV but also addressing other health disparities facing DC teens.



2017

TGP designs and launches Grassroots Fam and Grassroots Connect. Grassroots Fam is a three-session program aimed at helping to improve the frequency and effectiveness of conversations between caregivers/parents and their teens. Grassroots Connect is a linkage-to-care program that directly connects our students and their families to a range of clinical and social services related to our programs (e.g. health screenings, health insurance navigation, counseling services, etc). Both Grassroots Fam and Grassroots Connect complement our existing school-based programs, and they have helped us to be more holistic and comprehensive in our approach to adolescent health.



2018

TGP pilots and launches the new pipeline approach to adolescent health education based on the National Health Standards and community-led focus groups. Now in addition to the 6th-grade comprehensive sexual health curriculum, 7th-grade students complete a nutrition and physical health curriculum. This new curriculum is an innovative and community-based approach to increasing adolescent’s self-efficacy to make small, manageable changes to their daily nutrition and physical activity.



2019

TGP expands the pipeline to its final stage by researching and piloting a new mental health promotion program for 8th-grade students. This new curriculum includes sessions on mental health stigma reduction, emotional regulation, stress management, healthy & unhealthy coping mechanisms, interpersonal communication, problem-solving, bullying, mindfulness, and goal setting.



2020

TGP transitioned programming to a virtual platform in response to the COVID-19 pandemic. This allowed students to access full health education programs online both synchronously, facilitated by our student-athlete volunteers on ZOOM, and asynchronously as independent at-home work for students. TGP is now able to utilize these virtual lessons as a supplement to in person programming.



2021

The pandemic that never ends! TGP started the year still in a virtual program setting, but transitioned back to in-person in the fall of 2021. This marked the first period of students receiving the full-pipeline approach to health education with all 3 curricula being implemented by TGP student-athletes.

OUR COMMUNITY



I used to be more of a reserved, introverted person. TGP began a journey for me of vulnerability, growth, and coming out of my shell. TGP definitely helped me in a lot of aspects of pursuing a Ph.D. in clinical psychology. TGP helped me find my passions as it relates to identity issues and helping underserved populations.

Elijah Murphy, TGP Alum & Curriculum Development Intern



"I'm not that old, but the students don't look at me as someone who's cool... information shared by TGP college athletes becomes more 'sticky' for them. Using sports is a great thing. Students learn via one of three ways: visual, auditory, or kinesthetic. In Grassroots' model, they deliver all three.

Coach Toxey, former P.E. Teacher and Current District Administrator



As a result of their involvement with TGP, college athletes recognize there's a gap in public health, and many recognize they have a passion to help people. They are now more dedicated to go into a world where they can make positive and real change.

Tanya Vogel, Athletic Director at George Washington University



Longstanding impact can't happen without the intentionality around continuing to partner and build relationships with students, caregivers, teachers, community members and schools... and being at the SAME schools multiple years, year after year

Mackenzie Jones, Senior Program Manager

LOOKING AHEAD

The Grassroot Project's (TGP) board and leadership have built a three year plan to expand the organization's work outside of Washington, DC. While TGP plans to continue growing its work within DC, we see a tremendous opportunity to impact more youth by replicating our programs in new cities.

TGP has conducted extensive research of potential expansion opportunities, grounded in outreach to public health stakeholders, reviews of school policies and epidemiological data, and consultations with students and professional strategists.

Considering all of the data and insights that we gathered during this process, we recognized that each city brings its own unique set of opportunities, and that there is a demonstrated need for public health programming in all major American cities.

We are excited to announce that Grassroots will establish DC as our headquarter city, and will expand to Philadelphia in the upcoming year.



As part of the strategic planning process, we recognized the need to revisit and potentially refresh our brand. TGP's original focus in 2009 was on stemming the HIV/AIDS epidemic in DC by adapting a sports-based HIV prevention program that was developed by GrassrootSoccer in South Africa.



TGP was founded by young college athletes who embraced the ideals of grassroots community change. Because of its grassroots/community-organizing history and its desire to align with the GrassrootSoccer brand, the organization chose the name "The Grassroot Project," and it incorporated the HIV/AIDS awareness ribbon into the organization's logo. This name served TGP well in its early years, but now a change is needed to better represent our expanded impact.

The current TGP brand aims to embody a energetic, bold, ambitious, and youth-centered approach to advancing health equity. Since sports and physical activity are a core part of TGP's identity, its typeface and colors aim to present a "sporty" essence. We aim to maintain these elements of our brand as we grow.

STAFF & LEADERSHIP



TYLER SPENCER
Founder and Executive
Director



JANE WALLIS Director
Of Programs
& Operations



MACKENZE JONES
Senior Program Manager



TRENIYYAH ANDERSON & LARA NEGRÓN OCASIO
Program Coordinators



KATIE STEINOUR
Development and Communications Manager

BOARD MEMBERS



TYLER SPENCER
Founder and Executive Director



CHRISTINE CAMPBELL (CHAIR)
Sole Proprietor at CMConsulting



DEIDRA SUBER (VICE CHAIR)
Head of Workforce Operations, Getir



CRAIG LEJEUNE (TREASURER)
Senior Competitive Intelligence and Price-
to-Win Manager, Acuity International



NICK TURK
Enterprise Account Executive, AboveBoard



UGWECHI AMADI
Head of Enterprise Strategy, Nike

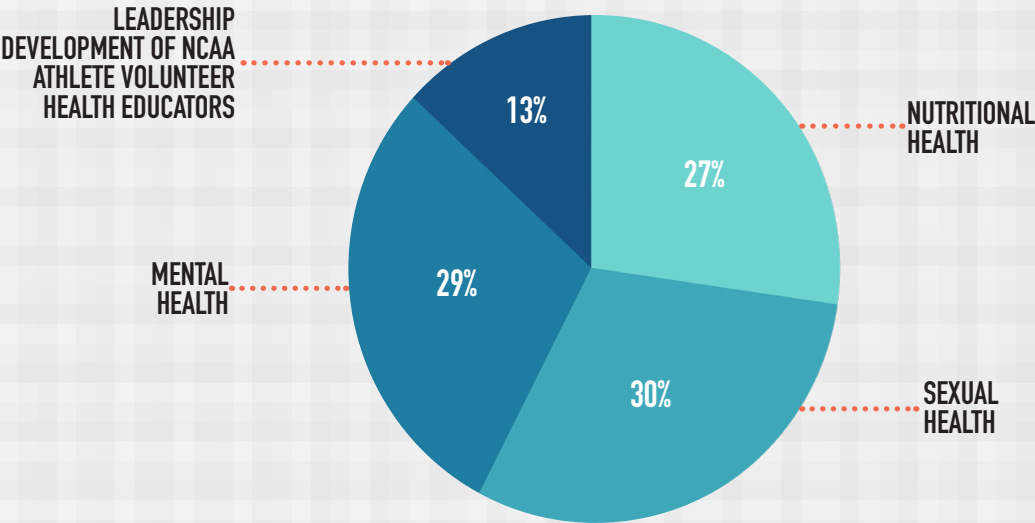


RICHARD LIVINGSTONE
Deputy Chief of Staff & Communications Director,
DC Department of Housing and Community Development

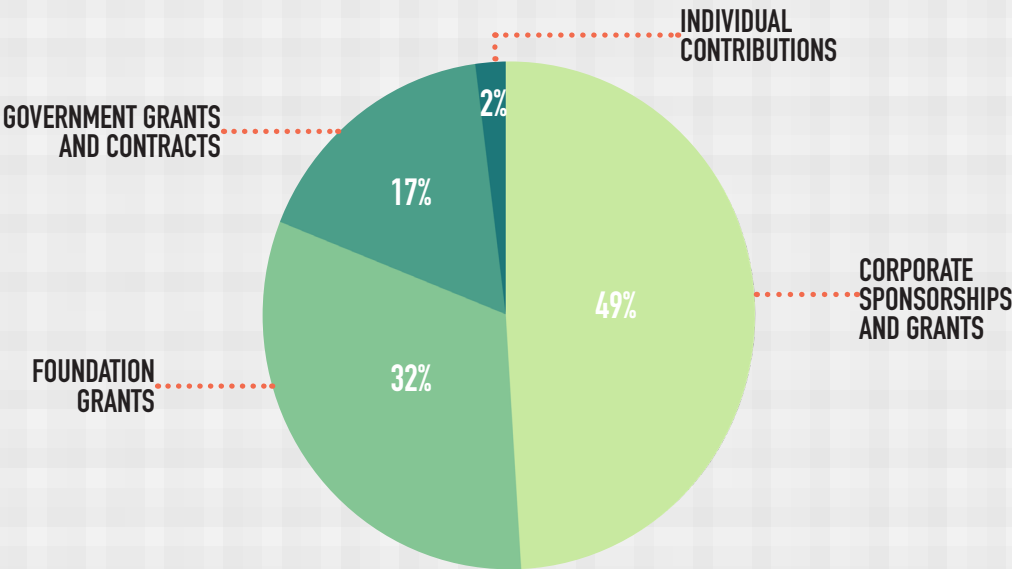
FINANCES

Our 2021 fiscal year marked our most successful fundraising year in our organization’s history. This is a reflection of both our ardent push to set ourselves up for expansion to Philadelphia and nationally and supporters (new and old!) stepping up to stand with us in this vision. As we embark on expansion to Philadelphia in the 2022–2023 academic year, we aim to continue a successful fundraising effort.

SPENDING BY PROGRAM AREA



2021 FISCAL YEAR GRANTS AND CONTRIBUTIONS BY SOURCE



PUBLIC DISCLOSURE OF REVENUE, EXPENSES, AND ASSETS (Taken from IRS Form 990)

	FY 2020	FY 2021
REVENUE		
Contributions and Grants	\$384,755	1,323,562
Program Service Revenue	\$0	\$0
Investment Income	\$344	\$714
Other Revenue	\$38,562	\$2285
TOTAL REVENUE	\$423,661	\$1,326,561
EXPENSES		
Grants and Similar Accounts Paid	\$0	\$0
Benefits Paid to or for Members	\$0	\$0
Salaries, Other Compensation, Employee Benefits	\$411,163	\$462,618
Professional Fundraising Fees	\$0	\$0
Total Fundraising Expenses	\$0	\$0
Other Expenses	\$227,627	\$108,363
TOTAL EXPENSES	\$638,790	\$570,981
REVENUE LESS EXPENSES	(\$215,129)	\$755,580

NET ASSETS OR FUND BALANCES	Beginning of Current Year	End of Year
Total Assets	\$166,379	\$937,540
Total Liabilities	\$63,701	\$79,282
Net Assets or Fund Balances	\$102,678	\$858,258



The Grassroot Project has received the Guidestar Platinum Seal of Transparency and continues to be listed as “one of the best” nonprofits in the Catalogue for Philanthropy.

DONORS

\$250,000

Gilead Sciences

\$120,000

Office of the State Superintendent of Education

Up to \$100,000

Bender Foundation
Reva and David Logan Foundation

\$25,000 – \$49,999

ViiV Healthcare
DC Campaign to Prevent Teen Pregnancy
Ittleson Foundation

\$5,000 – \$10,000

CareFirst
DC Health
Craig Lejeune
Mayor’s Office on Volunteerism
Nike
Nancy Keener
Clark-Winchcole Foundation
Fight for Children

\$2000 – \$4,999

Christine Campbell
Paulette Cocco*
Blackbaud Giving Fund*

\$1,000 – \$1,999

Nicholas Turk
Richard Marcus
David Bradt
Fallon Farmer
Brandon Martin
Patrick Campbell
Anne Hamilton
Richard Livingstone
Deborah Maine
Patrick Nero
Nigel Powell and June Fernandez
Ugwechi Amadi

* indicates a member of The Coaches Circle, a donor who gives monthly

\$500 – \$999

Michael Bourie*
Deidra Suber
Michelle Hess
Linda Abbey
Guenevere Burke
Faye Campbell
Beverly Cosslett
Jeffrey Howard
KPMG
Stephen Whisnant

\$100 – \$499

Luke Farrell
Nora Vedder
Erin Wispelwey
Ted Costigan
Michael Plankey
Eric Stradley
Sean Liu
Anne Spencer
Bridget Roddy
Denise Jones
Jimmy Kolker
James LiVolsi
Louisa Ross
Karen Schneider
Jane Wallis
Gregory Germain
Thomas Sommer
Christine Curley
Diana Gardner
Callie Fauntleroy
Jake Oppler
Isabel Rose
Chandra Bierwirth
Emily Brown
Jenn Djavaherian
Noah Hall
Alexandria Neal
Laura Noonan
Sarah Ralph
Tyler Ranalli
Seamus Roddy
Elisabeth Rose
Francisco Solorzano
Chas Spangenberg
Brooke Stapleton
William Rinehart
Sarah Blasing
Virginia Rustique Petteni

McCallester Dowers
Tanya Vogel
Lucia Rose*
Kristi Abbate
Cabot Barry
Brooke Bean
Christina Bognet
Stephen Campbell
Karen Cash
Alice Kate Cummings
Joyner
Brenna Curti
Melinda Dempsey
Michael Dewey Stillwagon Jr
Chime Inc
Deborah Kayman
Jaesung Lee
James Marcellino
Robert May
Ebony McKeever
Amanda Miller
Monica Noraian
Marie Ocasio
Jack Padovano
Emma Pedrin
Nancy Polikoff
Peter Rosenstein
Kevin Silk
Dominique Stevens
Michael Stillwagon
Victoria Stulgis
Lynne Tye
Susan Vedder
Nick Williams
Kamal Wood
Caitlin Morris-Bender

Up to \$99

Tereza Echevarria
Jared Rifis*
Josh Cohen
Michael Goltzman*
Joseph Mendrala*
Dennis Reardon
Kristin Wingate
Bailey Hoglin
Ryan Pettengill*
Paola Barahona
Marjorie Boursiquot
Celeste Campbell

Regan Cook
Jocelyn Rigel
Lisa Danchak Martin
Anne Marie Danchak Youlio
Paulami Devvarman
Ellen Edwards
Samantha and Elliot Gallion
Amelia Garland
Taylor Gwinn
Angelica Weiner
Suzi Imanuel
Braeden Kelly
Shane Kucera
Loree Lipstein
Ashley Mahoney
Kelly Masley
Karen McDonald
Karen McDonnell
Richa Patel
David Phillips
Tracy Shakespeare
Lauren t’Kint de Roodenbeke
Anabel Ton
Lisa Washington
Dylan Wolfe
Beth Ellinport
Alexandra McAuliffe
Sam Muratori*
Matthew Scott
Doloris Wood Bell
Melanie Wood
Brooke Stoller
Jenlain Scott
Kate Hixon*
Mackenzie Jones*
Alexandra Morrow
Barb Skewes*
Lara Negron Ocasio
Ellen Conway
Gregory Accarino
Jackie Adelsberg
Scott Allen
Kara Anderson
Kristen Bankert
Alexa Brooks Major
Carolyn Campbell
Lauren Gilliss
Aquila Harper
Tamara Henry
Raymond Kemp
Jaeyeon Lee
Jonathan Mabie
Jamie Maguire
Rebecca Malizia
Steph Marcozzi

Kathryn McNickle
Alison Park
Emma Ranalli
David Remick
Kathleen Sallade
Sahaan Sozhamannan
Becky Tolson
Ryan Vallette
Gitika Maheshwari
Celeste Noraian
Daniel Wood
Claire Haft
Taylor Braswell
Jessica Burr
Nicole Collins
Robert Danziger
Helen Feldmeth
Rita Harcrow
Taylor Katz
Caiti Levin
Custom Ink LLC
Amber Lloyd
Don Maison
Kaitlyn McTernan
Jack Metzger
Valerie Montague
Matt Mullman*
Megan Patrick
Russ Phaneuf
Veronica Simbulan
Deborah Strayhorn
Nicole Ultrick
Betty Van Pelt
Barry Kropf
Aidan Rowland
Andrea Fievre
Christina Johnson**
Jordan Kenzie Kilgallen
Gabriel Madison
Jack McCabe
Lindsay Nathanson*
Melissa Otterbein
Pamela Patrick
Carly Abaranel
Sarah Adams
Lara Adekunle
Darius Baker
Angelo Barberio
Connor Barrett
Lauren Bennett
Sophie Bolich
Morgan Brinson
Drew Carneal
Abraham Correa-Medina
Cate Golden

Alex Guyton
Dax Huffey
Prince Hyeamang
David Lincoln
Sam Luban
Marcia Mia
Fiona Minter
Jacob Montes
Gabriel Oppler
Alessandra Ponce
Dylan Somerset
Brittany Wilkinson
Carol Wright
Thomas Snoich
Ligia Bezerra
Catherine Conway
Darius Cozart
Anthony Dass
Laura Duarte
Yang hu
Melanie Keer
Aiden Meisner
Dakota Morrow
Sasha Polonko
Katie Steinour
Ioanna Mantzouratos
Elleen McKenna
Ian Molloy
Catherine Perkins
Emily Regan
Daniel Robinson
Ananda Smith
Zak Davis
Sammy Neyman
Rachel Sorkenn
Tyler Spencer
Kelly Amador
Michaela Bartley
Izzy Buck
Abby Carlin
Amy Chang
Brendan Conley
Lupita Echeverria
Molly Kieft
Kaite King
Naomi Lee
Alex Longeway
Marissa Martin
Tori Minda
Ryan Patterson
Emma Reese
Emily Schmid
Natalie Silberman
Carolina Stocchi
Faith Weber



[TheGrassrootProject](https://www.facebook.com/TheGrassrootProject)



[@TheGrassrootProject](https://www.instagram.com/@TheGrassrootProject)



[Grassroot Health](https://www.linkedin.com/company/GrassrootHealth)



[TheGrassrootProject](https://www.youtube.com/TheGrassrootProject)

Office Address
740 15th Street, NW Suite 322
Washington DC 20005

Mailing Address
1400 L St NW, Lobby 2, PO Box #34122
Washington DC 20043

THE
GRASSROOT
PROJECT