



- **3** Mission
- 4 Brand Change
- 5 Grassroots Health Model
- **6-7** 2022 in Photos
- 8 Curricula Overview Scope & Sequence
- 9 Impact & Health Outcomes
- **10-11** History of Grassroots Health
  - **l2** Our Community
  - **13** Staff & Leadership
  - 14 2022 Gala Recap
  - **15** Financial Report
  - **l6** Looking Ahead
  - **17** Expansion to Philadelphia
- **18-19** Thank You, Donors!



Grassroots Health is on a mission to advance health equity in cities by:

- Using sports to re-imagine health education in middle schools
- Mobilizing NCAA athletes as health educators and role models for youth

We envision a world where schools everywhere have the support they need to prioritize health and physical education as core subjects for students.

Flip through the pages to see how we worked towards our mission.



# DEAR SUPPORTERS,

2022 ushered in a new era for us: The Grassroot Project is now Grassroots Health! Our growing team is working to position our organization to have a larger impact on national school-based health. While we started in 2009 as a rag-tag group of college athletes committed to sparking dialogues about the growing HIV epidemic in DC, our passion for our cause has led us to respond to a growing demand for re-imagining the culture of health in schools.

We began this growth with a desire to increase the quality of our work for every individual: we added programming focused on mental health and nutrition, created space for parents and caregivers through our Grassroots Fam workshops, and developed a linkage-to-care model to connect our students directly to neighborhood-based healthcare and social service providers at our Grassroots Connect events. Simultaneously, we invested in the young people who lead our work: NCAA collegiate athletes who commit to getting off their campus, learning, and supporting community-based social change. Through our more than 1,500 athlete alumni, we built the next generation of leaders at a time when our country needs it most.

Our new identity reflects the evolution of our organization and it boldly states our two core priorities for the future: 1) Focusing on grassroots, community-based change, 2) Centering our focus on advancing health equity. The colors in our new Grassroots Health arrow represent the three core thematic areas of our work: mental health, sexual health, and nutritional health and symbolizes our commitment to progress and growth.

We have talked about growth for a long time, and now we are living it. 2022 marked the beginning of the next generation, new horizons, and taking risks to build something bigger than we previously imagined. Thank you for your continued generosity and support in this pivotal time.

With sincere gratitude, The Grassroots Health Team

# OUR PLAYBOOK

See how Grassroots Health works with students, their families, and the community

## I. ATHLETES

### Recruit NCAA D1 college athletes

Athletes spend 16+ hours in comprehensive training to learn:

- Program facilitation
- Health equity
- Community & cultural competency
- Leadership development



## NUTRITIONAL HEALTH

Trained Athletes Lead MS Students
Through 30 Total Sessions of
Kinesthetic Learning

By using sports and games, our programs:

- Engage students
- Make health topics easier to understand
- Make discussions less awkward & stigmatizing





# 3. COMMUNITY

Connect.

### Partner with the Community

To achieve health equity, it takes a village. Inspired by the Whole School, Whole Community, Whole Child (WSCC) Model, we provide ongoing, multi-access support outside of our school-programs through Grassroots

Fam and Grassroots



### **GRASSROOTS FAM**

We engage families in two-session health literacy & communication workshops at each school to increase parent-to-child communication.

**MENTAL HEALTH** 



#### **GRASSROOTS CONNECT**

Twice per year, we host a Grassroots-style community health fair. We celebrate our students and foster connections between youth & community-based clinical and social service providers.



# CURRICULA OVERVIEW: Scope & Sequence

progression

The scope of health topics that we cover (in order of each consecutive session) can be found below. Each topic has been gamified to support our kinesthetic, sports-based model of teaching health education.



Football
ind game that ing, catching, &
s also a great way to t types of stressors
ce throwing/catchi nto end zone to ma
nifies <b>acute stress</b> us stressor (defen
nd holding the run hronic stressors) npact of compound
h the resistance multiple
nders

Assertive Communication & Boundary Setting 1/2 Court Basketball

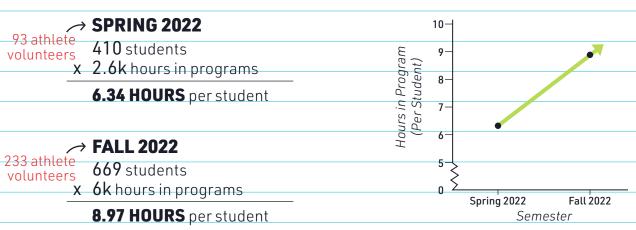
Problem Solving & Conflict Resolution Skill-Building Circuit: various sports

Mindfulness & Goal Setting Yoga, meditation, & journaling

# LEGON PLAN: How Grassroots Health Measures Success

### **KEY PERFORMANCE INDICATORS**

Grassroots Health sets goals to quantify our impact with youth. Some output measures include the # of students receiving programming, the # of hours in programs, and the # of volunteers. These help us gauge sustainable growth. An increase in the number of students in programs should proportionally increase our volunteer base and the hours spent in programs.



### UNDERSTANDING THE IMPACT OF OUR PROGRAMS

Grassroots Health utilizes retrospective analysis and synthesis studies of DC middle school student participant pre-program and post-program survey data, which helps us evaluate health competencies.

### **Amount of Competencies that Showed SIGNIFICANT Improvement**

[Results Per Overarching Health Topic]

NUTRITION/PHYSICAL SEXUAL MENTAL

In the 2021-2022 academic year, we evaluated health competencies via one-sided upper tailed paired t-tests (alpha = 0.05) to assess changes after the completion of 9+ health education sessions.

We also ran sub-analyses of the data by race & gender to help adapt the curriculum to better teach sensitive information to all students.

### **QUALITATIVE ANALYSIS**

Alongside quantitative data, Grassroots Health also collects and analyzes qualitative data to understand our impact through more specific and personal discussions/experiences.



I love that these [Grassroots Health coaches] are teaching us some things that my parents aren't, it's different and I love it.

- 7th Grader in Sexual Health Program

#### We gather this information through:

- Survey questions for students, teachers, and student-athlete facilitators
- Focus groups for students, parents, & teachers
- Anecdotal information from program coordinators and volunteers who see programs every day

## MOBILIZING

2009 - 2013 ANIDEA Athletes came together the state of th Athletes came together, first at

Georgetown University, and then from GW and Howard University, to address a pressing health need.

In 2009, 1/20 people in DC were living with HIV and kids in schools were not learning about it: Grassroots Health was born. Student-athletes used their platform to teach sexual health education to students across DC in a fun and innovative way through our home-grown 10 session curriculum.

These initial programs built the foundation for our community-centered approach to creating health education curricula that matters most to the DC community.

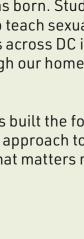




## SUSTAINABILITY

Grassroots Health is no longer reaching students for one 10-week program; we are institutionalized in schools. In listening to students, parents, and teachers, Grassroots Health adapted to provide health education programming for 6th, 7th, and 8th graders as well as their parents/caregivers.

Grassroots Health underwent a communitybased approach to curriculum design to create a nutrition/physical activity curriculum, a mental health promotion curriculum, and a revamped sexual health curriculum, all focused on positive youth development and using movement, sports, and games, to address challenging health topics.





Impact evaluation change works: kids

Impact evaluation proves that Grassroots Health's theory of change worker kide

are learning from our approach. MOMENTUM & IMPACT BUILDING

Over one thousand student-athletes are trained health educators and impact-based service becomes a core component of our model: student-athletes are learning more about health equity, about the community, and how to serve long term in communities, setting the stage for Grassroots Health's holistic growth.



THE NEW 2023

FRONTIER The vision of Grassroots Health is to

continue our expansion nationwide in order to ensure schools everywhere have the support they need to prioritize health and physical education as core subjects for students.

The first stop for Grassroots Health's expansion plan is Philadelphia. We can't wait to share our journey with you!







# **OUR COMMUNITY**

Hear from community members involved with Grassroots Health

#### JANE REFFELT [AU STUDENT-ATHLETE COACH]

"Grassroots Health has been one of the greatest parts of my college experience here in DC. Every time I walked into a program, a training, or the office I felt reinspired to pursue my goals and try to make a difference. I am so thankful to have found a second family with Grassroots Health and know they will be a part of my life forever."



#### NIAH WOODS [HU STUDENT-ATHLETE COACH]

"Grassroots Health has had a significant impact on my passion for health equity and advocacy for minority youth. I wish that I had a program like Grassroots growing up, and I'm grateful to be a part of it. Over the past four years I've been able to work in a community that I love with the people that I love doing work that I love. I never let a day go by where I don't talk about my gratitude for Grassroots, the students I've learned from and the connections that I've made.'



#### **JERMAR ROUNTREE** [PE TEACHER @ BRIGHTWOOD CENTER CITY PCS]

"Working with Grassroots health allows my students to be active while learning these important health topics. Giving students the opportunity to be active is not only paramount for their physical health but their social and emotional well being. When students move and learn, the possibility for their growth is endless."



#### PRINCE MOODY [TEMPLE ASSOCIATE ATHLETIC DIRECTOR / DEI DEVELOPMENT]

"It's been an amazing experience partnering with Grassroots Health! My favorite part of this experience has been connecting with the staff. The staff's energy & passion for working with student-athletes is unmatched. They have been able to form meaningful connections with our Temple student-athletes, but more importantly have helped them realize their platforms to help galvanize change in their North Philadelphia community! Grassroots Health is doing powerful work."



#### TANYA VOGEL [GWU ATHLETIC DIRECTOR]

"As a result of their involvement with Grassroots Health, 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 than ever to go into a world where they can make positive and real change."



#### SHEILA REDDING [GRANDPARENT FROM KIPP WILL]

"My experience with Grassroots has been phenomenal. It actually helps parents/ grandparents understand issues with our kids, and even adults. I would advise all parents and kids to participate in the program and spread the word especially in today's society dealing with issues like: mental illness, suicide, STI, etc. Thank you for bringing information to us all because the information is powerful."



TRENIYYAH ANDERSON **Program Coordinator** 







**MACKENZIE JONES** Director of Operations. People, & Systems





**TYLER SPENCER** Founder & Executive Director



**DARIEN THOMAS** Program Manager







**CHRISTINE CAMPBELL** [CHAIR] Sole Proprietor at **CMConsulting** 











**NICK TURK** Account Executive, Aboveboard

**WILLIAM WEN** Operations & Start-Up Advisor





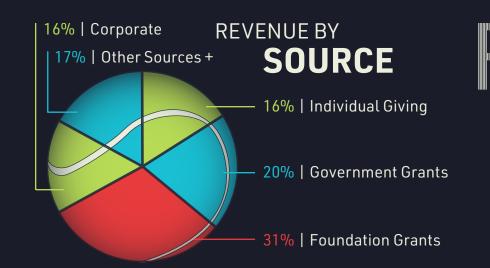
Urban Alliance Intern Digital Comm Intern













# PUBLIC DISCLOSURE OF REVENUE, EXPENSES, & ASSETS

NET ASSETS/ FUND BALANCES

Total Assets: **\$592,791** 

Total Liabilities:

\$126,361

*Net Assets / Fund Balances:* 

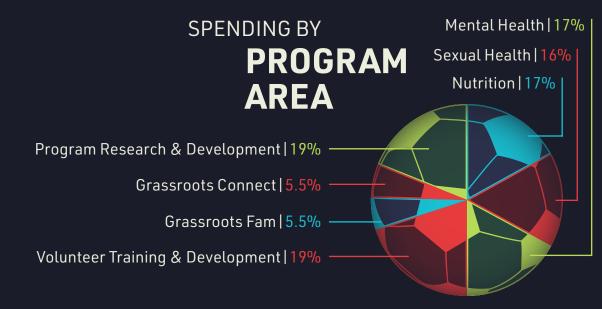
\$466,430

REVENUE Contributions and Grants Program Service Revenue Investment Income Other Revenue Total Revenue	FY 2021 \$1,323,562 \$0 \$714 \$2,285 \$1,326,561	FY 2022 \$436,551 \$0 \$502 \$917 \$437,970
EXPENSES  Grants and Similar Accounts Paid Benefits Paid to or for Members Salaries, Other Compensation, Employee Benefits Professional Fundraising Fees Total Other Expenses	\$0 \$0 \$462,618 \$0 \$108,363	\$0 \$0 \$595,825 \$0 \$233,973

Total Expenses

Revenue Less Expenses

\$570,981



# **LOOKING AHEAD**

The past several years have presented the dual challenges of the pandemic and the economic recession. While the pandemic has impassioned us to push harder than ever to prioritize public health in schools, the economy has challenged us to think creatively about how best to both sustain and grow our work. In the coming years, we are working on:

Meeting the growing demand for our programs - our goal is to be able to say "yes" to every qualifying school that reaches out to us for a partnership.

Investing in long-term and largescale evaluation partnerships,
including an opportunity in 2023
to partner with ETR, a leading
national agency that focuses on
rigorous evaluations of promising
programs and interventions. We hope
that these partnerships will position us to
not only evaluate our on-the-ground work,
but to also broker major partnerships
with national tiered-evidence
programs. These programs would

Positioning our youth, our staff, and our partners to advocate effectively for system-wide policy improvements that will build stronger health-promoting environments in schools and school districts.

Grassroots Health launched its first pilot programs in Philadelphia in the winter of 2022/2023. We look to build on a successful launch in our first new city by adding additional middle schools and university partners in 2023.

# **2022 IN PHILADELPHIA:**

- Built relationship with Temple University (began relationships with other D1 Universities)
- Stakeholder mapping, joined the Philadelphia Youth Sports Collaborative
- Secured partnerships in three middle schools

# **TO COME IN 2023**

- JUIVIL IIV LULU FIS
- Temple athlete training
- Training Fellow internship to train athlete leaders for future programming
- >>> Programming in Philadelphia charter schools
- Philadelphia Advisory Board









## \$500.000 - \$1.000.000

Bender Foundation Reva and David Logan Foundation

## S50,000 - \$99,999

ViiV Healthcare

## \$25.000 - \$49.999

Fight For Children

Bryan & Jordan Chismar DC Health Herb Block Foundation **Qlarant Foundation** Risa Fund

Brandon Martin CareFirst Craig Lejeune Nancy Keener

Christine Campbell Cleve Turk **Good Sports** Hogan Lovells Malcom Djiki Patrick Nero Richard Livingstone Stash Graham Whole Foods Market

Bailey Hoglin Deidra Suber Denise Jones Digital Lift Eric Stradley Fallon Farmer Jeanne Ellinport Jeff Lubin Jordan Molnar

Kaitlin Roper Kim Allegretti & Jim Galloway Linda Abbey Michael Bourie Nick Turk Nike Patrick Campbell Paul Keith Paulette Cocco Quang Nguyen

Alex and Chris Poiter

Steve Whisnant

Winston LLP

Darwin Thompson **Grayson Crouse** Guenevere Burke Jacob Oppler Jane Wallis Jared Rifis Jason Belinkie Jason Bello Jim Farrell Jim Stunkle Joy Johnson Kristi Abbate Lucia Rose Luke Farrell Marc Meachem Margaret Dunne Matthew Scott Mia Watson Michael Ward Michelle Hess Ted Kelly Tyler Ranalli Úgwechi Amadi

#### S250 - S499 Adria Crawford

Amanda Reed

Amy Peck Abraham Anne Spencer Barb Skewes Braeden Kelly Brooke Stapleton Brooke Stoller Charmaine Yoest Christina Johnson Christopher Claire Haft Danielle Douglas DaShawn Simon Dirk Smith Emily Brown Erin Boudreau Erin Farrell Erin Wispelwey Eryn Donaldson Francisco Solorzano Gerry Regep Jabari Bruton-Barrett Jennifer Djavaherian Jimmy Kolker Joe Barlia Jordan Brewer Joseph Mendrala **Justin Coniaris** Kate Hixon Kevin Silk Kevon Elzey

Krissy Jones Wingate

Kristin Wingate Lara Negron Lauren Ğilliss Lauren Taylor Lisa Roche Mara-Lise Deychak Matt Mullman Max Deem Michael Goltzman Michael Kharfen Michele Williams Natalie Kuldell Nate Black Rachael Doss Rebeccah Andrew Ryan Jones Skylar lott Spencer Kelly Spencer Walters Tamara Henry Tanya Voqel Tyler Spencer Valerie Delp Wendy Gray

Alayah Hightower Alex Neal Alexandra Brosovich Alexandra McAuliffe Alexandria Neal Alexis Dotson Aliyah Hale Amanda Miller Andrea McTaggart Andrej Steskal Andy Ruge Annika Bannon **Anthony Wood** Aquila Harper Arthur Swift Aubrey Plourde Beth Ellinport Beth Fry Blackbaud Giving Fund Bridget Hillin Brooke Bean Burrell Brown Caroline Abromavage Casey Peeks Chandler Fox Chloe Vitoff Chrissy Lawrence Christine Hollins Codie Hammond Connie Greene Conor Hahler Daniel Wood Danielle Dzbanek David Lincoln **Deborah Stapleton Eleanor Kootsey** Eliiah Murphy Elisabeth Lembo Elizabeth Reffelt Ellen Conway

Elsie Leon-Cruz

Emma Cohen-Dumani

**Emily Springer** 

Emma Hare

Gyr Turshen

Eric Anderson

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Ken and Linda Bell Kimberly K Robinson Kiyanna Jackson Kristen Kelly Laura Butler Laurie Davis Leigh Anne Butler Lisa Reed Maddie Doring Marie Ocasio Maya Wendel Megan Patrick Melanie Keer Mervyn Wallis Michael Plankey Micheal Reffelt Monica McNutt Monica Sullivan Myles Thompson Nancy Polikoff Nia Parks Nicolette Kril Pamela Downes Philip Kim Rahel Price Raymond B Kemp Robert Burgoyne Robert Salley Rommel White Ryan Pettengill Ryan Springer Sahrina Frank Sam Lawrence Samantha Muratori Seamus Roddy Steph Marcozzi Swezen Kizito Sydney Reece Taylor Molnar Tim Albright Timilehin Laniyi Timothy LiVolsi Timothy Savoy Timothy Vernon Tom Skomba Trey Conrad Venus Johnson Yoga Heights

Helen Feldmeth

Helena Kalman

Jahnia Phillips

James Huang

Jane Reffelt

John Geager

John Gilvar

John Kelly

Joshua Sattel

Juliana Saling

Karen Schneider

Kayley Sullivan

Kathleen Bush-Joseph

\$50 - \$99 Alyssa Gerardi Anna Drabek Anonymous Facebook Barkbox Bertha Colbert Bob Poogach C.J. Noell Candy Gutierrez Celeste Campbell Charles Cohen

Chris Caputo

Cortney Corshawn Richardson Diane Steinour **Eddie Cervantes** Elizabeth Banks Eric Ruckart Jan Reed Jackson Jedidiah Barton Jenlain Coyle Jenn Djavaherian Jennifer Montgomery Jess Hagler Jon M Julie Parent Kara Jones Anderson Katherine Wynne Katie Congdon Katie Steinour **Kevin Hegarty** Kirby Vernon Kristen Furlong Reed Lavar Curley Linda Simpson Lindsay Nathanson Liz Lembo Lizzie DeGuzman Mackenzie Jones Madison Steskal Marco Guillermo Mary Engvall Matt Jackson Melanie Porpiglia Wood Mike McHugh Morgan Rote Nina Feldman Pete and Eileen Markuson and Moran Rachel Ellinport Rob Panuska Jr **Rudiger Roberts** Samantha Lange Gallion Sarah Boney **Sharon Davis** Sydney Wender Veronica Jones Vijay Balan Washington Nationals

Christian Rautenstrauch

**Christine Higgins** 

### \$25 - \$49

Alexa Brooks Major Alexandra Perez Alice Hasen Amy Curtis Anne Standley Brandolon Barnett Brendan Foo Carolyn Cowen Nissen Cassidy Leigh Hark Catherine Ruffino **Chris Prentice** Chrissy Schoonmaker Courtenay Miller Danielle Woodhouse Johnson Darryl Prue Deborah Lotterman Dorrian Moultrie Drew Carneal Elizabeth Cruz Emily MacDonald Emily Mayer **Greg Roberts Gregory Langlois** 

Ishmael Herod

Jaala James Jamie Maguire Jeanine Bell Jordan Mitchell Lacey Faeh Linda McNamara Lindsay Teeters Linehan Lisa Louise Butler Max Reisser Michele Gemelas Murray Penner Paige Pennigar Patrick Demosky Reginald Grant Right Proper Brewing Shawna Engel Talia Corvat

Fred

lan

Ked

Libby Garfoot

Lilou Stegeman

## Aaron Spruill

Addie Feek

Ai Nishino

Alex

Aisling Casey

Alex Longeway

Alysa Vazquez

Alyssa Doslea

Aleksandra Parol

Alexandra Guthorn

Adrian Requena

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Alyssa Giroux Amanda Malloy Amir Harris Amy Mitchell Ana Avalos Andrew Theado Anna Kemmerer Anne Beasty Annie Partika Arash Abbas Ashle Holman Ashley Smith Avril Silva Aziah Hudson Becca Frank Bella Hite Betty Van Pelt Bradley Kulay Brian Davis Brooke Steel Brooklynn Fort-Davis Bryce Parker Cailin Panacek Caitlin Cunningham Cam Dyson Candace Cato Catherine ORourke Celeste Noraian Chelsea Knight Chloe Richardson Christine Garrahan Cimone Woodard Cindy Veazey Colin Milon Connor Horgan Cori Chiarolanzio Cori Rees Dani Deyton Daniel Dunac Darius Fox David Lewis Dede's Details

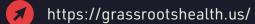
Devanshi Patnaik Lily Plum Lily Sarnowski Doug Poland Elizabeth Sweitzer Lincoln Ball Ellie Poling Eric Guthrie Lorenzo Donadio Erin O'Leary Maclaine Lehan Essence Brown Malik Ethan Smith Marcia Steinour Eva Andersen Margaret Rabbitt Evan Garry Marissa Gallo Mary Grace Goyena Evan Schweickert Faith Blethen Mattias Cooper Seip Faith Weber Maxine Engel Fiona Wardrop Mayowa Taiwo Megan Alexandra Hoffman Gabriel Oppler Megan Hoffman Gabriela Lopez Melanie Keer-Pederson Gabriella Anyia Melissa Rolfes Melissa Taggert Gabriella Hancher Geet Kamal Tei Dandu Michael Bleeker Glen Kalbaugh Michaela Stith Grace Brennan Molly Fiore Grace Francese Monteiro MTL (Primavera.2002) Greg Campbell Hannah Bell Nancy Kiner Network for Good Hannah Spease Heidi Chicas Nevaeh Clark Nicholas Askew Iona Maria Grace Nikayla Scott Isaac Avon Nina Martinez Nora Vedder Isaac Vergun Isabelle Eskay Nyla Cooper Paige Lonergan Jaime Petronis James Hellekiaer Pamela Patrick Jas Hunter Peter Gregpry Jashawn Scroggins Phil Kim Jath Dicecco Phoebe Merrigan Jeff Ellinport Quai Quintin Reid Jenesis Perrin Jennifer Schaen Rachel Katz Jennifer Shahabuddin Rachel Kolton Jensen Benko Richard N Jeremy Wertz Richie Ilarraza Jocelyn Logan Ryan Cedeno Joel Wilkinson Rvan Vallette John Freed Sarah Bodewes Jordan Sheppard Sarah Price Joseph Yusuf Shalon McNeal Josh Cohen Shianne Knight Julianna Dantzer Shyheim Odom Kace Boland Sophia Cheros Katana Yu Spencer Bystrom Kate Briddell Stephanie Naylor Kate Petronis Steve Mills Katie Putney Sydney Stewart Katie Smith Svdni Jones Kayla Campbell Sylvie Prepetit Kayla Henning T Wade Kayla Kraft Tatiana Carter Tay Matthews Kelly Poole Taylor Moose Kendall Thompson Taylor Scales Kendall Whitman Taylor Webster Kerrigan Unter Tia Harrison Kiana Carr Tiffani Pittman Kim Naeseth Tommy Kirah Tianga Troy Elgersma KJ Henderson Unique Greenwood Kristen Prentice Varsha Challapally Larry Bryant Victoria Tyson Lauren Prentice William Cave William Jarrell Leanna Bryant Lexi Rakis William White

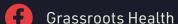
Yoni Berhanu

Zachary Prescott



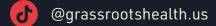
- Grassroots Health

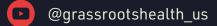














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