GRASSROOTS HEALTH

College Athletes Coaching Students to a Healthier Future

Annual Report 2023
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 in 2023.
In 2023, Grassroots Health achieved significant strides in innovation and expansion. We broadened our reach in DC, piloted programming in Philadelphia, and implemented a novel staffing strategy, aimed at extending our reach, nurturing emerging leaders and enhancing operational efficiency. Through these endeavors, we garnered valuable insights, fortified our resolve, and now stand poised to embark on the journey of 2024 with unwavering dedication to our mission of revolutionizing health education in schools.

In Washington, DC:
Our presence flourished in 2023 as we engaged more than 1500 students and families. During the fall semester, we piloted an innovative staffing approach: enlisting the assistance of nine interns to complement our core team. Selected from our pool of dedicated volunteers, they served as invaluable liaisons between teachers, administrators, and GRH staff. This initiative enabled us to reach more students than ever before in a single semester and also fostered the professional growth of these interns, equipping them with invaluable leadership and facilitation skills. This staffing model will be further refined and expanded upon.

In Philadelphia:
The year 2023 witnessed two remarkable GRH milestones: we trained new student-athletes at Temple University and initiated programming in four classrooms and two camps, demonstrating the effectiveness of our curriculum. These pilot initiatives underscored the efficacy of the GRH curriculum in effecting knowledge, attitudinal, and behavioral shifts among participants. Feedback from students, educators, and administrators alike attested to the enthusiasm and effectiveness of our programs, while athletes embraced their roles as facilitators with zeal. Despite these achievements, the funding landscape in Philadelphia posed challenges, impeding our ability to secure sustainable financial support. Therefore, we paused programming for 2024. Nonetheless, the success of our pilot programs provides a solid foundation to sustainably expand our reach in new cities.

Looking Ahead:
Grassroots Health will leverage lessons from our Philadelphia pilot to drive strategic growth. We remain committed to making a difference in DC while planning sustainable expansion.

With gratitude,
The GRH Team

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2009 - 2013

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.

Impact evaluation proves that Grassroots Health’s theory of change works: kids are learning from our approach.

2014 - 2017

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.

2018 - 2022

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 community-based 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.

THE NEW FRONTIER

The vision of Grassroots Health is to use our platform of community programming success and impact based data to influence the entire health education sector. We see a future where health and physical education is valued in schools the same way core subjects are valued. To get there, we plan to fortify our programming, grow our base of evidence through strategic evaluation methodologies, and expand our reach to more students, schools, and education systems.
Trust Fall & Flag Football
2023 TOTALS
GAMES
Spike-Ball & Parachutes
½ Court Basketball
Relay Race
SEXUAL
Capture the Flag
Skill-Building Circuit: various sports
MENTAL
Journaling & Dodgeball

7TH GRADE:
Sexual Health

PHYSICAL

8TH GRADE:

CURRICULA OVERVIEW: Scope & Sequence
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.

HEALTH TOPICS GAMES
1 Intro to Nutrition & Physical Health Tag style-game
2 Intro to Major Nutrient Groups Capture the Flag & Review of Food Labels
3 Balanced Diet & Major Nutrient Groups Relay Race: hurdles, speed ladders
4 Vitamins & Minerals Team-Building Balance Activity
5 Sugar, Fat & Salt Team-Bowling Game
6 Healthy Breakfast Soccer
7 Navigating Corner Stores Life-Size “Hungry, Hungry Hippos” & Food Labels Review
8 Puberty, Influences & Advertising Sharks & Minnows
9 Understanding Barriers & Challenges Dodgeball & Running Relay Race

6TH GRADE:
Nutritional & Physical Health

3 Juggling Decisions Around Sex & Vulnerability Teamwork Activity: Throwing/Catching
4 Making Your Own Choices 4-Corners: running activity
5 Hormones & Introduction to SH Terms 4-Way Dodgeball
6 Sex Education Basics Team Relay Race
7 HIV Basics & Risk Reduction Running Activity & Throwing/Blocking Game
8 Transmission of STIs/HIV Handshake Activity & Team-Building Activity
9 Unplanned Pregnancy Prevention Prevention Soccer

7TH GRADE:
Sexual Health

5 Navigating SH Challenges Cat & Mouse: extreme tag
6 Juggling Decisions Around Sex & Vulnerability Teamwork Activity: Throwing/Catching

538 students 912 students 1,450 students
192 volunteers 239 volunteers 431 athlete volunteer spots*

* more than 70% of athletes participate in more than 1 program, but this number recognizes each individual program they engage in

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

Grassroots Health is important for their health and well-being

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

Grassroots Health sets goals to quantify our impact with youth. Some output measures include the number of students receiving programming, the number of hours in programs, and the number of volunteers.

In the 2022-2023 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.

KEY PERFORMANCE INDICATORS

Grassroots Health is important for their health and well-being

I like how we can talk about serious things while also having fun.

- Middle school participant

The [GRH coaches] really showed me how to identify different emotions that I didn’t take into consideration.

- Middle school participant

Lesson Plan:
How Grassroots Health Measures Success

**Lesson Plan:** How Grassroots Health Measures Success

6/6

4/4

4/4

NUTRITION/PHYSICAL

SEXUAL
MENTAL

[Results Per Overarching Health Topic]
In 2023, Grassroots Health took a new staffing leap! In an effort to build more sustainability while also reaching more youth and schools, Grassroots Health successfully piloted a new intern model in the Fall of 2023. Experienced athlete volunteers are eligible to apply to be paid “program interns” as they assist in coordinating programs with athlete volunteers, teachers, and Grassroots Health staff. This new change is providing more opportunity for athletes to be leaders while also allowing our team to work with more schools and youth.
LETS GET THAT BREAD
[Revenue by Source]

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<thead>
<tr>
<th>Source</th>
<th>FY 2022</th>
<th>FY 2023</th>
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<tbody>
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<td>Contributions and Grants</td>
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<td>$1,101,287</td>
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<tr>
<td>Program Service Revenue</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Investment Income</td>
<td>$502</td>
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<tr>
<td>Other Revenue</td>
<td>$917</td>
<td>$2,750</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$437,970</td>
<td>$1,104,037</td>
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</tbody>
</table>

60% Corporate Grants
4% Government Grants
6% Individual Gifts
30% Foundation Grants

LETS EAT THAT BREAD
[Spending by Program Area]

- Grassroots Connect 5%
- Grassroots Fam 5%
- Program Research & Devel. 5%
- Volunteer Training & Devel. 15%
- Nutrition 20%
- Sexual Health 20%
- Mental Health 20%

PUBLIC DISCLOSURE OF REVENUE, EXPENSES, & ASSETS

<table>
<thead>
<tr>
<th>REVENUE</th>
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<table>
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<tr>
<th>EXPENSES</th>
<th>FY 2022</th>
<th>FY 2023</th>
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<tbody>
<tr>
<td>Grants and Similar Accounts Paid</td>
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<td>Benefits Paid to or for Members</td>
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<td>Salaries, Other Compensation, Employee Benefits</td>
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<td>Professional Fundraising Fees Total</td>
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<td>Other Expenses</td>
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<td>Total Expenses</td>
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<td>Revenue Less Expenses</td>
<td>$-391,828</td>
<td>$40,272</td>
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FINANCIAL STATEMENT 2023

NET ASSETS & FUND BALANCES IN 2023

- Total Assets: $528,352
- Total Liabilities: $21,650
- Net Assets / Fund Balances: $506,702

OUR COMMUNITY

HEAR FROM COMMUNITY MEMBERS INVOLVED WITH GRASSROOTS HEALTH

WILL DARRENKAMP [AU M. Swim]
"Grassroots Health helped me grow my skills in facilitation while also allowing me to grow closer to my community and create bonds with others that I never could have imagined. The skills I learned at Grassroots will carry with me through my professional career and have already helped me in my success post-grad."

SAMYA CURTIS [former GRH student, now legal guardian]
"Grassroots is an amazing program that helps educate teens on their body, health, and how to be simply safe. This program should be utilized in every school!"

JASMINE WARREN [Howard W. Soccer]
"Grassroots has truly been a transformative experience for me. I have been able to explore my passion for public health, while building connections with so many students and people in the community."

CELESTE NORAIAN [GW Rowing]
"Grassroots Health ignited my passion for health education, becoming a defining experience throughout my college journey. Its impactful work not only nurtured my commitment to serving underserved communities but also shaped my post-graduation aspirations and prepared me for the Peace Corps in a few months."

SAMANTHA DANIEL [PE Teacher]
"As a teacher who has been working with Grassroots in her classroom for 8 years, I have come to consider them one of the most integral nonprofits in Washington D.C. Their health based lessons, coupled with their small group approach, immediately addresses my needs as a teacher as well as my students. Their health lessons are topical and relevant to the needs of my students and families, and their small group approach allows for a level of authentic inquiry that can be challenging to create in a large group setting.

Grassroots’ student athletes also enter lessons with a level of enthusiasm and understanding that has helped to reinspire me after challenging post covid years. The curriculum includes games that have health themes to allow the students to actively engage in health topics rather than just sitting and talking. I am constantly impressed with the consistency student athletes and Grassroots employees show up with and the level of compassion and energy they bring each class."
2024

WE’RE READY FOR WHAT’S IN STORE

Grassroots Health

https://grassrootshealth.us/
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