

# HEALTHY KIDS RUNNING SERIES

Kelly Jones, Coordinator



# OUR STORY

## I. **We are ...**

A national, inclusive and fun youth running program.

Led by dedicated, local coordinators.

Where all kids celebrate their success AND

Develop an active healthy lifestyle with national support from sponsors including Stride Rite, Lidl, Musselman's, Giant, USATF Foundation and RunDoyen.

## I. **What We Do ...**

We engage communities and families by providing an inclusive youth running experience, inspiring kids to believe in themselves and lead an active healthy lifestyle.

We offer a fun, inclusive hour-long race event that is focused on the kids, benefits our families, and creates meaningful relationships in our communities.

## **I. Our Beliefs ...**

We believe in fun. We believe in an active, healthier generation of kids. Part of an active healthy lifestyle is getting out from behind gaming consoles and other screens and playing outside. Whether it's running or another outdoor activity, we want to get kids moving.

We believe that sports, particularly running, teaches lifelong values. The challenge of running and racing builds a foundation for confidence and accomplishment. It espouses the values of effort, perseverance, persistence, sportsmanship, independence and grit. Together, these inherent challenges combined with the learned ability to overcome those challenges builds self-esteem.

We believe the growth of our mission and program will yield a healthier generation of active kids.

We believe in family and community.

We believe that building each other up and supporting one another, at our races and beyond, is empowering. Supporting others and treating others the way they want to be treated is paramount.

# MILESTONES

Earlier this year, we served our 200,000<sup>th</sup> Runner since launching our program in 2009.

Earlier this year, we expanded our reach to impact 40+ states and are working towards expanding internationally.

When the pandemic limited in-person racing, we launched 270 Virtual Series in Spring 2020, serving 12,000+ children quarantined at home.

In 2020, we launched the *I am a Healthy Kid!* Educational Interactive Program Guide which featured 42 interactive lessons for kids on running, goal setting, nutrition, physical activity and overall well being.

Through an Underserved Fund, Healthy Kids Running Series subsidized a 'Camden Family Day' in October 2020; and provided scholarships to hundreds of youth runners around the country.

Earlier this year, Healthy Kids Running Series was granted Platinum Seal of Transparency from GuideStar.

KIDS 2yo thru Middle School can run















# CONCLUSION

1. Fun event to get kids moving
2. Non Profit, the event relies on sponsors & volunteers
3. Kids 2yo thru middle school can run
4. Kids run a distance according to their GRADE
5. Teaches kids about being supportive of their fellow teammates

# WEBSITE & CONTACT

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