

Executive Summary

The important work of Active Southern West Virginia continues to positively impact our under-served communities. A staff of four as well as a corps of volunteers, develop, manage, and support four main programs; Community Captains, Kids Run Clubs, Bike/Walk, and Workplace Wellness, touching the lives of 1,000 people in 2015 and more than 1,500 in 2016 throughout southern West Virginia.

Support from the New River Gorge Regional Development Authority, the Beckley Area Foundation, the Massey Foundation, and Try This WV, has allowed Active Southern West Virginia to meet its mission of providing opportunities for communities to become more physically active, ultimately improving the health of Raleigh, Fayette, Summers, and Nicholas Counties.

In 2016, Active SWV began a new partnership with New River Gorge National River to providing free physical activity programs within the park boundary. Also in 2016, the Active SWV Workplace Wellness program was created to encourage businesses and worksites to provide healthy environments for their employees, while improving the health of the workforce.

In conjunction with the New River Gorge Bridge Day Festival, Active SWV held the first every 5K running event across the New River Gorge Bridge and through the town of Fayetteville.



Community Captains

This year, the first Active SWV [Volunteer Director](#) was hired to recruit, train, mentor, and evaluate the Community Captain program. The program seeks to recruit and train volunteers, within our many small communities, to lead their friends and neighbors in living a more active and healthy lifestyle.

Our team of Community Captains has volunteered their time to provide participants with safe, entry level physical activities. In 2016, 1,553 participant hours were spent in programs and events. Of those numbers, 368 participant hours were spent in partnership with the [New River Gorge National River](#) at Camp Brookside Environmental Educational Center and in partnership with the Centennial 100 Mile Challenge. This success has extended the partnership to the entire foot print of the National Park.

Additional success was experienced in special event hikes; the Gary Moorefield Hike and Black Friday hike.

Our goal for 2017 will be to increase the number of Community Captains to 40, with 10 CCs in each county – Summers, Raleigh, Fayette and Nicholas. These Community Captains will receive specific training and earn fitness certifications in exchange for volunteering.



Community Captain Levi Moore

Active SWV Kids Run

Beginning in the spring of 2016, Active SWV organized its first 3 Kids Run Clubs; [Ansted Elementary](#), [Summersville Elementary](#), and [Valley Elementary](#). The program grew to 9 schools in the fall of 2016 by adding Mount Hope Elementary, Collins Middle School, Fairdale Elementary, Marsh Fork Elementary, Cranberry-Prosperity Elementary, and Panther Creek Elementary.

During the summer months, Active SWV Kids Run Club managed the WVU Energy Express summer program at Beards Fork. The Energy Express program provides recreation time and the Active SWV Kids Run Club program is a perfect fit into the recreation allowed time.

In 2017, the goal is to reach 20 schools for Active SWV Kids Run Clubs.



Panther Creek Elementary Kids Run Club

Active SWV Bike/Walk

The first Active SWV Pedestrian, Bike, and Trail Coordinator was hired in March of 2016 to oversee the development of projects in Mount Hope as a pilot location for expansion to more communities in 2017. These goals were achieved:

- Safe streets; Share the Road signage added
- Phoenix Fitness Trail with fitness stations
- Development work began on the Mount Hope Rail Trail
- Bicycle Safety Rodeo at Mount Hope Elementary School

Work has begun on a “How to Manual” with these projects as a template so that more

small communities can identify safe places to be physically active and connecting



doorsteps to trail heads.

Mount Hope Elementary Bike Safety Rodeo

Events

Family Triathlon

The inaugural Active Southern West Virginia Family Triathlon, in support of ActiveSWV Kids Run Clubs, was a remarkable success! Held on Saturday, August 20, 2016, in conjunction with the 50th Anniversary of the Summersville Dam celebration, a field of 50 participants, including kids, parents and grandparents, ran, biked and paddled a course set up adjacent to the Summersville Lake beach. This family-friendly, beginner

event included a 4.4-mile course, divided into a 1.2-mile run, 2.2-mile bicycle ride, and a 1-mile paddle using kayaks, paddleboards and anything else that floated.



From this event, Active SWV raised \$1,500 to support Kids Run Clubs in Nicholas County. Active SWV Kids Run Clubs provide kids the opportunity to be physically active in a fun and safe environment. Active SWV Kids Run Clubs in Nicholas County will provide social support and stress relief to the youth of Nicholas County who have been affected by the flood.

Active SWV Bridge Day 5K

This was the first running event across the New River Gorge Bridge and a huge milestone to introduce a running event within the larger one day event. Everything went smoothly with great weather, cooperative racers, and safety minded volunteers. The event raised \$700 for Kids Run Clubs and has the potential to raise \$7,000 in 2017 with increased race numbers and larger sponsorships.

- 193 racers registered; 171 runners (52 men/119 women)
- 3,333 ft across the New River Gorge Bridge
- 3.6 mile course (a little more than a 5K)
- 20 volunteers enthusiastically cheering on the runners
- 40,241 people reached through the [Active SWV Bridge Day 5K Event Page](#)
- Racers ranged in ages from 7-70 years old
- First racer finished in 22:36, Nick Massey from Beckley, WV



Financial Summary

Income

Business contributions	\$3,636.68	
Gifts		\$29,490.00
Individual donations	\$107,241.92	
Grants		\$3,352.47
Investment interest	\$1,030.12	
Program Income	\$13,573.14	

\$190,773.46

Expenses

Business operations	\$10,595.80	
Certifications		\$10,425.46
Program Operations	\$51,913.31	
Payroll Expense		\$87,410.50

\$174,451.91

Net Income

\$16,321.55