



ACTIVE

SOUTHERN WEST VIRGINIA

WELLNESS CREATES JOBS

ANNUAL REPORT 2017

www.active.org

ACTIVE SWV

Active Southern West Virginia seeks to improve the health of all southern West Virginians by providing opportunities for active lifestyles. Active Southern West Virginia develops community programs to create a culture of exercise and physical activity in southern West Virginia.

5

Programs

5,000+

People Reached in 2017

ACTIVE SWV PROGRAMS

Community Captains

Kids Run Clubs

Bike/Walk SWV

Workplace Wellness

Signature Events

PARTICIPANT QUOTE

"I just have to tell everyone how thankful I am for this Qi Gong class. I have been practicing Qi Gong now for about a month, and today was the first time in years and years that I was able to spend 30 minutes grocery shopping without using the electric buggy!!! Although I still have pain when I stand, walk, or spend time sitting up straight for an amount of time, I now actually have times when I feel no pain. I had forgotten how it felt to be pain free even for a few moments. Thank you Joe Jett for teaching this class and Billy Thompson for telling me about Joe!"

-Janis Dean, Tai Chi

Executive Summary

The New River Gorge region stretching from Richwood to Montgomery, from Meadow Bridge to Whitesville, and Rodell to Hinton encompasses over 2,299 square miles to include 161,340 people within small communities. This population is facing some of the highest occurrences of chronic diseases, obesity, and unemployment in the nation. Significant barriers to active living such as; low income, lack of access to a facility or trail, inclement weather, and lack of health education are compounding our poor health outcomes and hindering job growth.

Investments should continue to be made towards the health of the workforce for this region to stay competitive in a national economy. Opportunities are being made by Active Southern West Virginia for this generation and the next generation to grow up healthy and find meaningful, successful employment in their home region.

Active Southern West Virginia, in close partnership with the New River Gorge Regional Development Authority, provides ways to remove barriers to living an active lifestyle while developing leadership skills among community members. This grassroots approach has created a network of volunteers committed to improving the health of their families, friends, co-workers, and church members. Active Southern West Virginia volunteers, whether a Community Captain or Kids Run Club Coach or Workplace Wellness committee or Bike/Walk advocate, are living examples of ways to better oneself in health, community, and career.

In 2017, Active Southern West Virginia created avenues for thousands of people in the New River Gorge community to lead active lifestyles. Active SWV's 5 core programs break down barriers to healthy living while fostering leadership skills among community members and engaging diverse audiences. Physical activity has been scientifically proven effective in reducing chronic diseases and obesity rates, thereby removing barriers to these opportunities will increase the health of the current and future workforce. Active Southern West Virginia programs are free, and recruitment is targeted towards populations who need exercise instruction.

I invite you to find a way to get involved.

Sincerely,
Melanie Seiler
Executive Director



ACTIVE SWV COMMUNITY CAPTAIN

Community Captains are champions of their communities who want to lead others to healthier and more active lifestyles. They remove barriers that prevent people in our community from being active by providing free weekly and monthly physical activity programs in their communities.

614

Programs

867.5

Community
Caption volunteer
hours

4,073

Participant hours

PARTICIPANTS PER COUNTY

**Nicholas: 611 Fayette: 2,290 Summers: 115
Raleigh: 1,061**

Get Active in the Park

Get Active in the Park is an innovative partnership between the National Park Service and Active SWV. Trained Community Captains deliver free, beginner-level instructional programs to the region. It empowers our community to see outdoor spaces as a place for health and wellness to take place. This project was made possible in part by a grant from the National Park Foundation through generous support of the Coca-Cola Company & Coca-Cola Foundation

COMMUNITY CAPTAIN QUOTE

“I love seeing other people get psyched about trying outdoor activities. Learning to do new things is so empowering and exciting. It’s just the best when someone’s face lights up with that thrill. Some of the best things West Virginia has to offer may not be accessible if someone doesn’t have the gear or is unsure where to go and how to get started. Active SWV really bridges that gap for people.”

-Mara Petretich, Community Captain



Recruit



Train

Program



Mentor

ACTIVE SWV KIDS RUN CLUBS

The central goal of the Active SWV Kids Run Club Program is to instill healthy habits in our area's youth and to get them excited about running and physical activity. Active SWV believes that all West Virginian youth deserve to live happy, healthy long lives and are the key to the future of both the region and the nation. By transforming West Virginia into a more physically active, healthier community, we improve individual's lives –reversing the alarming rates of heart disease, diabetes and shortened life expectancies that our state faces.

23

Schools & Groups

180

Coaches

1,881

Participants in 2017

2017 SURVEY RESULTS

- 40% of participant respondents decreased their computer and video game screen time on school days
- 71.8% of survey respondents said that since their participation in Kids Run Club they got a friend or family member to increase their physical activity
- Participants learned new physical activity skills: warm-up, cool-down, and stretching
- Returning participants started the program at a higher level of physical activity than new participants

CLUB VOLUNTEER

"I believe the potential for greatness still lies in the hearts of our communities and children. And if given the right encouragement and opportunities, who knows what could happen."– Daniel McDowell



Active SWV

Kids Run Clubs

In 2017 we welcomed our mascot ANThony, designed by a Kids Run Club participant's parent. ANThony shares our values of teamwork, determination, and self improvement.

Ansted Middle
Beards Fork Energy Express
Birch River Elementary
Coal City Elementary
Collins Middle
Cranberry Prosperity Elementary
Daniels Elementary
Fairdale Elementary
Gauley River Elementary
Ghent Elementary
Hinton Area Elementary
Mabscott Elementary
Maxwell Hill Elementary
Marsh Fork Elementary
Mount Hope Christian Academy
Mount Hope Elementary
Mount Hope Energy Express
Mount Nebo Elementary
New River Elementary
Panther Creek Elementary
Summersville Elementary
Valley Elementary
Zela Elementary



"Thank you for bringing this program to our school community. It has been a profound life changing experience for me."

- Charlie Rose, Club Coach at Birch River Elementary

ACTIVE SWV BIKE/WALK

Active SWV Bike/Walk is committed to making walking and biking safe, fun and convenient by advocating for protected bike lanes, safe and complete streets for pedestrians, fitness trails and a network of connected hiking trails.

BPAC - Bicycle Pedestrian Action Committee

BIKE/WALK PROJECTS

- Mount Hope; ARC Gateway Communities Initiative - Downtown Walking Tour
- Mount Hope Fitness Stations, Trail, and Rail Trail
- Mount Hope Elementary Bike Safety Rodeos
- Beckley BPAC formation
- Beckley YMCA- WVU Tech Connector Path
- McManis Rail Trail Bike Safety Rodeo
- New River Transit Bus Bike Rack Project
- Hinton BPAC recruiting
- Summersville BPAC recruiting

Bike/Walk How-To-Manual

The How-To-Manual for Bike/Walk Communities assists efforts in our communities to facilitate more opportunities for physical activities. It is used as a workbook to identify the ways to increase connectivity and safety for bikes and pedestrians on a path toward a more Active community!



The Mount Hope Phoenix Fitness Trail & Stations grand opening in April 2017



Bicycle safety rodeos get kids and parents excited and educated about riding in their communities.

The Active SWV Bridge Day Bicycle Valet was supported by 14 volunteers from WVU Tech providing the service of storing bicycles for residents wanting to avoid driving to the event.



ACTIVE SWV WORKPLACE WELLNESS

This program provides structure and support for a multi-year approach to increase physical activity in the workplace by utilizing a score card to measure results.

Participation will also connect workplaces to the already successful Active SWV programs; Community Captains offering free outdoor physical activity weekly programs, elementary school Kids Run Clubs, the Bike/Walk SWV advocacy model, and high quality signature events.

9

Workplaces

120

People Reached in 2017

Physical Activity Posters

Made possible by a Try This mini-grant

In partnership with West Virginia University, the West Virginia Physical Activity Plan, and the West Virginia Bureau of Public Health, research was conducted to select motivational statements appearing with images from southern West Virginia.

PARTICIPANT QUOTE

The Workplace Wellness program has motivated employees to become more mindful of their activeness. They are sharing their workout routines with each other as well as what works and doesn't work for them. Other employees are sharing their step activities with their friends and setting other personal goals. -Matt Huffman, Workplace Wellness Coach at Beckley Sanitary Board



Physical Activity Posters

www.activeswv.org/physical-activity-posters

There are 21 poster designs within these 7 topic areas: stairwells, elevators, parking garage, motivational slogans, walking/burning calories, meeting agenda slogans, and physical activity. These posters are easy to download and print for free from the Active SWV website.

ACTIVE SWV EVENTS

Special Events vs Signature Events

Special events provide additional opportunities for physical activity. These free events range from first of the year hike, Beckley City-Wide Walk/Run, SUP Demo days, WV Day, Dog Dash, Gary Day Hike and the Camp Creek Hike.

Active SWV Signature Events do have an entry fee to raise revenue for the organization to sustain free community programs. These Signature Events are the Active SWV Family Triathlon, NRG SUP Race, and Active SWV Bridge Day 5K.

Active SWV Family Triathlon

13 Families, 14 Individuals

1.2 mile run, 3 mile bike, 1 mile paddle

Active SWV NRG SUP Race

The 7th Annual New River Gorge Stand Up Paddle Board Race

47 Adults, 11 Youth; two race events

Active SWV Bridge Day 5K

The second annual race across the New River Gorge Bridge

241 runners including 6 youth Essay Contest winners

PARTICIPANT QUOTE

Karen Walberg , triathlon participant.

“After the race I broke down crying at the finish line. I cried because a week before I finished a year of cancer treatment, cured. I cried because my family finished the triathlon together. I cried because we could be a family again.”

NEW YEARS DAY HIKE

2pm Grey Flats
Trails
Beckley, WV
ActiveSWV.com

WV's first youth SUP race



Active SWV Family Triathlon



Active SWV Bridge Day 5k

The only race across the New River Gorge Bridge held on Bridge Day. This event is a direct fundraiser for Kids Run Clubs.



FINANCIAL SUMMARY

Income

Business contributions	\$11,448.65
Individual donations	\$3,826.69
Grants	\$230,956.81
Investment interest	\$4,638.95
Program income	\$14,744.43
Total Income	\$265,615.53

Expense

Organization operations	\$24,227.17
Volunteer Certifications	\$8,500.00
Program operations	\$56,580.32
Payroll Expense	\$96,884.53
Total Expense	\$186,192.02

Net Income	\$79,323.41
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Grant Funders

Beckley Area Foundation
Hinton Area Foundation
Nicholas County Community Foundation
Claude Worthington Benedum Foundation
Massey Foundation
National Park Foundation
Kids Run the Nation
Try This WV
The Conservation Fund
Road Runners Club of America; Kids Run the Nation
Good Sports Athletic Equipment

Long Term Support Donors/Sponsors/Partners

New River Gorge Regional Dev Authority
New River Gorge National River
New River Health Association
United Way of Southern WV
West Virginia American Water
Mountain Surf Paddle Sports LLC
New River Transit Authority
City of Beckley
City of Mount Hope
New River Gorge Trail Alliance
Summers County CVB
Summersville CVB
Fayette County CVB
Raleigh County Chamber of Commerce
Visit Fayetteville, WV – Fayetteville CVB
Southern Appalachian Labor School
Fayette County Animal Control Center
Camp Brookside Envir/Ed Center
Raleigh County Memorial Airport
Cranberry Woods Townhomes
Highmark Foundation
Nicholas County Health Department
Adventures On The Gorge
Flat Top Fridays
Adkins & Young Plc
Rotary Club Of Summerville
Raleigh County CAA
St Luke's Methodist
Brickhouse Cardio
New River Health Association
Summersville Arena
The Bellann Building
Rick's Supermarket
American Water
Kroger
UniCare

Arny Corps at Summersville
New River Bicycle Union
City of Mount Hope, WV
Marathon Bicycle Company
New River Bikes
DuBois On Main
Enterprise Rent-A-Car
Water Stone Outdoors
Ride-N-Slide Sports
Gumbos Cajun Restaurant
Secret Sandwich Society
Cathedral Cafe
Opposum Creek Retreat
Otter and Oak Outdoors
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Tara Fowler Photography
Oak Hill Chiropractic
WVU School of Public Health
WVU School of Physical Activity and Sports
Sciences
West Virginia State University Extension
West Virginia University Extension

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Thank You

ACTIVE

SOUTHERN WEST VIRGINIA

A nonprofit providing an ecosystem of physical activity for the residents of southern West Virginia by offering an array of activities led by trained leaders from within the communities they serve.



Active Southern West Virginia

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