



ANNUAL REPORT 2018

WELLNESS CREATES JOBS

116 North Heber Street, Suite B / Beckley, WV 25801 / 304.254.8488

ACTIVE
SOUTHERN WEST VIRGINIA

2018 EDITION

activeswv.org / Facebook.com/ActiveSWV

Mission Statement

A nonprofit building an ecosystem of physical activity for the residents of southern West Virginia by offering programs led by trained leaders from within the communities they serve. Each Active SWV program serves a specific purpose to build capacity within southern West Virginia. The connectivity of each program will help usher in a vibrant, diverse economy.

Vision Statement

This mission is achieved through community volunteers who lead regular physical activities in southern West Virginia. Volunteers are seeking healthier lifestyles themselves and experience accountability in leading groups. These volunteers are provided training with comprehensive Active SWV program manuals and certifications to facilitate quality program while also creating the opportunity for Community Captains to obtain resume-building qualifications.





Striving to make southern West Virginia a model of health, wellness, and active living by providing free physical activity programs to people of all ages and abilities.



COMMUNITY CAPTAINS

Community Captains are champions of their communities who want to lead others to live healthier and more active lives.. Through volunteering, they remove barriers that prevent people from staying active by providing free weekly and monthly activity programs in their communities. Activities include beginner-friendly walking and running groups, tai chi, yoga, water aerobics, pickleball, hiking, group fitness, stand up paddle boarding and more.



KIDS RUN CLUBS

Active SWV Kids Run Clubs help participants develop an enjoyment and understanding of exercise, while learning healthy habits for life. Kids Run Clubs are hosted at schools across Fayette, Raleigh, Nicholas, and Summers Counties. The program is accessible to all children with no cost to the participant or school. Interested teachers, faculty, family members, and community members can be trained by Active SWV to lead the programs as "Kids Run Club Coaches."



WORKPLACE WELLNESS

Employers in southern West Virginia can improve the health of their employees by participating in the Active SWV Workplace Wellness program. Many people spend a significant portion of their lives at work, which is why it is imperative workplaces prioritize health initiatives that are simple, inexpensive, and long-lasting. 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.



ACTIVE SWV BIKE/WALK

By rethinking the region's infrastructure to support active lifestyles, southern West Virginians can improve their health and wellness with more opportunities to get outside and exercise, while increasing economic activity and job creation. Active SWV Bike/Walk is committed to providing a network of accessible hiking trails and fitness trails to make walking and biking safe, fun and convenient for everyone.



facebook.com/activeswv



instagram.com/activeswv



activeswv.org/events



activeswv.org



info@activeswv.com



304-254-8488

We invite you to join in our free physical activity programming! Please also mark your calendars for our Signature Events including Active SWV Family Triathlon in June and Active SWV Bridge Day 5k in October.

Executive Summary

A LOOK AT THE REGION

In 2018, Active Southern West Virginia (Active SWV) completed its fourth year of providing community health programs across the New River Gorge region. The four counties of Nicholas, Fayette, Raleigh, and Summers encompass 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 health disparities such as: geographic location, low socioeconomic status and lack of health education are compounding our poor workforce health outcomes and hindering job growth.

INVEST IN ACTION

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 SWV, in close partnership with the New River Gorge Regional Development Authority, provides ways to remove barriers to living an active way of life 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 and co-workers. Active SWV 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.



HOW IT WORKS

Active SWV's 4 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. Removing the barriers to these opportunities will increase the health of current and future workforce. Active Southern West Virginia programs are free, and recruitment is targeted towards populations who need exercise instruction.

Each Active SWV program utilizes a training manual detailing the program values, systems, and processes needed to be a successful community leader. Our organization, positioned with full time staff overseeing every program, will allow Active SWV to reach thousands more people in 2019. The 2018 Annual Report reflects the people living, working, and thriving through Active SWV programs.

I invite you to find a way to get involved.

Sincerely,



Melanie Seiler



MELANIE SEILER

Melanie Seiler, Founder and Active SWV Executive Director with Associates Degree in Adventure Sports from Garrett College, 20 years in outdoor recreation management, certified instructor in stand-up paddle boarding, telemark skiing, and river guiding. Named one of West Virginia Executive's 2017 Generation Next 40 Under 40 professionals. Favorite outdoor activity; taking others to a remote location for the first time.

Active SWV Volunteer and Participant Success

Participating with Active SWV has created an ecosystem of physical activity overlapping schools, workplaces, parks and community settings. This allows volunteers and participants the opportunity to incorporate purposeful healthy living in their weekly routines. Wellness increases productivity and quality of life resulting in a better economy.

AMANDA BAKER

Amanda Baker began participating in the Community Captain Refit Revolution dance aerobics class every week in Beckley. She then inquired about starting a Workplace Wellness program at her place of employment. Amanda and her Workplace Wellness committee have been meeting and implementing action items for over a year. This spring she is excited to volunteer as a Kids Run Club coach at her daughters' elementary school. Amanda has improved her personal health, productivity at her workplace, and will be giving back to her community as a volunteer.



BOB MATSON

Bob Matson is newly retired and excited to find ways to contribute to the community as a new resident. He started 2018 as a Community Captain leading walks and hikes and has grown into facilitating Bike/Walk meetings and projects. His perspective of wanting to lead others in safe venues makes his contributions to city government policy, procedures, and improvements very valuable. In addition to the walks and talks, Bob also advocates for the Active SWV in networking opportunities. He is connecting people to places and improving quality of place.



LEVI MOORE

Levi Moore became a Community Captain in 2015 after recovering from a wheel chair bound chronic disease. He started with leading gentle walks and grew into distance hiking. Levi has become a mentor to other Community Captains and assists with volunteer trainings. In 2018 he was employed as a hiking guide for an area outfitter due to his training and experience with Active SWV.



ALEXIS VIRTUE

Alexis Virtue transitioned into the role of head coach at Valley Elementary School where she works. She went beyond coaching at her school and helped to coordinate a field trip for her Kids Run Club to a regional Active SWV Signature Event. Alexis was helpful in arranging bus transportation and provided a memorable opportunity focused on confidence in physical activity. She has aspired to be a coach and the Kids Run Club program has gained her the experience she needs to further her career.



ECOSYSTEM

A nonprofit building an ecosystem of physical activity for the residents of southern West Virginia by offering programs led by trained leaders from within the communities they serve. Each Active SWV program serves a specific purpose within overlapping southern West Virginia populations. The connectivity of each program will help usher in a vibrant, diverse economy in southern West Virginia.





Leading Others to a Healthier and Active Way of Life

Removing barriers that prevent people in our community from being active by providing free physical activity programs within small communities with a peer-to-peer approach.

MEASURING SUCCESS:

- ▶ Comprehensive manual facilitating volunteer training.
- ▶ Participation by new and repeating individuals.
- ▶ Participants becoming Community Captains.
- ▶ Community Captain trained, gaining additional skills, and leading more programs.
- ▶ Programs offered in a variety of small communities.
- ▶ Community Captains gaining employment through volunteer experience.

COMMUNITY CAPTAINS AND PARTICIPATION RECAP

	2017	2018	Percent Increase
Community Captains	40	50	22.22%
Volunteer Hours	867.5	1,135	30.84%
Programs Offered	614	929	51.30%
Participation Nicholas	611	782	27.99%
Participation Fayette	2,290	2,888	26.11%
Participation Raleigh	1,061	4,733	346.09%
Participation Summers	115	101	-12.17%
Total Participation	4,073	8,504	108.79%

TYPES OF PROGRAMS OFFERED:

- ▶ State Park Hikes
- ▶ National Park Hikes
- ▶ County Park Walking
- ▶ Gentle Walking Groups
- ▶ Group Running
- ▶ Refit Revolution Dance Aerobics
- ▶ Tai Chi
- ▶ Gentle Yoga
- ▶ Indoor Fitness Bootcamp
- ▶ Pickleball
- ▶ Yoga Chi
- ▶ Stand Up Paddle Boarding
- ▶ Group Bike Rides
- ▶ Rock Climbing
- ▶ Water Aerobics
- ▶ Mountain Biking
- ▶ Group Rail Trail Bicycle Rides
- ▶ Dog Walking
- ▶ Fishing

“

Christy makes the aqua aerobics New River class a hoot. Safety is first so we circled up our life jackets and did our routine while floating and drifting with a little current. So peaceful and a beautiful setting as the light faded and we dried off with that good muscle fatigue that is so relaxing.

”

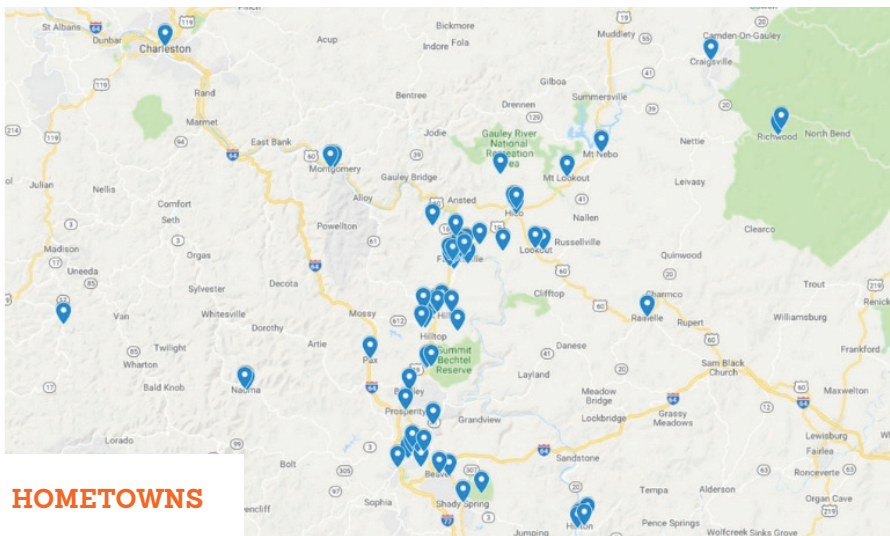
- HILARIE

2018 Community Captains

Levi Moore, Rene Moore, Jennifer Bledsoe, Amber Fuller, Glenna Butler, Lori Keller, Kate Miller, Teresa Workman, Jennifer Robinson, Aletha Stolar, Julie Keel-Bowles, Sue Slater, Charity Wysong, Hilarie Jones, Betsy Kananui, Scott Justice, Bob Matson, Allonna Tilly, Sandy Lawson, Amy Andrews, Elizabeth Phipps, Christy Cook, Crysty Linkenhoker, Suleka Deevi, Linda Stein, Joe Jett, Phil Waidner, Patsieanne Misiti, Adena Joy, Natasha Green, Katie Johnson, Carri Strunk, Kim Major, Rosalie Cacaro, Nicole Linkfield, Andrew Caldwell, Brad Scott, Wendy Scott, Christina Cowley, Jennifer Scott, Mara Petretich, Pat Gagan, ShiYuan Ren, Dave Wolff, Amy Tyree, Jo Harris, Joyce Surbaugh, Peggy Bone, Garrett Leggett, and Laural Weiler

COMMUNITY CAPTAIN HOMETOWNS

Active Southern West Virginia Community Captains have an impressive reach in southern West Virginia. They come from cities and rural towns alike. Having our "hometown heroes" hail from smaller zip codes helps spread awareness but also pulls new Community Captains and participants from more underserved areas.



HOMETOWNS

Mount Lookout (1), Charleston (1), Stanaford (1), Fayetteville (20), Oak Hill (5), Edmond (2), Mount Hope (3), Beckley (7), Shady Spring (2), Ottawa (2), Bradley (1), Beckwith (1), MacArthur (1), Hico (5), Rainelle (1), Ramsey (1), Raleigh (1), Daniels (1), Scarbro (2), Montgomery (2), Lansing (1), Lookout (1), Mount Nebo (2), Beaver (1), Pax (1), Prosperity (1), Craigsville (1), Richwood (2), Hinton (3), Nooma (3), Minden (1)



PARTNERSHIPS

PARK PARTNERS: New River Gorge National River, Army Corps of Engineers at Summersville Lake, Carnifex Ferry State Park, Babcock State Park, Hawks Nest State Park, Pipestem Resort State Park, Bluestone State Park, Raleigh County Parks and Recreation, Fayette County Parks and Recreation, City of Beckley, City of Fayetteville, City of Oak Hill, City of Hinton, Summersville Arena, Camp Brookside Environment Education Center

RESOURCE PARTNERS: RCCAA, ACE Adventure Resort, Bellann Building, Fayette County Commission, Holiday Lodge Hotel, Summers County Library, YMCA Montgomery, New River Community and Technical College Summersville Campus, St Luke's Methodist Church, Coal River Mountain Watch, Faith Baptist Church, The Gathering Place, Memorial United Methodist Church, The Summit Bechtel Reserve

FUNDERS: Beckley Area Foundation, National Park Foundation, Massey Foundation, Claude Worthington Benedum Foundation



ERIN ELLIS-REID

Erin Ellis-Reid, Active SWV Volunteer Director with a Master of Arts in Health Promotion from Concord University and 15 years' experience leading others in outdoor recreation. Favorite outdoor activity: "I enjoy any outdoor activity that is water related. I like paddle sports from easy flat-water paddling to high adventure rafting, but I also enjoy just swimming and playing in the water with my family."



Empowering Youth to Be Physically Active

Free running programs instill enjoyment and understanding of exercise, while learning healthy habits for life.

Head Coaches

Leigh Ashby, Natasha Cook, Margret Perdue, Lavonne Booth, Tabatha Mallot, Jamie Bond Callie Evans, Katelyn Moore, Kim Cantley, Amanda Richmond, Heather Arbogast, Lee Jones, Ben Bowling, Nathan Fell, Heather Boussy, Matt Huffman, Christy Huffman, Angela Young, Bonniejean Alexander, Faith Liskiewicz, Linda Boyd, Dee Dee Wisniewski "Nurse Dee Dee", Alexis Virtue, Melissa Harrah, Miranda Hughart, Jeremy Wood, Hilary Nicolau, Stacy Harrison, Heather Arbogast, Tanya Martin, Cheryl Childers, Kelli Martin, Scott Farr, Michele Blankenship, Erin Kneeland, Melanie Allen, Cassie Smith, and Staci Stover.

“

I can't say enough positive things about Run Club. It transforms kids into thinking about being active and healthy. The weekly challenges we gave involved partners and family which got many more involved than just the club participants.

”

- HEATHER ARBOGAST
Mt. Hope Christian

	SPRING 2018		FALL 2018	
Fayette County Elementary Schools	Participants	Seasons	Participants	Seasons
Fayetteville	N/A	N/A	50 kids, 4 coaches	New Club
New River	31 kids, 3 coaches	3	N/A	N/A
Valley	78 kids, 12 coaches	6	90 kids, 10 coaches	7
Nicholas County Elementary Schools	Participants	Seasons	Participants	Seasons
Birch River	57 kids, 10 coaches	3	62 kids, 6 coaches	4
Glade Creek	N/A	N/A	30 kids, 9 coaches	New Club
Panther Creek	N/A	N/A	106 kids, 20 coaches	4
Summerville	124 kids, 8 coaches	5	108 kids, 13 coaches	4
Zela	59 kids, 3 coaches	2	55 kids, 5 coaches	3
Raleigh County Elementary Schools	Participants	Seasons	Participants	Seasons
Bradley	N/A	N/A	82 kids, 10 coaches	New Club
Coal City	71 kids, 9 coaches	2	86 kids, 8 coaches	3
Fairdale	N/A	N/A	128 kids, 17 coaches	3
Ghent	65 kids, 8 coaches	2	51 kids, 3 coaches	3
Mabscott	31 kids, 3 coaches	2	N/A	N/A
Marsh Fork	28 kids, 2 coaches	4	19 kids, 2 coaches	5
Maxwell Hill	30 kids, 7 coaches	2	N/A	N/A
Mt. Hope Christian	45 kids, 2 coaches	2	35 kids, 3 coaches	3
Shady Spring	42 kids, 2 coaches	New Club	N/A	N/A
Stanaford	N/A	N/A	22 kids, 3 coaches	New Club
REACH Home School	25 kids, 5 coaches	New Club	N/A	N/A
Summers County Elementary Schools	Participants	Seasons	Participants	Seasons
Hinton	N/A	N/A	33 kids, 3 coaches	2

Active SWV Kids Run Clubs

MEASURING SUCCESS:

- ▶ Reaching half of the elementary schools in the 4-county region.
- ▶ Comprehensive coaches training manual complete and in use.
- ▶ Participant Survey Results.

Surveys designed and analyzed by the Assistant Professor at the Department of Social and Behavioral Sciences West Virginia University School of Public Health and Program Director of Research and Evaluation, WVU Health Research Center.

Here are some results we found from spring and fall survey data in 2018:



In spring 2018

44 kids

(20% of participants)

began meeting the daily recommended physical activity guidelines (60 minutes)



In 2018

STATISTICALLY SIGNIFICANT INCREASE

in the days per week meeting the recommended 60 minutes of physical activity



In 2018

SCREEN TIME DECREASED FOR 25%

of participant respondents ¹



In 2018

approximately

25%

influenced a family member to increase their physical activity ²



In 2018

there was an increase in confidence in physical activity by participants surveyed, and an increased knowledge of physical activity skills (warm up, cool down, stretch) by some participants. Spring of 2018 in particular had a statistically significant increase in the confidence levels of kids to be able to be physically active for 60 minutes daily.

¹ Screen time in general did increase in fall 2017 and remained high in 2018, and meeting PA guidelines was low during these times as well. This could indicate that Kids Run Club programs are still needed to help reduce screen time and increase physical activity for youth.

² As a result, 22 family members became more active and invested in their health. The reach from here is unknown but is estimated to be valuable to the community.



Margret Purdue Active SWV Kids Run Club head coach at Coal City Elementary School

PARTNERSHIPS

PARTNERS: WVU Extension, New River Health Association, Southern Appalachian Labor School

FUNDERS: Saucony Foundation, Massey Foundation, Appalachian Regional Commission, the Active SWV Bridge Day 5K RUN, New River Health Association



INDIA KRAWCZYK

India Krawczyk, Active SWV Kids Run Club Director serving as an AmeriCorps VISTA with a bachelors in Anthropology and Philosophy from the University of Vermont. "My favorite outdoor activity is walking/hiking near a body of water, so I have the option of getting my feet wet in the summer and/or (safely) playing on the ice in the winter."



Connecting People to Places

An initiative committed to improving infrastructure for walking, hiking, and biking by advocating for pedestrian safety. Active SWV trains a network of volunteers to lead Bicycle, Pedestrian, Action Committees (BPAC).

MEASURING SUCCESS:

- ▶ Bicycle rack installation on 14 public transportation buses.
- ▶ Installation of bicycle repair stations in Mount Hope and Beckley.
- ▶ Installation of a building mural and window art.
- ▶ Beckley BPAC hosted 3 bike/walk events on the McManus Rail Trail.
- ▶ Beckley BPAC fundraising for call boxes on the rail trail.
- ▶ Bridge Day bicycle valet supported by WVU Tech volunteers.
- ▶ The Active SWV Bike/Walk How-To-Manual to assist our communities to facilitating 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!



MOUNT HOPE RAIL TRAIL PROJECT

Active SWV has been working with the City of Mount Hope and property owners to secure the 4 miles of rail line and trail extending from downtown Mount Hope along Mill Creek. Opening this rail trail to the public would connect the Mill Creek community to downtown and allow residents and visitors to access the trail from town. Economic advisors recommend improving walkability and bike ability in small towns to increase quality of place for residents and attract tourism dollars.

2018 ACCOMPLISHMENTS

- ▶ Agreement for trail corridor to be purchased by West Virginia Land Trust.
- ▶ Land Use Agreement with Summit Bechtel Reserve drafted.
- ▶ Mount Hope to Glen Jean connector trail open to the public.
- ▶ Memorandum of Understanding for all Mount Hope Rail Trail property rights secured from stakeholders.

PARTNERSHIPS

PARTNERS: City of Mount Hope, City of Beckley, Beckley Events, Fayette County Commission, New River Gorge Regional Development Authority, New River Gorge Trail Alliance, Coal Heritage Area Authority, Elevation Sports Outfitters, Marathon Bicycle Company, New River Bikes, Ride-N-Slide Sports, New River Transit Authority supported by RCCCA, Mount Hope Revitalization Coalition, Fayette County Urban Renewal Authority, Harmony for Hope, Crawford Holdings, Preserve WV AmeriCorps, National Park Service, Appalachian Regional Commission, National Endowment for the Arts, Conservation Fund, and Greater Kanawha Valley Foundation

FUNDERS: Conservation Fund

BIKE/WALK VOLUNTEERS: WVU Tech men's soccer team, Christine Kinder, Nigel Clark, Dave Bailey, Gary Morefield, John Tuggle, Rob Moyer, Scott Bowman, Billie Trump, Leslie Baker, Jason Roberts, Bill Wells, Myra Harper, Dennis Strawn, Robert Feldhake, Amy Andrews, David Gay, Pamela Frey, Bob Robinson, Rob Rappold, Amy Showalter, Jill Moorefield, Tara Honaker, Perry Keller, Joe Brouse, and Carrie Kidd



ANDY DAVIS

Andy Davis, Active SWV Bike, Pedestrian, and Trail Coordinator with a bachelor's degree in Environmental Sciences from Georgia College and is pursuing a graduate degree in Municipal Sustainability at Indiana University. Andy's favorite outdoor activity is hiking without a map.



Health and Wellbeing in the Workplace

Free evidence-based resources to remove barriers to achieving a healthy lifestyle while at work and create a culture of health and wellness in the workplace. The reduction of sick days, increase in presenteeism, and strengthening the health of the workforce will improve economic growth across the region.

PARTICIPATING WORKPLACES AND SUCCESSES

Beckley Sanitary Board with 42 employees

- ▶ **Highlight:** Competed in a Step Tracking Challenge and had over 90% participation.

New River Community and Technical College with 119 employees

- ▶ **Highlight:** signing a Memorandum of Understanding between NRCTC and ASWV.

KVC Health Systems with 10 employees

- ▶ **Highlight:** making time for group walking during staff meetings.

Region 1: Partners in Action with 50 employees

- ▶ **Highlight:** compiling wellness committee members across departments.

“

As I said before, having you behind us is so comforting. You all make it very easy to keep momentum flowing!

”

- AMANDA BAKER

Director of Human Resources,
New River Community and
Technical College

MEASURING SUCCESS

- ▶ Physical activity posters are a series of 21 posters with evidence based motivational statements were produced with partners. A social media kit accompanies the posters. The posters have reached over 17,000 people to date and 20 businesses.
- ▶ Workplace Wellness committee manual detailing the process of utilizing the CDC Worksite Health tools and resources.
- ▶ Utilizing the Center for Disease Control and Prevention Worksite Health Scorecard for assessment, planning, implementation, and evaluation on an annual basis.
- ▶ Active SWV was selected to participate in a national training class to efficiently facilitate CDC Worksite Health Scorecard training to businesses.

PARTNERSHIPS

PARTNERS: WVU School of Physical Activity and Sport Sciences, Be Active, WV DHHR BPH Division of Health Promotion and Chronic Disease, Beckley Raleigh County Chamber of Commerce, New River Health Association, WVU Extension, New River Gorge Development Authority

FUNDERS: Try This WV, Appalachian Regional Commission

VOLUNTEER WORKPLACE WELLNESS COMMITTEE MEMBERS:

Amanda Baker, Jenni Canterbury and Karen Sparks, Sonja Cool, Suzanne Fry, Dianna Putorek, Matt Huffman, Donna Lilly, Bryon Shrewbury, Lori A Stewart, Jessica Stegmeir, Melinda Lilly, Amanda Miller, Patricia Hein, Jeremy Truman, Alyce Almond, Annie Sumpter, Anna Hardy, Betty Bennet, Barbara Davis, Cindy Adkins, Brandi Radford, Kelly McLamb



LAURA BAKER

Laura Baker, Active SWV Workplace Wellness Director with a Bachelor of Science in Kinesiology from St. Mary's University and Master of Science in Human Nutrition from Texas State University. Laura is a RDN, registered dietitian nutritionist, and LD, licensed nutritionist. Favorite outdoor activity is getting out on a trail, "Whether I'm trail running, hiking or backpacking, I love being out in the woods. These days my pace has slowed a bit as I'm learning to follow my kiddos lead and take time on the trail and observe the things around me more closely in awe and wonder."



These quality family events raise revenue for the organization to sustain free community programs.

eNeRGy Kids Run Regional Event

- ▶ Participants: 150
- ▶ Location: Beckley

Active SWV Family Triathlon on May 12th

- ▶ Participants: 52
- ▶ Location: Summersville Lake

Active SWV Bridge Day 5K RUN During Bridge Day

- ▶ Participants: 267
- ▶ Location: Fayetteville

Active SWV Ugly Sweater Run/Walk

- ▶ Participants: 136
- ▶ Location: Fayette County Park

MEASURING SUCCESS

- ▶ Attract participants from other aspects of the organization.
- ▶ Increasing attendance and sponsorship.
- ▶ Exchanging business sponsorship for business employees to participate for free.
- ▶ Increase national exposure to the region.

“

My son Bo and I had a fantastic time at the event this past weekend. Thank you for pulling everything together. I thought the course was challenging enough for intermediate participants yet achievable for beginners. Again, thank you for the memories Bo and I made this weekend and now my wife Christy and Bo want to get kayaks.

”

- MATT HUFFMAN



PARTNERSHIPS

SPONSORS: UniCare, WVU Tech, Mountain Surf Paddle Sports, MedExpress, Digital Relativity, New River Health Association, Highmark Foundation, Oak Hill Chiropractic, Water Stone Outdoors, Canyon Rim Rotary, Summersville CVB, Summers County CVB

PARTNERS: Nicholas County Health Department, Army Corps of Engineers at Summersville Lake, Woodrow Wilson High School, Beckley-Stratton Middle School, Fayette County Park, Fayette County Commission, Fayette County Chamber, Fayette County CVB, Raleigh County Chamber of Commerce, Visit Fayetteville, Adventures on the Gorge, River Expeditions, Rotary Club of Summersville, Raleigh County CAA

SIGNATURE EVENT VOLUNTEERS: WVU Tech men's soccer team, Emily Major, Cindy Whitlock, Rosie Corely, Pat Gagan, Autumn Bess, Missy Burleson, Joe Jett, Gary Morefield, Bob Matson, Meghan Fisher, Vickie Webb, Bernard Bostic, Travis Hames



MOLLY WOLFF

Molly Wolff, Active SWV Community Engagement Assistant with a bachelor's in Physical Education and Recreation Administration from Southern Virginia University. Additionally, an alumni of National Outdoors Leadership School & WEMT and a professional photographer voted Best Photographer 2018 by readers of Blue Ridge Outdoor Magazine. "My favorite outdoor activity is running a river with good friends."

FINANCIAL SUMMARY				
	2015	2016	2017	2018
INCOME				
Business Contributions	\$1,150.00	\$3,636.68	\$11,448.65	\$16,141.30
Individual Contributions		\$36,731.92	\$3,826.69	\$12,579.60
Grants	\$148,216.56	\$135,801.60	\$230,956.81	\$311,754.96
Investment Interest		\$1,030.12	\$4,638.95	\$2,245.18
Event Income		\$13,573.14	\$14,744.43	\$26,016.61
Total Funding	\$149,366.56	\$190,773.46	\$265,615.53	\$368,737.65
EXPENSES				
Organizational Operations	\$13,539.59	\$10,959.80	\$24,227.17	\$24,352.40
Volunteer Certifications	\$344	\$10,425.46	\$8,500.00	\$3,020.23
Program Operations	\$21,236.57	\$66,020.15	\$56,580.32	\$81,904.38
Payroll Expense	\$43,832.72	\$87,410.50	\$96,884.53	\$129,041.74
Total Expense	\$78,952.88	\$174,815.91	\$186,192.02	\$238,318.75
YEAR END BALANCE	\$70,413.68	\$15,957.55	\$76,323.41	\$130,418.90

Annual Fund

Active SWV Board Members Kay Bess and Cindy Whitlock contributed to the success of the first Annual Fund campaign raising over \$8,000.00.

ADDITIONAL CONTRIBUTORS INCLUDE:

CONTRIBUTORS: Bridge Brew Works, Little General, Flat Top Fridays, Pies & Pints, Burrito Bar, Arrowhead Bike Farm, Fayette County Park, New River Yoga, Bridge Haven Golf Course, Kroger Rewards, Amazon Smile, L&S Toyota, Cornerstone Construction, AEP, Network for Good, Levi Moore, Rene Moore, Susie Hofstetter, Harley Taylor, Joe Brouse, Debby Berry, Rob Rappold, Bill Massey, Travis Massey, Jane Sutphin, Keith Bratt, Molly Wolff Photography, Water Stone Outdoors, Opossum Creek Retreat, Otter and Oak Outdoors, West Virginia American Water, Fayette Veterinary Hospital, The Dish Café, Whistle Punk Tap House, Big Dam Pizza, River Expeditions, Cranberry Woods Townhomes



Active SWV Volunteer Appreciation Awards

BOARD OF DIRECTORS: William E. Massey, Jr. - Board Chair | Joe Brouse - New River Gorge Regional Development Authority | Gary Morefield - Raleigh County Bicycle Club | Eloise Elliott - WVU College of Physical Activity and Sports Science | Jane Sutphin - Raleigh County Schools | Adam Stephens - Marathon Bicycle Company | Kate Miller - Ansted Middle School | Cindy Whitlock - New River Health Association | Missy Burleson - Southern West Virginia Road Runners Club | Levi Moore - ActiveSWV Community Captain | David Sibray - Sibray Public Relations | Rene Moore - Wellington Advisors | Michelle Rotellini - United Way of SWV | Mick Bates - BodyWorks Physical Therapy-Delegate





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