

# ANNUAL REPORT 2019

WELLNESS CREATES JOBS



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

# ACTIVE

SOUTHERN WEST VIRGINIA

2019 EDITION

[activeswv.org](http://activeswv.org) / [Facebook.com/ActiveSWV](https://Facebook.com/ActiveSWV)





## Mission Statement

Active Southern West Virginia is 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 the southern West Virginia populations. 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 programs while also creating the opportunities for volunteer 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, lifelong habits. 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."



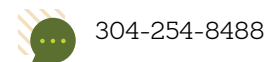
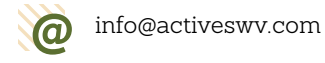
### WORKPLACE WELLNESS

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 that 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 scorecard 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 and fitness trails to make walking and biking safe, fun and convenient for everyone.



We invite you to join in our free physical activity programming! Please also mark your calendars for our Signature Events: the New River Gorge Rim to Rim 10K in May and the Bridge Day 5K RUN in October.



## Executive Summary

This has been an amazing five years to build, brand, recruit, and implement the vision of our stakeholders to improve the health of the workforce. The staff at Active Southern West Virginia invest themselves in building the skills and finding resources for the diverse group of volunteers leading a variety of activities. These volunteers are the hardworking, caring people of southern West Virginia. They see the benefits of living an active lifestyle and prioritize their time to give others the knowledge, confidence, leadership, and accountability it takes to change behaviors. This peer-to-peer approach continues to grow because it is relatable within each community setting.


The next five years will be focusing on reaching more small towns, elevating the skills of more individuals, and sustaining healthy behavior changes. The comprehensive work of the organization has systems and programs to reach individuals in schools, communities, local government, and the workplace. The next five years will be focusing on reaching more small towns, uplifting more individuals, and sustaining these behavior changes.

I encourage you to celebrate active living any chance you get. Please invite new people to explore all that Active Southern West Virginia has to offer and join us in telling the positive stories of this region. Begin a walking group at your office, opt to go outside instead of watching TV or movies, join an Active SWV group nearby, and invite your friends, family, and co-workers to get active with you.

To the health of southern West Virginia,

*Melanie Seiler*

Melanie Seiler



MELANIE SEILER

Melanie Seiler, Active SWV Founder and Executive Director

- ▶ A.A.S in Adventure Sports, Garrett College
- ▶ Pursuing a B.S. in Adventure Recreation Management, WVU Tech
- ▶ Named a 2019 West Virginia Wonder Woman by WV Living
- ▶ Named a 2017 Generation Next 40 Under 40 from WV State Journal

## Participant Success

### SHANNA AND FAMILY

Shanna and her husband are foster parents to three incredible boys, and we would like to show their success within Active SWV programs.

Being active is an absolute must for Shanna's family. When the children currently in her and her husband's care first came to their home, the conversations existed only to speak of being in foster care and the foster care system. As Shanna and her husband began introducing more active opportunities, their conversations changed. The children began looking forward to weekly bike rides with the Active SWV crew, asking when our next adventure would be, and gushing 'big fish' stories of our trips.

Furthermore, the children's behaviors improve when they have an adventure to look forward to and/or after an energetic activity. Participating in activities that keep the children moving not only stimulates their brains, but it also allows them to be more focused later in the day.

I strongly encourage families supporting children in foster care to participate in an Active SWV program. It's a great relationship builder for your family, helps children develop a sense of community belonging, and can wear the kids out enough for a good night's sleep.

- SHANNA



## ARLENE RUSSELL AND PATIENCE MEADOW

Arlene and Patience are a grandmother and granddaughter duo that you will regularly see attending Active SWV programs over the summer when Patience is in town visiting Arlene. Arlene and Patience have been to many Active SWV events like the Moonlight Walk, and the Walk with the Mayor in Beckley. Arlene also does Qigong with Active SWV, and she's attended a stand up paddle boarding demo day. Arlene likes to be active to stay healthy, and normally goes to the gym for exercise classes four times a week. Recently, she's been using that time to get out and participate in Active SWV events with Patience. **"I think Active is one of the best things ever," Arlene said.** She doesn't feel comfortable going out in parks or on walks alone anymore, and she likes that Active SWV programs let her be active with a bigger group. She also said that between school, working parents, and things to complete at home, it can sometimes be tough for Patience to be active also. Arlene is grateful for Active SWV events that give her and Patience the opportunity to get outside and engage in some fun activities with a group of people.



## Community Captain Success

### AMY SHOWALTER

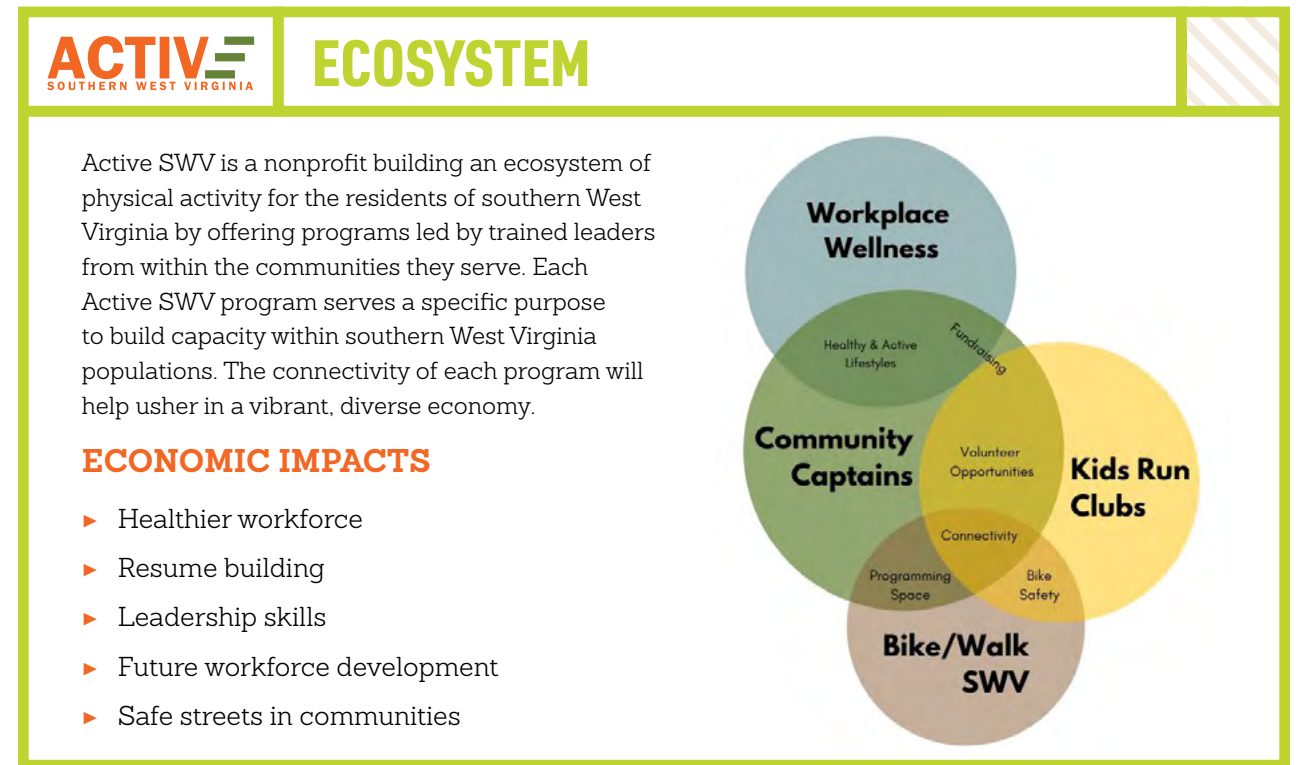
Amy connected with Active SWV and the Beckley Bicycle and Pedestrian Action Committee (BPAC) through Leadership Beckley in 2018. Participating in the BPAC has provided Amy with a strong example of what local government and nonprofit community partnerships can accomplish. Working on the Beckley Bicycle Friendly Community application\* was particularly inspiring. Amy was energized by the ongoing community projects highlighted in the application and excited to see the impact created by identifying clear areas of growth and opportunity.

Amy trained as a Community Captain the spring of 2019 and enjoyed a summer of volunteering with Active SWV programs including Get Active in the Park's Psyched on Bikes and stand up paddle boarding. Engaging a community outside of her work and family has always been a priority for Amy. Active SWV free programs provide her with a space to meet interesting people that she wouldn't know otherwise while also allowing her to recharge physically and mentally. Throw in a supportive environment and a beautiful setting, whether it's the Beckley McManus Rail Trail or Dun Glen, and it's a near-perfect combination. Amy would love to invite anyone who's curious about an activity or being a Community Captain to show up to an event. You can bring a friend or just know that you'll meet a new one while participating.



## RICK AND BARBARA ACCORD

Rick and his wife Barbara participated in a hike in 2018 with Active SWV and started receiving the Active SWV Newsletter. They were looking for an activity that both of them would enjoy, and water aerobics was a perfect fit. Rick said it can be intimidating for men to participate in a program that is mostly women, but he enjoys this program with his wife. In fact, they enjoyed it so much that they decided to make the jump from participants to Community Captains. Rick and Barbara completed the Community Captain training program in spring 2019, and now they co-instruct water aerobics with Active SWV and lead hikes with the Get Active in the Park program. Rick and Barbara are a perfect example of Active SWV's mission of creating opportunities for physical activity and training first-time leaders to motivate and inspire their friends, family, and communities.







## 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 to facilitate 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 CAPTAIN PROGRAMS 2019			
	Participants	Programs Offered	Volunteer Hours
Get Active in the Park Programs	799	99	205.5
Regular Weekly and Monthly Programs	7,742	1,140	1,641
73 CAPTAINS PROGRAMMED IN 2019			

### 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

“

Sometimes, it's tough to get out and go to an exercise class, but I know that I will feel better both physically and mentally if I do. And, sometimes, when I arrive at class, I am still trying to talk myself out of exercising, but then I get energized by the gals who always cheer me on!

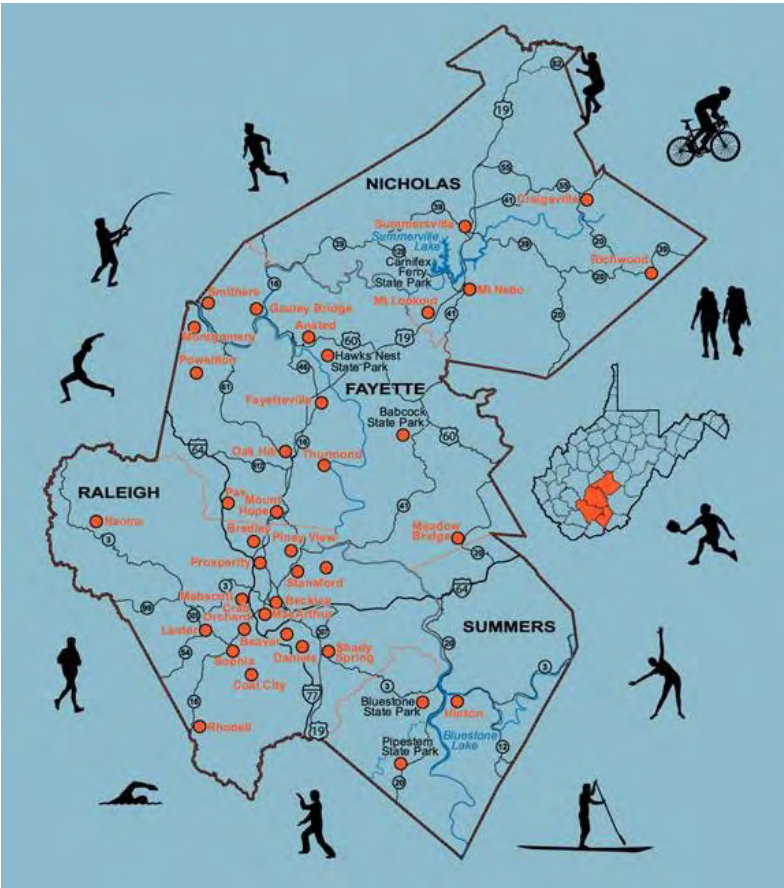
”

- DENA

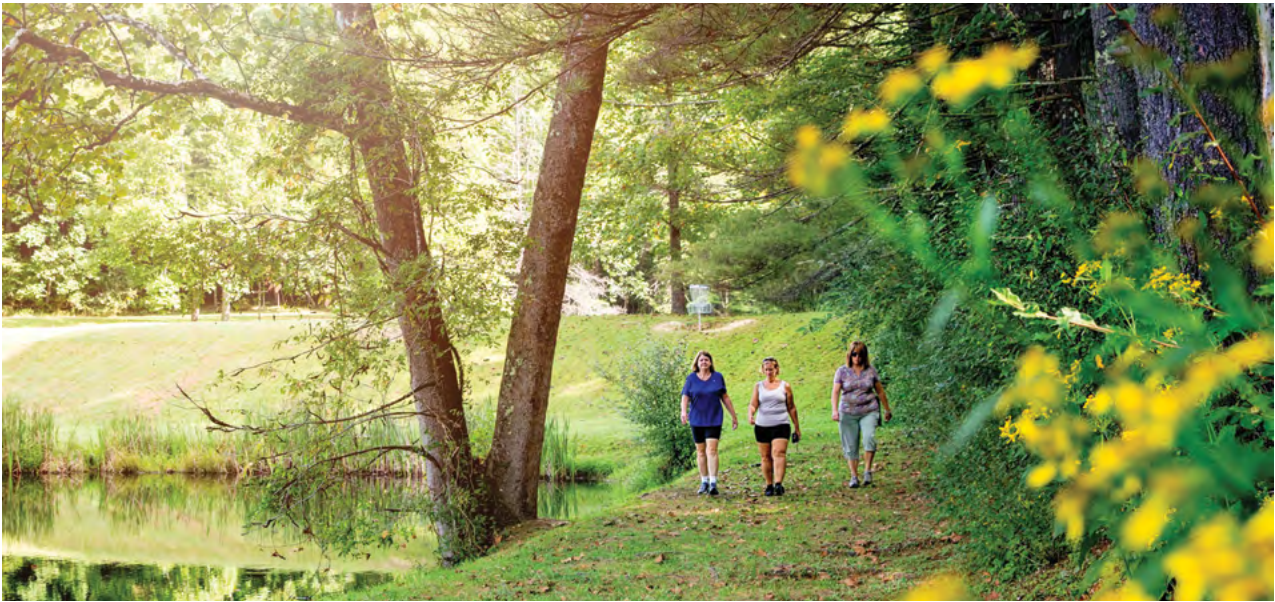


# 2019 Community Captains

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 Kanakanui, Scott Justice, Bob Matson, Allonna Tilly, Sandy Lawson, Amy Andrews, Elizabeth Phipps, Christy Cook, Crysty Linkenhoker, Suleka Deevi, Linda Stein, Joe Jett, Phil Waidner, Patsianne Misiti, Nicole Linkfield, Andrew Caldwell, Wendy Scott, Christina Cowley, Jennifer Scott, Mara Petretich, Pat Gagan, Jo Harris, Shi Yuan Wren, David Wolff, Amy Tyree, Candice Helms, Jody Shelton, Liza Torres, Beth Ryan, April Knoeing, Jill O'Dell, Susan Walker, Tony Morris, Michael Micucci, Matt Carpenter, Lisa Adkins, Tyler Bailey, Kirsten Judge, Ross Jones, Amy Showalter, Beth Daniel, Jacki Wright, Heather Cooper, Sarah Edwards, Richard Accord, Barbra Accord, Julie Seller, Abbie Clasgens, Charlie Mooney, Beth Hudspeth, Wendi Sopher, Carrie Kidd, Chris Graham, Vicki Aliff, Darla Keenan, Kelsey Regan, Claire Murphy, Angela Gerald



- Community Captains
- Kids Run Clubs
- Bike/Walk SWV
- Workplace Wellness
- Signature Events



## PARTNERSHIPS

**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, St Luke's Methodist Church, Faith Baptist Church, Memorial United Methodist Church, The Summit Bechtel Reserve, Town of Pax, Gauley Bridge Community Center, City of Beckley.



## ERIN ELLIS-REID

- Erin Ellis-Reid, Active SWV Volunteer Director
- M.A. in Health Promotion, Concord University
  - 15 years of experience in leading others in outdoor recreation





# Empowering Youth to Be Physically Active

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

## PARTNERSHIPS

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

“

Not all students are able to participate in sports, mainly due to the cost. Kids Run Clubs are completely free; our students LOVE and enjoy being a part of everything that Active SWV provides.

”

**- STACI STOVER**  
Fairdale Elementary parent, PE teacher, and head coach

# Head Coaches


Stacy Stump, Peggy Dickens, Aimee Hrabosky, Tracie Kinley-Canady, Leigh Sisson, Linda Coulter, Charlie Rose, Cody Murphy, Vicki Spencer, Virginia Kirby, Brandi Brown, Jeremy Wood, Courtney Wood, Catherine Hanks, Miranda Hughart, Kayla Legg, Natasha Cook, Margret Perdue, Lavonne Booth, Eric Britt, Melinda Price, Haley Glover, Kristen McBride, Laurel Smith, Bev Castanon, Taylor Muscari, Leanne Sharpe, Alyson Cook, Kasarah Stover, Nikki Hughart, Kelli Martin, Kim Cantley, Scott Farr, Sarah Breeden, Jessica Huffman, Janice Stover, Susan England, Stephanie Williams, Julie Breeden, Dustin Wood, Patsy Rapp, Niki Swiger, Theresa Dennison, Sabine Gilman, Jessica Shafer, Robin Mourey, Tiffany Garrett, Christa Cartwright, Jennifer Jones, Angie Groves, Toni Frame, Becky Johnson, Bonnie Ritchie, Jennifer Gillespie, Jennifer Nicholas, Kristin Bailes, Erin Kneeland, Melanie Allen, Michele Blankenship, Melissa Campbell, Staci Stover, Ramona Hartshorn, David Welch, Crystal Welch, Tara Grubb, Danielle Lambert, Rachael Lafferty, April Hood, Lindsay Acord, Kim Hawley, Rhonda Toney, Kayla Campbell, Shana Alderman, Tara Vass, Shawna Hale, Becky Fraley, Dani Calloway, Lisa Hatcher, Shally Aurednik, Candice Helms, Anyssa Blaylock, Tanya Martin, Delia Tinney, Briana Waters, Jerry Skidmore, Madison Cole, Kelly Martin, Trish Postalwait, Hilary Nicolau, Stacy Harrison, Sarah Coffey, Nathan Fell, Brittany Chaber, Alexis Virtue, Amy Whittington, Tia Coleman, Cooper, Carver, Allen Null, Christina Francis, Anthony Jackson, Latoya Ray, Artie Mullins, Kenna Bass, Jadah Smith, Carrie Ciliberti, Michelle Anderson, Glen Tyree, Dee Dee Wisniewski, Erin Thomas, Whitney Deaton, Shannon LeRosa, Shandi Hypes, Michelle Hicks, Marthe Roop, Julie Blankenship, Kelly Aldridge, Donna Dever, Amanda Baker, Jade Legg, Sherae Murphy, Leann Umberger, Melissa Barnes, Britteny Thomas, Kelli McGrady, Cali Evans, Rebecca O’Neal, Cameron Shannon, Lyndsey Hudgins, Mrs. Clark, Matt Huffman, Christy Huffman, Tim Wise, Daniel Akers, Faith Liskiewicz, Bonniejean Alexander, Naomi Cook, Casey Tolliver, Brandi Roberts, Christy Meador, Chessie Collins, Jo Scott, Linda Boyd, Jennifer Wooton, Kelvin Panell, Kathy Daniel, Nathan Calvert, Rachel Weis, Alyce Almond, Linda Bunce, Devin Graham, Amber Smith

	KIDS RUN CLUBS 2019			
	SPRING 2019		FALL 2019	
Fayette County Elementary School	Participants	Seasons	Participants	Seasons
Fayetteville	40 kids, 5 coaches	2	N/A	N/A
SALS Beards Fork	20 kids, 4 coaches	new	N/A	N/A
Valley	91 kids, 8 coaches	8	N/A	N/A
Nicholas County Elementary School	Participants	Seasons	Participants	Seasons
Birch River	64 kids, 6 coaches	5	62 kids, 6 coaches	6
Glade Creek	N/A	N/A	44 kids, 7 coaches	2
Mount Nebo	16 kids, 4 coaches	5	N/A	N/A
Mount Lookout	25 kids, 4 coaches	new	15 kids, 1 coach	2
Panther Creek	N/A	N/A	100 kids, 17 coaches	5
Summerville	100 kids, 10 coaches	7	N/A	N/A
Zela	47 kids, 5 coaches	4	65 kids, 2 coaches	5
Raleigh County Elementary School	Participants	Seasons	Participants	Seasons
Bradley	40 kids, 1 coach	2	65 kids, 7 coaches	3
Coal City	70 kids, 7 coaches	4	95 kids, 9 coaches	5
Cranberry-Prosperity	N/A	N/A	18 kids, 2 coaches	2
Daniels	N/A	N/A	60 kids, 4 coaches	2
Fairdale	81 kids, 10 coaches	4	90 kids, 8 coaches	5
Ghent	N/A	N/A	52 kids, 5 coaches	3
Hollywood	44 kids, 3 coaches	new	N/A	N/A
Mabscott	48 kids, 5 coaches	3	N/A	N/A
Marsh Fork	25 kids, 2 coaches	6	25 kids, 2 coaches	7
Mount Hope Christian	N/A	N/A	50 kids, 2 coaches	4
REACH Home School	14 kids, 4 coaches	2	N/A	N/A
Shady Spring	68 kids, 8 coaches	2	N/A	N/A
Stanaford	32 kids, 4 coaches	2	N/A	N/A
Stratton	23 kids, 2 coaches	new	N/A	N/A
Summers County Elementary School	Participants	Seasons	Participants	Seasons
Hinton	N/A	N/A	19 kids, 2 coaches	3

# Active SWV Kids Run Clubs


## MEASURING SUCCESS

At the beginning and the end of each Kids Run Club season, the youth participants fill out a pre/post survey about their experience. The collective survey data is analyzed at the WVU School of Public Health to determine what changes occurred for each child during their time with the Kids Run Club. Here is a summary of the changes from the beginning to the end of the 2019 spring and fall sessions, based on responses from 467 children:




### PHYSICAL ACTIVITY

- By the end of the program, the average days per week that participants got at least 60 mins of physical activity (PA) a day increased from **5.0674** days to **5.2091** days
- The percentage of children that achieved the recommended 60 mins of PA seven days a week increased:
  - Returning Run Club kids **30.2%** ▶ **32.8%**
  - Newcomer Run Club kids **29%** ▶ **38.6%** <sup>1</sup>
  - Total participants **29.5%** ▶ **35.9%** <sup>1</sup>



### SCREEN TIME

- By the end of the program, participants' average daily screen time decreased from **3.65 hours** a day to **3.3 hours** a day <sup>3</sup>
- The percentage of kids who met the recommended daily two or fewer hours of screen time increased:
  - Returning Run Club kids **38.5%** ▶ **45.7%** <sup>1</sup>
  - Newcomer Run Club kids **50%** ▶ **54.1%**
  - Total participants **43.3%** ▶ **49.7%** <sup>1</sup>



### HAVING AN IMPACT

- At the end of the program, **66.2%** of participants said they could "definitely be active for the recommended 60 minutes a day," compared with only **60.6%** who expressed that at the start of the program.
- 70.1%** of kids indicated that since their participation in the Kids Run Club, they had gotten a friend or family member to increase their physical activity as well.

<sup>1</sup> Indicates statistical significance



INDIA KRAWCZYK

India Krawczyk, Active SWV Kids Run Club Director (serving as an AmeriCorps Vista)
 

- B.A in Anthropology and Philosophy, University of Vermont





## Connecting People to Places

Active SWV Bike/Walk is 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:

- ▶ City of Beckley received Honorable Mention recognition as a bicycle friendly community from The League of American Bicyclists.
- ▶ Complete Streets Policy passed as a resolution in Beckley, Oak Hill, Hinton, and Fayetteville with Active SWV advocacy work.
- ▶ Town of Fayetteville resolved to form a BPAC to be established in 2020.
- ▶ Beckley BPAC hosted monthly bike/walk events.
- ▶ Bridge Day bicycle valet provided for the 4th year and supported by Gary Moorefield, Active SWV board member, and WVU Tech student volunteers.
- ▶ City of Beckley mapping sewer right-of-way's for trail connection feasibility.
- ▶ City of Beckley installed map signage for the McManus Rail Trail.




## MOUNT HOPE RAIL TRAIL PROJECT

The Mount Hope Rail Trail will offer new opportunities for outdoor physical activity and historic interpretation while showcasing the natural beauty of the New River Gorge area. The project aligns with the City of Mount Hope's Comprehensive Revitalization Plan of 2013 to create more recreational facilities to support tourism and improve the overall attractiveness of Mount Hope. The trail will follow the path of a former coal mining spur line, which parallels Mill Creek as it flows from the base of Garden Ground Mountain toward Dunloup Creek in Mount Hope.

### PARTNERSHIPS

**PARTNERS:** City of Beckley, Beckley Events, Town of Fayetteville, Fayette County Commission, City of Hinton, City of Mount Hope, Mount Hope Revitalization Coalition, City of Oak Hill, Summit Bechtel Reserve, New River Gorge Trail Alliance, National Coal Heritage Area Authority, New River Gorge National River, New River Gorge Regional Development Authority, Green Rivers, Appalachian Regional Commission, Natural Resource Conservation Service, Americorps VISTA, West Virginia Connecting Communities, WV Brownfields Assistance Centers, U.S. Environmental Protection Agency, Appalachian Regional Commission

**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, Carrie Kidd



### ANDY DAVIS

Andy Davis, Active SWV Bike, Pedestrian and Trail Coordinator

- ▶ Graduate degree in Municipal Sustainability, Indiana University
- ▶ B.S. in Environmental Sciences, Georgia College





## 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, decrease in presenteeism, and strengthening the health of the workforce will improve economic growth across the region. Wellness creates jobs!

### WORK@HEALTH

The Work@Health program is a comprehensive training for employers to implement and sustain an evidence-based workplace wellness program. It aims to increase awareness of the benefits of wellness programs, teach the necessary skills, and provide tools and resources for success. This training was made possible with support from West Virginia Division of Health Promotion and Chronic Disease and the National Association of Chronic Disease Directors.

Work@Health Certified Employers — the first ever employers certified in West Virginia!

1. New River Community Technical College- Amanda Baker
2. New River Health Associates- Marissa Johnson and Stacy Campbell
3. Columbia Forest Products- Jeremy Morris and David Hacker
4. Quality Insights- Courtney Law
5. Summers County Department of Education-Dr. Linda Knott

### MEASURING SUCCESS

- ▶ 12 CDC Health Scorecard assessments
- ▶ Seven Employee interest surveys
- ▶ Seven Wellness committees
- ▶ Seven Nutrition demonstrations
- ▶ Six CDC Work@Health Employers certified
- ▶ Seven Wellness challenges
- ▶ Four Workplace Wellness MOU in place
- ▶ Six Physical activity posters
- ▶ One on-site fitness center
- ▶ Six Workplace Wellness mini-grants

**ADDITIONAL ACTION ITEMS:** health fairs, health screenings, mindfulness education, healthy bulletin boards, social media support groups, monthly newsletters, exercise equipment totes, health library, participating in Active SWV Signature Events, blood pressure stations, and physical activity presentations

### 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

**VOLUNTEER WORKPLACE WELLNESS COMMITTEE MEMBERS:** Amanda Baker, Jenni Canterbury, Karen Sparks, Matt Huffman, Donna Lilly, Bryon Shrewbury, Luke Stephens, Lori A Stewart , Jamie Baker, Jeremy Truman, Alyce Almond, Bridgit Arnold, Shanna Gray, Cody Fortner, Melissa Perdue, Betty Bennet, Brandi Radford, Kelly McLamb, Jeremy Morris, David Hacker, Linda Knott, Annie Sumpter, Anna Hardy, Cindy Adkins, Sonja Cool, Suzanne Fry, Dianna Putorek, Marissa Johnson, Stacy Campbell, Taylor Harley, Courtney Law, Linda Knott

“We love our workplace wellness program! We are networking on a more regular basis and have improved relationships within the building and across agencies. It has boosted employee morale and increased productivity.

”  
- **ALYCE ALMOND**  
Region 1 Partners  
in Action



### LAURA BAKER

Laura Baker, Active SWV Workplace Wellness Director until February 2020, has a Bachelor of Science in Kinesiology from St. Mary's University, and a Masters of Science in Human Nutrition from Texas State University. Laura is a Registered and Licensed Dietitian and Work@Health certified trainer.



WORKPLACE WELLNESS PROGRAMS		
COUNTIES	EMPLOYEES	YEAR(S)
Fayette		
1. New River Health	200	2019
2. Quality Insights	175	2019
Total: 375		
Nicholas County		
3. Region 4 Planning and Development	7	2019
4. Enterprice Rent-a-Car	50	2018
5. Columbia Forest Prodcuts	200	2019
Total: 257		
Raleigh County		
6. Region 1 Partners in Action	50	2018
7. Beckley Sanitary Board	40	2017
8. New River Community and Technical College	120	2017
9. KVC Health Systems	10	2018
10. Conservation Legacy	20	2019
11. Raleigh Emergency Services	38	2019
Total: 278		
Summers County		
12. Summers County Board of Education	110	2019
GRAND TOTAL: 1,010		

## Annual Fund

Active SWV Annual Fund Committee Members: Rene Moore, Kay Bess, Melanie Seiler, and Veronica Crosier worked to raise **\$19,304** in 2019.

### ADDITIONAL CONTRIBUTORS INCLUDE:

**CONTRIBUTORS:** Adventures On The Gorge, Cathedral Café, Secret Sandwich Society, Flat Top Fridays, Southside Junction Tap House, New River Yoga, Maggie’s Pub, Chris Faris Investments, Chestnut Creek Campground, WV SUP, The Freefolk Brewery, Riverbend Brazilian Jui-Jitsu Academy, Mountain Surf Paddle Sports LLC, WaterStone Outdoors, Northwest River Supply, Hala Gear, ACE Adventure Resort, ACE Adventure Gear, Bridge Bound Campers, Bridge Brew Works, Pro River Outfitters LLC, Fayette Veterinary Hospital, Captain Thurmond’s Challenge, The Burrito Bar at Breeze Hill, Outside In Climbing Gym, Molly Wolff Photography, Captain Thurmond’s Challenge, Pies & Pints Pizzeria, Kroger Rewards, Amazon Smile, Summersville CVB, L&S Toyota, WV American Water, Columbia Forest Products, United Way of Southern WV, Anthem Foundation, Raleigh General Hospital, Ficon-Bush Insurance, WVU Tech, Amy Showalter, Jane Crist, Rosalie Marshall, William Massey, REFIT Beckley, Barbara Accord, Joe Brouse, Adam Stevens, Kathryn Tarleton.



VERONICA CROSIER

Veronica Crosier, Active SWV Program Support Specialist

- ▶ B.A. in Geography, minor in Journalism, Media and Communications, Mount Holyoke College



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

**Regional Fun Run**

- ▶ Participants: 114
- ▶ Location: Woodrow Wilson High School in Beckley

**Active SWV Family Triathlon**

- ▶ Participants: 34
- ▶ Location: Battle Run at Summersville Lake

**New River Gorge SUP Race**

- ▶ Participants: 47
- ▶ Location: Fayette Station near Fayetteville

**MEASURING SUCCESS**

- ▶ Incorporating the “Not Us” initiative from Beckley Area Foundation’s Susan Landis memorial
- ▶ The workplace sponsorship partnership with Columbia Forest Products at the Family Triathlon was a success.. Nine employees participated in the run, bike, and paddle event
- ▶ Partnership with the WVU Tech women’s soccer team as course marshals for the Bridge Day 5K RUN
- ▶ Increase national exposure to the region for recreation
- ▶ Increase participation from Active SWV programs into Signature Events

**Active SWV Bridge Day 5K**

- ▶ Participants: 266
- ▶ Location: New River Gorge Bridge

**Winter Wonderland Walk/Run**

- ▶ Participants: 35
- ▶ Location: Fayette County Park



**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, High Lawn Funeral Home, Ficon-Bush Insurance

**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, Beckley Area Foundation's Susan Landis "Not Us" initiative with high school students, middle school cross country coaches from Shady Spring, Park, and Beckley-Stratton, Woodrow Wilson High School track coach, REFIT Beckley

**SIGNATURE EVENT VOLUNTEERS:** WVU Tech women'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, Fayette County 4-H youth, Glenda Crawford, Jenny Varuska, Brian Good, Nikki Greg, Brent Samples



MOLLY WOLFF

Molly Wolff, Active SWV Community Engagement Assistant

- ▶ B.A. in Physical Education and Recreation Administration, Southern Virginia University
- ▶ National Outdoors Leadership School Alumna
- ▶ Wilderness emergency medical technician
- ▶ Professional Photographer



# FINANCIAL SUMMARY

## 2015 - 2019 FINANCIAL SUMMARY

	2015	2016	2017	2018	2019
<b>INCOME</b>					
Business Contributions	\$1,150.00	\$3,636.68	\$11,448.65	\$16,141.30	\$10,145.41
Individual Contributions		\$36,731.92	\$3,826.69	\$12,579.60	\$10,067.99
Grants	\$148,216.56	\$135,801.60	\$230,956.81	\$311,754.96	\$249,847.10
Investment Interest		\$1,030.12	\$4,638.95	\$2,245.18	\$21,965.84
Event Income		\$13,573.14	\$14,744.43	\$26,016.61	\$22,727.88
Total Funding	\$149,366.56	\$190,773.46	\$265,615.53	\$368,737.65	\$314,754.22
<b>EXPENSES</b>					
Organizational Operations	\$13,539.59	\$10,959.80	\$24,227.17	\$24,352.40	\$22,338.01
Volunteer Certifications	\$344	\$10,425.46	\$8,500.00	\$3,020.23	\$6,337.74
Program Operations	\$21,236.57	\$66,020.15	\$56,580.32	\$81,904.38	\$73,317.00
Payroll Expense	\$43,832.72	\$87,410.50	\$96,884.53	\$129,041.74	\$200,717.28
Total Expense	\$78,952.88	\$174,815.91	\$186,192.02	\$238,318.75	\$302,710.03
<b>REVENUE LESS EXPENSES</b>	<b>\$70,413.68</b>	<b>\$15,957.55</b>	<b>\$76,323.41</b>	<b>\$130,418.90</b>	<b>\$12,044.19</b>



**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 | Levi Moore - Active SWV Community Captain | David Sibray - Sibray Public Relations | Rene Moore - Wellington Advisors | Michelle Rotellini - United Way of SWV | Mick Bates - BodyWorks Physical Therapy - Delegate | Kay Bess - former Marketing Director | Dave Bernier - WVU Tech | Bill Hannabass - City of Oak Hill

**VOTED IN NOVEMBER 2020:** Dave Bernier - WVU Tech | Bill Hannabass - City Manager for Oak Hill



## Active SWV Volunteer Appreciation Awards







# ACTIVE

SOUTHERN WEST VIRGINIA

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

304.254.8488

[info@activeswv.org](mailto:info@activeswv.org)

