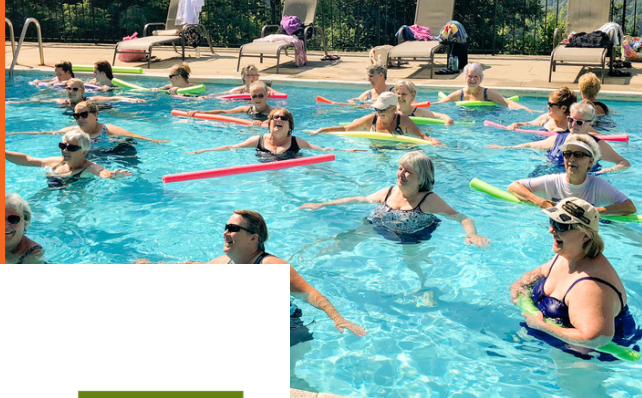


MID-YEAR REPORT
JANUARY - JUNE 2018

ACTIVE

SOUTHERN WEST VIRGINIA



ACTIVE SWV

304-254-8488 • info@activeswv.com

116 N Heber Street, Suite B, Beckley WV 25801

WORKPLACE WELLNESS

HEALTH AND WELLBEING IN THE WORKPLACE

Free resources are available for implementing simple, inexpensive, and long-term Workplace Wellness initiatives.

"Our partnership with Active SWV on the Step Challenge has positively influenced our team to become more active in a fun, competitive way. BSB applauds each employee's ongoing commitment to improved health." Jeremiah Johnson, General Manager of the Beckley Sanitary Board

BECKLEY SANITARY BOARD

The Active SWV Workplace Wellness Program at the Beckley Sanitary Board launched its pilot Step Tracking Challenge on January 3rd, 2018. This six-week challenge aimed to increase the physical activity levels of Beckley Sanitary Board employees during and after work hours. Over 90% of employees participated in the challenge.

Read about the challenge at www.activeswv.org/workplace-wellness-at-the-beckley-sanitary-board.



NEW RIVER COMMUNITY & TECHNICAL COLLEGE

On April 4th NRCTC and Active SWV celebrated a partnership with the signing of a Memorandum of Understanding between the two organizations, kicking off the wellness program at the college. A series of educational seminars, workshops and classes on physical activity, healthy eating, and preventing and controlling high blood pressure are being planned and educational materials will be distributed to the college campuses. The first phase of the program will run through December 2018.



ACTIVE SWV PHYSICAL ACTIVITY POSTER CAMPAIGN

Physical Activity Posters were launched to promote physical activity in the workplace, businesses, schools, and communities. The seven poster categories are stairwell, elevator, parking, motivational, walking/burning calories, meeting agenda, and physical activity. Our reach was over 17,000 people and 20 regional businesses displayed the posters. Learn more and purchase a Physical Activity Posters at <https://activeswv.org/physical-activity-posters>. Purchase a calendar at <https://activeswv.org/product/calendar-18-month>.



COMMUNITY CAPTAINS

LEADING OTHERS TO HEALTHIER AND ACTIVE LIFESTYLES

Removing barriers that prevent people in our community from being active by providing free physical activity programming.

4333

Participants To Date

Participant Totals By County

- Fayette - 1085
- Raleigh - 2727
- Nicholas - 450
- Summers - 71

492.5

Volunteer Hours

370

Programs Offered

State Park Hikes
National Park Hikes
County Park Walking
Gentle Walking Groups
Refit
Tai Chi
Gentle Yoga
Indoor Fitness Bootcamp
Pickleball
Yoga Chi
Stand Up Paddleboarding
Group Bike Rides
Water Aerobics
Mt. Biking
Dog Walking
Fishing



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, 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

KIDS RUN CLUBS

EMPOWERING YOUTH TO BE PHYSICALLY ACTIVE

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

686
Youth Participants

74

Volunteer Coaches

13

Elementary Schools

Active Southern West Virginia Kids Run Clubs have had another another successful season this spring. Two new Kids Run Clubs were welcomed to the Active SWV family, Shady Spring Elementary School and the REACH Homeschool Group of Raleigh County.

Active SWV Kids Run Clubs give youth the knowledge and skills to be physically active on a regular basis. We invite you to join us in celebrating healthy futures for youth in our community. Learn more about Kids Run and how to get involved at <https://activeswv.org/programs/activeswv-kids>.

ELEMENTARY SCHOOL	YOUTH PARTICIPANTS	VOLUNTEERS
Birch River	57	10
Coal City	71	9
Ghent	65	8
Mabscott	31	3
Marsh Fork	28	2
Maxwell Hill	30	7
Mount Hope	45	2
Christian Academy		
New River	31	3
REACH	25	5
Shady Spring	42	2
Summersville	124	8
Valley	78	12
Zela	59	3
TOTAL	686	74



HEAD VOLUNTEER 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

ACTIVE SWV BIKE/WALK CONNECTING PEOPLE TO PLACES

An initiative committed to improving infrastructure for walking, hiking and biking by advocating for safety and a network of trails.

"If there's one thing I think any town could use more of, it's trails! If you've ever had an idea about an activity you would like to do, pitch it to Active SWV. Our network of staff and volunteers are here to help you get out and do the things you want to do. You can be a leader!"
– Andy Davis, Active SWV Pedestrian, Bike and Trail Coordinator

BIKE RACKS ON PUBLIC BUSES

Active SWV initiated the acquisition and installation of bicycle racks on the fourteen public transportation vehicles of the New River Transit Authority operated by Raleigh County Community Action. It is the goal of the New River Transit Authority operated by Raleigh County Community Action to provide the New River Gorge region with affordable public transportation.

Read more about public bike racks at
<https://activeswv.org/bike-racks-on-public-buses>



INSTALLATION OF BIKE REPAIR STATIONS

Acquired funding for installation of bike repair stations in Mount Hope and Beckley.



Read about bike racks
at <https://www.facebook.com/bikewalkswv/photos/>

MT. HOPE MURAL PROJECT

Facilitated the funding and planning of a community mural in downtown Mt. Hope featuring the many assets of the New River Gorge including many active pastimes such as football, kayaking, stand-up paddle boarding and more.



ACTIVE SWV FUNDING CURRENT AND FUTURE FUNDING OPPORTUNITIES

A report on our grant and donation status for the first half of the year and a look at funding possibilities in progress.



Active SWV Family Triathlon

ACTIVE SWV GRANT AWARDS

- Saucony Run For Good supports Kids Run Clubs
- Conservation Fund supports Bike/Walk Mount Hope Mural Art Walk
- National Park Foundation supports Community Captains with a third year of funding
- Beckley Area Foundation supports Community Captains and Kids Run Clubs
- Try This WV supports Workplace Wellness
- Appalachian Regional Commission supports Kids Run Club and Workplace Wellness
- WVU Tech sponsors Active SWV Bridge Day 5K
- UniCare sponsors Active SWV Bridge Day 5K
- The Massey Foundation supports Active SWV
- MedExpress supports Kids Run Clubs
- Claude Worthington Benedum Foundation supports Community Captains

ACTIVE SWV ANNUAL FUND

Active SWV launched it's first Annual Fund Campagin in 2018 led by board member Cindy Whitlock and Kay Bess. To continue building our programming and extend our reach even further into the community we need your support. Please visit <https://activeswv.org/donate> to donate to our Annual Fund. There are many different ways to contribute and receive benefits such as ad space in the monthly newsletter, sponsor ads at events and social media mentions. We are deeply appreciative of your consideration to donate and help us build a healthier, more active, Southern West Virginia.

THANK YOU TO THE HOSTS OF OUR ACTIVE SWV FUNDRAISING PROFIT SHARE NIGHTS

- Pies & Pints
- Arrowhead Bike Farm
- Burrito Bar
- New River Yoga
- Fayette County Park Pool Party

ACTIVE
SOUTHERN WEST VIRGINIA
ANNUAL FUND

JOIN US FOR THE ACTIVE SWV BRIDGE DAY 5K: <https://activeswv.org/bridgeday5k>

Donors/Sponsors/Partners

Army Corps at Summersville
City of Mount Hope, WV
Marathon Bicycle Company
New River Bikes
Arrowhead Bike Farm
Water Stone Outdoors
Ride-N-Slide Sports
Secret Sandwich Society
Cathedral Cafe
Opposum Creek Retreat
Otter and Oak Outdoors
WVU Tech
Oak Hill Chiropractic
WVU School of Public Health
WVU School of Physical Activity and Sports
Science
West Virginia State University Extension
West Virginia University Extension
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 supported by
RCCCA
Hawks Nest State Park
Burrito Bar
L&S Toyota
AEP
Canyon Rim Rotary
Fayette Veterinary Hospital

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
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
New River Health Association
Summersville Arena
The Bellann Building
American Water
Kroger
UniCare
CREEK
Molly Wolff Photography
River Expeditions
The Dish Cafe
Whistle Punk TapHouse
Big Dam Pizza

Active SWV Board Members

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

Active SWV Staff Members

Melanie Seiler - Executive Director | **Erin Reid** - Volunteer Director | **Molly Wolff** - Community Engagement Assistant - **Andy Davis** - Pedestrian, Bike and Trail Coordinator | **Emily Wilkinson** - Kids Run Club Director



Thank You

YOUR SUPPORT HELPS US TO MAKE LASTING
IMPACTS IN SOUTHERN WEST VIRGINIA