

ACTIVE

SOUTHERN WEST VIRGINIA

2020 ANNUAL REPORT



Active SWV

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MISSION

Active Southern West Virginia is a non-profit providing an ecosystem of physical activity for the residents of southern West Virginia by offering programs led by trained volunteers from within the communities they serve.

VISION

Active SWV seeks for everyone to enjoy a healthy and active lifestyle. Populations are targeted who face the greatest economic and social barriers. Improving health outcomes through behavioral change will strengthen community and economic development.

STRATEGY

Community Captains is an innovative program developed by Active SWV. Community Captains and other Active SWV volunteers are themselves residents seeking healthier lifestyles. These volunteers are provided training with certifications and comprehensive program manuals to facilitate quality programming within communities, workplaces, local governments, and schools. This unique and evidenced based peer-to-peer model provides interventions to help individuals be in charge of their own health to prevent and manage chronic diseases in coal-impacted communities. Volunteers invite their friends, family, neighbors, and co-workers to join a routine of being active. This social support system is delivered in person and virtually.



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Wellness Creates Jobs

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 being active by providing free weekly and monthly physical 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.

YOUTH PROGRAMS: KIDS RUN CLUBS



Active SWV Youth Programs help participants develop an enjoyment and understanding of exercise, while learning healthy habits for life. Kids Run Clubs are hosted at schools across southern West Virginia. The program is accessible to all children with no cost to the participant, community, or school. Interested parents, teachers, faculty, family, and community members can be trained by Active SWV to lead the program as "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 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.

We invite you to join us in our free physical activity programming and signature events!



www.activeswv.org



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www.activeswv.org/events

STATE AND REGIONAL DEMOGRAPHICS

Southern West Virginia has historically been an economically tumultuous region. Heavy reliance on the coal industry has led to broad stagnation in communities throughout the New River Gorge region. This degradation appears to be a major contributor to prevalent health issues throughout the southern half of the state, such as obesity, depression, diabetes, and other negative health outcomes. In addition, the absence of clear post-graduate opportunities for college students has led to an exodus of young, educated individuals who could drive economic growth. Compounded together, these factors make the idea of introducing new industries to the region less than enticing for prospective companies.

This is where Active Southern West Virginia, the New River Gorge Regional Development Authority (NRGRDA), the WV Hive, and the Country Roads Angel Network come together and form an ecosystem of resources. Active SWV was founded as part of the NRGRDA's 2015 strategic plan with a mission to improve the health of the workforce as a way to bring economic opportunities back to the region. While the geographic and demographic diversity of our communities prove to be a challenge, the staff and volunteers at Active SWV are well-equipped to tackle the work with vigor. Active SWV's six county service area of Raleigh, Nicholas, Fayette, Summers, Boone, and Kanawha counties encompasses over 3,700 square miles and over 350,000 West Virginians. Over the past 6 years, we have been able to provide free physical activity resources and opportunities to the southern West Virginians throughout these communities.

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 expectancy that our state faces. According to Behavioral Factor Surveillance System data, only 35.2% of West Virginians meet the CDC recommendations for daily physical activity, as compared to 50.6% of adults nationwide who meet these recommendations. Another 33.2% of West Virginians reported having taken part in no physical activity at all during the months before the survey. If this doesn't change, the CDC estimates that nearly half the state's adults will be obese within the next few years.



EXECUTIVE SUMMARY

The health and safety of our friends and neighbors has always been our priority here at Active Southern West Virginia. 2020 was a challenging year and our hearts go out to families and individuals affected by the Covid-19 pandemic. We give thanks to the heroic efforts of those working on the front lines and essential services.

We all are experiencing new stress and disrupted schedules. Our routines have changed and our comfort being around friends and co-workers has also been altered. Active SWV in-person programs were temporarily put on hold, beginning in March, while staff and volunteers worked creatively transitioning programs to online platforms and increasing education on the benefits of staying physically active.

The need has never been greater to improve the health of our communities in central and southern West Virginia, so individuals are prepared to combat viruses and chronic diseases. Workforce productivity can continue to increase, and our youth have healthy activities to reduce their chances of substance abuse. Outdoor recreation is abundant in West Virginia which provides the resources needed to improve health through physical activity.

Removing barriers to living a healthy lifestyle is our strategy to create a better quality of life in West Virginia while also improving the health of the workforce. Businesses that prioritize the health of their employees will see a greater retention and attraction rate, while reducing health care costs to both the employer and employee. When so much of the day is spent during workhours, remote or onsite, having a culture of health within the workplace will remove barriers and challenges to active living.

We look forward to expanding the reach of the Active SWV ecosystem: Community Captains, Workplace Wellness, Kids Run Clubs, and Bike/Walk SWV by developing leaders through volunteerism, and improving overall health in our communities. Thank you to our partners, working in public health and economic development, who support the staff and volunteers of Active SWV.

Stay safe and active,

Melanie Seiler,
Executive Director

William Massey,
Chairman of the Board

PARTICIPANT SUCCESS

ACTIVE ECOSYSTEM



Active SWV 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 southern West Virginian populations. The connectivity of each program will help us usher in a vibrant, diverse economy.

ECONOMIC IMPACTS

- Healthier workforce
- Resume building
- Leadership skills
- Future workforce development
- Safe streets in communities

2020 ACCOMPLISHMENTS

- Community Captains pivoted to offer virtual online fitness classes, interactive hikes, and inventorying verities of trails, fitness stations, and disc golf. Online lifestyle management classes such as Walk With Ease and Prevent T3 Diabetes were offered by staff for volunteers and participants across the state.
- Kids Run Club programs were offered in partnership with community food pantries and remote learning wifi locations.
- Eleven regional food pantries were provided funding from Active SWV in partnership with the West Virginia Bureau for Public Health:
 - Coda Mountain Academy
 - Bread of Life Outreach Center
 - Bread of Life Food Pantry
 - REACCH in Hinton
 - University Healthcare Foundation
 - Greenbriar Health Alliance
 - City of Wheeling
 - West Hamlin Community HOPE Center
 - City of Huntington
 - Coplin Health Systems
 - Williamson Health and Wellness Center program
- Virtual challenges and races were offered for participants to complete in safe ways.
- The Workplace Wellness staff and participants gained certifications in Work@health through virtual trainings to include providing resources to remote workers.
- Two municipalities received Bicycle Friendly Recognition through the Active SWV Bike/Walk program.

PARTICIPANT SUCCESS

COMMUNITY CAPTAIN SUCCESS



Active SWV would like to celebrate Team REFIT for all their perseverance and creativity in the face of the challenges 2020 presented. The REFIT Community Captains were able to offer classes over Zoom, as well as socially distanced outside when the weather allowed.

*"Our team felt it was vital in this unknown season to provide something, even if it wasn't perfect. This was something none of us had experienced and we knew that because of the isolation, being active was vital. Mental health is just as important as physical health, and we felt the need to be available. Whether that was a class we lead on Zoom or sharing a YouTube playlist. So, we entered the uncharted waters of Zoom classes. All the while having the support of Active SWV." - **Team REFIT***

KIDS RUN CLUB SUCCESS

A standout participant from Active SWV's youth programming this year was Caleb Carver, who regularly participated in the Active SWV Adventure Days agility course.

Over the summer, Active SWV and some other organizations teamed up to bring kids in the area safe and socially distanced outdoor activities to keep them busy and active. Active SWV set up an agility course and activity stations, and awarded 'toe token' prizes for every five agility course laps completed. Caleb, a former Kids Run Club participant at Mabscott Elementary, was determined to run 25 laps a day in order to collect new tokens in colors he didn't have. Caleb achieved that goal each day he set his mind to it, and collected 10 tokens in 2 week - more than any other participant.

Caleb now participates in Track and Cross Country, and his favorite races are the 800 meter, the mile, and relays. He likes running longer distances, saying 'my competitive side helps with boredom [when running around a track]'.

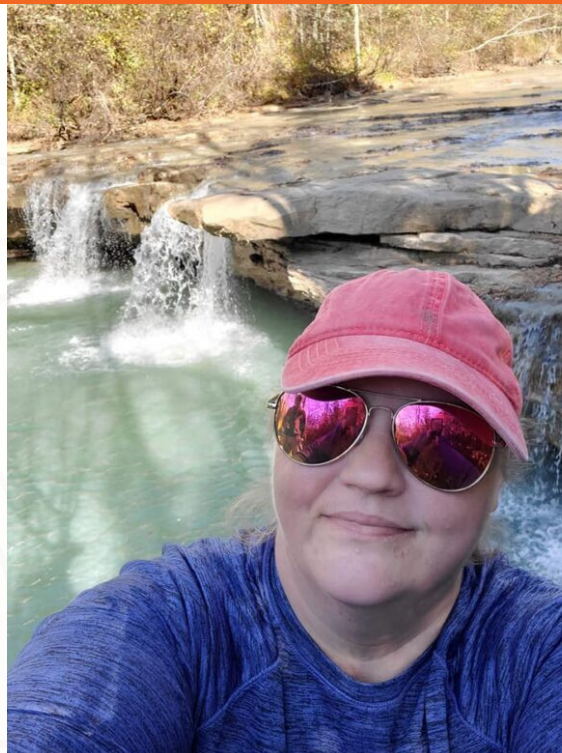


PARTICIPANT SUCCESS

VIRTUAL CHALLENGE PARTICIPANT SUCCESS

Sara Sturgill-Torres saw herself lacking mobility and strength, and was frustrated that she couldn't do activities that she used to enjoy like being outside and fishing by the water all day. Sara realized that if she ever had grandkids, she wouldn't be able to keep up with them in her current state. She saw the toll poor health took on her father, and also witnessed the journey Active SWV Community Captain Levi Moore took going from wheelchair bound in a second story apartment to getting back on his feet and truly enjoying life again. Sara decided to make some changes! After lots of hard work, Sara went from only being able to walk a few feet at a time to six months later walking 210 Miles in the WV Strong Fall Challenge.

"I still have a long way to go, but I am determined to get to a better and healthier place than I have ever been before. I hope by sharing this with you, even if there is just one person like me, it will encourage them enough to change their life, too." - **Sara Sturgill Torres**



FOOD PANTRY PARTNERSHIP WITH COPLIN HEALTH SYSTEMS



"This distribution of funds has been perhaps the most meaningful funds I have received in my tenure as Senior Project Manager at Coplin. Through these funds, we reached the most vulnerable populations in Wirt County with nutritious foods. We worked with Community Resources, Wirt County Senior Center, Coplin Health Systems patients and the local FARMacy program, and Hope Food Pantry in Elizabeth. They gave away onions, celery, lettuce, tomatoes, broccoli, cauliflower, cabbage, brussels sprouts, sweet potatoes, and bananas through their site. The staff said that it is nice to allow the patrons "to shop" for produce so that their family can receive their favorites. This project helped open my eyes further to the need in the community, but it showed me how much these communities can stretch the resources given to them to make a difference in the lives of those around them." **Sarah Barton**

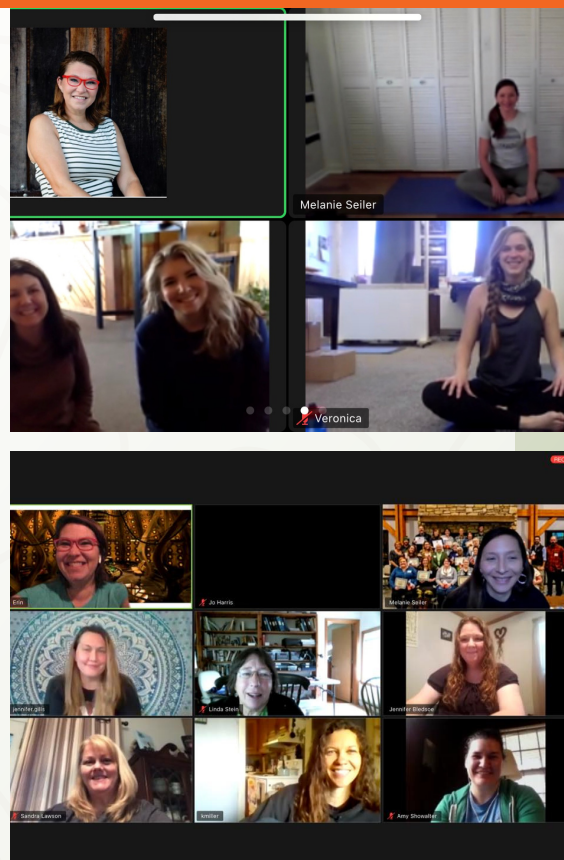
COMMUNITY CAPTAINS

A Community Captain is a volunteer who is passionate about improving health and happiness in their community through physical activity. Community Captains receive free training and support from Active SWV to lead others in weekly physical activity programs.

Southern West Virginia faces many economic and health challenges. Through the Active SWV Community Captain Program, we can help people overcome common challenges preventing them from leading active and healthy lives. Community Captains break down barriers to physical activity by leading free activities for locals in their own hometowns. There were challenges in 2020 we could not have been prepared for when trying to bring physical activity opportunities to our communities, but our Community Captains pivoted to overcome the extra challenges. The Community Captain program did have the opportunity to create new guidelines for safely programming both indoors and outdoors. Volunteers had the opportunity to create online virtual programs and bring new physical activity opportunities to our communities. Two of those new online opportunities were the National Diabetes Prevention Program and Walk with Ease, both CDC evidence-based programs traditionally facilitated in person but adapted to be delivered through an online platform.

PARTNERS

- City of Beckley
- Holiday Lodge Hotel
- National Park Service
- Hawks Nest State Park
- Little Beaver State Park
- Belleann Building
- City of Oak Hill
- City of Hinton
- WV Health Connection
- New River Health
- Fayette County Commission
- Summers County Library
- YMCA Montgomery
- St Luke's Methodist Church
- Faith Baptist Church
- The Summit Bechtel Reserve
- Town of Pax
- The Massey Foundation
- St Luke's Methodist Church
- Faith Baptist Church
- The Summit Bechtel Reserve
- Town of Pax
- The Massey Foundation



COMMUNITY CAPTAINS

PROGRAMS IN 2020: BY THE NUMBERS

PARTICIPANTS	PROGRAMS OFFERED	VOLUNTEER HOURS
383	220 offered 58 cancelled	362
42 COMMUNITY CAPTAINS PROGRAMMED IN 2020		



Program data is securely managed in partnership with the **West Virginia University, Office of Health Services Research** through the **WV Health Connection** initiative.

QUOTES FROM VOLUNTEERS AND PARTICIPANTS

"I had always been a follower, not a leader. Becoming a Community Captain gave me that leadership Experience." - **Beth Hudspeth, weekly running group Community Captain**

"I had a unique opportunity to see a lot of the world during my working life and once everything slowed down, I needed to find a suitable outlet. I found a passion for the National Parks and fell for the majestic scenery of southern West Virginia." - **Stan Wise, hiking Community Captain**

"Truly being present in the moment and thanking my body for being able to enjoy where I am. I have struggled with mental health in the past and being active is one of the most effective ways I have found to calm down and find some peace. I always joke with my husband that I am photosynthesizing sunshine into happiness." - **Lauren Beam, Summersville running group Community Captain**



KIDS RUN CLUBS/YOUTH PROGRAMMING

Active SWV's Kids Run Club program has always been focused on providing free opportunities for kids to be active. The Covid-19 pandemic disrupted our usual Kids Run Club seasons, but it gave Active SWV staff and volunteers the opportunity to adapt and try some new ways of achieving this mission. In 2020, we provided activities that expanded upon our traditional school-based Kids Run Clubs.

SPRING 2020 VIRTUAL

In the spring, Active SWV launched our first virtual Kids Run Club season with students from Clear Fork, Coal City, Fairdale, Ghent, Summersville, Birch River, Shady Spring, Fayetteville PK-8, Panther Creek, Marsh Fork, Gauley River, and home school all participating in the new format. The virtual structure included all the elements of a normal Kids Run Club including a warm-up, running exercise, game, and cool down, adapted to be done at home.

ADVENTURE DAYS

In the summer, Active SWV teamed up with Adventure: Fayette County to provide outdoor opportunities for kids to be active and socialize safely. At these weekly 'Adventure Days' sessions at the Fayetteville Town Park and Collins Park, Active SWV set up a youth agility course and a 'Kids Run Club sampler' that included elements of a traditional Kids Run Club season as well.

2020 KIDS FALL FUN FITNESS CHALLENGE

In the fall, Active SWV launched the Kids Fall Fun Fitness Challenge to give kids the opportunity to be active safely at home while schools were still a mix of blended and remote learning. The initiative incorporated weekly active challenges like scavenger hunts, a step count challenge, movement and mindfulness, and more that encouraged participants to be active at home, outside, and with a friend or family member.



KIDS RUN CLUBS/YOUTH PROGRAMMING

LOOKING AHEAD

Looking ahead, Active SWV plans to continue offering a mix of in person as well as virtual activities so that kids are able to be active safely at school as well as at home. When it is safe to do so, we plan to resume and expand full time in-person Kids Run Clubs at elementary schools throughout Raleigh, Summers, Nicholas, Fayette, Kanawha, and Boone counties. We have also realized the immense value of reaching children virtually, and will continue to provide those opportunities as we move forward and adapt to the new normals 2020 has brought.

VOLUNTEERS

Kids Run Club coaches are parents, volunteers, and community members who undergo training with Active SWV to learn how to facilitate a Kids Run Club or other youth programming opportunity. These coaches act as mentors, role models, and educators to the youth participants they lead. Here are the volunteers who helped to facilitate programs in 2020:

- Angie Corwin
- Brooke Gershenbaum
- Meghan Fisher
- Brittany Perry
- Michelle Hicks
- Susan Parsons



KIDS RUN CLUBS/YOUTH PROGRAMMING

21CCLC PARTNERSHIP

In 2020, Active SWV, Coda Mountain Academy, and Camp Royal teamed up and were awarded a 21st Century Community Learning Center Grant to provide children at Fayetteville PK-8 and Oak Hill Middle School with free afterschool activities. The goal of the five-year partnership is to provide healthy activities for kids to participate in as a way of diverting them away from unhealthy habits such as alcohol and drug use.

In the fall, Active SWV put together an in-person Kids Run Club at Fayetteville PK-8. When all after school activities including the Kids Run Club were shut down due to Covid-19 concerns, Active SWV sent participants activities they could do at home in lieu of the in-person meetings.

Looking ahead to 2021, Active SWV is planning a spring remote program, spring and fall in person Kids Run Clubs, and a summer camp session for the students at Fayetteville PK-8 and Oak Hill Middle school.

PARTNER LIST

Thank you to the following partners who have continued to support the Kids Run Club program through 2020! Active SWV would especially like to highlight Hew River Health, who doubled their yearly donation to our Fayette county youth programming initiatives.

- WVU School of Public Health
- Adventure: Fayette County
- Coda Mountain Academy
- Camp Royal
- Fayetteville PK-8
- New River Health Association
- Move Your Way(sm)
- SportsBackers



BIKE/WALK SWV

Bike/Walk SWV is committed to making walking and biking safe, fun, and convenient across our region. Through this program, Active SWV advocates for protected bike lanes, safe and complete streets, fitness trails, and a network of connected hiking trails to make communities more accessible to everyone. Rethinking the region's infrastructure not only helps southern West Virginians improve their health and wellness by creating more opportunities to exercise outside, it also increases economic activity and job creation. Active SWV offers communities technical support to improve their infrastructure and ensure people have safe places to be physically active by forming Bicycle Pedestrian Action Committees for monthly planning meetings.

BICYCLE PEDESTRIAN ACTION COMMITTEES - BPACS

City of Beckley BPAC

The City of Beckley was named a Bronze-Level Bicycle friendly community by the League of American Bicyclist. This designation makes Beckley the first city in southern West Virginia to receive this award and 1 of only 3 cities in the state to achieve this accomplishment. The award recognizes Beckley for its commitment to creating transportation and recreational resources that benefit its residents of all ages and abilities while encouraging healthier and more sustainable transportation choices.

Town of Fayetteville BPAC

Following the passing of the Town's Complete Streets Resolution, Fayetteville established their first Bicycle Pedestrian Action Committee. Part of the BPAC's work in year one has been to assess the state of bike/pedestrian access in the community and establish benchmarks to grow from. A major part of this analysis was applying for Bicycle Friendly Community (BFC) status from the League of American Bicyclists. The Town of Fayetteville received Honorable Mention as a BFC. The feedback from the League's assessment will be used by the Fayetteville BPAC to to create an action plan for 2021.

COMPLETE STREETS

By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right of way to enable safe access for all users. This means that every transportation project will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists—making your town a better place to live. **The cities of Oak Hill, Smithers, and Hinton all adopted Complete Streets policies in 2020.**




WORKPLACE WELLNESS

CDC WORK@HEALTH CERTIFICATIONS

The Work@Health Employer Training course is an evidenced based course developed by the Center for Disease Control. It provides avenues for employers to improve organizational health of employees with resources and insight into interventions that have shown to make sustainable changes.


In 2020, two Active SWV Staff were certified as Work@Health Trainers, and two Work@Health Employer Training classes graduated.



JANUARY GRADUATES

Wellness Creates Jobs!

- Region 1 Partners in Action
- Conservation Legacy
- New River Community Technical College
- Beckley Sanitary Board
- Raleigh Emergency Services
- Summers County Board of Education



DECEMBER GRADUATES

Wellness Creates Jobs!

- Boone Memorial Hospital
- New River Gorge National River
- New River Community Technical College
- New River Health Association
- New River Gorge Regional Development Authority
- Quality Environmental Containers
- Raleigh County Community Action Association

New River Community and Technical College (NRCTC) established their workplace wellness program with Active SWV 3 years ago and have been going strong since. In 2020, Stephanie Adkins joined the NRCTC Wellness Committee and hasn't missed a beat. She's gone the extra mile by receiving her CDC Work@Health Employee certification, and bringing her experience back to her committee as they plan their upcoming year of workplace wellness. In December 2020, NRCTC received one of 19 Active SWV Work@Health Mini Grants. Stephanie will be helping her committee carry out a series of mindfulness workshops and activities as part of the grant in 2021.

"As a Human Resources Professional, one of my goals is to create a positive environment for my employees and help them adopt healthy behaviors that will lead to a healthier lifestyle. Through Workplace Wellness we can educate and provide resources for our employees to have a healthy work-life balance, focus on mindfulness, healthy menu choices and simple exercise that anyone can do just to get moving." **Stephanie Adkins, Human Resources Director, NRCTC**

WORKPLACE WELLNESS

WORK@HEALTH \$1,000 MINI-GRANTS, 2019-2020 & 2020-2021

In January 2020, Active SWV in partnership with WV Division of Health Promotion and Chronic Disease funded 14 workplaces across West Virginia to increase access to healthy food, physical activity and other strategies to improve employee wellness.



Work@Health Mini Grant Awardees

2019-2020

- Beckley Sanitary Board
- New River Community & Technical College
- Cabell-Huntington Health Department
- Conservation Legacy
- Region 1 Partners in Action
- Stonewall Jackson Memorial Hospital
- West Virginia State University
- Coplin-Wirt County Health Services Association
- McDowell County Commission on Aging
- Fairmont State University
- Kanawha-Charleston Health Department
- The Mid-Ohio Valley Health Department
- Summers County Schools

2020-2021

- Boone Memorial Hospital
- Brooke Hancock Family Resource Network
- Buckhannon Academy Elementary School
- Center McMechen Elementary
- Clay Middle School
- Coplin Health Systems
- Fairdale Elementary School
- Hometown Elementary School
- New River Community Technical College
- New River Health Association
- Old Colony of Greater Kanawha Valley
- PRIDE Community Services
- Rupert Elementary School
- Southern Appalachian Labor School
- Spring Mills Primary School
- Sprouting Farms
- Sutton Elementary School
- Williamson Health & Wellness
- West Virginia State University

Of the 2019/2020 awardees:

Priority populations targeted by the projects included:

- Workplace employees (14 projects)
- Children (2 projects)
- Families (4 projects)
- Adults (8 projects)
- Older adults (1 project)
- Healthcare providers (4 projects)

Successful grant recipient projects focused on:

- Increased fruit and vegetable consumption (6 projects)
- Increased walking/steps (6 projects)
- Increased physical activity (12 projects)
- Increased water consumption (7 projects)
- Reduced consumption of sugar sweetened beverages (6 projects)

*"The pandemic has made us more aware of the importance of being healthy. Though our school is located in town, we are focused on our green spaces and wellness of our staff." **Karen Davis, Eastwood Elementary teacher** says, "Eastwood's theme of Growing Healthy Kids in a Healthy World builds a culture of growth mindset and wellness for our employees."*

WORKPLACE WELLNESS

STAFF PROFESSIONAL DEVELOPMENT

New Active SWV Workplace Wellness Director Veronica Crosier began in January. Throughout the year, she received certifications as a:

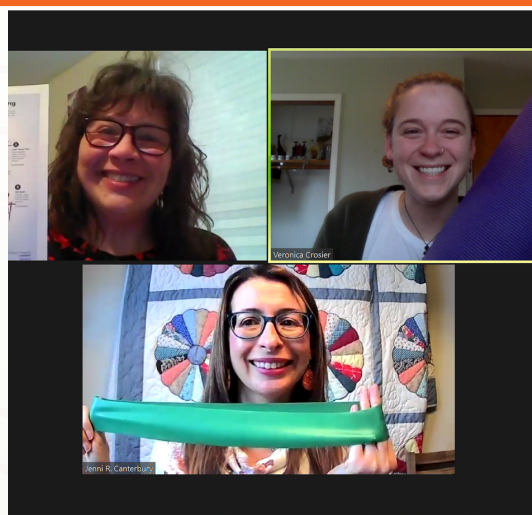
- Prevent T2 Lifestyle Change Coach through the National Diabetes Prevention Program and is co-coaching a Prevent T2 Course through 2020-2021
- Trainer in CDC Work@Health and has graduated one class of employees in Work@Health
- Walk With Ease Coach through the Arthritis Foundation and is providing technical assistance to help workplaces implement their own Walk With Ease courses.

Walk With Ease is 6-week program through the Arthritis Foundation proven to reduce the pain of arthritis and improve overall health. As of 2020, Walk With Ease is a new addition to the repertoire of offerings through Workplace Wellness. Active SWV can assist workplaces in implementing a self-directed course, group courses, and even help certify employees to become coaches.

As of December 2020, 4 workplaces are partnering with Active SWV to plan Walk With Ease courses for a 2021 launch.

PARTNERSHIPS

- New River Gorge Regional Development Authority
- WVU Extension Services
- WV Division of Public Health and Chronic Disease
- WV Hive
- WV Prevention Research Center, WVU Health Sciences
- Fayette County Chamber of Commerce
- Beckley-Raleigh Chamber of Commerce



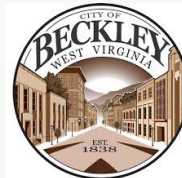
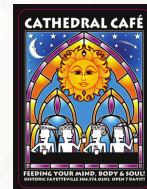
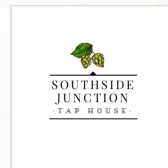
SIGNATURE EVENTS

Active Southern West Virginia Signature Events bring quality fundraising events to southern West Virginia. These fee-based races raise funds for the free programs of Active SWV while providing more opportunity for family friendly and beginner racers.

- **Regional Fun Run** – canceled
- **Almost Heaven Paddle Battle** - canceled
- **New River Gorge Rim to Rim 10K** -postponed
 - Virtual event held; 163 participants
- **Active SWV Family Triathlon** – canceled
- **New River Gorge Stand Up Paddle Board Race** – canceled
- **WV Strong Fall Challenge** virtual 100 day race
 - 1,091 participants
- **Bridge Day 5K RUN** - postponed
- **Ugly 2020 Sweater Walk/Run** at the Fayette County Park Winter Wonderland Light Display
 - 62 participants
- **Escape Adventure: Missile Impossible Fundraiser**
 - 24 participants

“The funny thing is, I did this solely to get a little healthier and increase my balance and mobility, but it has changed so much more than that for me. It used to take me 3 hours or more to fully wake up and start my day. I was tired all the time and now I am not. My mind automatically shuts down from all the stress and worry of the world as soon as I walk or hike. There are times and places I feel as close to God as I would in church or on my hands and knees in prayer.”
Sara Sturgill-Torres goes from walking a few feet at a time 6 months ago to completing 210 miles in the WV Strong Fall Challenge event.

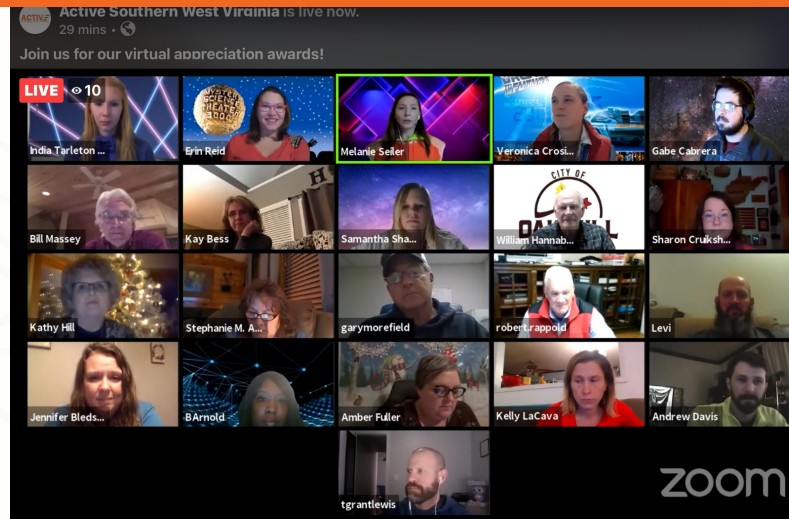
EVENT & NEWSLETTER SPONSORS



2020 ANNUAL FUND

2020 FUNDRAISER BREAKDOWN

- Truck Pull Series = Cancelled
- Rim to Rim 10k = Cancelled
- Bridge Day 5k = Cancelled
- Missile Impossible – Escape Event = \$1,000
- Giving Tuesday & other individual contributions = \$2,670
- Virtual Fall Challenge/ATG = \$11,000
- Sponsorships = \$9,460



2020 FINANCIAL SUMMARY

	2015	2016	2017	2018	2019	2020
Income						
Business Contributions	\$1,150	\$3,636.68	\$11,448.65	\$16,141.30	\$10,145.41	\$9,464.68
Individual Contributions		\$36,731.92	\$3,826.69	\$12,579.60	\$10,067.99	\$2,671.98
Grants/Other Income	\$148,216.56	\$135,801.60	\$230,956.81	\$311,754.96	\$249,847.10	\$528,351.46
Investment Interest		\$1,030.12	\$4,638.95	\$2,245.18	\$21,965.84	\$12,575.58
Event Income		\$13,573.14	\$14,744.43	\$26,016.61	\$22,727.88	\$24,845.19
Total Funding	\$146,366.56	\$190,773.46	\$265,615.53	\$368,737.65	\$314,754.22	\$577,908.89
Expenses						
Organizational Operations	\$13,539.59	\$10,959.80	\$24,227.17	\$24,352.40	\$22,338.01	\$43,955.17
Volunteer Certifications	\$344	\$10,425.46	\$8,500	\$3,020.23	\$6,337.74	\$22,142.82
Program Operations	\$21,236.57	\$66,020.15	\$56,580.32	\$81,904.38	\$73,317.00	\$72,760.64
Payroll Expenses	\$43,832.72	\$87,410.50	\$96,884.53	\$129,041.74	\$200,717.28	\$196,973.35
Total Expenses	\$78,952.88	\$174,815.91	\$186,192.02	\$238,318.75	\$302,710.03	\$335,831.98
Revenue less expenses	\$70,413.68	\$16,957.55	\$79,423.51	\$130,418.90	\$12,077.19	\$242,076.91

2020 BOARD OF DIRECTORS

William E. Massey, Jr. - Massey Foundation Board Chair

Joe Brouse - New River Gorge Regional Development Authority Treasurer & Secretary

Gary Morefield - Raleigh County Bicycle Club

Eloise Elliott - WVU College of Physical Activity and Sports Science

Adam Stephens - Arrowhead Bike Farm

Kate Miller - Ansted Middle School

Cindy Whitlock - New River Health Association

Levi Moore - ACE Adventure Guide

Rene Moore - ARH Management

Michelle Rotellini - Raleigh County Chamber of Commerce

Mick Bates - Body Works Physical Therapy

Austin Caperton - WV Department of Environmental Protection

Kay Bess - Community Volunteer, retired - Visit Southern West Virginia Tourism - retired

Bill Hannabass - Oak Hill City Manager

Dave Bernier - Assistant Director WVU Tech Adventures

Larry Harrah - Harrah Law Firm

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