

A group of hikers is walking on a gravel trail next to a waterfall. In the foreground, a woman in a purple tank top and khaki pants is smiling and gesturing with her hands. Behind her, a man in a green shirt and blue shorts is also smiling. Further back, another hiker in a yellow shirt is visible. The trail is bordered by a low wall of stacked logs on the right and a waterfall on the left. The background is a dense forest with green foliage.

ACTIVE
SOUTHERN WEST VIRGINIA

2022 MID-YEAR 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.

ASWV ORGANIZATION OVERVIEW

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

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 PROGRAMMING - 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 "Kids Run Club Coaches."

WORKPLACE WELLNESS

Employers in 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 PLACES

By rethinking the region's infrastructure to support active lifestyles, Southern West Virginians can improve their health and wellness with more opportunities to get out and exercise while increasing economic activity and job creation. Active SWV Active Places is committed to providing a network of accessible locations to make physical activity safe, fun and convenient for everyone.

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



www.activeswv.org



info@activeswv.com



304.254.8488



www.activeswv.org/events



www.facebook.com/activeswv



www.instagram.com/activeswv

EXECUTIVE SUMMARY

Active SWV is winning in so many ways! The impacts are felt in volunteer attraction and retention, participant success, and economic impacts from Signature Race events.

After two years of navigating a global pandemic, the value of a healthy community is wide reaching. Active SWV programs were able to pivot and bounce forward to provide a consistent routine of activities and social supports.

While the pandemic gave us pause to assess program delivery and value points, time was well spent developing a 5-year strategic plan supported by the Claude Worthington Benedum Foundation, National Park Service, and WVU Institute of Technology.

Through volunteer focus groups, board member interviews, and staff accessing program areas, three pillars emerged to deepen the impact and expand the reach:

- Delivering a high standard of volunteer experiences
- Expand the reach of the programs
- Increase support and funding

In 2022 the staff grew by two positions: Workplace Wellness Director Michael Fisher and the organization's first Development Director Kate Armentrout. These additions have added scope to the organization to reach more individuals with consistent programs.

At the heart of this work is volunteerism. The experience of volunteering provides a sense of satisfaction in knowing you have made a difference in someone else's life. It can be part of your legacy and character you instill in the next generation.

Learn more about how you can be part of this winning team in the pages ahead.

Stay safe and active,

Melanie Seiler

Melanie Seiler,
Executive Director



FIVE YEAR STRATEGIC PLAN

STRATEGIC GROWTH

Throughout 2021, Active SWV developed a 5-year strategic plan. The intent of the 5-year strategic plan is to strengthen the continuity of Active SWV programs with the development of program policies and procedures. By identifying the strengths, weaknesses, opportunities, and challenges, a strategic plan with benchmarks and sustainability factors can continue the program long term to reach more individuals in West Virginia. From this plan, the following pillars of strategic growth were identified:

- Maintain high standards for volunteer growth
- Build capacity for the organization to expand statewide
- Diversify and deepen the fundraising portfolio

THREE PILLARS OF STRATEGIC GROWTH



ELEVATE VOLUNTEERS

VOLUNTEERS KEEP WV MOVING

Active SWV Volunteers keep our communities in motion. From Kids Run Club coaches to Community Captains, Active SWV provides training, First Aid, CPR, and materials for each program volunteer who in turn leads activities within their local area. We want to elevate these Individuals in leadership roles to continue to provide for West Virginians.

2021		2027
15	Kids Run Clubs	55
50	Community Captains	250
30	Unique Programs Offered	70
16	Counties	40
70	Workplace Wellness	200
5	Active Places	30



ORGANIZATION EXPANSION

PROGRAM AREAS TO EXPAND

WORKPLACE WELLNESS
 Workplace Training
 Capacity Building Grants Awarded
 Statewide Conference

KIDS RUN CLUBS
 Programs in all WV counties

COMMUNITY CAPTAINS
 Clinic-Community Referral
 Expand programming opportunities

ACTIVE PLACES
 Funding for communities and parks

BOARD LEADERSHIP
 Volunteerism
 Organization Advocacy



DEVELOP FUNDING

SUSTAINABLE GROWTH

Fundraising Campaign
 Active SWV completed a 5-year strategic plan and will be establishing an endowment campaign to achieve the goals set forth in the plan.

Unrestricted Funding allows Active SWV to add value when needed, where needed, with boots on the ground.

- Individual and Corporate Giving
- Profit sharing events
- Family Foundations

Signature Event Growth - Expand our current 5 events to 8+ events per year with larger participation numbers, variety in style of event, and new locations.



COMMUNITY CAPTAINS

2022 SO FAR

In the first half of 2022, the Community Captain program has achieved the following:

- 50** → Community Captains programming
- 4** → Significant new partnerships: *Beckley VA Medical Center, Spotted Owl Healthcare, WVU Extension Office, Southern Appalachian Labor School Oak Hill programming space*
- 21** → New Community Captains Trained
- 40** → Roughly 40 programs per month offered in April, May, and June



PARTNERSHIPS - TRAIN THE TRAINER

In 2022 we began our Community Captain Train the Trainer opportunity. With this model, Active SWV partners with another organization which already has a base for physical activity programming, but seeks either expansion, structure, or both. Our most successful Train the Trainer partnership is with the Spotted Owl Healthcare Organization in Kanawha County. We named the partnership Kanawha Active Owl.

Kanawha Active Owl offers free fitness programming in Kanawha County. We began working towards a partnership at the end of 2021, with classes finally hitting the ground in April 2022. It started with just a handful of classes a couple of times a month, and has grown to almost daily activities ranging from Zumba to a walking group. Many participants take advantage of many of the programs each week.

Here's how it works. Our Community Captain Director offers support, materials, and assistance to the director of Spotted Owl Healthcare Organization, Orlando Craighead. Orlando provides programming dates, details, and Community Captain information. The WVU Office of Health Sciences Research created an online training module, providing new Community Captains an easier training experience that fits within their busy schedules.

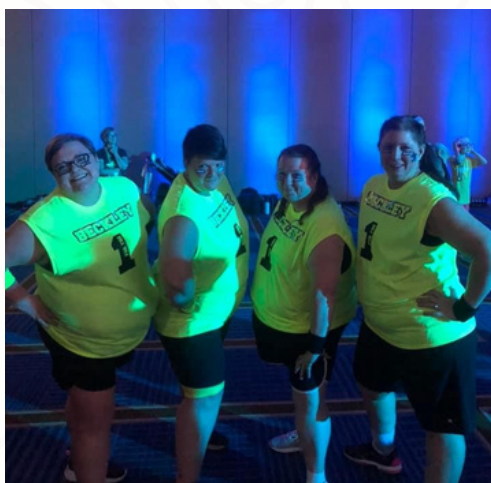
This partnership has been amazing to see and fun to experience. The new Community Captains are coming to us with diverse talents, certifications, and experience and are putting them to work to make their own communities healthier with free programming options.

Anyone within driving distance of Kanawha County would benefit from checking out our Kanawha Active Owl programming, which continues to grow. All options can be accessed through our website calendar at www.activeswv.org/calendar as well as in our monthly newsletter with program flyer.

COMMUNITY CAPTAINS

PROGRAM SPOTLIGHT - REFIT

REFIT Beckley is an indoor group fitness activity offering programming four times per week. They survived the pandemic highs and lows, and are seeing growth in participation. We have had 139 participants in this program alone January - May 2022. Some evenings see up to 30 participants. The programs are led by a group of five Community Captains and have been retained over four years. We also supported the Community Captains fundraiser for a trip to an annual training to help them stay motivated and current on their training. Special thanks to Board Members who supported this fundraising effort: Austin Caperton and Kay Bess. Also, thank you to Jen Wood for her support with space donation at WVU Tech, enabling us to expand the program this year.



QUOTES

"Active SWV has Community Captains who will cheer you on even on the days you can't make it" - April Elkins

"I originally started hiking as a participant with Active SWV when I moved here and decided volunteering was a great way to get out in the woods more and give others the opportunity to do so as well" - Lynn Olsen

"Active SWV is a fantabulous program with many fantastic activates for all kinds of people" - Lee Webb

"We participate with Active SWV because the people are fun, and it's a nice group to meet people with similar interests" - Jorene Soto and Ken Toney

"Being part of a group that is counting on me is the best motivation" - Noel Mitchell

"I believe there is an activity for everyone, we each just need to find the one we enjoy" - Mayor Anne Cavalier

"If you don't stay active, it becomes harder to get active" - Linda Stein

YOUTH PROGRAMMING

SPRING 2022 SUMMARY

The spring 2022 Kids Run Club season saw 15 Kids Run Clubs, totaling 428 participants across 9 counties. Of the 15 clubs, 5 were new to the program. Active SWV trained a total of 24 new volunteers, some of whom are set to start the Kids Run Club program this summer or the coming fall 2022. Through a new partnership with Save the Children, Active SWV trained volunteers to lead summer Kids Run Clubs at 9 different school sites this summer (see the section below for more details). Additionally, there is one community group summer Kids Run Club in Marlinton, making a total of 10 summer 2022 Kids Run Clubs that will run through August. The participation numbers for those summer sites will be available in Active SWV's 2022 Annual Report. See the table below for a breakdown of which schools participated this spring 2022 and their participation numbers.

Spring 2022 Kids Run Clubs	Participants	County	# of Seasons
Fayetteville PK-8	21	Fayette	3
Oak Hill Middle School	7	Fayette	3
New River Primary	11	Fayette	1
Rupert Elementary	22	Greenbrier	3
Bluefield Intermediate	26	Mercer	1
Mabscott Elementary	39	Raleigh	4+
Stratton Elementary	24	Raleigh	2
Stanaford Elementary	52	Raleigh	5+
Marsh Fork Elementary	35	Raleigh	9+
Crescent Elementary	47	Raleigh	2
Union Educational Complex	22	Grant	2
French Creek Elementary	45	Upshur	1
Mullens Elementary	19	Wyoming	1
Kenna Elementary	44	Kanawha	2
Morgantown Early Learning Facility	14	Monongalia	1
15 total/ 5 new	428 total	across 9 counties	5 = new clubs



YOUTH PROGRAMMING

PARTNERSHIPS

21st Century Community Learning Center Grant

In 2020, Active SWV received a 21st Century Community Learning Center grant (21CCLC) in partnership with Coda Mountain Academy and Camp ROYAL. With this funding, our three organizations are able to provide 25 weeks per school year of free and diverse extra-curricular opportunity to at-risk youth at Fayetteville PK-8 and Oak Hill Middle School for five years. Active SWV's contribution to that afterschool initiative is our Kids Run Club program, which we've organized every fall and spring since we were awarded the grant. Additionally, in Spring 2022 we also ran a kid Hike Club at Fayetteville PK-8 in addition to the Kids Run Club.

Save the Children

In spring of 2022, Active SWV began a partnership with some WV Save the Children partner sites to bring free summer Kids Run Clubs to those locations. Save the children is a nation-wide organization whose mission involves 'addressing children's unmet needs' to 'ensure children in rural America's communities have a healthy, strong foundation that will enable them to thrive as learners in life'. The summer Save the Children sites incorporating a Kids Run Club include New River Primary, Divide Elementary, Meadow Bridge Elementary, Clay Elementary Gilmer Elementary, Cherry River Elementary, Gauley River Elementary, Summersville Elementary, and Calhoun High School.

Leaders from each site are trained as Kids Run Club coaches ready to facilitate the program with their group of elementary aged students. Each site will receive the \$250 Kids Run Club mini-grant funds from Active SWV to spend on healthy items for their club.

WVU School of Public Health

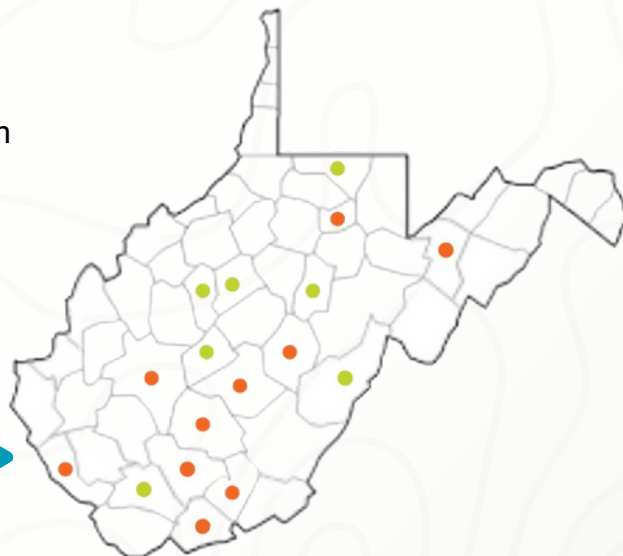
Active SWV has partnered with the WVU School of Public health since 2015, using pre and post surveys designed by the university to measure the impact of the Kids Run Club program. The participant surveys ask questions about frequency of physical activity, screen time, nutrition, hydration, confidence in physical activity, and more. We will have the full set of 2022 Survey data available in the 2022 Annual Report to be released early next year.



YOUTH PROGRAMMING

PROGRAM EXPANSION

In the first half of 2022, Active SWV expanded the Kids Run Club into seven new counties, represented by the green dots in the graphic adjacent. This bring the total number of counties offering a Kids Run Club up to 18 - Raleigh, Summers, Nicholas, Fayette, Kanawha, Greenbriar, Pocahontas, Upshur, Mercer, Grant, Taylor, Webster, Wyoming, Monongalia, Clay, Gilmer, Calhoun, and Mingo



TOTAL KIDS RUN CLUB COUNTIES 2015 - 2022

QUOTES

"The first week the children were not that interested in an organized run each day. By the middle of the second week they were looking forward to it, as they could visually see the numbers of their timed runs."

Five year girl : (the end of the fourth week). "Wow Miss Connie! Practice really does help make me faster!" - Connie McClurg, Morgantown Early Learning Facility

"The best part of being a coach this season was we really worked together as a team and enjoyed challenging each other. Having a student participate with the use of a Walker really pushed us to think outside the box. He was amazing with the near crawl warm up and about wiped me out! The worst part was the end. It's always sad when it ends because the students have such a great time. I love being the coach because it is a different perspective for the students from principal to coach." - Jenny Harden, Rupert Elementary

"The best part of the club was providing students with new opportunities to experience things that they have not yet had. Many students who took part in the run club have participated in other athletic experiences but enjoyed having the opportunity to be part of a team where you can compete as an individual. On the other hand, there were some students who were participating in their first team club. This gave many students an opportunity to say, "Hey, this is for me." " - John Fox, Gilmer County Elementary



ACTIVE PLACES

ACTIVE PLACES GRANTS

Active SWV supports increasing places for safe, accessible, and free physical activity.

In 2022, we awarded mini-grants to five community organizations or agencies in West Virginia. The grant funds are intended to support safe places for people to be active for free. The awardee agrees to provide access to a volunteer Community Captain to lead a physical activity on their property on a weekly basis for free for up to 2 years.

The \$1,000 grant funds can be used to help offset the costs with utilities, cleaning, security, and supplies for the public to access. The awardee also agrees to provide safe outdoor space available to the public at any time for physical activity use.

This is a pilot program in partnership with the West Virginia Department of Health and Human Services. Volunteer and participant data is securely collected and stored with the West Virginia University Office of Health Services Research.

The five awarded sites are highlighted to the right.

Sprouting Farms, Summers County

Community Captains & activities:

- Adam Craig – yoga
- Beth Villars – farm walks



Raleigh County Parks and Recreation

Community Captains & activities

- Jeri Knolton – yoga
- Neil Lemrow – paddle boarding



Fayette County Parks and Recreation

Community Captains and activities:

- Sarah Edwards – High Fitness
- Crysty Linkenhoker – water aerobics



Raleigh County Community Action Association

Community Captains and activities:

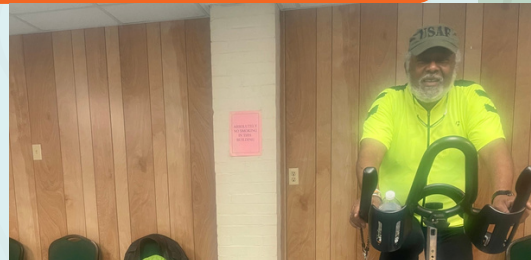
- Beth Daniel, Amber Fuller, Jennifer Bledsoe, Elizabeth Cox, and Allonna Tilley – REFIT



The Gateway Center, Smithers, Fayette County

Community Captains and activities:

- Jerome Hairston – spin biking.



ACTIVE PLACES

BUILDING RESILIENT AND INCLUSIVE COMMUNITIES (BRIC)

Over the last two years, Active SWV has supported these communities to build resiliency following the pandemic.

Raleigh County – The City of Beckley preparing an outdoor recreation master plan. Trail counters have been purchased and places to measure usage in addition to other trail accessories.

McDowell County – The McDowell County Senior Center was supported to build and harvest raised garden beds and implement multi-generational programming.

Clay County – The Clay County Family Resource Center assisted a local food pantry with shelves and refrigerators.

Boone County – The BARN Community Center improved a walking path, pantry kitchen, and health education programming.

Hinton – Wild, Wonderful Healthy Summers County removed dilapidated homes to create a city park.

Wyoming County – The GoGrocery Market was funded to be a traveling farmers market. This year they expanded locations into Raleigh County.



Celebrating Healthy West Virginia

The Celebrating Healthy West Virginia award recognition process identifies cities and counties working across sectors to improve public health and the quality of life in their communities. Despite our state's reputation for poor obesity and smoking rates, many of West Virginia's cities, towns and counties have quietly been creating policies, programs, community-clinical linkages and systems changes that promote healthier environments in which their citizens can thrive.

2022 Awardees will be announced in August. Adjacent are the winners from 2020 - 2021.

2020 AWARDEES

Greenbrier County - **GOLD**
Martinsburg - **GOLD**
Mingo County - **GOLD**
West Hamlin - **GOLD**
Wirt County - **GOLD**
Huntington - **SILVER**
Wheeling - **SILVER**

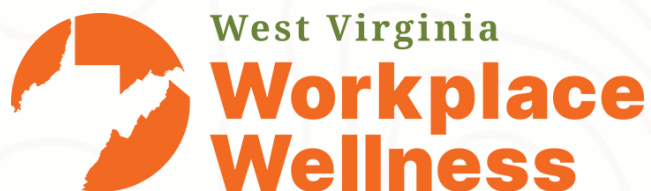
2021 AWARDEES

Beckley - **GOLD**
Berkeley County - **GOLD**
Fayetteville - **SILVER**
Morgantown - **BRONZE**
Putnam County - **BRONZE**

WORKPLACE WELLNESS

SPRING 2022 SUMMARY

In Spring 2022, Active SWV onboarded a new Workplace Wellness Director, Michael Fisher, to take over leadership of the program. Active SWV collaborated with the WVU Prevention Research Center (PRC) to create Workplace Wellness Awards criteria, application, and scoring process. As champions of Active SWV they also presented at the 2022 Workplace Wellness Conference on data collection and use. Read below for updates on new partnerships, Capacity Building Grants awarded, Work@Health trainings, the West Virginia Workplace Wellness Conference, and plans for the second half of 2022.



CAPACITY BUILDING GRANTS

In October 2021, Active SWV in partnership with WV Division of Health Promotion and Chronic Disease (HPCD) funded 12 workplaces across West Virginia to increase access to healthy food, physical activity and other strategies to improve employee wellness. Their projects concluded in June of 2022.

To date, Active SWV in partnership with HPCD has awarded a total of \$46,000 to 46 workplaces statewide over the course of 3 years.

2022 CAPACITY BUILDING GRANT AWARDEES

- Coplin Health Systems
- Crosier's Sanitary Service
- Eastwood Elementary School
- Fairdale Elementary School
- French Creek Elementary School
- Hometown Elementary School
- Rupert Elementary School
- Southern Appalachian Labor School
- Summit Bechtel Reserve
- Tennerton Elementary School
- Work4WV Region 1

WORKPLACE WELLNESS

WEST VIRGINIA WORKPLACE WELLNESS CONFERENCE

In June of 2022 Active SWV partnered with WVU Extension and WVDHHR to host the 2022 Workplace Wellness Conference and Awards. Forty-one tickets were issued to the event. The conference was composed of two individual panel discussions, and four different interactive presentations.

Panel 1: Workplace Wellness Successes and Hurdles

Panelists: Bridgit Arnold: *Region 1 Workforce*, Dana DeJarnette: *WVU Medicine*, Sarah Barton: *Coplin Health*, Jeremy Morris: *Columbia Forest Products*, Casey Napier: *Cabell-Huntington Health Department*.

Panel 2: Connections between Workplace Wellness, Outdoor Recreation, and Economic Development.

Panelists: Jessica Wright-Gamponia: *The Manahan Group*, Corey Lilly: *City of Beckley*, Michael Fisher: *Active Southern West Virginia*.

Speakers:

Eric Murphy (WVU): Mental Health and Who You Are at Home and Work.
Emily Murphy (WVU): Ice Breakers for Everyone.
Lauren Weatherford (WVU Extension): Refining your Action Plan.
Lakin Davis and Samantha Shawley-Brzoska (WVU OHSR): Data Collection and Use.

Conference Sponsors:

Humana



In Partnership With:

**West Virginia
University Extension
Service**

**West Virginia
Department of Health
and Human Resources**

CDC WORK@HEALTH

In the first half of 2022, 6 new champions completed the Work@Health training from 5 different organizations. Workplace Wellness Director Michael Fisher also received the T3 Work@Health Trainer certification. See the organizations who completed the training below.

2022 CDC WORK@HEALTH CERTIFIED SITES

Business/Organization

Number of Employees

- | | |
|---|--------------------|
| • The Greater Kanawha Valley Foundation | • 25 employees |
| • The Fayette County Health Department | • 25 employees |
| • West Virginia Department of Highways | • 6,000+ employees |
| • Meadow Bridge High School | • 28 employees |
| • Healthnet Aeromedical | • 300+ employees |

WORKPLACE WELLNESS

PARTNERSHIPS - WEST VIRGINIA MANUFACTURERS ASSOCIATION

This spring, Active SWV joined the West Virginia Manufacturers Association (WVMA). This partnership is a large step toward expansion of Active SWV Workplace Wellness programming across the state. They represent organizations in every county in West Virginia, and have a reach over 50,000 statewide employees.

This year, Active SWV and the WVMA began discussions around how to begin promotion of the Workplace Wellness Programming throughout all the 50,000 WVMA members and organizations.

Through this partnership, Active SWV will also be leading professional consultant for the WVMA and its members for Workplace Wellness. The WVMA was also a media level sponsor for the 2022 Workplace Wellness Conference with \$1,000 in funding to Active SWV.

MEDIA RECOGNITION FOR WORKPLACE WELLNESS

In 2022, the Charleston-Gazette Mail published a printed and digital article promoting the Workplace Wellness Program and the 2022 Workplace Wellness Conference and Awards. Access the article by scanning the top right QR code.



Additionally, West Virginia Executive published an online article promoting the Workplace Wellness Program, which can be viewed by scanning the bottom right QR code.



FUTURE PLANS FOR WV WORKPLACE WELLNESS

Looking forward, goals for 2023:

- Partnership with WVDHHR to collect data on Workplace Wellness Programming
- Partner with economic development organizations to promote the changing the narrative of WV
- Expand access to Workplace Wellness throughout the state through WVMA partnership



SIGNATURE EVENTS

RUN THE SUMMIT

The inaugural Run the Summit Race offered four separate distances - The Grin & Bear It Half Marathon, Grouse Flush 10K, Hare Raising 5K, and a Deer Dash Kids Sprint. 118 racers gathered at The Summit Bechtel Reserve on April 9, 2022 to take on their chosen distance.

Participant numbers: 118 (108 WV Residents)

States: 6 States (WV, VA, NC, OH, PA, TN)

Age Range: 4 to 75

Volunteers: 16

Social media reach: 16,242

Event sponsors: WV American Water, Raleigh General Hospital, Pinheads, The Dish Cafe, JJN Multimedia, Visit Fayetteville WV, Mudgear, Summit Events, Visit Southern WV



NEW RIVER GORGE RIM TO RIM RACE

This year marked the second year for the NRG Rim to Rim Race, which took place on May 14, 2022. The course follows Fayette Station Road with a 1300' vertical decline and incline providing spectacular views of the river and New River Gorge Bridge. We lucked out again with great weather and finished with an incredible brunch spread provided by race host Adventures on the Gorge followed by awards on the pool deck.

Participant numbers: 465 (296 WV Residents)

States: 18 + DC + Ontario (WV, VA, OH, NC, KY, PA, SC, IN, IL, NE, MD, FL, CA, MN, NY, SD, VT, MT)

Age Range: 7-81

Volunteers: 21

Social media reach: 11,300+

Event sponsors: Adventures on the Gorge, Visit Southern WV, Terradon, WV American Water, New River Health Association



SIGNATURE EVENTS

SWING FORE! SOUTHERN WEST VIRGINIA

After a few years hiatus, Active SWV brought back the golf tournament fundraiser. We had a great time at the "vintage" themed event with Claude Bess with the Canyon Rim Rotary taking home "Best Dressed."

Participant numbers: 16

Volunteers: 4

Social media reach: 875

Event sponsors: High Country Cottage, Southside Junction Taphouse, 5 Star Real Estate, Cathedral Cafe, Court Street Cottage, Blooms By Bessie's, Bridge Brew Works, McDonald's, Jim Lively Insurance, Ryan & Associates, Swiftwater, State Farm (Donnie Bowling), Canyon Rim Rotary, Brookfield Renewables, Suddenly Spotless, ACE Adventure Resort, ACE Gear Shop, United Way of Southern WV, Humana, Back 9 Media Group, Adventures on the Gorge, Jetboat Tours, Historic Black Knight, Rodan & Fields



UPCOMING 2022 SIGNATURE EVENTS

Bridge Day 5K RUN – Join us October 15, 2022 for a breath-taking run across the New River Gorge Bridge. This unique race takes place during the Bridge Day West Virginia event and is the only opportunity to run across the New River Gorge Bridge.

Winter Wonderland Light Run - Active SWV will be hosting the Winter Wonderland Light Run again this December - date TBD. We are looking forward to running amongst the lights at Fayette County Park with the fun twist of silly sweaters!



ANNUAL FUND

PROFIT SHARE

Active SWV has added events between Signature Events in order to promote community relationships and offer non-race options for support.

Jan-July Events

Facebook Birthday Fundraisers (Kay Bess, Rene Moore, Melanie Seiler)

Pampered Chef Fundraiser

Events upcoming Fall 2022

August 31 - The Gaines Estate Pub n' Play

September 19 - Pies n Pints Fayetteville

October 13 - Freefolk Brewery Pints for a Purpose

INDIVIDUAL & CORPORATE GIVING

Active SWV would like to recognize the following individuals and corporations for donating funds to support Active SWV's free programs to date in 2022:

INDIVIDUAL DONORS:

- | | | |
|---------------------|-------------------------|------------------------|
| • Brad Anderson | • Stephanie Gaisor Danz | • Beth Hudspeth |
| • Anna Antolini | • Romano Denise | • Alison Ibarra |
| • Jamison Arbogast | • Denece Dial | • Jessica James |
| • Peter Balazy | • Julian Dial | • Caitlynn Jones |
| • Chelsea Barnes | • James Doran | • Rob Key |
| • Edward Bez | • Adam Drake | • Paige Kocourek |
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| | | • Darrell Smith |
| | | • Mike Smith |
| | | • Tommy Smith |
| | | • Travis Spearing |
| | | • Jared Springman |
| | | • Margaret Staggers |
| | | • Jo-Beth Stamm |
| | | • Audrey Stanton-Smith |
| | | • Aletha Stolar |
| | | • Lisa Straight |

CORPORATE DONORS:

- Kroger Rewards
- Amazon Smile
- Network for Good
- PayPal Giving



THANK YOU!

OUR IMPACT

WEBSITE & SOCIAL MEDIA

The numbers below reflect the first half of 2022, as compared to the last six months of 2021.

FACEBOOK

Page reach: **93,169**
Up 62.9%

Page Visits: **4,132**
Up 20%

New Likes: **431**
Up 26.8%

INSTAGRAM

Page reach: **4848**
Up 149.9%

Page Visits: **599**
Up 105.1%

New Followers: **136**
Up 385.7%

ASWV WEBSITE

Traffic: **41%**

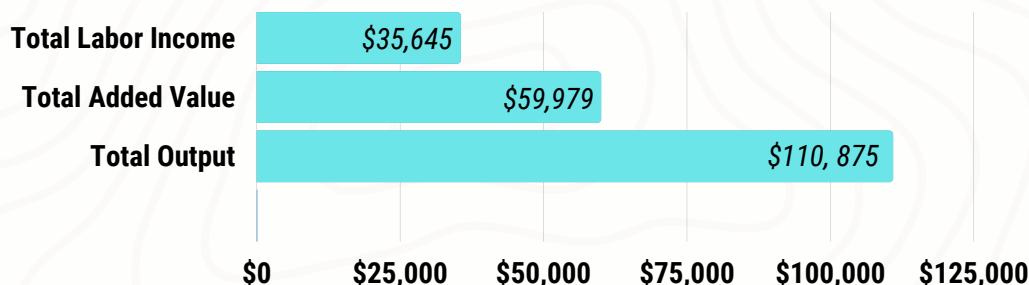
Pageviews: **28k**
Up 49%

Sessions: **19k**
Up 41%

Session Duration: **1:10 mins**
Up 10%

ECONOMIC IMPACT

Active SWV is working with National Park Service to calculate the economic contribution of our race events (583 racers). Through preliminary calculations, the races have supported \$110,875 in total economic output. Official numbers are anticipated in early 2023.



Labor Income includes employee wages, salaries and payroll benefits, as well as the incomes of proprietors that are supported by race participant (and their personal group) spending.

Value Added measures the contribution of race participant spending to the Gross Domestic Product (GDP) of a regional economy. Value added is equal to the difference between the amount an industry sells a product for and the production cost of the product.

Economic Output is a measure of the total estimated value of the production of goods and services supported by race participant spending. Economic output is the sum of all intermediate sales (business to business) and final demand (sales to consumers and exports).

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Board Chair: *Cindy Whitlock - New River Health Association*

Board Vice Chair: *Dave Bernier – Assistant Director WVU Tech Adventures*

Board Secretary/Treasurer: *Larry Harrah - Harrah Law Firm*

BOARD MEMBERS

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

Austin Caperton - *Appalachian Salmon*

Jennifer Wood - *WVU Tech University Relations*

Eloise Elliott - *WVU College of Physical Activity and Sports Science*

Kate Miller - *Ansted Middle School*

Gary Morefield - *Raleigh County Bicycle Club*

Michelle Rotellini - *Raleigh-Beckley Chamber*

Adam Stephens - *Arrowhead Bike Farm*

NON-VOTING MEMBERS

Bill Massey - *Ex Officio Board Member, Founder Active SWV*

Melanie Seiler - *Executive Director Active Southern West Virginia*



MELANIE SEILER
Executive Director



KATE ARMENTROUT
Development Director



MICHAEL FISHER
Workplace Wellness
Director



ELIZABETH RANEY
Community Captain
Director



INDIA KRAWCZYK
Youth Program
Director