



# 2022 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.



## 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!**



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## EXECUTIVE SUMMARY

2022 – Back on Track! We are excited to announce 2022 as the year defining success in relaunching in-person programs, race events, and broadening health education resources from Active Southern West Virginia (Active SWV).

Over the last few years, we have all faced new challenges and barriers to living an active lifestyle. Being an organization that revolves around in-person programs and events, the pandemic was tough. In the heat of it, I remember the internal struggle of motivating people to still be outdoors and active while under stay-at-home orders. The state and federal guidelines continued to be confusing and sometimes contradictory to keeping our bodies and minds healthy. Thankfully, as the government lifted restrictions, people nationwide began prioritizing fitness, outdoor recreation, and the monitoring of their health.

The last two years also provided time to reflect and reset. The Active SWV staff spent a year assessing and mapping the next five years of the organization's goals. In the first year of the strategic plan, we were able to improve the volunteer experience, hire a full time Development Director, and secure partnerships to broaden our geographic reach in West Virginia.

A big part of Active SWV's work is hosting race events, which provide more opportunities for activity while fundraising for our year-round free community programs. Throughout 2022, we were able to deliver races previously deferred or canceled in 2021 and bring our running community back together. It was a blessing to make this possible with a dedicated staff, board, volunteers, partners, and sponsors.

Each year we work to pull back layers as well as combat barriers and challenges our communities face to adopting and maintaining an active lifestyle. The social determinates of health in southern West Virginia are like other small towns across America, but with the added burden of a collapsing extractive industry. The economic challenges the working class faces often overshadow health priorities, but health and wealth go hand in hand.

At the end of 2022, we reflect on the influence even one of our programs can have by looking at the benefits to the larger community. As you flip through the following pages outlining each program area's accomplishments, it is our great honor to bring you some insight into the amazing work of the Active SWV volunteers. You would not have the number of programs without them, and so we thank each volunteer for the time and care given to every participant. If you are ever interested in becoming a volunteer or a business partner, please reach out to start the conversation. You will be amazed at all the rewards that ripple out from joining Active SWV's network of healthy lifestyles, social support, and playful fitness.

Stay safe and active,



Melanie Seiler  
Executive Director





## FIVE YEAR STRATEGIC PLAN

### STRATEGIC GROWTH

Developed in 2021, the five year strategic plan is designed to strengthen the continuity of Active SWV programs with the development of program policies and procedures. By identifying 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 and progress has been measured in 2022:

- Maintain high standards for volunteer growth - 35% progress gain
- Build capacity for the organization to expand statewide - 45% progress gain
- Diversify and deepen the fundraising portfolio - 30% progress gain

### 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

#### WHERE WE ARE IN WV



#### 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 IN REVIEW

The Community Captain program grew in 2022, reaching new communities throughout West Virginia. Volunteers led a wide variety of programs including Zumba, stand up paddle boarding, hikes, REFIT, High Fitness, walking groups, water aerobics, run groups, Pickleball, Tai Chi, Yoga, and much, much more. See the chart below for some 2022 Community Captain data made possible through our partnership with WV Health Connection.



### PARTNERSHIPS

In 2022, Active SWV cultivated new partnerships and expanded locations where Community Captains can offer free physical activity programs to the community. Our 2022 partners are as follows:

- New River Gorge National Park and Preserve
- Fayette County Parks and Recreation
- Raleigh County Parks and Recreation
- City of Beckley Parks and Recreation
- WVU Tech
- New River Community and Technical College
- Raleigh County Community Action Association
- Southern Appalachian Labor School
- Army Corps of Engineers at Summersville Lake
- Smithers Gateway Center
- Sprouting Farms
- Beckley VA Medical Center
- Kanawha County Parks and Recreation
- City of Charleston Parks and Recreation
- West Sattas Community Center
- WV State Parks
- Midland Trail Community Center
- WV Health Connection





# COMMUNITY CAPTAINS

## QUOTES

### From Partners

"We are very excited about our new partnership with Active Southern WV. It's a perfect match for our community center here in Ansted. In just a short period of time we have new programs (pickleball and exercise classes) that are flourishing and we are working on additional programs - very exciting. Many thanks to Active Southern WV for all their fantastic and professional support." - **Midland Trail Community Center**

"The Beckley VA Medical Center and Whole Health value the community partnership with Active Southern WV." - **Beckley VA**

"Active Southern WV has given us the ability to open our space to the public to promote health and wellness for our crew and community. Their support has helped us incorporate physical activity into our mission and community events. We now have the supplies and partnership to start new and exciting activities for our local community." - **Sprouting Farms**

"Everyday Smithers City Leadership tries to remember that Smithers can only succeed at creating a better future if its residents and those in neighboring areas are healthy in all ways: physically, mentally, socially, emotionally, as well as economically. Active SWV has been a vital partner leading to critical improvements in resident health and we look forward to another successful year in 2023. Go Team Active SWV and thank you!" - **Smithers Gateway Center**

"Raleigh County Parks and Recreation benefits from the programs provided in our parks. We are happy to host any program and event in the future!" - **Raleigh County Parks and Recreation**

### From Participants and Volunteers

"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**



## COMMUNITY CAPTAINS

### VOLUNTEER APPRECIATION - NOVEMBER 2022

In November of 2022, Active SWV held the annual Volunteer Appreciation Dinner and Awards Ceremony. Volunteers from across the organization were invited to Lake Stephens Pavilion for a nice evening of recognition followed by dancing and conversation with other volunteers and staff. Special thanks to DJ Jeremy Morris with Columbia Forest Products for bringing the tunes!

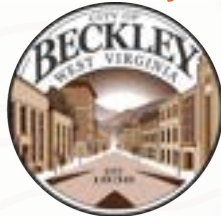


### 2022 MONTHLY PROGRAM SPONSORS

January



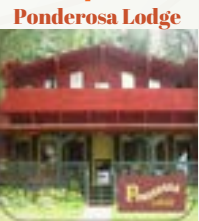
February



March



April



May



June



July



August



September



October



November



December





## 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 and agencies in West Virginia. The grant funds are intended to support safe places for people to be active for free. Through the mini-grant, each awarded site agrees to provide access for a volunteer Community Captain to lead a free physical activity on their property on a weekly basis for up to 2 years.

The \$1,000 grant funds can be used to help offset the costs associated 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
- REFIT team



#### *Fayette County Parks and Recreation*

Community Captains & activities:

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



#### *Raleigh County Community Action Association*

Community Captains & activities:

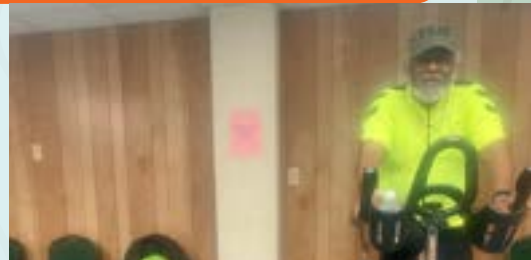
- Beth Daniel, Amber Fuller, Jennifer Bledsoe, Elizabeth Cox, & Allonna Tilley – REFIT



#### *The Gateway Center, Smithers, Fayette County*

Community Captains & activities:

- Jerome Hairston – spin biking



## ACTIVE PLACES

### BUILDING RESILIENT AND INCLUSIVE COMMUNITIES (BRIC)

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

**Raleigh County** – The City of Beckley prepared an outdoor recreation master plan. In addition to other trail accessories, trail counters were purchased and placed to track usage.

**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 their 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 the market expanded 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.

#### 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**

#### 2022 AWARDEES

Berkeley County - **SILVER** Kanawha County - **BRONZE**



## YOUTH PROGRAMMING

### 2022 SUMMARY

In 2022, we saw huge growth in the Kids Run Club program. Since Covid-19 derailed our progress in 2020, we have been working to rebuild the program and organically expand statewide. With a total of 31 schools (17 new), 15 counties represented, and 1004 participants in 2022, we are excited to continue this growth into 2023. The program typically only runs in the spring and fall. However, this year we saw an increase in non-typical summer Kids Run Clubs thanks to a partnership with Save the Children. In 2022, we also expanded our youth programming options to include more Hike Clubs and a new Disc Golf curriculum. See the chart below for a breakdown of program participation by school.

2022 Kids Run Clubs	Spring Participation	*Extra* Summer Participation	Fall Participation	County	# of Seasons
Fayetteville PK-8	21	-	20	Fayette	4
Oak Hill Middle School	7	-	5	Fayette	4
Divide Elementary	-	17	-	Fayette	1
New River Primary	11	10	15	Fayette	3
Summersville Elementary	-	73	-	Nicholas	9
Mount Lookout Elementary	-	-	12	Nicholas	3
Cherry River Elementary	-	10	-	Nicholas	1
Mount Nebo Elementary	-	-	28	Nicholas	3
Marsh Fork Elementary	35	-	24	Raleigh	10+
Ridgeview Elementary	-	-	47	Raleigh	1
Sophia Christian Academy	-	-	14	Raleigh	1
Mabscott Elementary	39	-	-	Raleigh	4+
Stratton Elementary	24	-	-	Raleigh	2
Stanaford Elementary	52	-	-	Raleigh	5+
Crescent Elementary	47	-	-	Raleigh	2
Kenna Elementary	44	-	-	Kanawha	2
Richmond Elementary	-	-	35	Kanawha	3
Kanawha City Elementary	-	-	11	Kanawha	1
Alderson Elementary	-	-	32	Greenbrier	1
Ronceverte Elementary	-	-	15	Greenbrier	1
Rupert Elementary	22	-	35	Greenbrier	4
Bluefield Intermediate	26	-	26	Mercer	2
Morgantown Early Learning	14	-	-	Monongalia	1
Union Educational Complex	22	-	-	Grant	2
Hilltop Elementary	-	-	70	Marshall	1
Nichols Elementary	-	-	41	Cabell	1
Criss Elementary	-	-	15	Wood	1
French Creek Elementary	45	-	-	Upshur	1
Mullens Elementary	19	-	-	Wyoming	1
Gilmer Elementary	-	14	-	Gilmer	1
Marlinton Community Group	-	7	-	Pocahontas	1
<b>31 TOTAL/ 17 NEW</b>	<b>1004 PARTICIPANTS TOTAL</b>			<b>ACROSS 15 COUNTIES</b>	

## YOUTH PROGRAMMING

### PARTNERSHIPS

In 2022, Active SWV worked with new and old partners alike to expand Kids Run Club programming to new areas in the state. Our 2022 partners are as follows:

- Coda Mountain Academy
- Camp ROYAL
- Save the Children
- WVU School of Public Health
- New River Health
- Adventure Fayette County
- WV Department of Education
- USA Track & Field - Run, Jump, Throw

### PROGRAM EVALUATION

Each season, Active SWV conducts pre and post surveys with the Kids Run Club participants to gauge the impact of the program. The surveys were designed by the WVU School of Public Health, and we consult with them every season to analyze the data we receive from schools. The 2022 survey results reporting on changes in participant activity levels, screen time, nutrition, hydration, and confidence in physical activity will be available in early 2023.

### EXPANDING YOUTH PROGRAM OFFERINGS

#### Kids Disc Golf

In 2022, Active SWV was able to start our first ever Kids Disc Golf Club at Fayetteville PK-8. Led by Tara Fowler and Daniel Love, youth participants learned the basics of the sport, tried different discs, and practiced at the school where a new 9-hole course was completed earlier in 2022.



#### Kids Hike Clubs

Active SWV had Kids Hike Clubs at two schools in 2022 - one at Fayetteville PK-8 led by Keri Conte, and the other at Mount Lookout Elementary led by Carrie Ciliberti. These Hike Clubs give kids an opportunity to explore the outdoors and learn about Leave No Trace and Trail Etiquette.

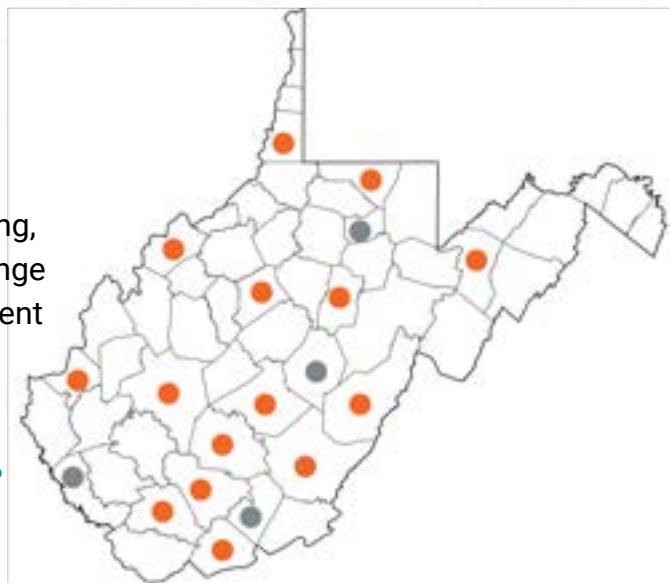




## YOUTH PROGRAMMING

### PROGRAM EXPANSION

In 2022, Active SWV had Kids Run Clubs in 15 counties: Fayette, Nicholas, Raleigh, Kanawha, Greenbrier, Mercer, Monongalia, Grant, Marshall, Cabell, Wood, Upshur, Wyoming, Gilmer, and Pocahontas. In the graphic to the right, the orange dots represent our 2022 counties, and the gray dots represent other counties with programs in previous years.



### KIDS RUN CLUB COUNTIES

### QUOTES

*"I absolutely love having the opportunity to offer Kids Run Club to the students at Richmond! This gives students a different venue to discover strengths and learn lifelong healthy habits. This year we had a student that has difficulty with behavior in the classroom. He was a different child during run club. He often stood out as a leader doing what he was supposed to do, working hard and serving as an encourager to others! We had lots of good conversations with all our students about accomplishing 'hard things!'" - Jennifer Cochran, Richmond Elementary*

*"The Kids Run Club has built confidence in students that are not interested in athletics but love to run and play. I love that I can interact in a different capacity than the usual principal role. The students love to run and learn about healthy habits. I love the enthusiasm and the positive interaction of the students with each other." - Jenny Harden, Rupert Elementary*

*"The experience of being a Kids Run Club coach this summer was all positive. 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*



## WORKPLACE WELLNESS

### CAPACITY BUILDING GRANTS

#### Snapshot of 2021-2022 cycle

During the 2021-22 grant cycle, Active SWV funded 12 projects across West Virginia to promote Workplace Wellness. Grantees received a total of \$12,000, \$4,192 of which was spent locally on goods and services in West Virginia. The projects reached a total of 677 individuals.

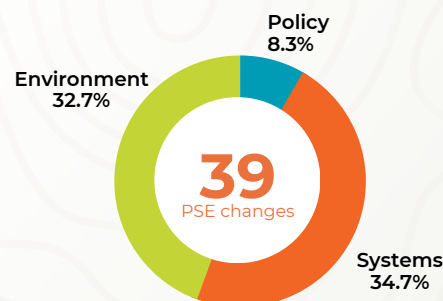
**12** **677** **\$12,000**  
*Projects funded Individuals reached Total funds distributed*

#### Project Activities

Active SWV grant recipients completed a total of 52 project activities out of 80 proposed activities (65% completion rate). The completed activities focused on promoting physical activity and healthy eating by providing equipment, facilities, educational programming, and wellness challenges.

#### Policy, System, and Environment Changes

Policy, systems, and environment (PSE) changes made up for 75% of all completed activities. The 39 PSE changes consisted of 6 policy changes (8.3%), 17 systems changes (34.7%), and 16 environment changes (32.7%). The other 13 activities were individual-level changes that were not PSE changes.



#### Snapshot of 2022-2023 cycle as of 1/31/23

So far, the 2022-2023 Active SWV grant recipients have planned a total of 62 project activities. These activities focus on promoting physical activity, mental health, and healthy eating by providing fitness equipment, free programming certifications, event facilitation, educational support, and ongoing data collection customized to each worksite.

**10** **3,250** **\$15,000**  
*Projects funded Individuals reached Total funds distributed*

### 2022 - 2023 CAPACITY BUILDING GRANT AWARDEES INCLUDING EMPLOYEE COUNT

- NGK Spark Plugs |**800**
- The Greater Kanawha Valley Foundation |**20**
- Healthnet Aeromedical |**280**
- WV Department of Motor Vehicles |**590**
- Workforce Development Region 1 |**100**
- Fayette Nicholas Health Departments |**20**
- Cabell Huntington Health Department |**40**
- Southern Appalachian Labor School |**20**
- Berkeley County Schools |**100**
- West Virginia State University |**2000**



## WORKPLACE WELLNESS

### CDC WORK@HEALTH

For 2021-2022, the CDC Work@Health plan focused on equity and sustainability. In this timeframe, 16 new workplaces gained a Workplace Wellness Membership with Active SVW, 21 worksites became Work@Health certified, and there were 9 Work@Health organizations. In 2022, Workplace Wellness Director Michael Fisher received the T3 Work@Health Trainer certification along with Craig Bromley and Ash Manning of the WV Division of Health Promotion and Chronic Disease (HPCD). See the table below for a list of the 2022 Work@Health certified organizations and their employee counts.

#### 2022 CDC WORK@HEALTH CERTIFIED SITES

Business/Organization	Number of Employees
• The Greater Kanawha Valley Foundation	• 20 employees
• The Fayette Nicholas County Health Department	• 20 employees
• West Virginia Department of Motor Vehicles	• 590 employees
• West Virginia Department of Transportation	• 2500 employees
• Summersville Middle School	• 40 employees
• Health Net Aeromedical	• 280 employees
• NGK Sparkplugs, USA	• 800 employees
• The West Virginia Department of Health and Human Resources	• 6025 employees

### PARTNERS AND CHAMPIONS

Partnerships with community organizations and businesses help to champion the efforts of the Active SWV Workplace Wellness Membership. We thank all those who helped promote Workplace Wellness across the state:

#### West Virginia University - Extension Services

*Public Health related education resources.*

#### West Virginia University - Office of Health Services Research

*Data Collection and Dissemination.*

#### West Virginia Manufacturers Association

*Technology Level Sponsor, West Virginia Workplace Wellness Conference and Awards.*

#### West Virginia Department of Health & Human Resources Division of Health Promotion and Chronic Disease

*CDC Work@Health Certification, public health resources, grant funding opportunities for worksites.*

#### Beckley-Raleigh County Chamber of Commerce

*Workplace Wellness Champion*

#### Fayette County Chamber of Commerce

*Workplace Wellness Champion*



## WORKPLACE WELLNESS

### PILOT PROGRAMMING

In 2022, a new partnership between the WVU School of Medicine Division of Exercise Kinesiology and the Morgantown Fire Department (MFD) was started to directly reach firefighters and first responders.

In 2023, undergraduate and graduate students in the Exercise Physiology program will work directly with firefighters at each station to create workout and nutrition plans and to educate the first responders on health related topics.



### Grant Funding

WVU Exercise Physiology, Brian Leary, PhD, has worked with the MFD for multiple years with minimal to no funding. For 2023, Active SWV granted the program \$5,000 to facilitate programming. This funding will help to increase physical activity, provide equipment for training, and track health outcomes for first responders while creating a research based system for facilitating Workplace Wellness at any first responder station across the state.

### Expected Outcomes

- Monthly touch base to discuss positive outcomes and hurdles.
- Four new Work@Health certified individuals from the MFD.
- Participating stations will apply to capacity funding grant in 2023-2024 grant cycle.
- Provide participation data from all events and trainings.
- Utilize the CDC Worksite Health Scorecard and Employee Worksite survey.
- Create a 60-minute uninterrupted physical activity policy.
- Provide method for creating new organizational structure.
- Create a manuscript including Active SWV as project funder.
- Create and share data collection methods, teaching resources, and curriculum for use with future first responders.
- Present a project outline and any outcomes at the 2023 Workplace Wellness Conference and awards.





## WORKPLACE WELLNESS

### MEDIA RECOGNITION

Active SWV was chosen by West Virginia Executive Magazine to participate in an article focused on community health. This article, slated for publication in February 2023, will shed light on gaps to health we experience in West Virginia and how organizations like Active SWV are trying to change the narrative of poor health outcomes in the Mountain State.



### QUOTES FROM MEMBERS

"We currently partner with Active SWV for many community events, including the recent Project: Adventure Days, a two-day field trip for fourth and fifth graders in Fayette County, which took place at Fayette County Park, to introduce students to outdoor activities available to them in their area." - **New River Health**

"The five-person Columbia Forest Products wellness team couldn't ask for a better support system than Active SWV. We've worked with Active SWV for four years. If we tell them we're doing something down by the lake, they'll say, 'Hey, can we send you paddle boards, kayaks, or other resources for that?'. They're always willing to jump in and help." - **Colombia Forest Products**

"Thank you so much Active!!! You are such a pleasure to work with." - **NGK Sparkplugs**

"The presentation from Eric Murphy helped remind us that who we are on the inside and at home, can drastically effect the way we interact at work." - **2022 Workplace Wellness Conference Awards Attendee**

"The presentation from WVU Office of Health Services Research simplified the process of data collection and made it easier to understand." - **2022 Workplace Wellness Conference Awards Attendee**

"We are so lucky in the New River Region to have so much outdoor access and opportunity. The opportunities provided by organizations like Active Southern West Virginia create great ways for local residents and families to take advantage of all the Gorge has to offer. Through these community based events, we can only continue to build a stronger infrastructure surrounded by even more community." - **Maura Kistler**



## SIGNATURE EVENTS

### RUN THE SUMMIT

The inaugural Run the Summit Race was held on April 9, 2022, offering four separate distances: The Grin & Bear It Half Marathon, the Grouse Flush 10K, the Hare Raising 5K, and the Deer Dash Kids Sprint. On race day, 118 racers gathered at the Summit Bechtel Reserve 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 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)

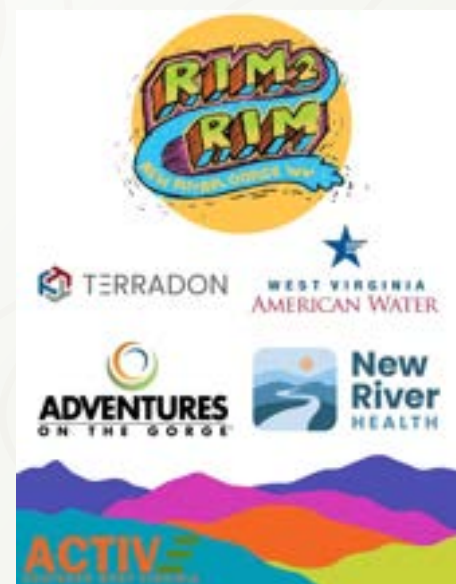
**States:** 18 + DC + Ontario (WV, VA, OH, NC, KY, PA, SC, IN, IL, NE, MD, FL, CA, MN, NY, SD, VT, MT)

**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 Canyon Rim Rotary member Claude Bess 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



### BRIDGE DAY 5K RUN

Active SWV hosted another successful Bridge Day 5k RUN on October 15, 2022 after a two year postponement due to Covid-19. This unique race takes place during the Official Bridge Day West Virginia event and is the only opportunity to run across the New River Gorge Bridge.

**Participant numbers:** 312 (197 WV Residents)

**States:** 22 States + DC (WV, VA, OH, NC, PA, IN, FL, TN, MD, OK, AL, TX, KY, ME, MI, NY, SC, AR, CT, DC, IL, SD, UT)

**Age Range:** 7 to 80

**Volunteers:** 24

**Social media reach:** N/A

**Event sponsors:** WVU Tech, Waterstone, Cassis Dental, Visit Fayetteville, Visit Southern West Virginia, Activated Body, Swiftwater General Store, Charlie's Pub





## SIGNATURE EVENTS

### WINTER WONDERLAND FUN RUN

On Sunday, December 4, 2022, Active SWV partnered with Fayette County Park to host the Winter Wonderland Light Run. Participants ran amongst the lights dressed in fun & festive holiday gear then gathered for awards afterwards!

**Participant numbers:** 66

**States:** All WV Residents

**Age Range:** Infant to Grandparents

**Volunteers:** 3

**Social media reach:** 313

**Event sponsors:** New River Health, Flat Top Fridays Barber Shop



### WVSTRONG COUNTRY ROADS WINTER CHALLENGE

The WVStrong Country Roads Winter Challenge is an ongoing virtual challenge running November 24 - March 3 (100 days). Participants chose between 163, 242, or 270 mile options. Participants log their own miles, can form teams, and check in daily on the leaderboard. This is a free challenge with the opportunity to purchase swag.

**Participant numbers:** 351

**States:** 12 states (WV, MD, PA, KS, VA, AL, KY, NC, CT, FL, NJ, OH)

**Age Range:** 8 to 82

**Volunteers:** N/A

**Social media reach:** 1,061

**Event sponsors:** Appalachian Timing Group





# ANNUAL FUND

## INDIVIDUAL & CORPORATE GIVING 2022

### CORPORATE DONORS:

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

- Sarah Abrams
- Amy Adkins
- Lucas Agricola
- Christian Altice
- Robbin Alton
- Brad Anderson
- Anna Antolini
- Jamison Arbogast
- Kate Armentrout
- Mark Asofsky
- Jill Bach
- Yolanda Bailey
- Nena Bakos
- Peter Balazy
- Patricia Barbarito
- Brittney Barlett
- Sydnie Barley
- Chelsea Barnes
- Kristin Bazzie
- Lee Ann Belmont
- Carmen Bermudez
- David Bernier
- Lexie Berry
- Autumn Bess
- Kay Bess
- Edward Bez
- John Birkelbach
- Melissa Bish
- Jeremy Bloom
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- Timothy Bowman
- Marinna Boyer
- Keith Bratt
- Maria Bray
- Paul Breuer
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- Scott Brylow
- Kelly Buchanan
- John Bushong
- Andrew Caldwell
- Elizabeth Calvert
- Jenni Canterbury
- Austin Caperton
- Danielle Carrasco
- Justin Cartmill
- Brandy Cassell
- Tug Chamberlin
- Derek Chandler
- Betsy Chapman
- Chip Chase
- Victoria Chesterfield
- Dawn Cimala
- Amy Cimarolli
- Jon Clary
- Anne Cline
- Lyndsey Cline
- Jessica Coe
- Matt Coleman
- Jay Conrad
- Brandon Cook
- Evie Cooper
- Heather Cooper
- Katie Corbitt
- Rosy Corley
- Scott Cottrell
- Michelle Cox
- Doug Craigo
- Lindsay Crance
- Ashton Critchley
- Veronica Crosier
- Kristi Crouch
- Dena Cushman
- Alex D'Angelo
- Andrew Davis
- Rebecca Dean
- Romano Denise
- Denece Dial
- Julian Dial
- Meredith Diesenberg
- James Doran
- Adam Drake
- Jeff Duffield
- Mabel Eisenbeiss
- Eloise Elliott
- David Evans
- Amy Fernandez
- Sandy Fisher
- Jennifer Flippin
- Amy Floyd
- Jessica Fowler
- Charlee Fox
- Debra Fox
- Emily Fox
- Sybil Franklin
- Chris & Holly Fussell
- Patrick Gagan
- Tyler Gahr
- Tyler Gahr
- Stephanie Gaisor Danz
- Jenna Gale
- Nobel Garcia
- Vickie Gay
- Jacki Goike-Wright
- Brandy Goode
- Patricia Gorsky
- Lauren Grant
- Bev Gray
- Preston Griffith
- Chris Grose
- Crispo Guinocor
- Ann Hall
- Ashley Hall
- Travis Hames
- Angela Hamilton
- Erica Hampton
- Kelsey Hannah
- Lisa Harless
- Larry Harrah
- Nowles Heinrich
- Michelle Hill-Campbell
- Kristen Hoeckel
- Linda Hoeckel
- Susie Hofstetter
- Diana Holliday
- Ryan Holly
- Betsy Houchins
- Heather Houseman
- Miranda Howard
- Beth Hudspeth
- Angela Huffman
- Shelby Huffman
- Linda Hull
- Jessica Hypes
- Alison Ibarra
- Jessica James
- Mike & Bonnie Jarrell
- Ashley Johnson
- Dustin Johnson
- Jeremiah Johnson
- Michael Johnson
- Caitlynn Jones
- Dylan Jones
- Hilarie Jones
- Jayann Jones
- Joyce Jones
- Donna Jordan
- Anne Katona Linn
- Lauren Kepner
- Rob Key
- Omar Khan
- Laura Kiliany
- Philip Kincaid
- Maura Kistler
- Bill & Michelle Klenk
- Paige Kocourek
- Crystal Koppler
- Abby Kovalck
- India Krawcxyk
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- Dan LaCava
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- Katey Lauer
- Sandra Lawson
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- Meghann Long
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- Kelley Luberecki
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- Chris Martin
- Joshua Mason
- William Massey
- Christina Matlick
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- Elizabeth McClure
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- Elizabeth McInturff
- Lisa McKenzie
- Jan McNeil
- Dannielle Midkiff
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- Jeffrey Miller
- Vickie Miller
- Georgia Minor
- Patsieann T Misiti
- Nicole Mitchell
- Kelli Mohr
- Laura Moon
- April Morris
- David Morrison
- Deb Moses Lamey
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- Valerie Nemer gut
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- Rory Perry
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- Crystal Shrewsbury
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- Darrell Smith
- Donna Smith
- Mike Smith
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- Rebecca Sullivan
- Brett Sutphin
- Kenta Suzuki
- Gayle Swank
- Gary Wayne Sweeney
- Morgan Sword
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- Kathryn Tarleton
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- Zachary Tilley
- Karen Tilson
- Ken Toney
- Corrie Toscano
- Mark Totten
- Julie Tuberville
- Chris Tygrett
- Kathleen Tyner
- Elizabeth Underwood
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- Andrew Wagner
- Tammy Walker
- Lee Webb
- Tessa Weeks
- Wendy Weigant
- Crystal Wenrick
- William Whearty
- Anthony Whitlock
- Dustin Wichterman
- Elizabeth Wickline
- Kathy Williams
- Molly Williams
- Christi Williamson
- Lucian Williamson
- Sara Wines
- Michael Withrow
- Kelly Witt
- Jacob Womack
- Jennifer Wood
- Ricky Wood
- Zachary Wright
- Tasha Yates
- Sara Yoke
- Candice Young
- Steve Young
- Sarah Younger
- Stephen Zagata
- Kay Zhang

THANK YOU!

## ANNUAL FUND

### FUNDRAISING EVENTS

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

- Facebook Birthday Fundraisers
  - Kay Bess, Rene Moore, Melanie Seiler
- Pampered Chef Fundraiser x 2
- CRUMBL Cookies Sale
- August 32st - The Gaines Estate, Pub n' Play with Badminton Tournament
- September 19th - Pies n Pints, Fayetteville
- October 13th - Freefolk Brewery, Pints for a Purpose with High Fitness
- Tandem BASE Jump Give-away
- Stand Up Paddleboard Give-away
- Retail Sales
- Neighborhood Investment Plan



## FINANCIAL SUMMARY

### 2015 - 2022 FINANCIAL SUMMARY

INCOME	2015	2016	2017	2018	2019	2020	2021	2022
<i>Business Contributions</i>	\$1,150	\$3,636.68	\$11,448.65	\$16,141.30	\$10,145.41	\$9,464.68	\$3,495.74	\$17,907.16
<i>Individual Contributions</i>		\$36,731.92	\$3,826.69	\$12,579.60	\$10,067.99	\$2,671.98	\$2,823.02	\$11,409.02
<i>Grants/Other Income</i>	\$148,216.56	\$135,801.60	\$230,956.81	\$311,754.96	\$249,847.10	\$528,351.46	\$520,797.88	\$561,663.49
<i>Investment Interest</i>		\$1,030.12	\$4,638.95	\$2,245.18	\$21,965.84	\$12,575.58	\$25,019.91	-\$9,122.86
<i>Event Income</i>		\$13,573.14	\$14,744.43	\$26,016.61	\$22,727.88	\$24,845.19	\$23,177.26	\$57,457.25
<b>Total Funding</b>	\$146,366.56	\$190,773.46	\$265,615.53	\$368,737.65	\$314,754.22	\$577,908.89	\$575,313.81	\$639,314.06

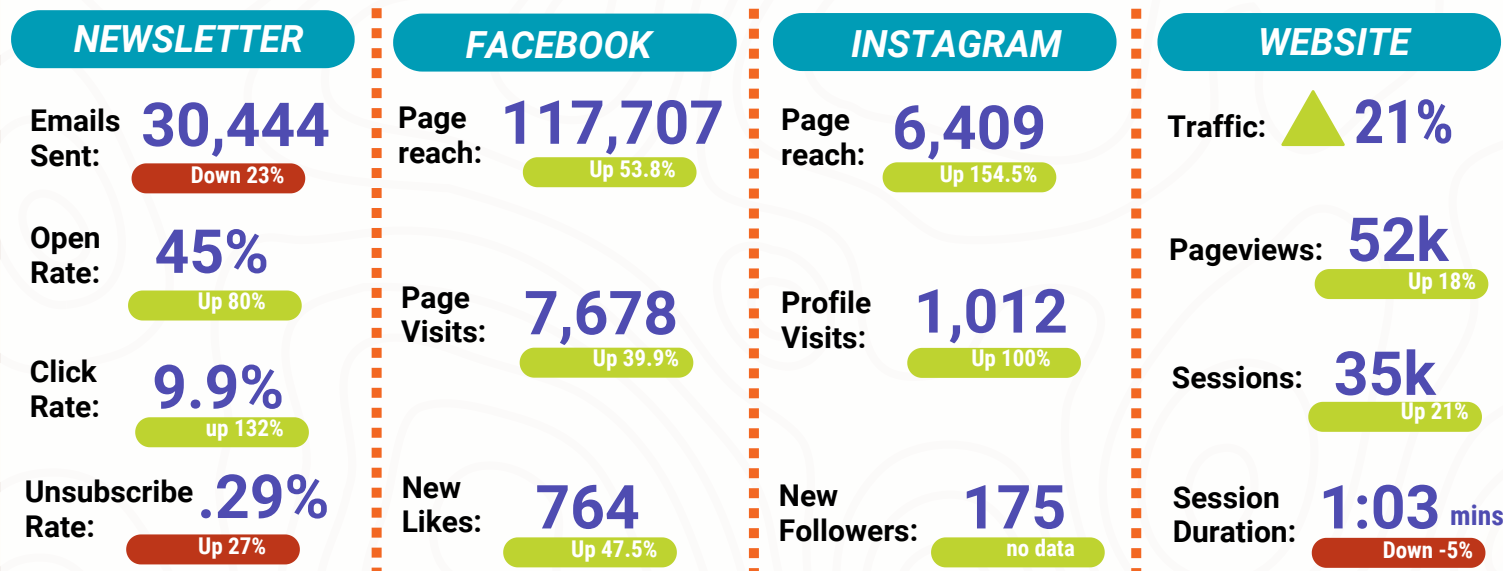
EXPENSES	2015	2016	2017	2018	2019	2020	2021	2022
<i>Organizational Operations</i>	\$13,539.59	\$10,959.80	\$24,227.17	\$24,352.40	\$22,338.01	\$43,955.17	\$10,472.20	\$13,851.30
<i>Volunteer Certifications</i>	\$344	\$10,425.46	\$8,500	\$3,020.23	\$6,337.74	\$22,142.82	\$10,806.81	\$4,433.58
<i>Program Operations</i>	\$21,236.57	\$66,020.15	\$56,580.32	\$81,904.38	\$73,317.00	\$72,760.64	\$357,105.95	\$389,436.34
<i>Payroll Expenses</i>	\$43,832.72	\$87,410.50	\$96,884.53	\$129,041.74	\$200,717.28	\$196,973.35	\$206,926.89	\$263,001.65
<b>Total Expenses</b>	\$78,952.88	\$174,815.91	\$186,192.02	\$238,318.75	\$302,710.03	\$335,831.98	\$585,311.85	\$670,722.87
<b>Revenue less expenses</b>	\$67,413.68	\$15,957.55	\$79,423.51	\$130,418.90	\$12,044.19	\$242,076.91	(\$9,998.04)	(\$31,408.81)



## OUR IMPACT

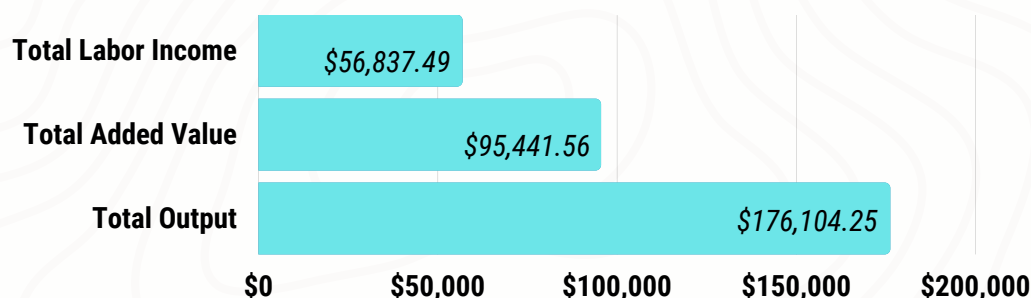
### WEBSITE & SOCIAL MEDIA

The numbers below reflect Jan 1 - Dec 31, 2022, as compared to Jan 1 - Dec 31, 2021.



### ECONOMIC IMPACT - RACE EVENTS

Active SWV is working with the National Park Service to calculate the economic contribution of our race events in 2022 (849 racers total). These races have supported \$176,104.25 in total economic output.



**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).

# STAFF & BOARD OF DIRECTORS

## ACTIVE SOUTHERN WEST VIRGINIA STAFF



**MELANIE  
SEILER**

*Executive Director*



**ELIZABETH  
RANEY**

*Community  
Captain Director*



**INDIA  
TARLETON  
KRAWCZYK**

*Youth Program  
Director*



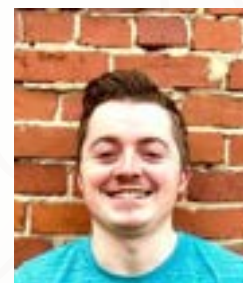
**KATE  
ARMENTROUT**

*Development  
Director*



**MICHAEL  
FISHER**

*Workplace  
Wellness Director*



**BRANDON  
MEHLINGER**

*AmeriCorps VISTA*

## BOARD OF DIRECTORS

### Executive Committee

**Board Chair:** **Cindy Whitlock** - New River Health Association and Fayette County Board of Education

**Board Vice Chair:** **Dave Bernier** – Assistant Director WVU Tech Adventure Recreation Management

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

### Board Members

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

**Austin Caperton** - Appalachian Salmon Company

**Jennifer Wood** - WVU Tech University Executive Director University Relations

**Eloise Elliott** - WVU College of Applied Human Sciences School of Sport Sciences

**Gary Morefield** - City of Beckley, WV

**Michelle Rotellini** - Beckley Raleigh County Chamber of Commerce

**Adam Stephens** - Arrowhead Bike Farm

**Kate Miller** - PE teacher, Midland Trail High School

**Rene Moore** - Community Captain

### Non-Voting Members

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

**Melanie Seiler** - Executive Director, Active Southern West Virginia