

**ACTIVE**  
SOUTHERN WEST VIRGINIA

# 2024 ANNUAL REPORT



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## ORGANIZATION OVERVIEW

### 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.

### KIDS RUN CLUBS & YOUTH PROGRAMMING

Active SWV Youth Programs help participants develop an enjoyment and understanding of exercise, while learning healthy habits for life. Kids Run and Hike 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 or Kids Hike 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.

## JOIN THE ACTIVE COMMUNITY

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



[www.activeswv.org](http://www.activeswv.org)



[hello@activeswv.com](mailto:hello@activeswv.com)



304.254.8488



[www.activeswv.org/calendar](http://www.activeswv.org/calendar)



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[www.instagram.com/activeswv](https://www.instagram.com/activeswv)



[www.activeswv.org/membership-sign-up/](http://www.activeswv.org/membership-sign-up/)



## MISSION

Active Southern West Virginia (Active SWV) is a non-profit organization providing an ecosystem of physical activity for West Virginians of all ages by offering programs led by trained volunteers from within the communities, schools, and workplaces they serve as a means of promoting healthy lifestyles and preventing chronic disease.

## VISION

Active SWV envisions a future where all West Virginians live a healthy and active lifestyle that contributes to the overall strength and vitality of Appalachian communities across the state.

## STRATEGY

Active SWV meets West Virginians where they are with the Community Captain, Kids Run Club, Workplace Wellness, and Active Places programs, improving health access within families, schools, workplaces, and communities.

This ecosystem of volunteer led programs empowers residents across generations with the knowledge, ability, and opportunity to live an active lifestyle.

Volunteers invite their friends, family, neighbors, and co-workers to join a routine of physical activity. These social support systems are delivered on a peer-to-peer level. Active SWV's ecosystem connects residents to valuable community resources and partnerships, strengthening the vitality of Appalachian communities across West Virginia.



## 2024 HIGHLIGHTS

Active Southern West Virginia is on the move. Check out the 2024 progress wrap up!



**8,191**

Sign-ins at FREE volunteer-led Community Captain programs in 2024 - from hikes to pickleball to water aerobics and more!

### ACTIVE SWV: THE ORGANIZATION

10th Year in Operation (founded in 2015)  
6.5 Staff  
1 AmeriCorps  
14 Board Members  
4 Main Program Areas



### 22 WORKPLACE WELLNESS SITES

July-Dec 2024

10 Counties Reached  
1,362 Employees Reached with Capacity Grants  
\$19,498.00 in Grant Funds Given  
28 New Work@Health® Certified Individuals  
43 Completed Projects  
40 PSE Changes

### COMMUNITY CAPTAINS

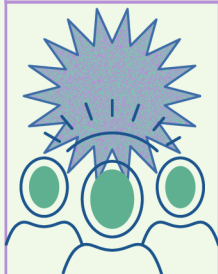


- 2,340 Estimated Volunteer Hours
- 1,234 Individual Participants
- 1,170 Opportunities for Physical Activity
- 61 Programming Community Captains
- 13 WV Counties with CC Programs

### ACTIVE PLACES

**72**

In 2024, Active SWV partnered with 72 Active Places to hold programs.



### KIDS RUN CLUBS

72 Clubs  
61 Locations  
18 Counties  
2,087 Participants  
483 Volunteer Coaches  
\$18,250.00 in Kids Run Club Grants given in West Virginia



### 1,387 RACERS

NRG RIM TO RIM RACE - May  
STAR SPANGLED RACES AT WOLF CREEK TRAILS- July  
LAKE STEPHENS FINNS UP 5K - July  
BRIDGE DAY 5K RUN - October  
UGLY SWEATER RUN - December

### RACER IMPACT

\$344,434.00 in Economic Output  
Active SWV Races brought participants from 29 States + DC + Austria to the NRG Region.

### COMMITTED TO HEALTH AND WELLNESS

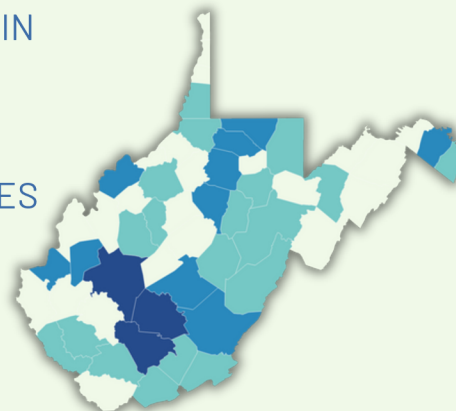
Active Southern West Virginia is a non-profit providing an ecosystem of physical activity for the residents of southern West Virginia by offering programs led by trained volunteers from within the communities they serve.



**\$50,554.90**

In Giving  
\$24,266.29 by Individuals  
\$26,288.61 by Businesses

ACTIVE IN  
**32**  
WV  
COUNTIES



# EXECUTIVE SUMMARY

Active Southern West Virginia (Active SWV) has remained steadfast in its mission to create an ecosystem of physical activity for the residents of southern West Virginia. We believe that everyone deserves the opportunity to enjoy a healthy and active lifestyle, particularly in communities facing significant economic and social barriers. As we look back on the past 10 years, it's evident that our efforts are making a tangible difference in promoting health education and fostering a culture of wellness through active living.

In a challenging rural region, Active SWV's innovative programs have proven to be a game-changer. Volunteers, who are themselves residents on the journey toward healthier lifestyles, serve as vital resources for their communities. Through targeted training and comprehensive program manuals, they are equipped to lead initiatives that not only encourage physical activity but also empower individuals to take charge of their health and manage chronic diseases. This peer-to-peer model further strengthens social connections, allowing participants to rally their friends, family, and coworkers to embrace active living, both in-person and virtually.

In 2024, our organization has seen a remarkable rebound, with participation and volunteer numbers exceeding pre-pandemic levels. This revitalization emphasizes the community's recognition of the importance of health education and social support systems. We have successfully established partnerships with various sectors—including local governments, schools, businesses, and health organizations—to extend our reach and enhance program delivery. These collaborations are crucial as we work toward a healthier West Virginia and ensure that physical activity is woven into the fabric of daily life.

The need for an organization like Active SWV is clearer than ever. With West Virginia facing challenges such as high obesity rates and poor health outcomes, our focus on improving health access and education cannot be overstated. We are committed to fostering policy and behavioral changes that not only promote physical activity but ultimately strengthen community and economic development.

Looking ahead to 2025, our vision remains unwavering: to create an inclusive environment where every individual can cultivate a healthy lifestyle. We will continue to prioritize access to health resources and community programming, ensuring that the benefits of active living are accessible to all. Join us in this critical mission, as together, we can further the goal of a healthier, more active West Virginia.

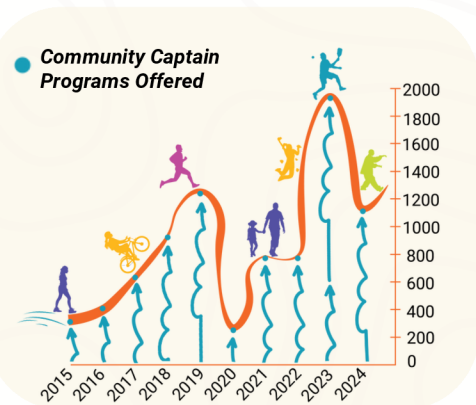
Melanie Seiler, Executive Director



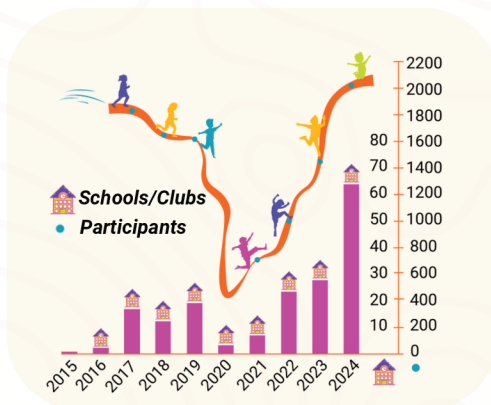
## TEN YEARS OF ACTIVE SWV

Active SWV has been offering free physical activity programs to our communities since 2015! Throughout that time, at one point or another, there has been an Active SWV program in 45 counties in WV - all but 10! See the program growth in the graphics below.

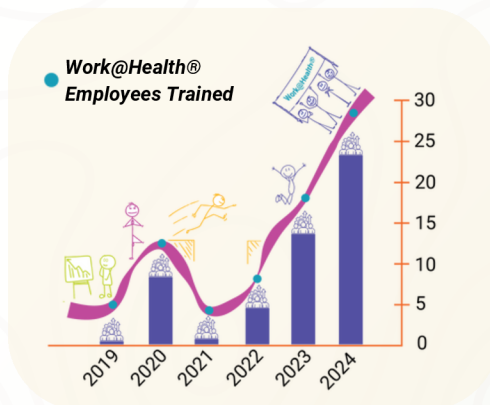
### COMMUNITY CAPTAINS



### KIDS RUN CLUBS



### WORKPLACE WELLNESS



**Community Captains** are the heart and soul of Active SWV! Dedicated volunteers have always shown up and provided opportunities for participants to be active in a social setting. In January 2024, Active SWV began using a new volunteer management system that will facilitate further program growth.

The **Kids Run Club** program began in 2015 with one participating school, and has since grown to reach thousands of children at schools throughout the state. We have consistently tracked both our participation numbers, and participating schools, as shown in the graphic above. Looking ahead, Active SWV anticipates more growth in the program.

In 2019, Active SWV's **Workplace Wellness** program began in earnest with the evidence based CDC Work@Heath® program. With a full time Workplace Wellness director and multiple other staff trained to administer the training, we are well positioned to continue the growth showcased in the graphic above.

**10 YEARS OF ACTIVE SWV FREE PROGRAMS**



## COMMUNITY CAPTAINS

### 2024 SUMMARY

The Community Captain program continues to touch communities with volunteer physical activity programming throughout West Virginia. This year, 1,234 individuals participated in programs. Of these individuals, 47% of them attended more than one program in 2024. 20 participants attended over 40 programs each! There were a cumulative 8,191 sign-ins among the 1,234 individuals in 2024. Ages of those participants range from under 18 to over 80 years old.

Monthly, over 100 program sessions were offered in 9 counties throughout WV. Volunteers spent roughly 2,340 hours programming in their communities. Program types include hikes, walking groups, running groups, pickleball, skating, REFIT, youth climbing, and more! Community Captain volunteers truly offer something for everyone. In 2024, there were a total of 1,170 program sessions offered. Programs take place throughout the week at a variety of different times to accommodate participant and volunteers' busy schedules.

The new online membership platform for participants and Community Captains, GrowthZone and MemberPlus, facilitated participant growth. Through the MemberPlus app, participants and volunteers can view all programs offered, and easily search programs on their mobile devices to register in advance. Thanks to the new GrowthZone platform, Active SWV has been able to streamline waiver storage and management and offer better reporting options.

### 2024 BY THE NUMBERS





## COMMUNITY CAPTAINS

### **VOLUNTEER APPRECIATION EVENT 2024**

August 1, 2024 marked another year of appreciation for the volunteer Community Captains. Active SWV held a dinner and social gathering for volunteers and their guests at the beautiful Historic Black Knight in Beckley. Volunteers give up their time to lead free physical activities in their communities, and the appreciation event recognized those volunteer efforts and highlighted the positive impacts they impart.

One byproduct of Community Captain free programs is the social connectedness that develops not only within individual groups, but also between the members of the volunteer community. The evening was a great way to celebrate that connection together.



### **QUOTES AND SUCCESS STORIES FROM VOLUNTEERS**

In addition to expanding program reach and participant retention, volunteers find their roles with Active SWV rewarding. **Volunteers said that they want to continue their work with Active SWV because:**

***"The impact on the individual, community, and myself!"*** - Megan Weatherford

***"The ease of programming is really convenient and I truly want to provide opportunities for locals to get outside and enjoy the natural world surrounding them."*** - Mitch Lehman

***"I love the mission and I love the team."*** - Angie Corwin

**Volunteers also identified ways that Active SWV has impacted their communities:**

***"...bringing people from a wide variety of backgrounds together and gets people out trying new things."***

***"highlighting the bright spots, people, and places, giving people hope and appreciation for their neighbors and landscape."***

***"More kids and adults have access to free recreation programs, which does more than just provide opportunities for exercise, it builds community."***

Active SWV Community Captains embody the giving spirit of the people in WV communities. Expanding programming throughout the state is allowing many residents to experience the power of connecting through physical activity programming and improving mental and physical health, one person at a time.



## ACTIVE PLACES

### 2024 RECAP: ENSURING ACCESS TO FREE ACTIVITY OPPORTUNITIES

In 2024, Active SWV's venue partners continued to play an essential role in ensuring the public's access to free physical activity opportunities. Their steadfast commitment to providing spaces for these programs has empowered individuals and families to engage in healthy, active pursuits, fostering overall well-being and resilience within our communities.

These partnerships have been instrumental in expanding the reach of Active SWV's programs, allowing us to serve diverse populations and deliver activities across a variety of locations. By offering inclusive and accessible spaces, venue partners help sustain these initiatives, which are crucial for promoting community health and cultivating a culture of active living.

The collaboration between Active SWV and its venue partners has had a lasting impact, creating healthier and more vibrant communities for all. Below are three highlighted sites and activities, followed by a list of the locations that hosted Active SWV's free programs throughout 2024.

### SOUTHERN APPALACHIAN LABOR SCHOOL & FAYETTE COUNTY SOLDIERS AND SAILORS MEMORIAL BUILDING: HIGH FITNESS

Active SWV's High Fitness program, hosted at the Southern Appalachian Labor School in Oak Hill and the Fayette County Soldiers and Sailors Memorial Building in Fayetteville, brought a high-energy workout option to the community in 2024. With over 90 sessions offered throughout the year, this program has become a favorite for those seeking a fun and dynamic way to stay active.

Led by Community Captain Sarah, whose energy and passion are contagious, High Fitness combines interval training with pop music and intense yet easy-to-follow routines. The program's classes, held every Tuesday in Oak Hill and Thursday in Fayetteville, offer a vibrant atmosphere that keeps participants coming back for more.

Sarah's years of dedication to High Fitness have created a lively and welcoming environment that makes exercise enjoyable and engaging. By bringing people together to move, sweat, and have fun, High Fitness has solidified its place as a beloved part of Active SWV's programming in Fayette County.



## ACTIVE PLACES

### **CENTRAL HEAD START & NEW RIVER COMMUNITY AND TECHNICAL COLLEGE: BECKLEY REFIT**

The Beckley REFIT program at Central Head Start and New River Community and Technical College has been a standout success in 2024, becoming the most attended program of the year. With 147 sessions offered and an impressive 2,354 sign-ins from 168 participants, this program has brought people together in an environment that is both energetic and welcoming.

Led by an outstanding team of Community Captains—Michelle, Cassie, Alicia, Amber, Jennifer, and Allonna—REFIT sessions take place almost every Monday, Tuesday, and Thursday. Known for its beginner-friendly workouts and adaptable intensity levels, REFIT empowers participants of all fitness abilities to tailor the experience to their needs. The program's focus on creating a warm and inclusive atmosphere has made it a cornerstone of Active SWV's efforts to promote physical activity in Raleigh County.

By fostering a sense of community and offering accessible fitness opportunities, Beckley REFIT continues to be one of the most attended and well-received activities.



### **TAI CHI FOR ARTHRITIS IN BECKLEY, FAYETTEVILLE, AND ANSTED**

In 2024, Active SWV introduced Tai Chi for Arthritis, bringing a therapeutic and accessible form of exercise to Beckley, Fayetteville, and Ansted. With 28 sessions offered, including a special presentation during the National Park Service Safety Day in June, this program has provided valuable opportunities for community members to improve their health and well-being.

The program was led by dedicated Community Captains: Levi in Beckley at the Beckley Salvation Army Building, Teresa in Fayetteville at the Fayette County Health Department, and Cynthia in Ansted at the Hawks Nest State Park Conference Room. Their commitment ensured that participants could experience the benefits of Tai Chi in their local communities.



## ACTIVE PLACES

*(TAI CHI FOR ARTHRITIS IN BECKLEY, FAYETTEVILLE, AND ANSTED, CONTINUED)*

Tai Chi for Arthritis adapts traditional Tai Chi movements to meet the needs of individuals with arthritis, combining gentle, flowing motions, deep breathing, and mindfulness. This approach helps reduce pain, improve balance, increase flexibility, and enhance overall physical function. Thanks to the passion and dedication of Community Captains, Active SWV continues to expand the reach, offering programs like Tai Chi for Arthritis that cater to a variety of physical activity needs.



### 2024 VENUE PARTNERS

- Adventures on the Gorge
- Ace Adventure Resort
- Arrowhead Bike Farm
- Babcock State Park
- Beckley Art Center
- Beckley Salvation Army
- Bellann Building
- Bellepoint Park
- Bluestone State Park
- Bream Presbyterian
- Bridge Brew Works
- Buchanan Upshur High School
- Central Head Start
- Charleston Parks and Rec
- City of Beckley
- City of Hinton
- City of Oak Hill
- Coonskin Park
- Diana Community Center
- Diana Baptist Church
- East End Community Park
- Fayette County Health Department Building
- Fayette County Parks and Rec
- Freefolk Brewery
- Gateway Center/ Town of Smithers
- Gatewood Church of God Community Outreach Center
- Gran Robbies
- Hawks Nest State Park
- Health Right West Side
- Hollowell Courts
- Humana Center
- Kanawha City Rec Center
- Kanawha County Parks and Rec
- Lake Stephens
- Lively Ampitheater
- Marion County Parks and Rec – Police Reserve Building
- Martin Luther King Jr Community Center
- Maxwell Hill Community Center
- Meadow River Trail/Greenbrier Environmental Group
- Midland Trail Community Center
- Monongahela US Forest Service
- Mt.Hope High School
- New River Community & Technical College
- North Charleston Rec Center
- Old Stone Presbyterian Church
- Old Greenbrier Presbyterian Church
- Paul Cline Memorial Soccer Complex
- Pax Community Center
- Piney Creek Water Shed
- Plum Orchard Lake
- Raglin Community Center
- Raleigh County Community Action Association
- Raleigh County Parks and Rec
- Sandstone Falls
- Smithers Wellness Center
- Soldiers and Sailors Memorial Building - Fayette County
- Southern Appalachian Labor School
- Sprouting Farms
- Summersville Lake - Huntington District
- Tabernacle of Praise
- The Hub
- The Summit Bechtel Reserve
- Town of Alderson
- Town of Fayetteville
- Town of Northfork
- United States of America National Park Service New River Gorge National Park & Preserve
- Waterstone Outdoors
- West Sattas Community Center
- West Virginia State Parks
- West Virginia University Institute of Technology
- Wolf Creek Trails
- Valley Falls State Park



## YOUTH PROGRAMMING

### 2024 SPRING AND FALL SEASON SUMMARY

The Kids Run Club program is a free initiative designed to get kids active in a structured and safe environment either before or after the school day. Led by parent and teacher volunteers, Active SWV provides a program curriculum manual, training, and support for schools and community groups to start or continue 6-8 week long Kids Run Clubs every fall and spring. In addition to the Kids Run Club program, Active SWV also has manuals to support Kids Hike Clubs and Kids Disc Golf Clubs, which some schools and community groups choose to adopt instead.

This year, the Kids Run Club program saw enormous growth with 37 participating schools and community groups in the spring, and 35 in the fall. This is compared with our 2023 numbers, 23 spring and 17 fall clubs. Some groups participate in just the spring, just the fall, or both seasons. Throughout 2024, we had a total of approximately 2,087 participants and 223 volunteers across 61 schools/community groups in 18 counties. Of the schools and groups participating, 36 were new in 2024, and 25 had done the program before. This year saw three Kids Hike Clubs and one Disc Golf Club mixed in with the Kids Run Clubs. See the chart on the following page for a breakdown of spring and fall participation in 2024 (new schools/community groups are in bold).

### SUMMER 2024 KIDS RUN CLUBS - ENERGY EXPRESS PARTNERSHIP

In the summer of 2024, Active SWV teamed up with WVU Energy Express to bring the Kids Run Club program to school based sites as a part of their summer activity curriculum. Active SWV attended the Energy Express Americorps training at Jackson's Mill, resulting in training 280 Americorps volunteers who had the opportunity to implement the program at all 48 Energy Express sites. 2024 was the second year of this partnership on such a wide scale.

### SUMMER PROGRAM: BY THE NUMBERS

- 260 → Americorps volunteers trained
- 48 → Energy Express Sites
- 26 → Counties served



## YOUTH PROGRAMMING

County	School/Community Group	Participant #s: Spring	Fall	Seasons
Barbour	Kasson Elementary Middle School	No Club	20	1
Berkeley	Berkeley Heights Elementary	28	55	2
Berkeley	Spring Mills Primary School	No Club	19	1
Berkeley	Opequon Elementary School	8	No Club	1
Cabell	Village of Barboursville Elementary	No Club	48	2
Cabell	Explorer Academy	No Club	10	1
Cabell	Gallaher Village Community Group	8	12	2
Cabell	Barboursville Middle	26	No Club	1
Calhoun	Arnoldsburg Elementary School	No Club	30	1
Fayette	FPK-8 Hike & Disc Golf Club	10	10	8
Fayette	New River Intermediate	No Club	25	2
Fayette	Mountain State Montessori Hike Club	25	No Club	1
Jefferson	Driswood Elementary	No Club	30	1
Jefferson	Wright Denny Intermediate	12	No Club	1
Kanawha	Kenna Elementary	48	58	6
Kanawha	Chamberlain Elementary	26	26	3
Kanawha	Richmond Elementary	No Club	33	5
Kanawha	Salvation Army Boys & Girls Club of Charleston, WV	No Club	12	1
Kanawha	Salvation Army Boys & Girls Club - St. Albans Club	No Club	10	1
Kanawha	Kanawha City Elementary	23	30	5
Kanawha	Alum Creek Elementary	16	No Club	1
Kanawha	Dunbar Intermediate	29	No Club	1
Lewis	Roanoke Elementary school	53	No Club	1
Lewis	Peterson-Central Elementary	21	No Club	1
Marshall	Hilltop Elementary	76	No Club	4
Marshall	Sherrard Middle School	28	No Club	1
Mercer	Brushfork Elementary	25	28	2
Mercer	Melrose Elementary	33	35	2
Mercer	Montcalm Elementary	No Club	24	1
Mercer	Bluewell Elementary School	No Club	18	1
Mercer	Lashmeet Matoaka Elementary	12	20	3
Mercer	Mountain Valley Elementary	No Club	23	1
Mercer	Oakvale Hike Club	15	No Club	2
Mercer	Spanishburg Elementary	18	No Club	1
Mercer	Princeton Primary	50	No Club	2
Mercer	Sun Valley Elementary School	22	No Club	1
Mercer	Straley Elementary School	85	No Club	2
Mercer	Bluefield Intermediate	8	No Club	5
Mercer	Mercer Elementary	25	No Club	1
Monongalia	North Elementary School	80	No Club	1
Monongalia	Morgantown Early Learning Facility	18	No Club	3
Nicholas	Mt. Nebo Elementary	No Club	18	7+
Nicholas	Zela Elementary	No Club	44	7+
Nicholas	Panther Creek Elementary	No Club	68	7+
Nicholas	Gauley River Elementary	No Club	21	1
Preston	Bruceton School	8	6	2
Preston	Aurora School	No Club	32	1
Putnam	Hurricane Town Elementary	No Club	45	1
Putnam	George Washington Elementary	21	No Club	2
Putnam	Mountain View Elementary	65	No Club	1
Raleigh	Ridgeview Elementary	No Club	54	4
Raleigh	Sophia Christian Academy	No Club	23	3
Raleigh	Liberty High/Trap Hill Middle	No Club	12	1
Raleigh	Mabscott Elementary	68	No Club	6+
Raleigh	Crescent Elementary	48	No Club	4
Raleigh	Stanaford Elementary	41	No Club	7+
Ritchie	Harrisville Elementary	No Club	24	1
Summers	Jumping Branch Elementary	No Club	9	1
Wyoming	Baileysville Elementary and Middle	6	10	3
Wyoming	Berlin Mckinney Elementary	40	No Club	1
Wyoming	Pineville Middle	20	No Club	2

18 counties, 61 schools/groups (36 new), 72 clubs, 2087 spring and fall youth participants



# YOUTH PROGRAMMING

## VOLUNTEERS

The Kids Run Club program had a total of 483 volunteers leading the 2024 spring, summer, and fall Kids Run Clubs and Hike Clubs. This number takes into account trained coaches as well as additional volunteers recruited at individual sites to assist those trained. 300 of these coaches were trained in 2024; 260 AmeriCorps in the summer, and 40 regular season fall and spring coaches. These volunteers make the programs possible! See the list below of trained coaches who led a program in 2024 (some listed were trained prior to 2024, and some trained in 2024 did not complete the program this year).

- |                     |                           |                  |                    |
|---------------------|---------------------------|------------------|--------------------|
| Allyson Peck        | Daniel Love               | Kara Vance       | Nicole Jenny       |
| Amanda Mullins      | Debra Williby-Walker      | Katarina Lennox  | Noah Cunningham    |
| Amber Mitchell      | Dru Ross                  | Keri Conte       | Oran Click         |
| Amber Walker        | Dustin Wood               | Larry Lance      | Phoebe McCloud     |
| Amy Bragg           | Edie Ann Bennett          | Laura Powell     | Phyllis Samuel     |
| Andrew Thomas       | Energy Express AmeriCorps | Leah Chester     | Quinton Ward       |
| Angel Elswick       | Hannah Green              | Leslie Slover    | Rebecca Iscaro     |
| Angeleigha Graybill | Heather Parks             | Lindsey Nash     | Shellie Simpson    |
| Beth Henry          | Jacqueline Jackson        | Mandy White      | Staci Stover       |
| Beth Jones          | Jenni Connor              | Maria Webster    | Stacie Laudermilt  |
| Brandy Hudson       | Jennifer Blankenship      | Melissa Campbell | Stephanie Cummings |
| Christopher Meadows | Jennifer Cochran          | Michael Dodson   | Susan Newsome      |
| Connie Nutter       | Jennifer Moul             | Michael Taylor   | Tammy Thomas       |
| Corella Beasley     | John Jackson              | Michele Anderson | Tara Fowler        |
| Crystal Gray        | Justin Brooks             | Nathan Evans     | Will Harmon        |
| Crystal Wagner      | Kala Woodrum              | Nicholas Myers   | William Johnston   |



### Kids run club partners & champions

The Kids Run Club program works with **Coda Mountain Academy** to make our Fayetteville pk-8 Hike & Disc Golf Club program possible. We partner with **WVU Extension** to bring the Kids Run Club program to summer Energy Express sites. Active SWV works with **WVU's Office of Health Service Research** to analyze our Kids Run Club Survey Data. **The Greater Kanawha Valley Foundation, The Oakland Foundation, and the WV Department of Health** supports the program with grant funds. **New River Health** and **ZMM Architects Engineers** are Kids Run Club Champions, and both provided funding in 2024 to support the program.



# YOUTH PROGRAMMING

## PROGRAM IMPACTS - SURVEY DATA

Kids Run Club participants fill out a pre and post survey designed to evaluate the effects of the program. The collective survey data is analyzed by the WVU School of Public Health, Office of Health Service Research (OHSR). The 2024 survey data is below:

### The percentage of of kids who responded that they...



Eat fruit at least once a day **remained steady (Pre: 49.3% | Post: 48.8%).**

Eat vegetables at least once a day **remained steady (Pre: 40.7% | Post: 40.2%).**



Drink plain water at least once a day **increased (Pre: 67.2% | Post: 69.1%).**

Drink soda less than once a day **remained steady (Pre: 68.5% | Post: 69%).**

Get 60+ mins of physical activity 4+ times per school week **increased (Pre: 51.1% | Post: 57.8%).**



Have the skills they need to be physically active **increased (Pre: 91.9% | Post: 92.4%)**

Could **definitely** be active for 60 minutes a day **increased (Pre: 59.3% | Post: 64.3%)**

Have gotten a friend or family member to increase their activity too **65.3%**

Know how to warm-up before exercise **increased (Pre: 82.9% | Post 90.8%)**



Do **not** play video/computer games or use a computer **increased (Pre: 8.6% | Post: 9.4%)**

Reported watching less than 1 hour of TV on an average school day **increased (Pre: 17.4% | Post: 21.6%)**

## QUOTES

*"Kids Run Club has shown our students, some of which had never played any type of organized sport, how they can be physically active on their own and shows them easy ways to invite others to be physically active with them." - Amber Mitchell, Ridgeview Elementary School*

*"It helped them with their confidence and allowed them to build unity and a build relationships with one another." - Jennifer Moul, Gauley River Elementary School*

*"The color run has become a new tradition (third annual now) and the parents and kids look forward to it and have so much fun; students not of age or who hadn't wanted to participate before are now very excited to join the program due to stories told by the run club veterans. Our run club, especially the color run, has the community members on their porches watching and cheering on the kids. The color run brings out many parent volunteers and parent observers. If not for the funds, the color run would not be possible." - Kara Vance, Kenna Elementary School*



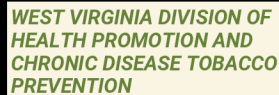
# WORKPLACE WELLNESS

## WORKPLACE WELLNESS IN 2024

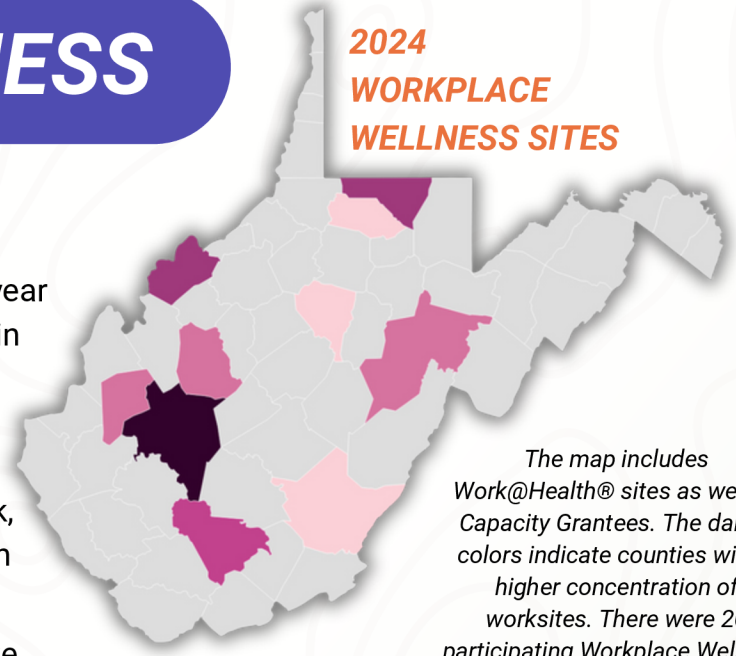
Active Southern West Virginia’s Workplace Wellness program provides structure and support for a multi-year approach to increase physical activity and wellness in the workplace, using the Center for Disease Control Work@Health® program. This evidence-based resource provides training and support to remove barriers to accessing a healthy lifestyle while at work, resulting in a lasting culture of health and wellness in the workplace.

2024 was a great year for Workplace Wellness. Active Southern West Virginia facilitated multiple CDC Work@Health® trainings reaching employers across 10 counties. Of the worksites that participated in the Work@Health® trainings, 40% applied for and were awarded Active SWV’s Capacity Building Grant, with six worksites awarded a grant in both 2024 grant cycles (Fiscal Year 2023-24 and 2024-25).

## 2024 PARTNERS AND CHAMPIONS



## 2024 WORKPLACE WELLNESS SITES



The map includes Work@Health® sites as well as Capacity Grantees. The darker colors indicate counties with a higher concentration of worksites. There were 26 participating Workplace Wellness sites in 2024.



## WORKPLACE WELLNESS

### 2024 CDC WORK@HEALTH®

- 4** Work@Health® Cohorts
- 22** Individual Worksites
- 28** Individuals Certified

In collaboration with the West Virginia Department of Health, Division of Health Promotion and Chronic Disease Prevention, Active SWV grew Work@Health® participation. The 2024 certified members and their worksites are listed below.

### 2024 CDC WORK@HEALTH® CERTIFIED INDIVIDUALS

Certified Members	Buisness/Organization
Leah Chester	Active Southern West Virginia
Danielle Mullins	Bureau of Public Health – Div of Health Promotion & Chronic Disease
Robert Dudley	Coplin Health Systems
James Liebau	Coplin Health Systems
Jennifer Parsons	Coplin Health Systems
Mikayla Nethken	Davis Trust Company
Adriana Channell	Davis Trust Company
JoAnne Watkins	Depart of Health Service – Bureau of Family Assistance
Amber Duncan	FamilyCare-Cross Lanes
Khristina Light	FamilyCare-Eleanor
Angel Cunningham	FamilyCare-Patrick Street
Tasha Slusher	FamilyCare-St. Albans East
Anthony Simmons	FamilyCare-St. Albans East
Lela Owusu	FamilyCare-St. Albans
Whitney Price	FamilyCare-Teays Valley
Jenny Keener	Heart + Hand Outreach Ministry
Crystal Lough	Lewis County Health Department
David Whittaker	Marion County Health Department
Kat Morey	Pace Analytical
Sydney Clyburn	Raleigh County Parks and Recreation Authority
Jeff Tanner	Roane General Hospital
Andrew Kyle Raines	Roane General Hospital
Chastity Trump	Trap Hill Middle School
Suzanne Washington-Smith	WV Department of Transportation
Dawn Roberts	WV School of Osteopathic Med
Sarah Deen	WVU School of Medicine
Gage Adams	WVU, Morgantown Fire Department
Mackenzie Batyko	WVU, Morgantown Fire Department

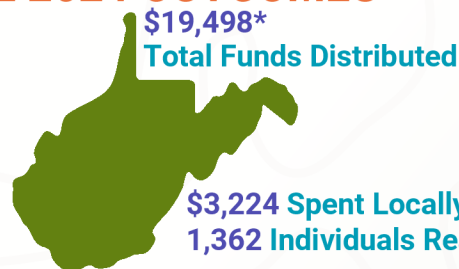


# WORKPLACE WELLNESS

## CAPACITY BUILDING GRANTS: JULY 2023 - JUNE 2024 OUTCOMES

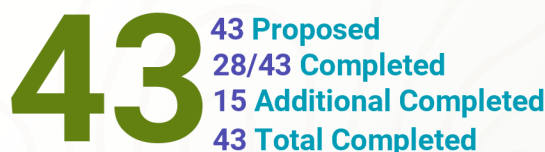
### Snapshot:

During the 2023-24 grant cycle, **Active SWV funded 14\* projects** across West Virginia to promote workplace wellness. **Grantees received a total of \$19,498 of which \$3,224.09 was spent locally** on goods and services in West Virginia. The projects **reached a total of 1,362 individuals**.



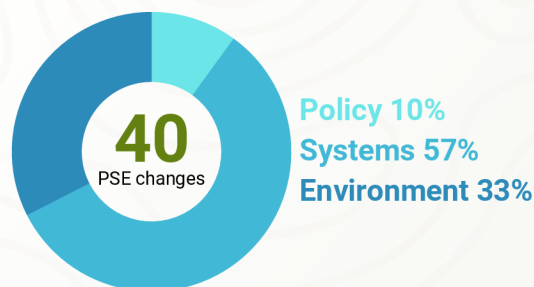
### Project Activities:

Active SWV grant recipients **completed a total of 28 project activities (65%) of 43 proposed activities**. The completed activities focused on promoting physical activity and healthy eating by providing equipment, facilities, educational programming, and wellness challenges. **Grantees completed an additional 15 activities that they did not originally propose in their applications for a total of 43 complete activities** at the end of the grant year.



### Policy, System, & Environment (PSE) Changes:

**Policy, systems, and environment changes made up for 93% of all completed activities**. The 40 PSE changes consisted of **4 policy changes (10%), 23 systems changes (58%), and 13 environmental changes (33%)**. The other 3 activities were individual-level changes that were not PSE changes.



The grant evaluation is provided in partnership with the West Virginia Prevention Research Center. See the worksites who completed their grants in 2024 below.

*\*While there were 14 grantees awarded, 3 grantees did not complete a year end reporting survey and were excluded from the rest of the findings.*

## 2023 - 2024 CAPACITY BUILDING GRANT AWARDEES

INCLUDING EMPLOYEE COUNT

- Cabell Huntington Health Department | **40**
- FamilyCare: Cross Lanes | **22**
- FamilyCare: Eleanor | **21**
- FamilyCare: Patrick Street | **40**
- FamilyCare: St. Albans | **48**
- FamilyCare: St. Albans East | **38**
- FamilyCare: Teays Valley | **45**
- Healthnet Aeromedical | **299**
- Liberty High School | **58**
- Region 1 Workforce Development | **23**
- Southern Appalachian Labor School | **20**
- WV Dept. of Motor Vehicles | **600**

**Total Employees Reached: 1,254**

## WORKPLACE WELLNESS

### GRANTEE SUCCESS STORIES

2024 brought success in all shapes and sizes to Active SWV's Capacity Building Grant Awardees. **WVU Tech** is piloting a new two-year grant cycle. **Healthnet Aeromedical** improved its lactation support services to employees. **Liberty High School** and **Region 1 Workforce** focused on expanding their onsite physical activity equipment offerings. Other awardees turned their attention to nutrition at the worksite.

We want to highlight the Workplace Wellness initiative **FamilyCare** is implementing across multiple sites in Kanawha and Putnam counties. Miranda Stricklen became a T3 Work@Health® Trainer in 2023 and applied for Active SWV's Capacity Building Grant for six of the FamilyCare sites, with the stipulation that an employee from each site receiving a grant would become Work@Health® certified. In February 2024 she trained her first Work@Health® class of seven FamilyCare employees from six sites. In 2024, FamilyCare applied for five more Grants to expand on their foundational year. Due to the success of employee participation and feedback, FamilyCare management offered matching funding to provide a dedicated physical active space at each location.

FamilyCare has focused on creating policies to increase physical activity as well as to eliminate sugary drinks from meetings and provide health food options. They provided educational opportunities for employees to learn about healthy eating options, planning, and preparation of healthy food. See below for success in FamilyCare's words.

"On March 27, 2024, in celebration of National Nutrition Month, we offered a Healthy Cooking Demonstration to all FamilyCare staff, including the 6 locations who received Active Southern WV Capacity Building Grants. We were able to pay for the food for the other locations with other funding. We provided a zoom link to everyone so all locations could participate together. Everyone was provided with the recipe and food prior to the zoom event. Our dietitian led the cooking demonstration and explained how to make the fruit and yogurt parfait, as well as provided nutrition education. A total of 250 people participated in the event across four counties and twenty health center locations. Everyone loved the parfaits and we have people who are still making them!"

"On June 26, 2024, we were able to offer another Healthy Cooking Demonstration to FamilyCare staff at the six locations who received the Active SWV Capacity Building Grants. We again provided a zoom link to everyone so all locations could participate together. We made whole grain turkey wraps with fruit skewers. Everyone was provided with the recipe and food prior to the zoom event. Our dietitian again led the cooking demonstration and explained how to make the wrap and skewers, as well as provided nutrition education. A total of 78 people participated in the event from two counties and six health center locations. Employees were very pleased with the recipes and said they would definitely make them again!"



# WORKPLACE WELLNESS

## CAPACITY BUILDING GRANTS: JULY 2024 - JUNE 2025 AWARDEES

Below are the grant awardees for the 2024-2025 cycle. 40% of these Capacity Building Grants provided funding to establish Workplace Wellness programs. The remaining 60% of grant funding went toward expansion of existing Workplace Wellness programs, impacting over 800 employees in total.

### 2024 - 2025 CAPACITY BUILDING GRANT AWARDEES

INCLUDING EMPLOYEE COUNT

- Cabell Huntington Health Department | **40**
- FamilyCare: Eleanor | **21**
- FamilyCare: Patrick Street | **22**
- FamilyCare: St. Albans | **28**
- FamilyCare: St. Albans East | **30**
- FamilyCare: Teays Valley | **40**
- Healthnet Aeromedical | **283**
- Lewis County Health Dept. | **8**
- Liberty High School | **58**
- Pace Analytical Services, LLC | **76**
- Region 1 Workforce Development | **23**
- WVU Institute of Technology | **246**

**Total Employees Reached: 875**

## 2024 WORKPLACE WELLNESS CONFERENCE & AWARDS

Active SWV hosted the fourth annual West Virginia Workplace Wellness Conference and Awards at Glade Springs Resort. This conference aims to bring together people from different sectors to learn more about Workplace Wellness, and provide resources and connections.

### CONFERENCE HIGHLIGHTS

There were some noteworthy moments at the 2024 conference. West Virginia Cabinet Secretary Dr. Sherri Young delivered the key note address at the conference. Celebrating Healthy West Virginia recognized 48 West Virginia organizations creating programs, policies, and connections that make our state a healthier place to live, learn, work, eat, and play. Active SWV recognized three worksites with 'Wellie Awards' for creating and implementing action plans to increase employee physical and mental health through short and long term programming.

Sessions included a live panel discussion with Workplace Wellness worksites, mental health in the community and workplace, policy, systems, and environmental changes, and the ripple effect of success.

### 2024 CONFERENCE STATS:

**85** Attendees

 **31** More attendees than in 2023

 **49** Sites represented



## SIGNATURE EVENTS

### NEW RIVER GORGE RIM TO RIM RACE

The first race of the Active SWV event season was the fourth annual NRG Rim to Rim Race on May 4th. The event drew a record number of participants to this one-of-a-kind challenge. The iconic course on Fayette Station Road, with its 1,300-foot vertical descent and ascent, offered runners a test of endurance as well as stunning views of the New River Gorge Bridge and the river below. A post-race brunch celebration and the return of the whimsical unicorn sightings along the course added to the experience!

**Registered Participants:** 544 (355 WV residents)

**States:** 18 States (WV, OH, VA, NC, GA, PA, KY, MD, FL, IL, TN, CA, IN, NJ, TX, HI, NY, SC)

**Age Range:** 10 to 83

**Volunteers:** 23

**Event sponsors:** West Virginia American Water, Visit Fayetteville, New River Health, The Outpost, Adventures on the Gorge, Busy Beaver, Visit Southern West Virginia, Terradon



### STAR SPANGLED RACES AT WOLF CREEK TRAILS

The inaugural Star Spangled Races at Wolf Creek Trails took place on July 6th, starting and finishing at Bridge Brew Works in Fayetteville, WV. Runners showcased incredible determination under hot and humid conditions they tackled the 5K and 15K courses through the scenic and challenging Wolf Creek Trails system. The routes offered a mix of shaded woodlands and open segments for racers to conquer.

**Registered Participants:** 33 in the 5K and 28 in the 15K (48 WV residents)

**States:** 8 (WV, FL, VA, GA, NY, OH, SC)

**Age Range:** 5 to 74

**Volunteers:** 17

**Event sponsors:** Bridge Brew Works, Fayette Trail Coalition, Wolf Creek Park, Visit Fayetteville, SporTea, Zenbusiness, Central Contracting, New River Gorge Regional Development, Authority, Visit Southern West Virginia



# SIGNATURE EVENTS

## LAKE STEPHENS FINNS UP 5K & KIDS SPLASH DASH

The first-ever Lake Stephens Finns Up 5K and Kids Splash Dash took place on July 20th, offering participants a summer race experience by the water. The day offered a free Kids Splash Dash obstacle course run, followed by the 5K course through the woods around the lake. The event was a part of the Lake's yearly Beach Blast celebration, and brought together community members and visitors alike, creating a memorable kickoff to what promises to be a popular annual event.

**Registered Participants:** 16 in the Kids Splash Dash and 84 in the 5K (96 WV residents)

**States:** 3 (WV, NC, TN)

**Age Range:** Kids Splash Dash (3 to 12), 5K (8 to 69)

**Volunteers:** 8

**Event sponsors:** JJN Multimedia, Appalachian Regional Healthcare, Academy Sports + Outdoors, City of Beckley, Raleigh County Parks & Recreation Authority, Lake Stephens



## SWING FORE! SOUTHERN WV GOLF TOURNAMENT

Active SWV had a fantastic time at the 2024 Golf Tournament, held at Bridge Haven Golf Club in Fayetteville, WV. In its fourth year, the event saw record participation with 15 teams signing up to enjoy a day of friendly competition and camaraderie on the course. The beautiful weather and well-maintained greens set the stage for a successful tournament.

**Teams:** 15 teams of 4 for 60 participants total

**States:** All WV residents

**Volunteers:** 2

**Event sponsors:** JJN Multimedia, Appalachian Regional Healthcare, Cathedral Cafe, Southside Junction Taphouse, Access Health, Terradon, Brookfield Renewable U.S., Opossum Creek Retreat, Bill Miller Insurance, High Lawn Memorial Park, 21 Century Jim Lively Realty, Pies and Pints, River Expeditions, Canyon Rim Rotary Fayette County, Donnie Bowling State Farm, Fayette County Chamber of Commerce, Secret Sandwich Society



## SIGNATURE EVENTS

### BRIDGE DAY 5K RUN

The 2024 Bridge Day 5K RUN on October 19th was a tremendous success, drawing a record number of participants. The event's continued growth reflects the excitement and energy of this unique race, cementing its place as a must-attend for runners near and far.

**Registered Participants:** 539 (286 WV residents)

**States:** 18 (WV, OH, VA, NC, GA, PA, KY, MD, FL, IL, TN, CA, IN, NJ, TX, HI, NY, SC)

**Age Range:** 4 to 79

**Volunteers:** 33 (including WVU Tech Men's Basketball)

**Event Sponsors:** WVU Tech, West Virginia American Water, Hope Gas, Academy Sports + Outdoors, Edward Jones/Brooke Dempsey, Access Health, New River Gorge CVB

**Top 10 Bridge Day "Don't Miss This" Sponsors:** The Take Out, Southside Junction Taphouse, Water Stone Outdoors, Swiftwater General Store, The Handle Bar & Kitchen, Free Folk Brewery, Lost Appalachia, Mitch's Bridge Dazed Bash, Visit Fayetteville's Chili Cookoff, Love Hope Arts



### UGLY SWEATER FUN RUN/WALK

The 2024 Ugly Sweater Fun Run/Walk at Fayette County Park on December 8th was the perfect way to close out the season. Participants of all ages came dressed in their most festive holiday sweaters to take part in this lighthearted event. As the final event of the year, the Ugly Sweater Fun Run/Walk brought the community together for a fun, active celebration of the season, leaving everyone with smiles, laughter, and a little extra holiday spirit.

**Participants:** 129

**States:** All WV residents

**Event Sponsors:** WVU Tech, Appalachian Regional Healthcare, High Lawn Memorial Park, Flat Top Fridays Barber Shop





## SIGNATURE EVENTS

### WEST VIRGINIA RACE SERIES

In 2024, Active Southern West Virginia partnered with Appalachian Timing, Canaan Valley Running Company, and Greenbrier River Trail Marathon for another year of the Wild & Wonderful Race Series. The series featured four regions, spanning seven weekends from April to October, with race distances ranging from 5Ks to marathons. Active SWV's New River Gorge Rim to Rim Race and Bridge Day 5K RUN were part of the series, which successfully brought together runners from across the region. Ten participants completed a race in three regions, and two racers completed four races in four regions.

**Event Partners:** Educational Partner - WVU Tech, Highland Outdoors, McClumsy

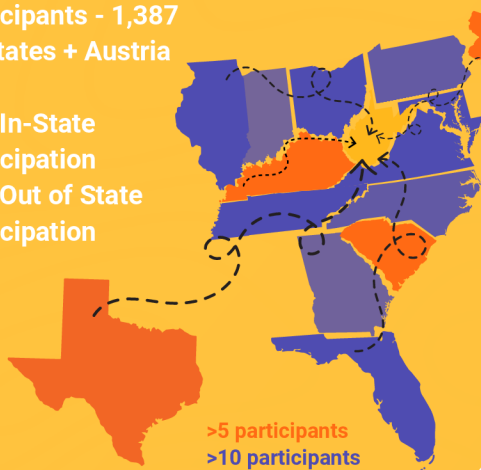


### TEN YEARS OF SIGNATURE EVENTS

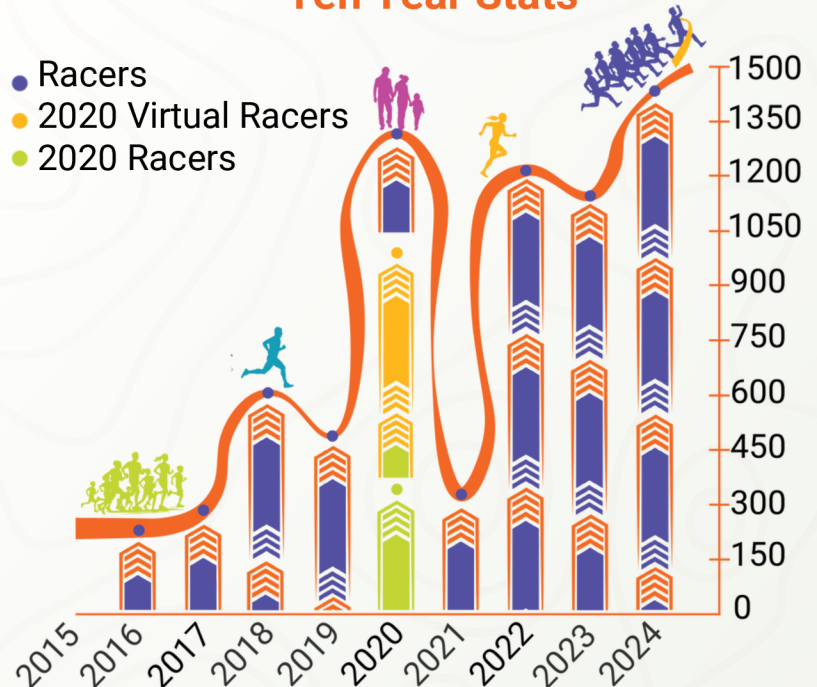
Active SWV Races has been growing! Revenue from these events supports our free Kids Run Club and Community Captain Programs. The graphic on the left illustrates our race stats from 2024 alone, and the graphic on the right shows the growth over the last ten years.

### Active SWV Races 2024 Regional Stats

- 2024 Total Participants - 1,387
- 29 States + Austria + DC
- 62% In-State Participation
- 38% Out of State Participation



### Active SWV Races Ten Year Stats



## ANNUAL FUND

### FUNDRAISING AND PROFIT SHARE EVENTS

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

#### 2024 Fundraising Events

- 2024 10-Year Giving Campaign
- Gritt's Midway Greenhouse Spring Flower Sale
- Paw-Lattes with Activated Body, Hilltop Coffee Company & New River Animal Rescue
- Volunteer Appreciation Awards
- Pies & Pints Profit Share Night
- Activated Body/La Terza Coffee Fundraiser
- Fayette County Chamber Gift Wrapping



- #### CORPORATE GIVING:
- Kroger Rewards
  - Network for Good
  - PayPal Giving
  - Benevity
  - US Cellular
  - Walmart



## ANNUAL FUND

### INDIVIDUAL GIVING

# THANK YOU!

Active SWV would like to recognize the following individuals for donating funds to support Active SWV's free programs throughout 2024.

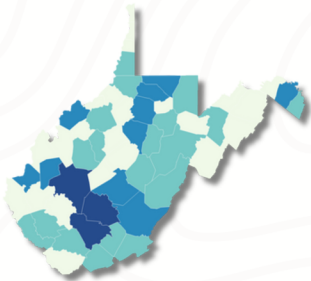
- A. David Abrams
- Aaron Abts
- Hillary Adams
- Matthew Adams
- Donald Adkins
- Emily Akers
- Lizzet Alvarez
- Arrowhead Bike Farm
- Kate Armentrout
- Taz Armentrout
- Zach Armentrout
- Jessica Astley
- April Badtke
- Jamie Baker
- Annie Balthazar
- Ed Balthazar
- Johnny Bane
- John Barnhouse
- Lauren Beam
- LeeAnn Belmont
- David Bernier
- Autumn Bess
- Claude Bess
- Kay Bess
- Edward Bez
- Tammy Bibbee
- Laura Bigirindavyi
- Dakota Brown
- Anthony Brubaker
- Robert Bryant
- Kevin Buss
- Kiera Callaway
- Austin Caperton
- Frankie Capilleri
- Rancid Carr
- Tyanna Carter
- D Anne Cavalier
- Kristy Chapman
- Tom Chelew
- Leah Chester
- Kyrie Chewning
- Joshua Childs
- Dawn Cimala
- Jon Clary
- Jelea Cleaver
- Haley Collins
- Jessica Conner
- Janet Conroy
- Evie Cooper
- Eric Coyer
- Thomas Crosby
- Tina Cunningham
- Rebecca Dabkowski
- Tom Daniel
- Mayan Darbyshire
- Jessica Davis
- Stephen Day
- Brooke Dempsey
- Barbara Dobbins
- Marcia Dunlap
- Eloise Elliott
- Debra Evans
- Sarah Evans
- Sandy Fisher
- Chris Fussell
- Dane Gaiser
- William Garrett
- Maria Gentile
- Matthew Giles
- Linnie Gonzalez-Maggio
- Amy Good
- Patricia Gorsky
- Christy Graham
- Toni Graham
- Jenna Grayson
- Brandon Green
- Tara Grisack
- Mike Gwinn
- Diane Hackney
- Alice Haga
- Chris Hall
- Travis Hames
- Kayla Harmon
- Robert Harrison
- Francesca Hartop
- Geoff Heeter
- Bernadette Hinkle
- Diana Holliday
- Shelby Holt
- Betsy Houchins
- Kristina Huckaby
- Beth Hudspeth
- Kevin Huffman
- Phyllis Huffman
- Mike & Bonny Jarrell
- Heather Johnson
- Susan Johnson
- Frances Justice
- Darla Keenan
- Rebecca Kelley
- Philip Kincaid
- Nancy Kissinger
- Matthew Kitchens
- Bill & Michelle Klenk
- Justin Kramer
- India Krawczyk
- Deborah Lamey
- Eileen Lampert Lowery
- Allison Leggett
- Randy Lester
- Jeff Lilly
- Luke Lively
- Karen Lowman
- Cynthia Luna
- Patricia Macak
- Lorna Mahler
- Gabriel Maiolo
- Pervis Major
- Michelle Marsich
- Laura Martin
- Will Massey
- William Massey
- Christina Matlick
- Shohei Matsuyama
- Cynthia McCall
- Daniel McDowell
- Bevin MCGahey
- Jordanne Mcvey
- Jacob Milam
- Chris Miller
- Laura Moon
- Jeremy Morris
- Kathe Morris
- Taylor Mulkey
- Jason Mullens
- Rebecca Nelson
- Ethan Olofson
- Susan Olsen
- William Overko
- Amanda Pack
- Robert Parsons
- Tim Payton
- Elizabeth Pellegrino
- Genna Perry
- Landon Perry
- Anna Peterson
- Cecilia Pfeiffer
- Michael Phares
- Cecil Pollard
- Alyssa Prather
- Jeff Proctor
- Pamela Pross
- Brandi Radford
- Elizabeth Raney
- Tara Reed
- Lewis Rhinehart
- Diana Richards
- Michael Ritchie
- Laura Rogers
- Jim Ross
- Michelle Rotellini
- Rebekah Roundtree
- Mark Scoular
- Melanie Seiler
- Adam Shaw
- Caylie Silveira
- Justin Skidmore
- Dakota Smith
- Mike Smith
- John Sommer
- Josh Sorrell
- Cameron Spaeth
- Linda Stein
- Connor Stephens
- PJ Stevenson
- Alatheia Stickler
- Danny Strimer
- David Stuart
- Becky Sullivan
- Cliff Sullivan
- Kenta Suzuki
- Kathryn Tarleton
- Dave Taylor
- Sarah Terry
- Kendall Thompson
- Will Thornton
- Melinda Tieche
- Zachary Tilley
- Ken Toney
- Ashley Townsend
- Lynn Usary
- Debbie Ventura
- Douglas Wadsworth
- Carol Wagner
- Molly Wagner
- Philip Waidner
- Anne Walsh
- Lizzie Watts
- Megan Weatherford
- Tessa Weeks
- Eve West
- Cynthia Whitlock
- Liz Wickline
- Jessica Wills
- Morgan Wills
- Jennifer Wood
- Teresa Workman
- Brian Wright
- Jacki Wright
- Mandy Wriston
- Stanley Wriston
- ZMM Architects & Engineers

# FINANCIAL SNAPSHOT

## 2023 - 2024 FINANCIALS

INCOME	2023	2024
Business contributions	\$24,421.21	\$26,288.61
Individual Contributions	\$8,429.70	\$24,266.29
Event Income	\$77,257.86	\$83,524.04
<b>Totals</b>	<b>\$110,108.77</b>	<b>\$134,078.94</b>
EXPENSES	2023	2024
Organizational Operations	\$26,275.18	\$54,292.14
Volunteer Certifications	\$8,606.28	\$7,816.86
Program Operations	\$156,248.28	\$202,597.18
Community Grants given	\$36,054.32	\$65,400.00
<b>Totals</b>	<b>\$227,184.06</b>	<b>\$330,106.18</b>

The chart above is not a comprehensive financial summary. In 2024, Active SWV **reinvested \$56,066 back into the community:**



**\$7,816** In volunteer training certifications.

**\$18,250** In Kids Run Club Mini-Grants to schools and community groups.

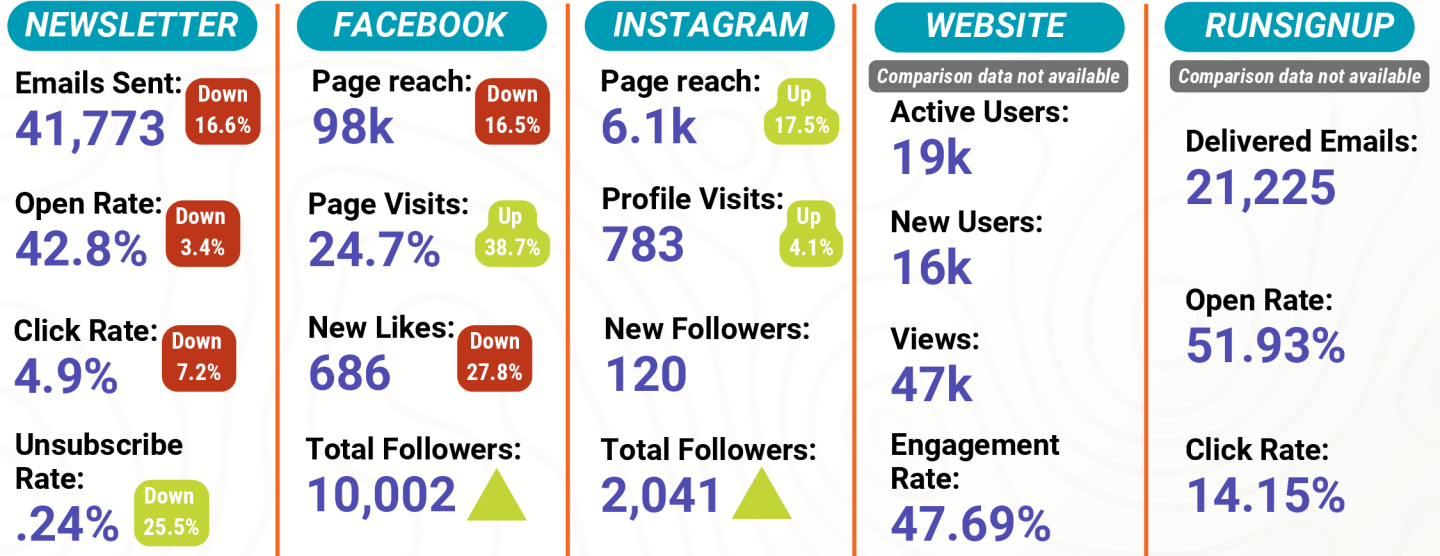
**\$30,000** In Workplace Wellness Capacity Grants to businesses.



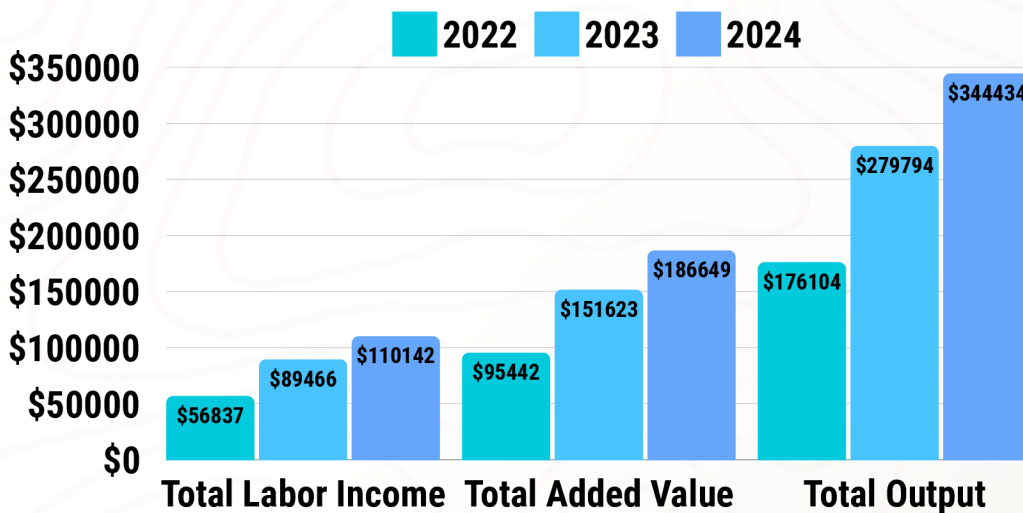
## OUR IMPACT

### WEBSITE AND MEDIA

The numbers below reflect January 1, 2024 - December 31, 2024 as compared to the previous 12 month period (Jan 2023 - Dec 2023) where available. Active SWV switched our website tracking host in August 2023, and as a result we don't have a full year of comparison data with the new host. This is also the first year tracking RunSignUp racer email data, so there is no comparison data available.



### ECONOMIC IMPACT - RACE EVENTS



Active SWV worked with the National Park Service-RTCA to calculate the economic contribution of our race events in 2024 (1243 racers total - excludes Ugly Sweater event). These racers supported \$344,434.00 in total economic output, which averages to \$214.45 per racer. This is an increase from 2023, when our 913 racers supported \$279,793.95 in economic output, which averages to \$217 per racer.

**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.

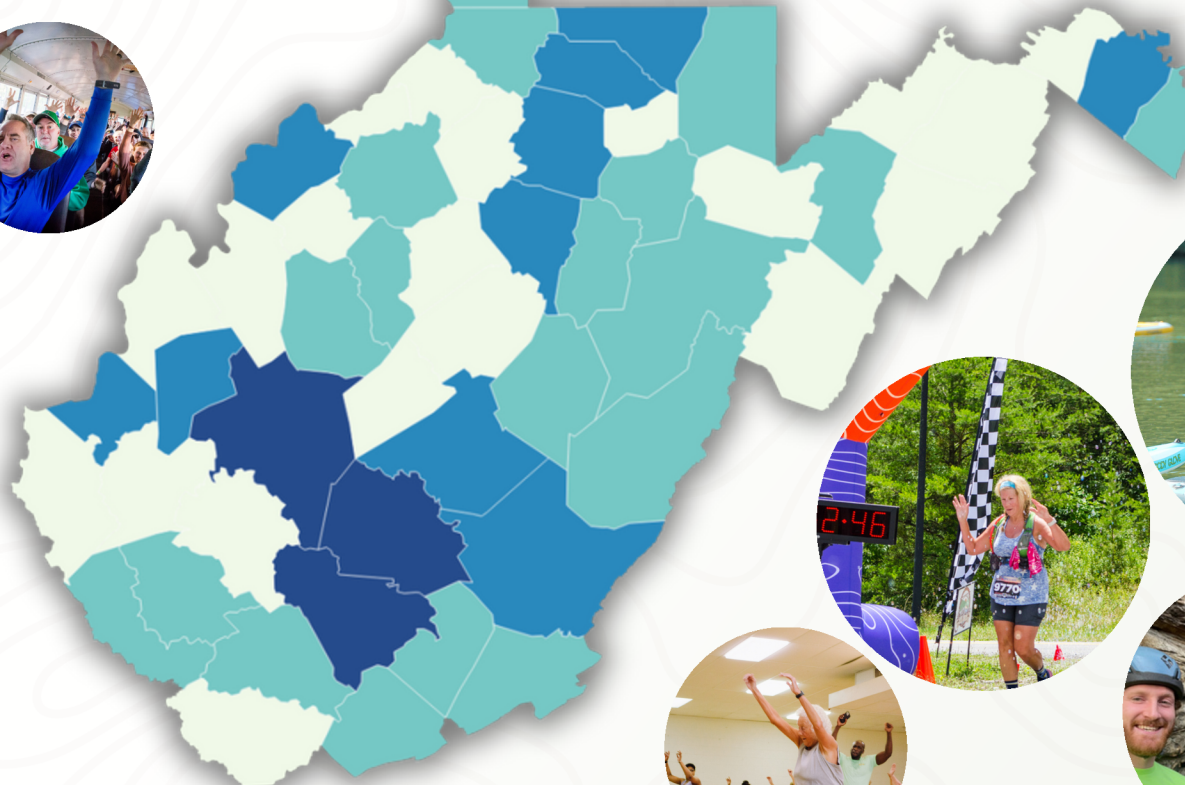
**Economic Output** is a measure of the total estimated value of the production of goods and services supported by race participant spending. Economic output is the sum of all intermediate sales (business to business) and final demand (sales to consumers and exports).

## OUR IMPACT

### 2024 IMPACT MAP

Throughout 2024, Active SWV had programs in a total of 32 counties between our three main program areas; Community Captains, Kids Run Clubs, and Workplace Wellness. At the mid-year mark of the year, we had programs in 22 counties, adding another 10 in the latter half of the year to arrive at that total. This map shows the concentration of our program areas, with the different colors representing number of active program areas.

-  Three Active SWV program areas represented
-  Two Active SWV program areas represented
-  One Active SWV program area represented
-  No Active SWV programs



# ACTIVE SWV STAFF

## ACTIVE SWV STAFF



**MELANIE SEILER**  
Executive Director



**INDIA TARLETON  
KRAWCZYK**  
Director of Operations



**ELIZABETH RANEY**  
Community Captain Director



**KATE ARMENTROUT**  
Development Director



**BRANDON  
MEHLINGER**  
Director of Programs & Events



**LEAH CHESTER**  
Americorps Volunteer  
Coordinator



**MICHAEL FISHER**  
Workplace Wellness Director  
2022 - May 2024



**KELLY FOX**  
Workplace Wellness Director  
June 2024 - Present



**ADAM SCRUGGS**  
Financial Assistant

# ACTIVE SWV BOARD OF DIRECTORS

## ACTIVE SWV BOARD OF DIRECTORS

### Executive Committee

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

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

**Board Vice Chair/Treasurer: Debby Sizemore** - Retired Commercial Lender

**Board Secretary: Kay Bess** - Community member, retired from Visit Southern West Virginia Tourism

### Board Members

**Amy Showalter** - New River Gorge Regional Development Authority

**Austin Caperton** - Appalachian Salmon Company

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

**Jenna Grayson** - Business Consultant

**Jennifer Wood** - Chief Marketing Officer (CMO), ZMM Architects and Engineers

**Larry Harrah** - Harrah Law Firm

**Lauren Beam** - Anderson Accounting

**Lee Ann Belmont** - WV American Water

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

**Phil Waidner** - Arrowhead Bike Farm

### Non-Voting Members

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

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





# CONNECT WITH ACTIVE SWV



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[304-254-8488](tel:304-254-8488)



[WWW.FACEBOOK.COM/ACTIVESWV](http://WWW.FACEBOOK.COM/ACTIVESWV)



[WWW.INSTAGRAM.COM/ACTIVESWV](http://WWW.INSTAGRAM.COM/ACTIVESWV)



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