



2026 MID-YEAR 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



hello@activeswv.com



www.activeswv.org/calendar



www.facebook.com/activeswv



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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.



2026 MID-YEAR HIGHLIGHTS

Active Southern West Virginia is on the move! Take a look at what we've done so far in January through June 2026.



EXECUTIVE SUMMARY

Dear Community Members,

Thanks to your support, Active SWV has remained steadfast in its mission to create an ecosystem of physical activity for the residents of southern West Virginia. We believe everyone deserves the opportunity to enjoy a healthy and active lifestyle, particularly in communities facing significant challenges. Active SWV's innovative programs have proven to be a gamechanger.

Thank you to the dedicated volunteers, who are themselves WV residents on the journey toward healthier lifestyles, serving as vital resources for their communities. Your willingness to continue to learn and grow through Active SWV training and comprehensive program manuals positions you 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. It is a network of healthy friendships that continues to grow because of a genuine mission to help individuals feel better and stronger. Kids Run Clubs are helping our youth across the state, new counties are coming on board, and group fitness holds the key to accountability and support. We've spent another year proving what's possible when neighbors lead the way — and from the kids lacing up to the counties stepping up, every mile walked has been the work of this community. Let's keep that momentum going. West Virginia moves forward because we move together.



Kids Run Clubs

Est. 2015

130+ schools and groups since 2015

954 kids and 80+ volunteers this spring

A cornerstone program since 2015, bringing structured running to schools and community groups across the Mountain State!



Nicholas County

Growth story: 2025 to June 2026

8

Programs 2025

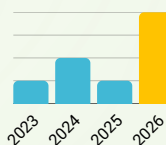


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Programs 2026

What unlocked the surge:

New Community captains model plus a new gym partnership drove a 15x increase in active programs - proof that local ownership scales fast.



Group Fitness

Refit - High Fitness - Yoga - Pilates - Water
Aerobics - Chair - Fitness

16+ classes a week

Across 7 counties

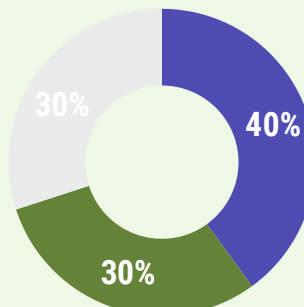


Pickleball

Free beginner play, open to all ages.
One of the fastest growing programs.

6 classes a week

Across 3 counties



2026:

Group Fitness: 40% of total participation

Pickleball: 30% of total participation

All other programs: 30% of total participation

EXECUTIVE SUMMARY

Volunteers make things happen in our communities! Below is feedback Active SWV has received from Kids Run Club coaches on the impact they have seen the program have on their kids and communities.

"Being a Kids Run Club Coach at my school has been an incredibly rewarding experience. I've had the opportunity to support students in building healthy habits, setting goals, and developing confidence through running. It has been especially meaningful to watch students grow not only in their physical abilities but also in their teamwork, perseverance, and self-esteem. Seeing their excitement and pride as they improve and reach milestones has made the program both impactful and fulfilling for me as a coach."

"As a Kids Run Club coach, I would 1000% do it again, as long as I have a village! We had 97 students to register and 80-85 attend each meet. These students participated in three stations each meet: stretching and interval training, an active/physical game, and a lesson (ie: integrity, sportsmanship, running posture, hygiene after being active...). The kids never quit! They did not quit moving or say they couldn't do it. They pushed themselves and so did the volunteers. They were inspiring! For our Fun Run, we had PTO give us t-shirts leftover from our spirit order at-cost. We used some funding to order vinyl and our makerspace materials to create badges for the sleeves. There was a lot of help and support going into getting 90 t-shirts made for students but we did it in three days! The badges were organized and ironed/placed on shirts for students representing each year the kiddos were members of the run club. I had 10/80 5th graders who were members of the run club all three years they were able! They were so proud and excited to celebrate at our finale because at our Fun Run, North won the most participation for the third year in a row! There were about 180 participants from schools across Monongalia County and out of that, 97 were North representatives! This was another wonderful experience, and I would definitely continue the program in the future!"

"Yes, we have seen noticeable improvements in both the physical and mental well-being of the kids involved in the program. Many participants have built endurance, confidence, and a positive attitude toward staying active. For example, one student who initially struggled to complete short distances gradually improved over the course of the program and successfully completed a full run at the end of the program with the Fun Run."

Melanie Seiler, Executive Director



COMMUNITY CAPTAIN PROGRAM

2026 MID-YEAR SUMMARY

The Community Captain program remains a strong piece of Active SWV's reach into West Virginia communities by offering exceptional, free physical programming options in a variety of locations. Led by trained, dedicated volunteers, activities take place in churches, hotel conference spaces, school gyms, community centers, and outdoors. Volunteer Community Captains are trained in risk management and hold current CPR and first aid certifications. Programs are led on a schedule determined by the volunteer. In addition to removing barriers to physical activity in West Virginia communities, the Community Captain volunteers become an arm of social connectedness for participants, and bonds of friendship are formed. Participants often say that they begin attending a program for the physical benefits and stay for the social connection.

In the first half of 2026, Active SWV Community Captains offered 963 free programs in their communities throughout 13 West Virginia counties. A total of 876 distinct individuals attended at least one program, with total sign-ins to programs among those individuals totaling 5,329. Our growth remains steady, with increases in individual participants increasing by 100 from June 2025, and overall attendance increasing by 651. The centerpiece of this work is the volunteer, who comes out after work, on their weekend, during their own free time to share an activity they love with others. Additionally, multiple partner organizations and locations donate space and time to our free programs, keeping participation free to all.

5,329

→ Sign-ins to programs

1,563

→ Estimated volunteer hours

876

→ Individual participants

963

→ Program sessions

59

→ Community Captains programming

13

→ Counties with programs



COMMUNITY CAPTAIN PROGRAM

COMMUNITY VOICES

In the first half of 2026, 59 volunteer Community Captains volunteered a collective 1,563 hours of time, offering free programs to people in their communities. When asked why they continue to volunteer with Active SWV, Community Captains said the following:

"It's good for the community and it is good for me." - Crysty Linkenhoker, Fayette REFIT, Hawks Nest water aerobics, and Tai Chi online practice

"I enjoy giving back to the community" - Anonymous Community Captain

"I see the value for individuals and the community." - Anonymous Community Captain

"My own health need" - Gretta Hairston, Smithers spin class and chair yoga

"One participant told me that she had wanted to attend Yoga every week but she was too afraid because she had never done yoga before. She would see us post and advertise the class each week, and finally towards the end of the season she attended her first class and felt so supported and welcomed that she came back every week for the rest of the season! I look forward to Yoga at Valley Falls each week, and I know that each attendee also looks forward to it. Participating in this program has made me feel like I am making a difference in people's lives and creating a healthier, less stressed community." - Jessica Bryzek, Valley Falls yoga



COMMUNITY CAPTAIN PROGRAM

MEMBERSHIP AND PROGRAM PARTICIPATION

Active SWV is excited to have a total of 4,544 active members, with new people joining the free membership everyday. In the first half of 2026, 876 of our members participated in programs. This is up compared to the first half of 2025, where 781 members participated in programs. The chart below shows frequency of participation, or how many people attended a certain number of programs so far in 2026.

384 members (44%) -----attended 1 program

271 members (31%) ----attended 2-5 programs

85 members (10%) -- attended 6-10 programs

68 members (8%) ---- attended 11-20 programs

28 members (3%) ---- attended 21-30 programs

20 members (2%) ---- attended 31-40 programs

10 members (1%) ---- attended 41-50 programs

10 members (1%) ----- attended 50+ programs



Below is a list of some of our top program attendees in the 50+ program bracket. Active SWV would like to recognize these individuals for their commitment to being active!

- Alicia Terry
- Amy Keiper
- Amy Lanham
- Beth Hudspeth
- Cassie Newman
- David Hall
- Joyce Tenney
- Kay Bess



ACTIVE PLACES

VENUE PARTNERS AND COMMUNITY IMPACT

In the first half of 2026, Active SWV's Active Places, or 'venue partners' continued to play an essential role in ensuring the public's access to free physical activity opportunities throughout southern West Virginia. From community centers and churches to parks, trails, schools, and fitness facilities, each venue plays an important role in creating welcoming spaces where people can connect, get active, and improve their health.

So far this year, Active SWV has partnered with 39 Active Places to host free programs throughout the region. This growing network of community partners has allowed us to expand our reach, introduce activities in new locations, and ensure more people have convenient access to opportunities that support active, healthy lifestyles. Together, these partnerships are helping build stronger communities and making physical activity a part of everyday life.

CHARLESTON: BIKE RIDES

Community Captain Samantha continues to inspire more people to experience Charleston by bike through her group, WV Pedal Pals. What began as a passion for introducing others to the city's bike-friendly routes has grown into a thriving partnership with Active SWV, expanding opportunities for riders of all ages and abilities.

Throughout the first half of 2026, Samantha has led 17 group rides, exploring areas including Magic Island, South Charleston, Downtown Charleston, and Kanawha City. By offering rides on different days and varying times throughout the week, she has made it easier for more people to participate. Whether someone is new to cycling or a seasoned rider, WV Pedal Pals provides a fun, welcoming environment to discover the beauty of Charleston while staying active.



ACTIVE PLACES

HAWKS NEST STATE PARK POOL: WATER AEROBICS

Each summer, the Hawks Nest State Park pool becomes a hub for healthy living as Community Captains Crysty and Billie lead water aerobics classes from May through September. Meeting on Wednesdays and Saturdays, the program provides a low-impact workout that is accessible, enjoyable, and welcoming to participants of all fitness levels.

With an average of about 15 participants per class, the program has built a dedicated following and continues to generate tremendous enthusiasm. As one of the few public pools in the area offering free programming, the Hawks Nest pool is an invaluable community resource, giving residents a unique opportunity to stay active, cool off, and connect with others throughout the summer.



DIANA COMMUNITY CENTER: PICKLEBALL AND REFIT



The Diana Community Center continues to be one of Active SWV's busiest and most consistent program locations, thanks to the dedication of Community Captains Mary and Joyce. By offering a variety of activities, including pickleball, REFIT, and Rev+Flow, Joyce and Mary have created a welcoming space where community members can find an activity that fits their interests and abilities.

During the first half of 2026, the Diana Community Center has already hosted more than 100 classes, demonstrating both the demand for accessible physical activity opportunities and Joyce and Mary's remarkable commitment to their community. For many residents, the center has become much more than a place to exercise. It's a gathering place that promotes health, friendship, and an active lifestyle.

ACTIVE PLACES

2026 VENUE PARTNERS

- Adventures on the Gorge
- Arrowhead Bike Farm
- Babcock State Park
- Brush Creek Falls
- Carnifex Ferry State Park
- Central Head Start
- Delbarton Town Hall
- Diana Community Center
- Fayette County Health Department
- Fayette County Park
- Gatewood Church of God Community Outreach Center
- Gran Robbies
- Gripped Fitness
- Hawks Nest State Park
- Lake Stephens
- Little Beaver State Park
- Lively Family Amphitheater
- Meadow River Rail Trail
- Midland Trail Community Center
- Needleseye Park
- New River Community and Technical College
- New River Convention Center
- New River Gorge National Park and Reserve
- Oak Hill Rail Trail
- Old Main Building Gym
- Old Stone Presbyterian Church Fellowship Hall
- Paul Cline Soccer Complex
- Pies and Pints
- Quality Inn Summersville
- Shady Spring Public Library
- Smithers Wellness Center
- Soldiers and Sailors Memorial Building - Fayetteville
- Southern Appalachian Labor School
- St. Lukes United Methodist Church
- Tabernacle of Praise
- Valley Falls State Park
- Waterstone Outdoors
- West Sattas Community Center
- Wolf Creek Park



YOUTH PROGRAMMING

2026 SPRING SEASON SUMMARY

The Kids Run Club program is a free initiative designed to get kids active in a structured and safe environment before or after the school day. Led by parent and teacher volunteers, Active SWV provides a program curriculum manual, training, support, and \$300 equipment mini-grants for schools and community groups to start or continue 6-8 week long Kids Run Clubs every fall and spring. 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 of a Kids Run Club.

In Spring 2026, there were a total of **32 Kids Run Clubs across 13 counties**. **Eight clubs were new, and 25 were returning for another season**. There were a total of **954 youth participants and over 80 volunteers**.

KIDS RUN CLUB VOLUNTEERS

The Kids Run Club program had over 80 volunteers leading the spring 2026 Kids Run Clubs. This number takes into account trained volunteer coaches as well as additional volunteers recruited at individual sites to assist those trained individuals. Six new coaches have been trained so far in 2026. These volunteers make the programs possible! See the list below of trained coaches who led a program in Spring 2026 (new trainees highlighted in orange).

Amber Walker
Angel Elswick
Anna Antolini
Archibald Campbell
Connie Nutter
Courtney Droginske
Crystal Wagner
Edie Ann Bennett
Emma Feijo
Heather Parks
Holli Vaughan

Jenni Conner
Jessica Tubergen
Jodi Payne
Jolysa Blankenship
Kaylin Kessinger
Kristin Browning
Laura Cummings
Leslie Slover
Lindsey Nash
Madeline Smiles
Mandy White

Maria Webster
Maygon Cangemi
Nathaniel Evans
Nicole Jenny
Nicole Morris
Pam Thomas
Phoebe McCloud
Stephanie Cummings
Susan Newsome
Wendy Laukoter
Will Harmon



YOUTH PROGRAMMING

PROGRAM IMPACTS - SUCCESS STORIES

Volunteer Kids Run Club coaches complete an end of season reporting form after each season to share details about their experience. Below are some quotes and stories about successful moments coaches experienced in spring 2026.

"In my opinion, it has drastically changed the culture of our school! Teachers from all over the school, parents, and counselors have sung the praises of the Run Club. From conversations around the building to the excitement happening during club, kids are excited to be active and look forward to the club. In passing, students will ask coaches what we are doing that day and looking forward to being active! Even my current class of students are looking forward to being able to join the run Club in third grade. They are excited to be active." - Stephanie Cummings, North Elementary

"I absolutely would volunteer [again]. We were looking for something that could involve more kids without a burden on families, and the Run Club achieved this goal. It was also easy for us to implement as busy school staff." - Cynthia Morris, South Branch Elementary

"The kids love it and ask about it all the time. Kids who don't normally participate in athletic clubs, still show up for running club. The other coach and I focus on personal best for running club and promote supporting your fellow runners. Our runners take this lesson to heart, and it is very motivational and rewarding to me to see the kindness and kids setting goals for themselves." - Anonymous Kids Run Club Coach

"We had everyone run much better at the end of the season than they did in the beginning. We also have some who are continuing on to run 5ks on their own." - Heather Parks, Bruceton School



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 spring 2026 survey data is below:

The percentage of kids who responded that they...



Eat fruit at least once a day **increased (Pre: 47.4% | Post: 51.5%)**

Eat vegetables at least once a day **decreased (Pre: 38.4% | Post: 36.9%)**



Drink plain water at least once a day **increased (Pre: 62.7% | Post: 67.4%)**

Drink soda less than once a day **increased (Pre: 72.5% | Post: 79.6%)**



Get 60+ mins of physical activity 4+ times per school week **increased (Pre: 50.8% | Post: 65.3%)**

Don't exercise during the weekend **decreased (Pre: 11% | Post: 7.3%)**

Could **definitely** be active for 60 minutes a day **remained steady (Pre: 61% | Post: 61.5%)**

Have gotten a friend or family member to increase their activity too **67.8%**

Have the skills they need to be physically active **increased (Pre: 91.8% | Post: 92.7%)**

Know how to do an exercise on their own **increased (Pre: 89.8% | Post: 93.2%)**

Know how to warm-up before exercise **increased (Pre: 87.1% | Post: 91.1%)**



Do **not** play video/computer games or use a computer **increased (Pre: 13.2% | Post: 15.4%)**

Do **not** watch TV in an average school day **increased (Pre: 9.8% | Post: 12%)**

YOUTH PROGRAMMING

2026 SPRING KIDS RUN CLUBS

County	School/Community Group	Participants	Seasons
Hampshire	South Branch Elementary*	24	1
Jefferson	Shepherdstown Elementary*	33	1
Jefferson	Wildwood Middle School	10	2
Jefferson	Wright Denny Intermediate	12	3
Kanawha	Chamberlain Elementary	38	6
Kanawha	Dunbar Intermediate School	19	3
Kanawha	Dunbar Primary School*	8	1
Kanawha	Kanawha City Elementary	24	8
Lewis	Peterson Central Elementary	65	3
Mercer	Athens Elementary	22	2
Mercer	Lashmeet Matoaka Elementary	12	6
Mercer	Melrose Elementary	33	5
Mercer	Montcalm Elementary	30	4
Mercer	Mountain Valley Elementary	20	4
Mercer	Princeton Primary	50	4
Mercer	Timberwood Elementary*	34	1
Monongalia	Morgantown Early Learning Facility	8	5
Monongalia	North Elementary	92	3
Ohio	Middle Creek Elementary*	18	1
Ohio	Woodsdale Elementary School	10	2
Preston	Aurora School	30	4
Preston	Bruceton School	8	5
Putnam	Conner Street Elementary	41	2
Putnam	Mountain View Elementary	45	3
Putnam	West Teays Elementary*	60	1
Raleigh	Beckley Elementary*	50	1
Raleigh	Clear Fork Elementary*	41	1
Raleigh	Stanaford Elementary	20	9+
Raleigh	Stratton Elementary	25	3
Ritchie	Smithville Elementary	37	2
Summers	Jumping Branch Elementary	8	3
Wyoming	Berlin McKinney Elementary	27	3

13 counties, 32 schools/ community groups (8 new*), 32 total clubs, 954 youth participants

WORKPLACE WELLNESS

WORKPLACE WELLNESS IN 2026

The landscape of workforce health promotion is undergoing a profound shift, driven by a growing recognition that traditional, individual-focused wellness initiatives fail to generate sustainable health improvements or curb rising employer costs. For Active Southern West Virginia, an organization holding CDC Full Plus Recognition for the National Diabetes Prevention Program (NDPP), this shifting landscape presents a critical strategic opportunity.

To maximize geographic reach and administrative sustainability, Active SWV is executing a strategic pivot to its specialized clinical credentials to implement sustainable, outcomes-focused interventions. This coming year Active SWV will provide a comprehensive strategy and a restructured, evergreen six-week Learning Management System (LMS) curriculum designed to guide employers through this transformation. Incremental grant program funding will be made available to workplaces completing the training steps.

2026 CAPACITY BUILDING GRANT PROJECTS

In January 2026, five worksites were awarded \$1,500 Capacity Building grants. All awardees are working on their grant projects this year, and a full grant report will be available in 2027.

Additionally, WVU Tech was awarded a pilot two year grant in 2024, and they finished up their project this June. See all the 2026 awardees to the right.

2026 CAPACITY BUILDING GRANT AWARDEES INCLUDING EMPLOYEE COUNT

- Cabell Huntington Health Department | **33**
- Coplin Health Systems | **65**
- Healthnet Aeromedical Services, LLC | **310**
- Region 1 Workforce Development Board | **18**
- Southern Appalachian Labor School | **20**



WORKPLACE WELLNESS

2026 CAPACITY BUILDING GRANT PROJECTS, CON'T

Workplace Wellness Director Kelly Fox conducted a mid-point check-in with all five Capacity Grant awardees to check on their progress, offer support, and continue to guide them through the grant process. See details about the five projects, as well as details on WVU's two-year Capacity Grant that wrapped up this June, below and on the following pages.



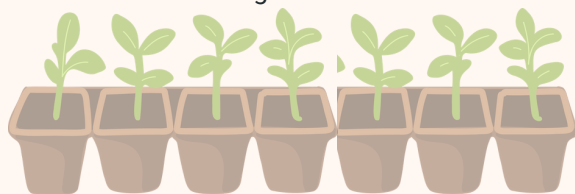
Cabell-Huntington Health Department
Cabell
33 Employees

Project Name: Road to Wellness

Wellness Lead: Casey Napier

Project Description:

Creating an Outdoor Staff area with container garden.



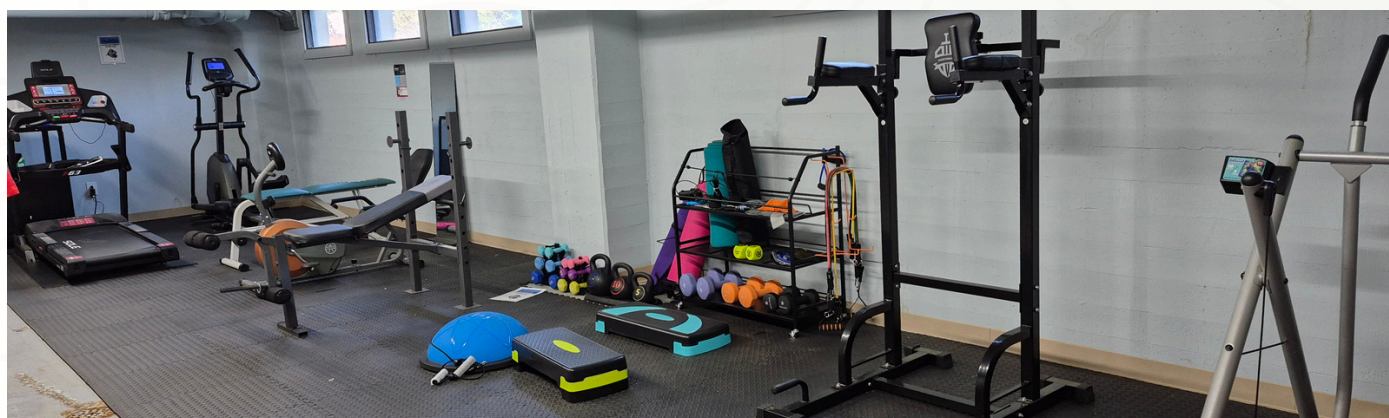
HealthNet Aeromedical Services, LLC
Multiple Bases Across WV
310 Employees

Project Name: OneTeam Wellness

Wellness Lead: Tracey Supra-Todd

Project Description:

Provide a comprehensive wellness program with monthly themes, supportive education, and challenges across bases.



WORKPLACE WELLNESS

2026 CAPACITY BUILDING GRANT PROJECTS, CON'T

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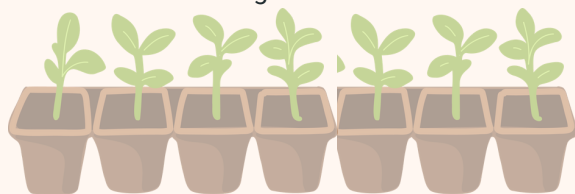
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Project Name: OneTeam Wellness

Wellness Lead: Tracey Supra-Todd

Project Description:

Provide a comprehensive wellness program with monthly themes, supportive education, and challenges across bases.



WORKPLACE WELLNESS

2026 CAPACITY BUILDING GRANT PROJECTS, CON'T



Region 1 Workforce Development Board

Multiple WV Counties

18 Employees

Project Name: Partners in Action

Wellness Lead: Jennifer McKinney

Project Description:

Creating an onsite serenity room to support Stress Management in the Workplace.



Coplin Health Systems

Multiple WV Counties

65 Employees

Project Name: Everyday Wellness Tools Initiative

Wellness Leads: James Liebau & Ashley M. Blanc

Project Description:

Creating physical activity boxes for each worksite.



WORKPLACE WELLNESS

2026 CAPACITY BUILDING GRANT PROJECTS, CON'T



Southern Appalachian Labor School
Fayette
20 Employees

Project Name: Recover, Record and Renew
Wellness Leads: Joe Webb & John David

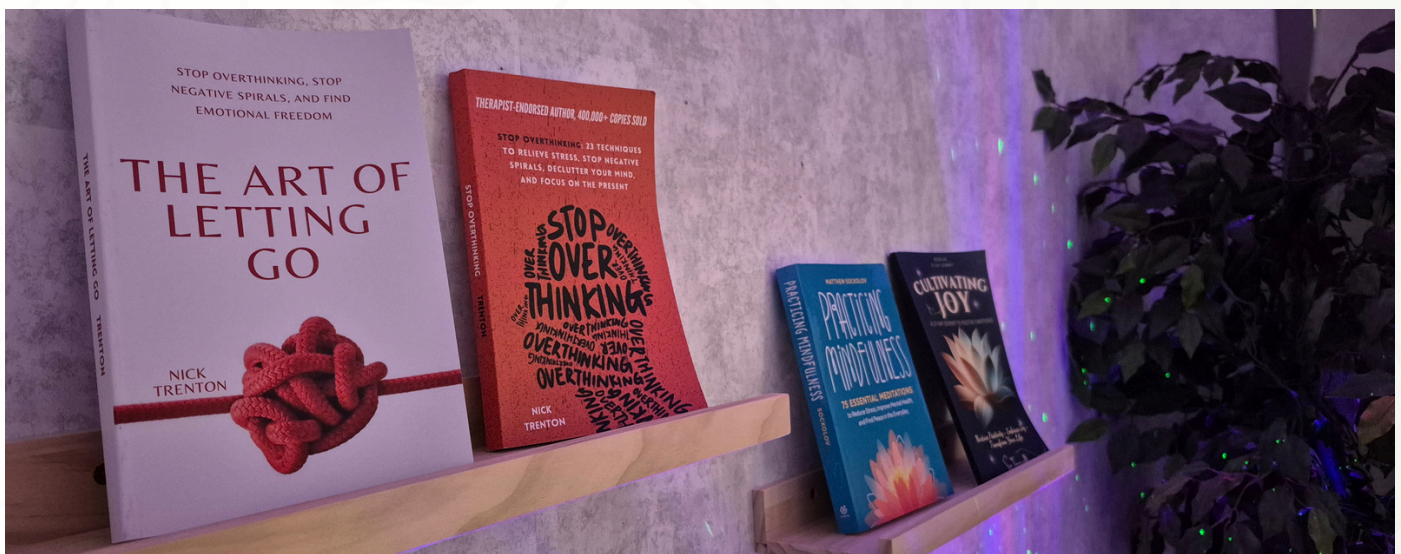
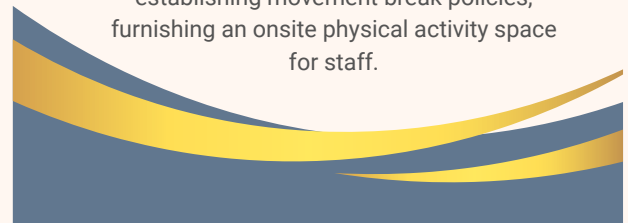
Project Description:
Providing health education and nutritional support for employees.



WVU Tech
Beckley
246 Employees

Project Name: Walk It Out For A Healthier YOU
Wellness Leads: Amanda Baker

Project Description:
Creation of a new workplace wellness program: forming a wellness committee, establishing movement break policies, furnishing an onsite physical activity space for staff.



SIGNATURE EVENTS

ACTIVE SWV RACES

In the first half of 2026, Active SWV continued to expand and professionalize its Active SWV Races brand, further establishing itself as a leading provider of high-quality, mission-driven race events throughout southern West Virginia. These fee-based events play a critical role in generating sustainable funding for the organization's free physical activity programs, while also offering inclusive, beginner-friendly, and family-oriented opportunities that engage a broad cross section of the community.

Building on last year's investment in professional timing equipment, Active SWV has continued to bring race timing in-house for most events in 2026, strengthening operational capacity, improving service delivery, and enhancing the overall participant experience. This growing in-house expertise helps the organization manage costs, maintain quality control, and support the long-term growth of its race program.

So far in 2026, the New River Gorge Rim to Rim Race, Howlin' Trails 5K/10K at Wolf Creek, and the Thurmond Triathlon have seen strong participation and positive community impact. Still to come this year are several exciting events, including the long awaited return of the Beckley Half Marathon & 5K, and the longtime favorite Bridge Day 5K RUN.

Each race is supported by a dedicated webpage providing detailed event information, registration access, and volunteer opportunities. These events are strategically located to highlight the scenic landscapes and welcoming communities of southern West Virginia.

With growing participation, expanded capabilities, and a commitment to excellence, Active SWV Races continue to serve as a powerful platform for advancing the organization's mission of improving health and wellness through community engagement and active lifestyles.



SIGNATURE EVENTS

NEW RIVER GORGE RIM TO RIM RACE - MAY 2, 2026

The New River Gorge Rim to Rim Race remains one of Active SWV's most anticipated signature events, offering a rare opportunity to run through the New River Gorge. In 2026, the race drew racers from 19 states plus Washington, D.C., reflecting both its regional roots and growing national recognition. Participant donations helped directly support the organization's Kids Run Club program. The Rim to Rim Race continues to raise the bar for race events in southern West Virginia.

Registered Participants: 521 (331 WV Residents), 60% female/ 40% male

States: 19 states + DC (WV, OH, VA, NC, PA, KY, MD, GA, SC, IN, FL, MI, AZ, IL, NJ, OK, MO, CA, WI, TN)

Age Range: 6 to 79

Volunteers: 25

Donations: \$1,378

Event Sponsors:



HOWLIN' TRAILS 5K/10K AT WOLF CREEK - JUNE 5, 2026

Now in its third year, the Howlin' Trails 5K/10K starts and finishes at Bridge Brew Works. Set against the lush backdrop of the Wolf Creek trails, this race offers a scenic and approachable trail race experience that welcomed both seasoned trail runners and new participants. Volunteer support and community involvement remain at the heart of this event, reinforcing the value of accessible outdoor recreation in Fayette County.

Registered Participants: 80 (57 WV Residents), 67.5% female/ 32.5% male

States: 6 states (WV, VA, KY, SC, FL, OH)

Age Range: 10 to 74

Volunteers: 11

Donations: \$80

Presenting Partners: Wolf Creek Park, Bridge Brew Works, Fayette Trail Coalition

Event Sponsors:



SIGNATURE EVENTS

THURMOND TRIATHLON - JUNE 28, 2026

2026 marked the second year of Active SWV's partnership in coordinating the Thurmond Triathlon, an established and well-loved event in the New River Gorge region. With its unique bike-paddle-run format and historic setting, the race has long been a favorite for both local families and adventure-seekers. This ongoing partnership sets the stage for future growth while preserving the community spirit that defines the Thurmond Triathlon.

Registered Participants: 82 (63 WV residents) 56% female/ 44% male

States: 6 States (WV, VA, OH, PA, KY, CO)

Age Range: 3 to 72

Volunteers: 20

Donations: \$130



UPCOMING 2026 SIGNATURE EVENTS

- **Swing Fore! Active SWV Golf Tournament** – August 27th
- **Beckley Half Marathon & 5K** – September 26th
- **Bridge Day 5K RUN** – October 17th
- **Ugly Sweater Fun Run/Walk** – December 6th



ANNUAL FUND

INDIVIDUAL GIVING

Active SWV would like to recognize the following individuals for donating funds to support Active SWV's free programs throughout 2026.

- Alexandra Pakhomov
- Cameron Deye
- Dallas Tyree
- Debby Sizemore
- Harrison Timmons
- Isaac Sauls
- Linda Coleman
- Lindsey Bickers Bock
- Meghann Long
- Michael Leake
- Sarah Ferguson
- Tessa Porach
- Aaron Schneider
- Aaron Walker
- Adam Krason
- Alison Ibarra
- Alissa Wilhelm
- Allison Leggett
- Andrew Altman
- Andy Rovito
- Angie Corwin
- Ann Thayer
- Anna Irwin
- April Daniel
- Betty Dean
- Candice Holcomb
- Carla Mollohan
- Carol Jelich
- Cassidy McCoy
- Chris Fussell
- Christie Campbell
- Darlene Stout
- Deborah Lamey
- Debra Evans
- Debra Rhodes
- Diana Holliday
- Diane Lowe
- Edward Bez
- Elizabeth Lowe
- Elizabeth Bess
- Elton Smith
- Emily Browning
- Emily Darling
- Erika Beckett
- Francesca Hartop
- Gavin Wilson
- Grey Harris
- Haley (Collins) Love
- Isaac Collier
- Jacob Hively
- Jeffrey Bozo
- Jennifer Muhly
- Jeremy Bloom
- Jessica Wills
- Jessica Anderson
- JoAnn Tweeddale
- John Taylor
- Johnny Bane
- Joseph Fitzwater
- Kaitlin Price
- Karen Tilson
- Kathryn Tarleton
- Kerianne Smead
- Kerry Beth Johnson
- Kim Schaffer
- Kristen Lynch
- Kristin Luster
- Kurt Higginbotham
- Laura Christensen
- Lauren (Young) Beam
- Lauren Feden
- Lee Belmont
- Linda Coleman
- Liz Wickline
- Lori Lebl
- Lucian Williamson
- Margaret Cadmus
- Megan Meza
- Meghann Long
- Melanie Seiler
- Michael Ritchie
- Michael Ammon
- Michelle Rotellini
- Mike Smith
- Mike Cooper
- Nancy Elam
- Neil Lemrow
- Owen Stamper
- Paige Byrne
- Rhett Semonco
- Richard Marquiss
- Robert Conner
- Robert Coffield
- Ron Klabunde
- Sam Jenkins
- Samantha White
- Sandy Fisher
- Sara Morse
- Sarah Edwards
- Sarah Prochaska
- Sherri Selvey
- Staci Zalewski
- Taylor Hawkland
- Teresa Quan
- Timothy Coleman
- Tradd Sleeth
- Trish Cable
- Vicki Freeman
- Wesley Huffmaster
- William Autery
- William A. Klenk
- Xavier Stone
- Zack McCoy
- Zoe VanAuken

THANK YOU!

CORPORATE GIVING:

- Kroger Rewards
- PayPal Giving
- Benevity

FOUNDATION & PARTNER SUPPORT:

- ARH Foundation
- Beckley Area Foundation
- Carter Family Foundation
- Claude Worthington Benedum Foundation
- Encova Foundation
- The Greater Kanawha Valley Foundation
- Massey Family Foundation
- Nexstar Charitable Foundation
- Nicholas County Community Foundation
- Oakland Foundation
- One Foundation
- The City of Beckley
- Visit Southern West Virginia
- West Virginia First Foundation

ANNUAL FUND

MOVE LOCAL, GIVE LOCAL ANNUAL CAMPAIGN

Celebrate active living with Active Southern West Virginia! Since its beginning, Active Southern West Virginia has focused on providing quality physical activity opportunities for the communities of southern West Virginia. Through the Community Captain programs, Kids Run Clubs, and Workplace Wellness initiatives, Active SWV has impacted thousands of West Virginians to adopt a healthier lifestyle. Our Move Local, Give Local campaign encourages donors to support Active SWV's efforts to make changes on the local level!



To contribute to the Move Local, Give Local Annual Campaign, SCAN HERE!



www.givebutter.com/ActiveSWV2026

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. Here are the non - Signature Event fundraisers upcoming in the second half of 2026:

- **Move Local, Give Local Annual Campaign:** Ongoing - December
- **Wildflowers & Wonder Annual Celebration:** August 14th
- **Profit Share events:** TBD

MONTHLY SPONSORS JANUARY - JUNE

Active SWV recruits sponsors each month for the Community Captain program calendar. Thank you to the following organizations for supporting free programs in January through June:



OUR IMPACT

MEDIA IMPACT

Active SWV uses a variety of media platforms to reach people every day. The data below reflects our January through June 2026 engagement across these platforms. Mid year numbers from January through June 2025 are included for comparison.

EMAIL NEWSLETTER

- Subscribers: **4,163** ----- N/A
- Emails sent: **36,916** ----- Up from **30,050**
- Avg open rate: **20.6%** ----- Down from **30%**

RACER AUDIENCE EMAILS

- Subscribers: **5,316** ----- N/A
- Emails sent: **17,249** ----- Up from **17,171**
- Avg open rate: **51%** ----- Up from **48%**

FACEBOOK

- Followers:
 - Active SWV Page: **10,657** ----- Up from **10,187**
 - Active SWV Races Page: **850** ----- N/A

INSTAGRAM

- Followers: **2,249** ----- Up from **2,123**

WEBSITE

- Active Users: **9,941** ----- Up from **7,100**
- New Users: **8,471** ----- Up from **5,700**

MEMBERSHIP PLATFORM

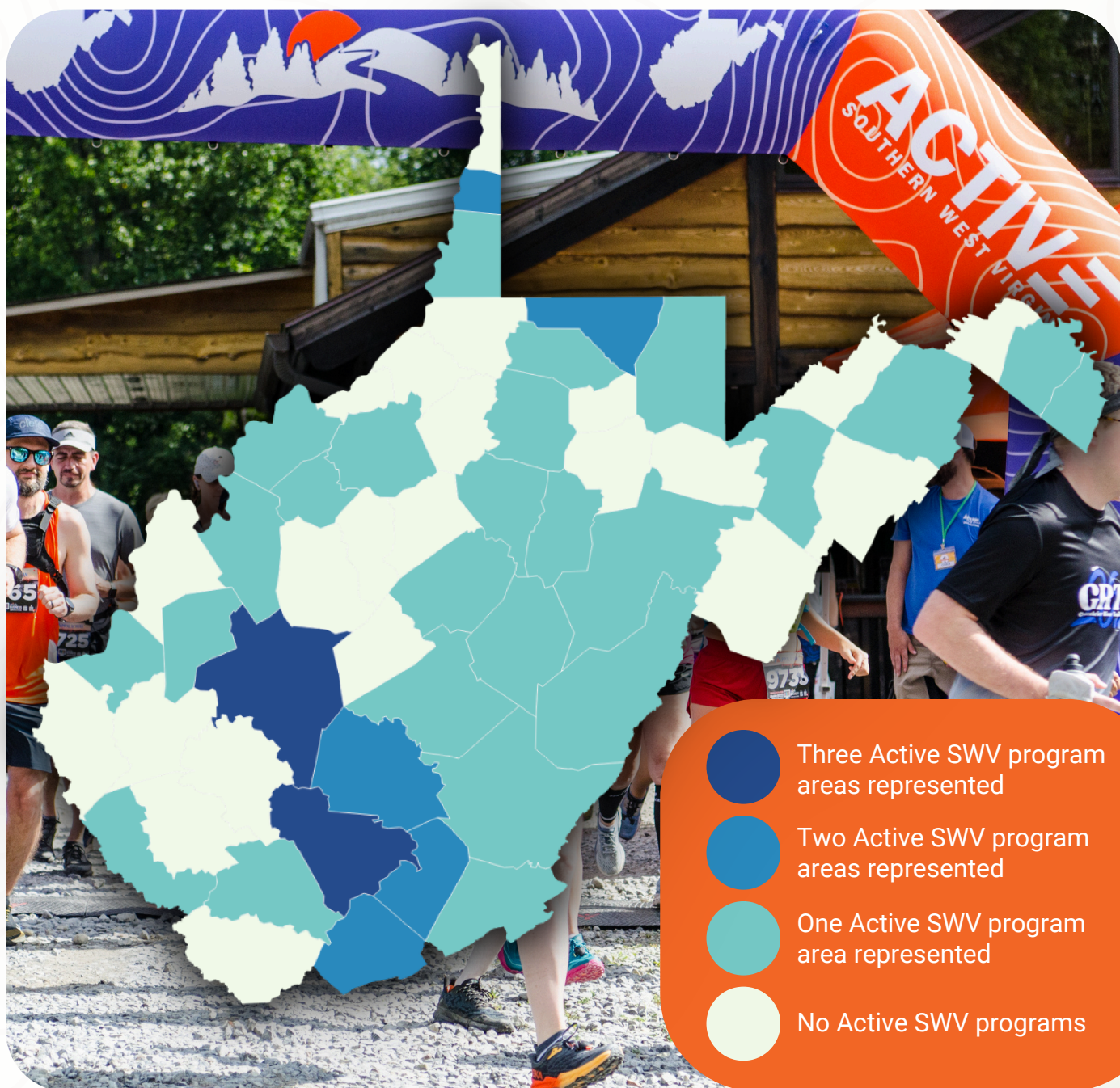
- Total Members: **4,472** ----- Up from **2,995**



OUR IMPACT

2026 MID-YEAR IMPACT MAP

Throughout the first half of 2026, Active SWV had programs in a total of 32 counties between our three main program areas: **Community Captains**, **Kids Run Clubs**, and **Workplace Wellness**. This map shows the concentration of our program areas, with the different colors representing number of active program areas.



ACTIVE SWV STAFF



MELANIE SEILER
Executive Director



**INDIA TARLETON
KRAWCZYK**
Director of Operations



ELIZABETH RANEY
Community Captain Director



JENNI CANTERBURY
Development Director



**BRANDON
MEHLINGER**
Director of Programs & Events



LEAH CHESTER
Creative Grant Specialist



KELLY FOX
Workplace Wellness Director



ADAM SCRUGGS
Financial Assistant



BELLA GREEN
*Americorps Summer Intern
June - August 2026*

ACTIVE SWV BOARD OF DIRECTORS

ACTIVE SWV BOARD OF DIRECTORS

100% board quorum since 2015

Executive Committee

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

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

Board Secretary: Lauren Weatherford - West Virginia University Extension

Board Members

Amy Showalter - New River Gorge Regional Development Authority

A. Todd Howell - Appalachian Regional Healthcare

Barbie Dobbins - Community Captain volunteer

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

Lauren Beam - Anderson Accounting

Michelle Rotellini - Beckley Raleigh County Chamber of Commerce

Phil Waidner - Arrowhead Bike Farm

Ray Funk - Blue Ridge Risk Partners

Rob Dudley - Coplin Health Systems

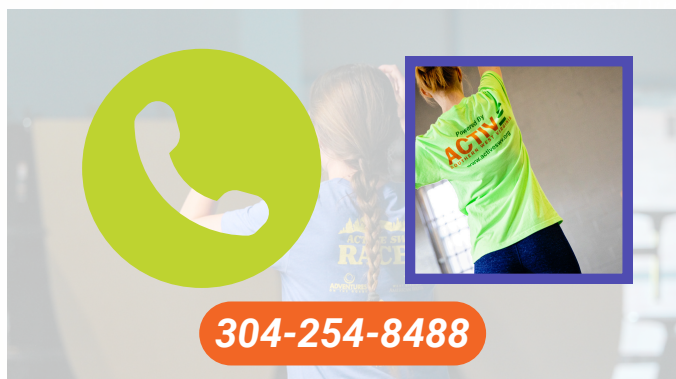
Sean Bulger - West Virginia University

Development Director

Financial Assistant



CONNECT WITH ACTIVE SWV





ACTIVE

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