



**ACTIVE**  
*PLUS*

2022

**ANNUAL  
REPORT**

# TABLE OF CONTENT

- Letter From the Executive Director.....1
- Mission Statement.....2-3
- 2022 in Review.....4-5
- Citi Bike Tours.....6
- In Their Own Words .....7
- Ringing the Bell.....8-9
- Financial Information .....10
- Your Generosity.....11
- Your Continued Support.....12-13



# LETTER FROM THE EXECUTIVE DIRECTOR

August 12th, 2022 was and will forever be one of the proudest moments of my life. Alongside many of our governmental and nonprofit partners, local volunteers, and program participants and alumni, the Active Plus team had the honor of ringing the opening bell at the New York Stock Exchange (NYSE). What started in 2015 as little more than a heartfelt passion for local communities and a deep belief in the value of healthy living, somehow ended up on NYC's biggest stage, sharing its mission with the world. We were thrilled to be invited to ring the opening bell – an honor typically reserved for companies celebrating IPOs or major milestones, but sometimes offered to deserving nonprofit organizations like ours.

After two years of tragedy and pain followed by remarkable energy and resilience, 2022 marked a much-needed return to normalcy, betterment, and growth for our team at Active Plus and the incredible communities we serve. From new local grants to school programs to organized bike tours to mindfulness coaching to holiday volunteer work, Active Plus's presence and impact reached new heights last year – and we have so many generous staff, coaches, volunteers, donors, and families to thank. Our 2022 programming reached well over 1,600 NYC children and teens, delivering health, fitness and mindfulness education to those who need it most.

We were particularly proud to receive \$50,000 from The Pinkerton Foundation – a grant-making organization dedicated to improving the lives of young people in low-income NYC neighborhoods – which helped fund our Whole and Healthy Youth program. This new initiative, which kicked off in July 2022, encompassed a slate of summer camps, culinary and nutrition programs, school-based fitness instruction, and mindfulness practice, as well as our Heal-the-Violence workshop series, which we re-launched after it received stellar feedback following its initial rendition in 2021. Separately, and in addition to our core programming, the Active Plus team organized a diverse array of other events throughout the year to bring our communities together, such as the following:

- On Mother's Day, we partnered with the NYC Parks Department to organize a hike through, and tour of, Central Park.
- On Indigenous Peoples' Day, we joined forces with several NYC and national organizations for a multi-borough Human Justice March; a call for action to end racial injustice, discrimination, and inequity.
- In the lead-up to Thanksgiving, 50 Active Plus students, families, staff, and volunteers packaged 16,000 meals for local food pantries at the Salvation Army.
- Over the winter holidays, we participated in a Toy Giveaway in collaboration with the New York City Police Department (NYPD) and The National Association for the Advancement of Colored People (NAACP) at the NYC Housing Authority (NYCHA) Polo Grounds in Harlem. Thirty Active Plus volunteers provided holiday-themed décor, prepared hot chocolate, and distributed toys for more than 100 local children.

While I look back proudly on the tremendous impact our organization made in 2022, I can't help but keep my eyes on the road ahead in 2023 and beyond. I truly believe that – with the support of our amazing volunteers, staff, and local partners – the best is yet to come for Active Plus and the families and children we support. As more businesses, nonprofits, and government groups continue to take notice of Active Plus, we have an unbelievable opportunity to use this momentum to advance our mission. To learn more about Active Plus and our 2022 developments, I encourage you to read this Annual Report. And if you have comments or other reactions, please reach out. I would always love to hear your questions, suggestions, and feedback for how our team can improve and better serve our local communities.

**-Tarik Kitson,**  
**Active Plus Founder & Executive Director**

# MISSION STATEMENT

## THE ACTIVE PLUS MISSION IS SIMPLE:

We are dedicated to working with our community to create a culture of healthy and active living. We strive to **teach, inspire,** and **empower** NYC's most at-risk children and teens to be the best versions of themselves.



# 2022 IN REVIEW

2022 was a year of expansion and impact. We launched new programs, reached new families and local youth, and built new community partnerships that will fuel our efforts for years to come.



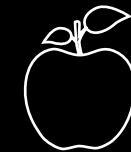
**15**

children and adolescents attended at least one session of the inaugural Pause & Breathe virtual mindfulness program



**1,600+**

local youth reached by the Heal-the-Violence Program, Structured Recess Program, and Citi Bike Tours alone



**16,000**

meals packaged for local food pantries through a Salvation Army volunteer day



**100+**

local children reached by the Holiday Toy Giveaway in partnership with the NYPD and NAACP



**100%**

of participants across three Citi Bike Tours rated their experience as at least a 4 out of 5



**12**

hours of Strength & Conditioning Summer Camp programming provided free of charge to local youth



**90%**

of participants in our free Strength & Conditioning Summer Camp reported that the camp positively impacted their health and wellness



**12**

sessions of the Heal-the-Violence initiative ran over eight weeks in the program's second year



**4**

different local schools engaged Active Plus to create recess, physical education, and fitness programs for their students

# CITI BIKE TOURS

Over the summer and fall, Active Plus partnered with Citi Bike to organize three roughly two-hour bike tours that attracted 146 participants from a wide range of backgrounds. Over 70% of registrants were women, and ages ranged from 10 to 71!

This program was made possible thanks to new funding Active Plus received from the Citi Bike Community Grant Program, which is designed to support organizations and projects focused on improving transportation equity and increasing bicycle access and awareness among underrepresented groups, including lower-income individuals, people of color, women, and the retired and elderly populations.

Active Plus was honored to receive this grant from Citi Bike and thoughtfully planned each bike tour to ensure participants enjoyed a safe, educational, and enjoyable riding experience. For each ride, Active Plus designated one staff member to serve as a ride manager and three staff members to serve as ride leads. They also identified three to four volunteers to act as support staff.

The first tour took place on Father's Day and started in Washington Heights, with stops in Northern Manhattan and the West Harlem piers, and ending at The Wallace Restaurant in Harlem for a community social. The second

ride came in August and encompassed a nearly 12-mile tour through Washington Heights, past Yankee Stadium and Randall's Island. This route concluded in West Harlem with a social at the Fox Harlem Restaurant. The final ride of the year came in October, with over 90 people registering for a tour of Harlem street art. Riders not only enjoyed a few hours of outdoor activity, but also gained a new appreciation for local artists and culture.

Feedback on these Citi Bike Tours was overwhelmingly positive, with all survey respondents rating their overall satisfaction with the experience and likelihood of joining another Active Plus ride as a 4 or 5 out of 5. The rides also provided a little something for everyone, as 80% of participants cited the opportunity to socialize as driving their enjoyment of the event, while 77% noted their appreciation for the chance to exercise.

Perhaps most importantly, these rides helped make bicycle riding in NYC a more accessible and inclusive activity for members of our local community – regardless of age, gender, race, or other characteristics. Although roughly half of Citi Bike Tour participants said they previously never or infrequently rode bicycles, a vast majority reported that they would now be likely to use a bike to travel around NYC. We can't wait to continue building on this program's success!

## IN THEIR OWN WORDS

Participants comment on the various Active Plus programs they have participated in:

*"I've been staying calm – breathing in and out at school. It makes a difference."*

**- Participant in Pause & Breathe mindfulness program**

*"The program helped me think differently about my relationships with other people by teaching me to look at other peoples' perspectives, think about how it may affect others, and be more open-minded. It also helped me with my relationship with myself in many ways."*

**- Participant in Heal-the-Violence program**

*"I packed food for families and that made me see how much work it takes to give back to a community and how important it is."*

**- Participant in Salvation Army volunteer day**

*"I am a better person!"*  
**- Participant in Strength & Conditioning Summer Camp**

*"I wanted to share that the experience with Active Plus today was AMAZING!!! The students and staff had so much fun with your team. We are looking forward to continuing this work with Active Plus throughout the school year."*

**-Director of School Culture at P.S. 196**

# RINGING THE BELL

Active Plus was honored to be invited to ring the Opening Bell at the NYSE last summer. It was truly a surreal moment for our team to stand on stage with our supporters, including parents, kids, teachers, volunteers, mentors, and donors. We were grateful for the opportunity to showcase our mission and raise awareness of the importance of quality physical and mental education for NYC communities that lack access to critical health & wellness resources. To all our partners and the broader NYSE community - thank you for being a part of our story and for allowing us to share it with the world. We still have so much important and life-changing work ahead of us.



# FINANCIAL INFORMATION

## ACTIVE PLUS STATEMENT OF ACTIVITY 2022

Revenue		% Of Income
Corporate Contributions	\$10,000.00	7.42%
Foundations/Trust Contributions	\$67,500.00	50.06%
Total Individual Contributions	\$17,569.61	13.03%
Earned Income - Programming	\$35,050.00	25.99%
Earned Income - Sales	\$354.75	0.26%
Other	\$4,364.68	3.24%
<b>Total Revenue</b>	<b>\$ 134,839.04</b>	

Expenditures		% Of Expenses
Advertising & Marketing	\$13,577.41	9.41%
General Administration	\$24,121.97	16.72%
Grant Work	\$6,150.00	4.26%
Professional Services	\$6,581.63	4.56%
Programming	\$93,864.36	65.05%
<b>Total Expenditures</b>	<b>\$ 144,295.37</b>	
<b>Net Revenue</b>	<b>(\$ 9,456.33)</b>	

# YOUR GENEROSITY

Thanks to the incredible generosity shown by our local supporters, donors, and volunteers – some old friends and some we partnered with for the first time last year – we at Active Plus were able to bring our programming and impact to new heights in 2022. We were proud to work with a wide range of impressive organizations, including (but certainly not limited to):

- **NYCHA**, which supported Active Plus in bringing back its Heal-the-Violence program for the second consecutive year
- **Liverpool Soccer Club Foundation**, which supported Active Plus's continued partnership with the Young Women's Leadership School (YWLS)
- **WW (formerly known as Weight Watchers)**, which made a \$10,000 donation to Active Plus to support our efforts
- **LeagueApps**, which continued providing free access to the company's sports management software
- **Citi Bike**, which partnered with Active Plus to organize three educational bike tours around Manhattan
- **PISTE Academy**, an organization founded by Olympic fencer and Brooklyn native Nzingha Prescod that partnered with Active Plus to provide its Strength & Conditioning Summer Camp at the Nostrand Playground
- **Laureus Sport for Good**, a charitable youth sports-focused organization that awarded Active Plus a \$15,000 grant
- **NYC Public School - Project Pivot**, a new local student-focused initiative of which Active Plus is a member
- **Pinkerton Foundation**, a grant-making organization that helped fund Active Plus's Whole and Healthy Youth program
- **Harlem Community Development Corporation**, a government organization that provided grant funding to Active Plus
- **Community Foundation of New Jersey**, a government organization that provided grant funding to Active Plus.
- **Good Nrgy**, a basketball-focused nonprofit organization that has become a major Active Plus program partner



# YOUR CONTINUED SUPPORT

**2** 022 was an unprecedented year of growth, expansion, and impact for Active Plus, but we're not done yet. Looking ahead to the next few years, we expect Active Plus's increased visibility in NYC, and with national mission-aligned organizations, to bring with it a host of new programming and partnership opportunities. But even as we continue launching new programs, reaching new families, hiring new staff, and broadening our footprint across the city, we will remain as focused as ever on our mission to create a culture of healthy and active living within our communities.

If any aspect of Active Plus's mission, programming, or message resonates with you, please join us! There are many ways you can be a part of what we're building:



Submit a **donation** at <https://www.activeplus-nyc.org/donate>



Buy an Active Plus t-shirt or hoodie at <https://www.activeplus-nyc.org/shop>



Inquire about a **volunteering** role at <https://www.activeplus-nyc.org/volunteer>



Keep tabs on our upcoming **events** at <https://www.activeplus-nyc.org/events-1>



**Instagram**  
[@activeplusnyc](https://www.instagram.com/activeplusnyc)



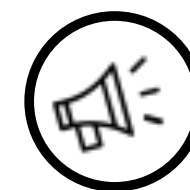
**Twitter**  
[@ActivePlusNYC](https://twitter.com/ActivePlusNYC)



**LinkedIn**  
<https://www.linkedin.com/company/active-plus-inc/>



**TikTok**  
[@activeplusnyc](https://www.tiktok.com/@activeplusnyc)



Spread the word about Active Plus to friends and family in the NYC area

Contact us with other ideas or feedback at [info@activeplus-nyc.org](mailto:info@activeplus-nyc.org)

Sign up for our newsletter at <https://www.activeplus-nyc.org/contact-us>

We are so profoundly thankful for each and every hour volunteered, dollar donated, and mention of Active Plus to friends and family. These actions, big and small, are what make our mission possible.



BE ACTIVE+  
BE ACTIVE+  
**BE ACTIVE+**  
BE ACTIVE+  
BE ACTIVE+

ACTIVE PLUS  
295 CONVENT AVE., SUITE 66, NEW YORK, NY 10031  
[WWW.ACTIVEPLUS-NYC.ORG](http://WWW.ACTIVEPLUS-NYC.ORG)  
646-251-1159

