



 PLAYWORKS

ANNUAL REPORT 2016



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Watch the video on YouTube: <https://youtu.be/GFV4IM4aFQU>

Hi,

My name is Jill Vialet and I'm the Founder and CEO of Playworks. Welcome to our 2016 Annual Report!

2016 was an amazing year for Playworks. One of the most important things that happened from our work was that we announced our AIM: by December 2020 there will be safe and healthy play in 7,000 schools reaching 3.5 million kids at 7,000 schools every day.

Now that is a huge, big deal for us because at 7,000 schools, we'll be 10 percent of the way to making sure every kid in America gets safe and healthy play every day. And when we talk about play every day we're not just talking about play at recess, we're talking about play in every aspect and facet of a kid's life.

Last year we spent some time figuring out what the partnerships are that are going to get us there and what the tools are that people need to make it possible for kids to have safe and healthy play every day. And we have some great videos, stories and case studies all showing how very possible it is for us to get there.

So **thank you** so much for being a part of Playworks. Pulling together this report is a great reminder that we are very close, and with your help we can make it possible for every kid in America to get to play every day.

Thanks,

Jill Vialet  
Founder and CEO

# Our AIM

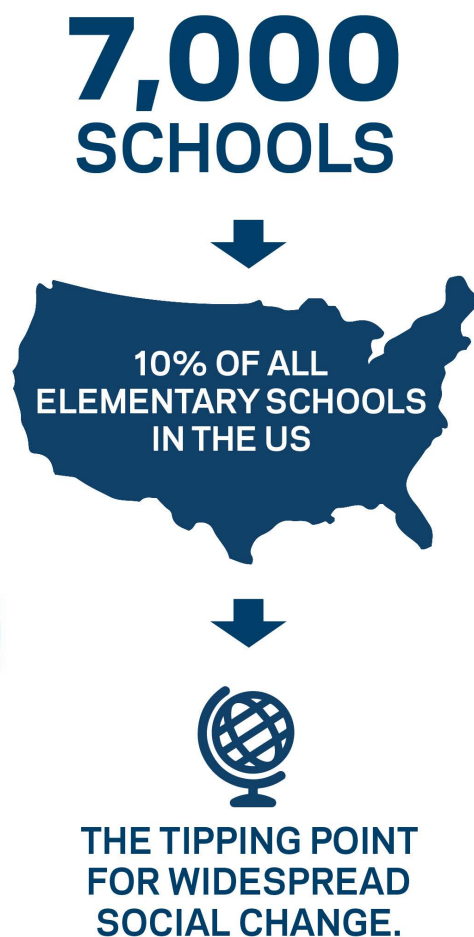
**3.5**  
million children

**7000**  
elementary schools

Experience  
safe and  
healthy  
play

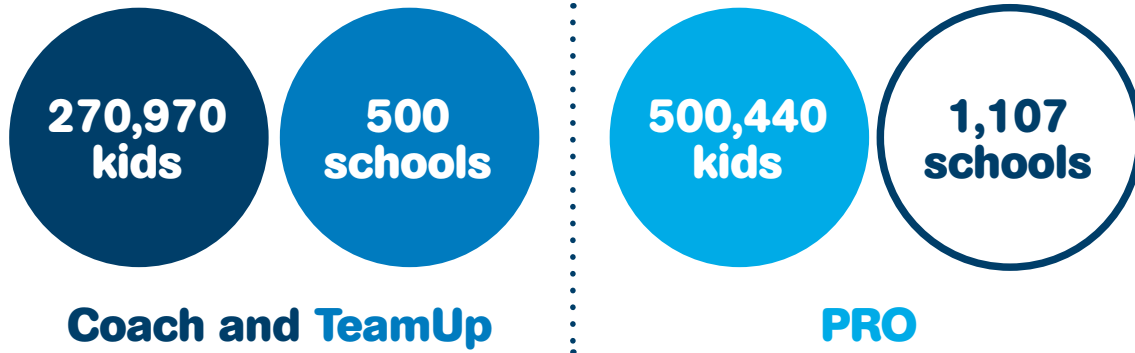
by December  
**2020**

This year we created the strategy that we'll be following to achieve our AIM





# Our fiscal year 2016 impact



Each year, Playworks conducts an annual survey with teachers, administrators and support staff to learn more about the impact of our programs at our partner schools. The following are results from our 2016 Annual Survey:\*

## Play works to:\*\*



### STOP BULLYING

85% of educators at our schools reported a decrease in the number of bullying incidents on the playground



### CREATE INCLUSIVE COMMUNITIES

95% of educators at our schools reported an increase in the level of cooperation among students



### GET KIDS MOVING

97% of educators at our schools reported an increase in the number of students who are physically active on the playground



### IMPROVE LEARNING

93% of educators at our schools reported an increase in their students' ability to focus in class



### CREATE LEADERS

82% of staff reported that Junior Coaches take on a leadership role at recess

\*2015 Playworks Annual School Staff Survey. For more information, contact: [info@playworks.org](mailto:info@playworks.org).

\*\*Our 2016 Annual Survey results are based on 7800 responses from educators at our Coach, TeamUp and PRO Schools. For more information, contact: [info@playworks.org](mailto:info@playworks.org)

# School district case study: Rochester, NY

Did you know that only eight states mandate recess? Since the early 2000's some schools have scaled back recess in order to save class time for math and reading. Other schools eliminated recess because it was the source of a disproportionate number of discipline issues and a headache for administrators.

In the years since, those educators often have not had the opportunity to experience a positive recess. Now, many schools and states are bringing back recess because its enormous benefits are being recognized and valued. This has caused an increased need for training via Playworks' PRO service. That's why this year we've worked to support the Rochester City School District in New York alongside the Greater Rochester Health Foundation.

"We are working with schools that have not had recess in years, and teachers, as well as those administering recess, are nervous about it and are not sure of their skills," said Senior Program Officer of GRHF Heidi Burke.

Playworks professional development trainers are helping administrators promote healthy play, fight childhood obesity and, according to senior program officer of GRHF Heidi Burke, they are seeing tremendous results.

"Sixty-five percent of students are now getting moderate to vigorous physical activity during daily recess, and I think much of that has to do with the fact that we implemented strategies provided by organizations such as Playworks," said Burke.



Watch the video on YouTube: <https://youtu.be/eGWdRgBhkQc>



# In the news

Play benefits kids on the playground, in the classroom, and in life. The Atlantic may have said it best this year in the article *Learning through Play: Education does not Stop when Recess Begins*.

## *The Atlantic*

Kids who might have sat off to the side, too nervous to participate, feel secure enough to join a game of Four Square.

A pack of kids who used to dominate the soccer field while others looked on might now open up to more students through Playworks's "line soccer" game, which involves constant turnover among the teams. A fourth-grade junior coach might oversee a game of Rock-Paper-Scissors to solve a dispute over whose turn it is, preventing a grudge from festering. A pile of hula hoops that used to sit untouched might now be a favorite toy. "It sets a tone where everyone is safe to try," said Elizabeth Cushing, the president and chief operating officer of Playworks.

Read the rest of the article on *The Atlantic* at:

<https://www.theatlantic.com/education/archive/2016/09/learning-through-play/499703/>

### READ MORE ABOUT PLAYWORKS IN THE NEWS



Read the rest of the articles on

[http://www.huffingtonpost.com/edwin-moses/the-role-of-sport-in-addr\\_b\\_8465822.html](http://www.huffingtonpost.com/edwin-moses/the-role-of-sport-in-addr_b_8465822.html)

<http://www.detroitnews.com/story/opinion/2015/10/26/opinion-recess-coaches-needed/74657556/>

<https://www.insidephilanthropy.com/home/2015/8/12/schoolyard-fight-meet-the-funders-behind-playworks-and-the-p.html>

<https://www.forbes.com/sites/katherynthayer/2017/02/22/retirement-questions-answered-what-those-who-are-keeping-pace-should-know/#329e3e36530c>

<http://www.businessinsider.com/how-to-save-us-education-2016-4>





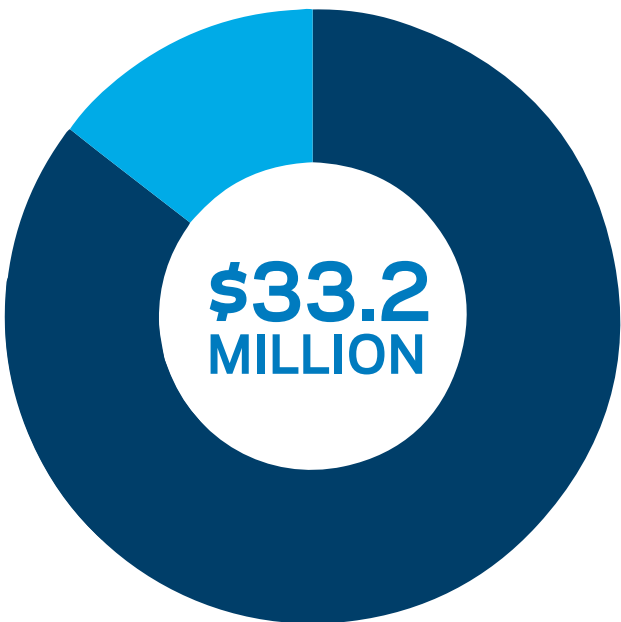
# 2015-2016 Playworks sources and use of funds

Sources for funds



- 27% (\$13.9M)**  
 Foundation, corporate, and individual contributions/support
- 26% (\$13.2M)**  
 Direct service school fees
- 7% (\$3.6M)**  
 Government grants
- 5% (\$1.9M)**  
 Training school fees
- 2% (\$1.2M)**  
 Special events/other revenue
- 33% (\$16.7M)**  
 Restricted for future use\*

Uses for funds



- 81% (\$26.9M)**  
 Personnel
- 19% (\$6.3M)**  
 Nonpersonnel

\*Playworks successfully secured several national charitable investments to support its growth plan through 2020. These funds are restricted for use in future years.

# Playworks regional offices

Arizona

Michigan

San Francisco

Colorado

Minnesota

Silicon Valley

East Bay

New England

Southern California

Georgia

New Jersey

Texas

Illinois

New York

Utah

Indiana

North Carolina

Washington, DC

Louisiana

Pacific Northwest

Wisconsin

Maryland

Pennsylvania





# Playworks supporters

*Playworks is extremely grateful to our many donors from around the country. Your gifts make it possible to create a place for every kid on our playgrounds and we thank you.*

## \$1,000,000+

S.D. Bechtel, Jr. Foundation  
Einhorn Family Charitable Trust  
The Jenesis Group  
Ralph C. Wilson, Jr. Foundation

## \$500,000-\$999,999

Laureus Sport For Good Foundation USA  
New Balance Foundation

## \$100,000-\$499,999

The Arthur M. Blank Family Foundation	Horace W. Goldsmith Foundation	Salesforce
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Detroit Lions	Ray and Tye Noorda Foundation	William Penn Foundation
El Camino Healthcare District	Northwest Health Foundation	Joseph and Vera Zilber Foundation



## \$50,000–\$99,999

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Ahmanson Foundation	DPR Construction, Inc	John Hancock
Amelia Peabody Foundation	Fidelity Charitable	Oak Foundation
Anschutz Foundation	Fight for Children	Portland Children's Levy
ArcLight Capital	General Mills Foundation	Positive Tracks
The Battery	Georgia Shape	Quest Foundation
BHHS Legacy Foundation	Golden State Warriors Community Foundation	Scottsdale 20-30 Foundation
Brady Corporation Foundation	Todd Gordon and Susan Feder	Sorenson Legacy Foundation
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# \$25,000–\$49,999



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CareFirst BlueCross BlueShield

CEB in the Community

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Encore.org

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Fiesta Bowl Charities

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Greenlight Capital

The Hans Thurnauer Family Trust

Houston Endowment Foundation

J. B. Fuqua Foundation, Inc.

Kroenke Sports and Entertainment

The LA84 Foundation

Leshner Foundation

Lisa and Douglas Goldman Fund

Lockhart Vaughan Foundation

Los Angeles Dodgers Foundation

Ludcke Foundation

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Medical Transportation Broker of Arizona (MTBA)

Michael Reese Health Trust

Monumental Sports & Entertainment Foundation

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NBPA Foundation

Partnership for Los Angeles Schools

PG&E

Portland Trail Blazers

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Stevens Foundations

Toy Industry Association

Turrell Fund

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UnitedHealthcare Community Plan

Walter and Elise Haas Sr. Fund

Joy Weiss

Yelp Foundation



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Allergan Foundation

Allianz Life Insurance Company of North America

ALPS

Anonymous Fund of the East Bay Community Foundation

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BIN Charitable Foundation

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Richard Daniels

DC Children and Youth Investment Trust Corporation

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Denver Broncos Charities Fund

Dodge and Cox

Durham County Government

Dwight Stuart Youth Fund

Danielle Mowery Fund

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FIS Foundation

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UPS  
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Matt Wilks

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Boston Consulting Group  
Sapna and Brandon Boze  
Brewers Community Foundation  
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# \$2,500–\$4,999



- |                                    |  |                                    |
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# \$1,000–\$2,499

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Victoria Angner	Celebree Learning Centers	Michael Dimino
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Derek Pleasants	Dean Slaughter	Manika Turnbull
Hope Pomerantz	Craig Smith	Felix Twaalfhoven
Robert Chance Portillo	Karen Smith	David Underriner
Portland Timbers & Thorns FC	Carly Smyth	University of Arizona
State Farm Insurance	Kathleen Smyth	University of Minnesota
Promontory Interfinancial Network	Clay and Sonja Sparks	US Bank
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We Energies

Ora and Aitan Weinberg

Jason Wells

Wells Fargo

Joel Werrick

Norris West

Vicky and Brett Westin

The Wexner Foundation

Whole Foods

Chris Williams

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Borden Wright

Yelp

Young Audiences/Arts for Learning

James Ystesund

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