

A photograph of a red ball on a paved playground surface. The ball is positioned in the lower right quadrant of the image. The pavement is dark grey with white lines marking a play area. In the background, there is a brick wall and a concrete curb. The text 'PLAYWORKS ANNUAL REPORT 2014' is overlaid on the left side of the image in white, bold, sans-serif font.

PLAYWORKS ANNUAL REPORT 2014

Changing school culture by leveraging the power of safe, fun, and healthy play at school every day.

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From the Desk of the CEO



Play Brings Out the Best in Kids

Dear Playworks friends and family,

Every year when we prepare the annual report, it provides us with an opportunity to look back at all that was achieved as well as the areas where we met challenges. Sometimes, in looking back, it's possible to tease out trends. As you look through this year's annual report, the theme I'd like you to notice is all the happy kids contained. The images and numbers included in this annual report tell a very important story about how our programs transform school culture and help kids feel happy and safe at school.



But the bigger idea that I'd like you to consider in exploring our annual report is that happiness is actually a really big deal.

Thinking back over this past year and all that our staff has achieved, if there is an area where I feel like we have fallen down, it's in not ensuring that people truly understand our impact. And this feels like a tremendous disservice to not only our staff out in the field, but more importantly to all the kids who are not getting to play because we haven't done what it takes to change the system.

So please consider this annual report as an official announcement that I am personally committing to a more unreasonable approach to heralding the importance of play, and specifically to the impact that we have seen Playworks repeatedly achieve through both professional training and having our coaches on site at schools. In moving forward, our goal is to ensure that children all across the United States have access to healthy, daily play. Anything short of that represents a missed opportunity to ensure bringing out the best in every kid.

Thank you so much for your support of Playworks in achieving all that we have to date. And thank you for compelling us to look back at our work with an eye to both understanding and communicating our impact.

Playfully and unreasonably yours,

Jill Vialet
Founder and CEO



SPOTLIGHT

Playworks Asks Principals to Assess Recess

Active bodies at recess mean active brains in the classroom.

[LEARN MORE](#)

Our Impact is What Matters

Playworks' vision is that one day every child in America will get to play -- every day. For almost 20 years, we have leveraged the power of play to transform children's physical and emotional health.

Our work is to create a place for every kid on the playground to feel included, be active, and build valuable social and emotional skills. We partner with schools, districts, and after-school programs to provide a service or mix of services including on-site coaches, professional training for school staff who support recess, and consultative partnerships. Together with dedicated principals, district administrators, parents, and teachers we are building a movement for play.

Values such as respect, inclusion, healthy play, and healthy community are the backbone of this movement.

But it's not enough to describe our work. We are committed to running an efficient, high-performance nonprofit organization focused on impact. We measure our success in decreased disciplinary incidents, improvement in academic success, improvement in school culture, and the recovery of precious teaching time. And we've seen results. It can be seen in the lives of more than a half million students attending 900 schools in 23 U.S. cities who now have access to safe, fun, and healthy play.

We are changing the way children interact, both in and out of school. Learn how we move kids off of the sidelines and into the action by watching this animated video.

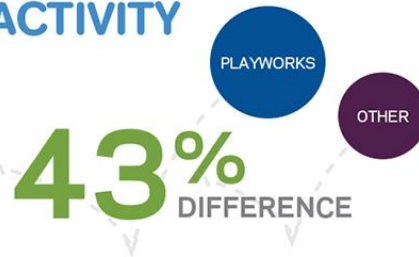
Playworks by the Numbers

In 2014, Playworks served more than 850 schools, reaching more than half of a million students.

Our Impact: Harnessing the Power of Play

STUDENTS ARE ENGAGED IN MORE VIGOROUS PHYSICAL ACTIVITY

Accelerometer data showed that children in Playworks schools spent significantly more time in vigorous physical activity at recess* (14% versus 10% of recess time, which is a 43% difference)ⁱⁱⁱ.



PLAYWORKS SCHOOLS HAVE LESS BULLYING

Teachers in Playworks schools reported significantly less bullying and exclusionary behavior during recess*, a 43% difference in average rating scoresⁱ.



STUDENTS ARE READY TO LEARN

34%

FEWER MINUTES



Teachers in Playworks schools reported spending significantly less time to transition from recess to learning activities (34% fewer minutes)^{iv}.

STUDENTS FEEL SAFER AT SCHOOL

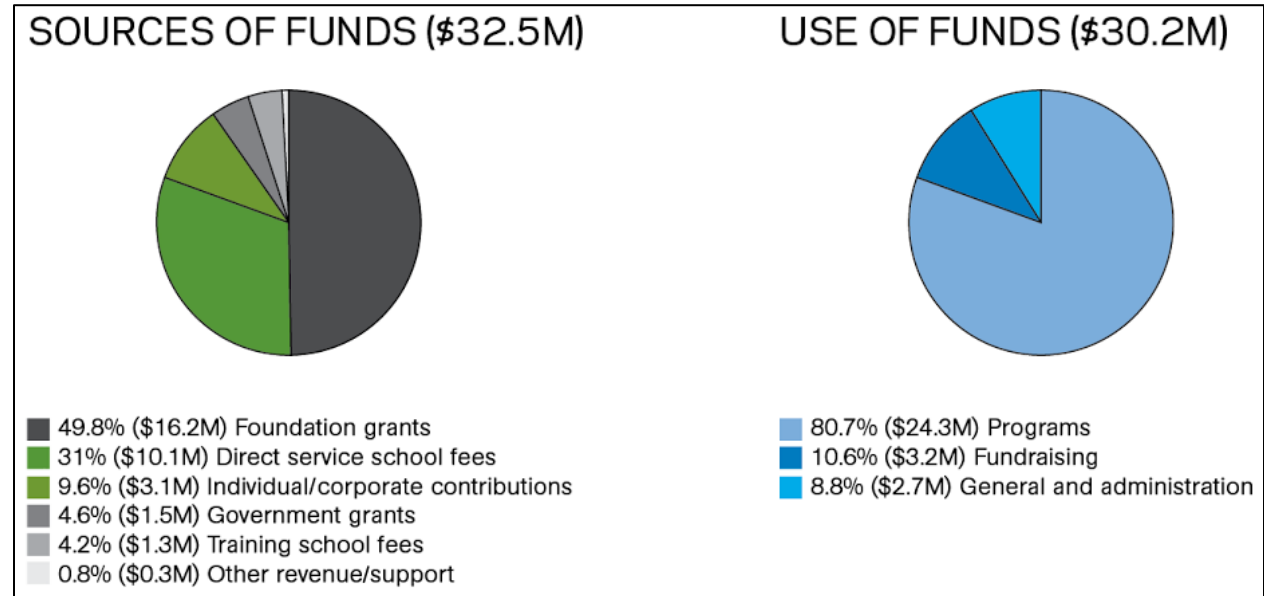
Playworks teachers' average rating of students' feelings of safety at school was 20% higher than the average ratings reported by teachers in control schoolsⁱⁱ.



ⁱ2013 MATHEMATICA POLICY RESEARCH AND STANFORD UNIVERSITY STUDY

2013-2014 Playworks Sources and Use of Funds

Playworks uses a diversified funding model to support its sustainability. School fees, training fees, and government grants together account for approximately 40 percent of Playworks' revenue, creating a stable, ongoing funding base. The remainder of the funding comes from a combination of foundation, corporate and individual supporters. Playworks had total net assets of \$5.9 million as of June 30, 2014.



Off the Sidelines and into the Action



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FY14 Annual Report Donor List

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.

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\$1,000,000+

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Robert Wood Johnson Foundation

\$500,000 - \$999,999

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New Balance Foundation

\$250,000 - \$499,999

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NEWS

Laureus Continues Support of Playworks

Olympic gold medalist Missy Franklin announced Laureus USA's \$1.5M in continued support of play.

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SPOTLIGHT

Five Big Wins for Play in 2014

Last year was an unprecedented one for Playworks and there is much to be proud of. In 2014, there were many big wins for play, but here are our top five.

[LEARN MORE](#)

\$5,000 - \$9,999

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Annie E. Casey Foundation	Claneil Foundation	Henry Ford Health System
Arizona Coyotes Foundation	Columbia Sportswear	Herb Block Foundation
Arizona Region Porsche Club of America	Community Care Fund of the Doing Good in the Neighborhood Campaign, coordinated by Duke University's Office of Durham & Regional Affairs	John and Julia Hinshaw
Arizona Sports and Tourism Authority	Cone Communications	Houston Area Chevy Dealers
Kathleen Balestreri	Marilyn Corder	Charlotte Hughes and Chris Combs
Steve and Donna Bandrowczak	CSX	Kristin Hull
Karen and Jeff Banks	Deloitte	Hulston Family Foundation
Patricia Bell	DeSantis Breindel	Christopher Hunter
Beneficial State Bank	Dick's Sporting Goods	Craig Isakson
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		Michael McAnder

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Kenn and Pam Ricci	The Ramsey McCluskey Family Foundation	Beth and Brian Zappitello
Richard E. & Nancy P. Marriott Foundation	The Sato Foundation	ZMC Hotels
Risas Dental	UCSF Medical Center	



SPOTLIGHT

The power of play is immense!

We must not undervalue play's impact on developing engaged citizens of tomorrow. In this fabulous TED Talk, Playworks CEO & Founder Jill Vialet shares, "Play matters because it gives us a brief respite from the tyranny of apparent purpose."

WATCH AND SHARE

\$2,500 - \$4,999

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Due to space constraints, we are only able to list supporters who made annual gifts of \$1,000 or more in cash or in-kind support between July 1, 2013 and December 31, 2014.

Despite our best efforts to avoid errors and omissions, these can occur. If you contributed and your name was inadvertently omitted or incorrectly listed, please accept our sincere apologies and contact us at [510.893.4180](tel:510.893.4180) or info@playworks.org.



NEW RESEARCH

Recess Has Implications for School Climate

New research demonstrates that a high-functioning recess can contribute to a positive school climate in low-income elementary schools.

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Red, Stop. Green, Go.

Playworks partners with the Arizona Super Bowl Host Committee and United Healthcare to set a Guinness World Record for the largest game of red-light, green-light.

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Matthew Anderson	Rebecca Goldberg	Brian Williams	Tonia Bleecher
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Brian Berchtold	Greg John	Michael Beeson	Michael Isman
Cory Dolich	Liz Kao	Chris Bell	Mark Jacobsen
Meyer Freeman	Marilyn Lin	Posie Clinton	Kris Kurtenbach
Jeff Hern	Brandon Mah	Christina Frewin	Cary Moore
Darlene Ireland	Keith McAfee	Adrian Garcia	Catherine Townsend
Jackie Larson	Silicon Valley	Claudia Gonzales	Shana Yearwood
Scott Leykam	Maria Chiang	Anthony Heins	Wisconsin
Mandy Litton Caraeff	Danielle Conkling	Natali Hurtado	Jami Burrell
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