

MAKE AMERICA's KIDS HEALTHY AGAIN!

PALM BEACH COUNTY HEALTHY KIDS CAMPAIGN



HEALTHIER, SMARTER & HAPPIER CHILDREN

WE ARE DOING IT IN PALM BEACH COUNTY!





WHAT WE ARE DOING...

WE OVERCOME THE DEADLY 'INACTIVITY PANDEMIC'

WE ARE GETTING **25,000 CHILDREN** MORE ACTIVE IN SCHOOL PROGRAMS

WE GET KIDS TO LEARN LIFE-TIME SPORT SKILLS FOR LIFE-TIME HEALTH

ENDORSED & SUPPORTED BY THE PALM BEACH COUNTY SCHOOL DISTRICT



JOIN OUR TEAM TO MAKE AMERICA'S KIDS **PHIT** AGAIN!

THE HUGE PROBLEM – INACTIVITY PANDEMIC



THE LANCET

USA KIDS ARE IN REALLY BAD SHAPE

38TH

LAST PLACE

US KIDS ARE RANKED
LAST **IN PHYSICAL
HEALTH** AMONG 38
COUNTRIES: UNICEF

47TH

US KIDS ARE
RANKED
47TH OUT OF 50
COUNTRIES **IN
FITNESS**: BJS

90%

90% OF USA KIDS
ARE **NOT ACTIVE** TO
CDC PHYSICAL
ACTIVITY
STANDARDS

50%

NEARLY 50% OF
SCHOOLS HAVE
**ELIMINATED OR
REDUCED PHYSICAL
EDUCATION**

\$1

THE AVERAGE
BUDGET PER CHILD
FOR PHYSICAL
EDUCATION IN
ELEMENTARY
SCHOOLS

PHIT AMERICA™

WE GO 'WHERE ALL THE KIDS ARE' IN SCHOOLS

WE GET ALL KIDS MOVING

LEARNING FUN LIFE-TIME SPORT SKILLS FOR LIFE-TIME HEALTH



PHIT AMERICA SUPPLIES THE KITS, CURRICULUMS AND SCHOOL TRAINING **FOR 3 YEARS**



CLICK TO SEE A 1 MINUTE VIDEO OF PHIT PROGRAMS IN ACTION

OVER **12,500 STUDENTS** ARE ENERGIZED BY OUR PROGRAMS

LEARNING FUN LIFE-TIME SPORT SKILLS FOR LIFE-TIME HEALTH



20 SCHOOL IN PALM BEACH COUNTY HAVE ALREADY
IMPLEMENTED OUR PROGRAMS

SCHOOLS WITH **12,500+ STUDENTS** ARE WAITING

PHIT AMERICA PROGRAMS GET KIDS MORE ACTIVE PRODUCING THESE **12 BENEFITS**

1. REDUCES THE CHANCE OF OBESITY
2. **IMPROVES ACADEMIC RESULTS & SUCCESS**
3. **REDUCES MENTAL HEALTH ISSUES** - IMPROVES SELF-ESTEEM
4. REDUCES DIABETES, CANCER, HEART DISEASES, ETC.
5. PROTECTS YOU FROM DEADLY DISEASES LIKE COVID-19
6. STRENGTHENS KIDS' BONES & MUSCLES
7. BOOSTS KIDS' ENERGY
8. PROMOTES GENDER EQUALITY
9. IMPROVES NATIONAL SECURITY
10. PREVENTS & LOWERS HEALTHCARE COSTS
11. ACTIVE KIDS HAVE MORE SUCCESSFUL CAREERS
12. ACTIVE PEOPLE LIVE LONGER...AND ARE HAPPIER!



PHYSICAL ACTIVITY – THE ‘MIRACLE DRUG’

WE NEED YOUR HELP TO HELP MORE KIDS

- TWO LOCAL FOUNDATION HAVE 'JUMPSTARTED' OUR CAMPAIGN
 - IMPACT 100 PALM BEACH COUNTY AND THE COMMUNITY FOUNDATION OF PALM BEACH AND MARTIN COUNTIES ARE HELPING 20 PBC SCHOOLS
 - THEIR SUPPORT WILL HELP US REACH **1/2 OF OUR GOAL – 12,500 CHILDREN**
- YOUR SUPPORT WILL:
 - DIRECTLY IMPROVE THE PHYSICAL AND MENTAL HEALTH OF MORE CHILDREN
 - ENABLE YOUR BRAND TO BE FEATURED IN SOCIAL MEDIA CAMPAIGNS
 - EXPOSE YOUR BRAND ON SCHOOL BANNERS AND FLYERS
 - **BE TAX DEDUCTIBLE** – PHIT AMERICA IS A 501C3 NATIONAL CHARITY
 - ALSO HELP THE PALM BEACH COUNTRY SCHOOL DISTRICT



PALM BEACH COUNTY HEALTHY KIDS CAMPAIGN



HEALTHIER, SMARTER & HAPPIER CHILDREN



JOIN OUR TEAM TO HELP 25,000 KIDS IN PALM BEACH COUNTY

SPONSORSHIP

THE DIRECT IMPACT OF YOUR SPONSORSHIP

1. YOU WILL DIRECTLY PROVIDE KIDS IN SCHOOLS WITH OUR FOUR (4) PHIT AMERICA PROGRAMS
 - A **\$20,000 GOLD SPONSOR** – 2 MORE SCHOOLS RECEIVE ALL 4 PHIT AMERICA PROGRAMS FOR 3+ YEARS - 1,000+ STUDENTS
 - A **\$10,000 SILVER SPONSOR** - 1 ADDITIONAL SCHOOL RECEIVES ALL 4 PHIT AMERICA PROGRAMS FOR 3+ YEARS - 500+ STUDENTS
 - A **\$5,000 BRONZE SPONSOR** WILL BE COMBINED WITH OTHER SPONSORS TO HELP ADDITIONAL SCHOOLS AND CHILDREN
 - **OTHER DONATIONS** ARE WELCOME

PALM BEACH COUNTY

HEALTHY KIDS CAMPAIGN



HEALTHIER, SMARTER & HAPPIER CHILDREN

HELP 25,000 PALM BEACH COUNTY CHILDREN

IMPROVE THEIR PHYSICAL & MENTAL HEALTH



FROM THE CHARITY THAT HAS HELPED 1,000,000 CHILDREN NATIONWIDE

JOIN OUR MOVEMENT

INFORMATION ON KEY MEMBERS OF THE HEALTHY KIDS CAMPAIGN

SPONSORSHIP

FOUNDER OF PHIT AMERICA – JIM BAUGH – JIM@PHITAMERICA.ORG

RITA MORT – RITA@PHITAMERICA.ORG

PHIT CENTER DESIGN & DEVELOPMENT MANAGER – [DAVE MEHARG](#)

BACKGROUND ON DAVE – [SEE HERE](#)

PHIT AMERICA PROGRAMS – JOLYN@PHITAMERICA.ORG

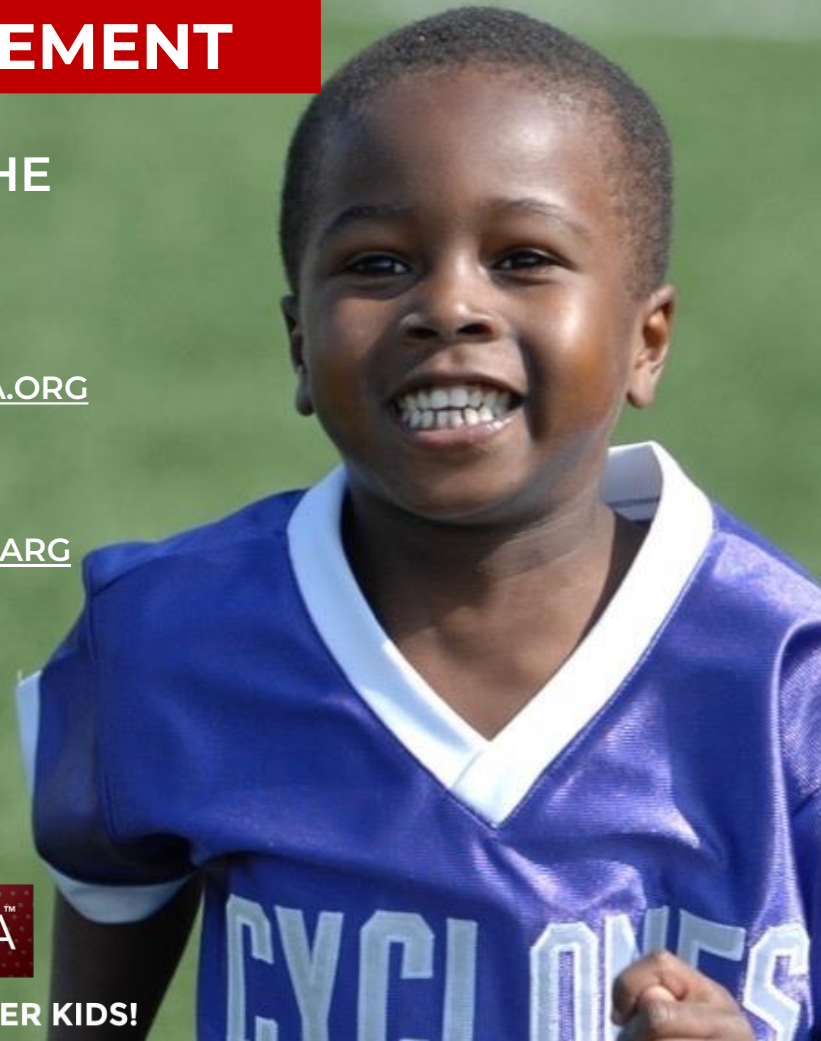
LEARN MORE ABOUT PHIT AMERICA

WEBSITE - PHITAMERICA.ORG

ABOUT – ABOUT.PHITAMERICA.ORG



HEALTHIER, SMARTER, HAPPIER KIDS!





ABOUT PHIT AMERICA

HELPED OVER **1,700 SCHOOLS** WITH PHIT PROGRAMS

HELPED OVER **1,000,000 KIDS** BECOME HEALTHIER

WITH GREAT **'LOW COST PER CHILD'** PROGRAMS

HAS **EXPERIENCED & SUCCESSFUL** LEADERSHIP

PHITAMERICA.ORG – A 501(C)3 CHARITY

ABOUT THE FOUNDER, JIM BAUGH

PIONEER FOR PHYSICAL ACTIVITY & PHYSICAL EDUCATION FOR KIDS' HEALTH

- 1973-74 – **PE Teacher** - Set up a Physical Education Program & taught Grades 1-6
- 1990's - Founder of National Charity, **PE4LIFE** – ‘The first PE focused charity’
- 2000's - Co Author of the **PEP Program** - \$1 Billion for PE programs
- 2000's – First to really expose the ‘Inactivity Pandemic’
- 2010's - Pushed to pass the **PHIT Act** – Raised \$1 million for lobbying
- 2010's - Founder of **PHIT America** – 1700 Schools – 1,000,000 kids

LEADER FOR CHANGE & GROWTH IN BUSINESS – ‘A DISRUPTOR WITH A MISSION’

- 45 Year Career in the Sports & Fitness industry
- Former President - Wilson Sporting Goods - Grew share **12% to 52%**
- Prince - Former VP of Marketing & Sales - Grew share **2% to 35%**
- Converse – Athletic Footwear – Top Sales Representative
- Led the Tennis Industry to increase participation – **24 to 30** million players
- Inductee - **Sports Industry Hall of Fame** and the **Tennis Industry Hall of Fame**
- Pioneered Cardio Tennis, “The 3rd Way to Play Tennis” – **Founder**
- United States Tennis Association – **Former Board Member**



“PHIT AMERICA - THE MOST IMPORTANT JOB IN MY LIFE”

SPECIAL COMMITMENT TO THIS CAMPAIGN FROM THE PHIT AMERICA FOUNDER AND PALM BEACH COUNTY RESIDENT

"PHIT America is improving the health of kids all over America. But I want to make sure we help the kids in my backyard, Palm Beach County.

IMPACT 100 Palm Beach County and the Community Foundation of Palm Beach and Martin Counties have stepped to support our plan in a huge way. I also want to thank Eric Stern at the Palm Beach County School District and others for their support.

Contact me to lend your support to improve the physical and mental health of at least 25,000 students by 2025."

JIM BAUGH

