THE IDEAL SOCIAL RESPONSIBILITY CAMPAIGN

JOIN A NATIONAL ‘MOVEMENT’ TO GET
10 MILLION KIDS HEALTHY & SMARTER

ACTIVE KIDS ➔ HEALTHY KIDS ➔ BETTER STUDENTS
POTENTIAL PARTNERSHIP – SOCIAL RESPONSIBILITY CAMPAIGN

ACTIVE KIDS ➔ HEALTHY KIDS ➔ BETTER STUDENTS

OUR MISSION

GREATLY IMPROVE THE FITNESS, HEALTH AND ACADEMIC RESULTS OF MILLIONS OF CHILDREN BY PROVIDING INCREASED PHYSICAL ACTIVITY AND HELPING KIDS AFFORD TO PLAY SPORTS

2 MAJOR FOCUSES

1. EDUCATE AMERICA ON THE ‘INACTIVITY PANDEMIC’ AND IT’S DEVASTATING RAMIFICATIONS
2. SOLVE THIS PANDEMIC WITH 2 PROVEN PROGRAMS – AMPED & THE PASS

PROVIDE OUR MAJOR PARTNERS SIGNIFICANT COMMUNITY VISIBILITY WHILE HELPING KIDS BECOME HEALTHIER & SMARTER

Supported over 100 Companies - Looking For 5-10 'Exclusive' Partners For The Future
THE ‘INACTIVITY PANDEMIC’ IS DEADLY & GETTING WORSE

MORE DEADLY THAN SMOKING¹
MORE DEADLY THAN OBESITY¹
DRIVING UP HEALTHCARE COSTS
HURTING ACADEMIC PERFORMANCE²

• **82** million Americans are totally sedentary - Not active in 100+ different activities...once in the past year!³
• **10** million kids who are total 'couch potatoes' - Not active in 100+ different activities...once in the last year!³
• **50** million children (over 90%) are not active to CDC physical activity standards³
• ‘Play’ is almost gone and most schools have eliminated or dramatically reduces physical education & recess
• We have generations of kids that have NO physical skills to run, jump, throw, catch, or even stand on one leg
• Our kids are healthcare time bombs...And inactivity is hurting their academic success too!
• The only thing all kids are moving...is their fingers!

¹, World Health Organization; ², Numerous research projects show this conclusively; ³ Sports Marketing Survey
SOLVING 2 OF THE BIGGEST ISSUES KIDS FACE

UNHEALTHY SEDENTARY LIFESTYLE

THE HIGH COST TO PLAY SPORTS
More Kids Are Not Active To Healthy Standards

% of Kids Who Are Active 3+ Times A Week – Declining!

<table>
<thead>
<tr>
<th>Year</th>
<th>Active 3+ Times A Week</th>
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<tbody>
<tr>
<td>2012</td>
<td>28.3%</td>
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<tr>
<td>2013</td>
<td>27.8%</td>
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<tr>
<td>2014</td>
<td>26.9%</td>
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<tr>
<td>2015</td>
<td>26.6%</td>
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<tr>
<td>2016</td>
<td>24.8%</td>
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<tr>
<td>2017</td>
<td>23.9%</td>
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Kids In Low Income Families Are Less Active

% of Kids INACTIVE

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</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>27.3%</td>
<td>32.4%</td>
<td>25.4%</td>
<td>21.9%</td>
<td>17.3%</td>
<td>15.3%</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>32.4%</td>
<td>25.4%</td>
<td>17.3%</td>
<td>19.9%</td>
<td>14.9%</td>
<td>12.7%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>25.4%</td>
<td>17.3%</td>
<td>19.9%</td>
<td>14.9%</td>
<td>11.1%</td>
<td></td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>17.3%</td>
<td>19.9%</td>
<td>14.9%</td>
<td>11.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000+</td>
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</table>

- US Kids are ranked 47th out of 50 countries in fitness
- Almost 50% of kids have no PE - Many have no recess
- Lack of physical activity affects the ability to learn
- ¾ of teens are not fit enough to join the military

Only 27% of kids from low income families play team sports vs. 46% of kids from high income families

Serious sports programs can cost from $1,000 to $5,000+ per year

Sports prepare kids for life & being successful
- 94% of executives played team sports as kids
- Sport builds confidence, structure, teamwork, etc.
THE ULTIMATE 1-2 APPROACH GETTING
ALL KIDS MOVING & HEALTHY
AND KIDS PLAYING SPORTS
Amplify Education With Physical Activity

Get All Kids Moving While In School For Pennies A Day

Tested, Proven Efficient
AMPED is a School Morning Running Program that Gets All Kids Moving...Priming their Brains for Better Learning

- Kids having fun...and get rewards to miles run and other accomplishments
- Their brains are ‘amped’ – Active kids do better in school*
- Turn-key system designed for schools to be easy implement and low-cost to maintain
- **$3500 for a whole school** for 3 years of programming
  - < 2¢ per child per day for better health & education
  - **32,000** kids have already been amplified!

*Proven In 10+ Research Studies
THE KIT

THE AMPED Program Includes...

- 1 waterproof, rechargeable sound system
- 6 cones and rope for designated “AMPED Zone”
- 2000 small AMPED charms
- 50 large AMPED charms
- 1 banner
- 500 AMPED lap batons
- 500 silicone AMPED charm necklaces
- 1 AMPED charm carrying case
- 1 heavy-duty AMPED program mobile storage
- Online tracking and reporting system
KIDS LOVE THESE CHARMS – REWARDS FOR RUNNING
KIDS MOVING AND ‘AMPED UP’...READY TO LEARN!
Helping Kids Afford To Play Sports

We Pay. Kids Play.

Tested, Proven
Efficient
The High Cost of Youth Sports is Well Documented...

"Income Inequality Explains the Decline of Youth Sports"

"The Astronomical Cost of Kids' Sports"

"The High Cost Of Kids' Sports"
Getting Kids Playing Sports
By Helping To Overcome The Cost To Play

The PASS is an online platform allowing low-income families to apply for “Sportsidies” up to $150 to cover after-school & other sports registration fees.

Funds are sent to a specific sports program for the benefit of a specific child...Contributing organizations are spotlighted.

The PASS is a proven process for reaching families, verifying need, and supporting those kids who need the support to get and stay in the game.
We Have an Eight-Year History of Providing Low-Income Kids Access to Sports

Our proven process for reaching families, verifying need, and supporting those kids who need help *getting* and *staying* in the game.

- 12,800+ scholarships for kids: 56% B / 44% G
- 200+ youth sports organizations
- 70 different activities across 31 states
“Thank you KIDS in the GAME & Nike for providing a financial investment in sports and children. My son just received a grant to continue playing baseball. **Now, my son has his baseball smile again.**”

“My daughter continues to dance her heart out thanks to Nike and Kids in the Game! Dance lessons to her means more than just a fun hobby; it’s also a way to stay fit and healthy. She walks in to dance with worries and stress and walks out feeling positive and **ready to conquer anything that comes her way.**”

“Suddenly I needed to pay for my daughters basketball at the YMCA. I used money that was meant to pay my gas and electric bill, since I had no money coming in. **She loves playing basketball more than anything.** It warms my heart that she gets to participate, despite the trouble I had paying for her participation.”
HELP US GET 10 MILLION KIDS HEALTHY & SMARTER

WE HAVE A SPONSOR OR SUPPORT LEVEL FOR EVERYONE

ACTIVE KIDS ➔ HEALTHY KIDS ➔ BETTER STUDENTS
FOR MORE INFORMATION

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• Founder, PHIT America, a 501(c)(3) Non Profit
• Veteran Sports Industry Executive
• Former President of Wilson Sporting Goods
• Sports Industry Hall of Fame, Tennis Industry Hall of Fame
• 20 Year Leader Promoting The Benefits of Increased Physical Activity

KEY LINKS:
• PHITAmerca.org
• Great Informational Videos – Videos.PHITAmerca.org
• AMPED Program - AMPED. PHITAmerca.org
• PASS Program – PASS.PHITAmerca.org
• Inactivity Pandemic – IP.PHITAmerca.org