



The Urban Nutrition Initiative

<http://www.urbannutrition.org>

Project Overview

Our Mission

The Urban Nutrition Initiative (UNI) is a university community partnership involving UPenn and West Philadelphia in an effort to improve community nutrition and health.

Objectives & Goals

1. Integrated School Day Nutrition Education and Academically-Based Community Service

Through Eat Right Now, the School District of Philadelphia's Comprehensive Nutrition Education Program, AUNI conducts nutrition education programs in 20 Philadelphia public schools. The primary focus of Eat Right Now is on increasing the nutrition knowledge of K-12 students. UNI incorporates as many hands-on components (such as monthly healthy food tastings) into this program as possible.

2. Increasing Access to Healthy Foods

UNI engages young people in organizing better choices for their communities through school and community based efforts. Through UNI, public school students operate after-school fruit stands, help neighborhood food stores create convenient healthy food stations and operate community farmers' markets.

3. Increasing Opportunities for Participation in Regular Physical Activity

UNI improves opportunities for youth and families to exercise regularly through family-oriented exercise classes during evening programs, sports leagues and summer camps.

4. Youth-Led organizing, Peer Education and Internships

The AUNI internship program engages teens in organizing better food choices in their communities by working after school for 10 hours per week. AUNI interns combine direct service approaches, which include teaching healthy cooking classes and growing healthy foods in school gardens for sale at farmers' markets, with advocating for broader systems change.

Program Achievements

The High School Internship Program

In 2007 the Urban Nutrition Initiative high school internship program was recognized as the Best Year Round Youthworks program by the Philadelphia Youth Network. Participants in the program learn practical skills like cooking and gardening and also work to improve their performance in school. Students share their skills with their families and many participants have won college scholarships based in part because of their leadership experiences with UNI.



Evaluation

Evaluation of the Urban Nutrition Initiative is linked to the overall university assisted community school model at the Penn's Center for Community Partnerships. While specific projects such as community farm stands and after-school produce sales have been associated with increased consumption of fruits and vegetables in West Philadelphia, broader criteria for success include school attendance, school performance and family participation in after-school programs.

As people increasingly recognize the important role that youth can play as organizers of solutions to societal problems (as the deliverers of social and educational services, as the developers of model programs, and as key informants to policy makers) UNI high school interns are involved in sharing their model programs with other youth serving organizations. Through local and national networks of universities committed to public service, UNI believes this model is also broadly replicable as a collaborative and sustainable approach to improve the health and education of community, school, and university partners.

Financials and Partners

Program Origin & Founding Partners

The Urban Nutrition Initiative (UNI) grew out of an academically-based community service class first offered at the University of Pennsylvania in 1991. The original concept of combining nutrition education with community problem solving is still at the core of UNI's mission and students from courses at Penn still play a vital role in supporting specific programs to increase access to healthy food in West Philadelphia.

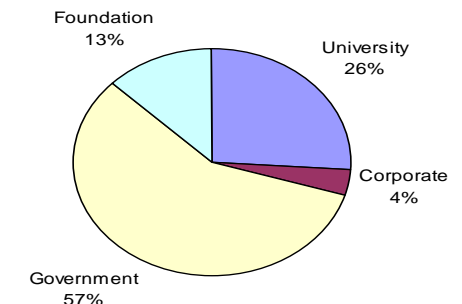
Funders & Partners

- Claneil Foundation
- Farm to City
- First Hospital Foundation
- General Mills
- ING Bank
- Pennsylvania Tracks - Food Stamp Nutrition Education Program
- Philadelphia Urban Food and Fitness Alliance
- School District of Philadelphia
- The University of Pennsylvania
- Whole Foods Market

Financials & Budget

Annual budget
\$ 1.24 M

2008 Funding Sources



SEEDS FOR LEARNING AT MARTIN LUTHER KING HIGH SCHOOL

Project Overview

Our Mission

The mission of *Seeds for Learning* is to cultivate curious, thoughtful youth and adults who work together to provide food for their school and neighborhood, learn from one another, and contribute to their community through service and socially responsible enterprise.

Objectives & Goals

- ❖ Bring healthy food and local produce to the community at affordable prices
- ❖ Educate students and the community about healthy eating habits and the importance of locally produced food, grown without pesticides
- ❖ Teach valuable academic and 21st century skills
- ❖ Create a sense of shared community responsibility for the farm

Health-Related Features

- ❖ Students who work on the farm and staff the Farm Stand provide low-cost produce to the Northwest Philadelphia community.
- ❖ The Stenton Family Manor (a homeless shelter adjacent to the school), uses vegetables donated from the Martin Luther King farm for cooking demonstrations with the youth who live in the shelter.
- ❖ Students in the Marketplace program plan to create literature about healthy eating to give to their fellow students.
- ❖ Seeds for Learning plans to launch a youth advocacy component to the program; students will prepare to meet with city, state, and federal law makers to advocate for equal food access and healthier school lunches.

Program Achievements

An Urban Garden Project that is Really Growing Roots

Sandwiched between the soccer and football fields at Martin Luther King High School in Northwest Philadelphia, zucchini is growing – along with lettuce, tomatoes, string beans, cilantro, basil, and sunflowers! In just five months the land has been transformed and to a fully functioning urban farm – the first of its kind at a comprehensive urban high school in Philadelphia.

- ❖ Student farmers are currently selling their first season's harvest on Wednesday afternoons at the City Hall Farmer's Market in Center City, Philadelphia.
- ❖ On Friday evenings, students sell their produce at a Farm Stand in front of Martin Luther King High School about 100 yards from where the produce was actually harvested.
- ❖ To date, over \$7,000 in produce has been sold from the 2008 growing season.
- ❖ A snack bar selling healthy foods has been established at Martin Luther King High School through the Marketplace component of our Seeds for Learning program.
- ❖ Up to twenty volunteers work at the farm or at the Farmers Market/Farm Stand on a weekly basis.
- ❖ Produce from this first harvest has been donated to the Stenton Family Manor, a homeless shelter adjacent to the farm.



Community Served, Program or Services Provided

Seeds for Learning seeks to impact both the Martin Luther King High School community, as well as the larger Northwest Philadelphia community. The Marketplace program primarily targets the school community; students sell healthy snacks as an alternative to the junk food many students purchase after school and provide literature about nutrition and health to all customers.

Evaluations and Challenges

We plan set targets and to track the amount of produce we sell and donate, the number of teachers in the community who use the farm and proposed greenhouse as a teaching tool, the number of students and community members who volunteer or visit the farm, and through surveys we plan to determine if eating habits have been affected as well as if we have been effective in meeting our goals of creating a sense of community.

Our work could be broadened in the following ways:

- ❖ A nutrition curriculum that used the farm could be developed and implemented first at MLKHS and later elsewhere
- ❖ More groups could visit the farm to raise awareness about the local food movement.

Financials and Partners

Program Origin & Founding Partners

Seeds for Learning was launched when community leaders came together to discuss nutrition, health, and education. From these dialogues the Seeds for Learning program was founded.

Funders & Partners

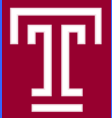
Awbury Arboretum
Enon Tabernacle Baptist Church
Foundations, Inc.
Job Resource & Development Center at MLK
Martin Luther King High School
Ogontz Avenue Revitalization Corporation (OARC)
Office of PA State Representative Dwight Evans
School District of Philadelphia
Weaver's Way Community Programs

Financials & Budget

This project was started with a generous donation from Enon Tabernacle Baptist Church and is currently being funded by in-kind donations from Foundations, Inc. and Weavers Way Community Programs.



Student farmer positions were partially funded by the Philadelphia Youth Network's summer Youth program. Funding from individuals and private foundations is being pursued for the 2008-2009 year.



Project Overview

Our Mission

The mission of the project organization is to: facilitate interdisciplinary research on the etiology, consequences, treatment and prevention of obesity.

Objectives & Goals

The Center for Obesity Research and Education is a university-wide group of investigators dedicated to excellence in obesity research. A particular focus of the Center is to understand the causes, treatment and prevention of obesity among minorities of lower socioeconomic status, among whom obesity is more prevalent.

Health-Related Features

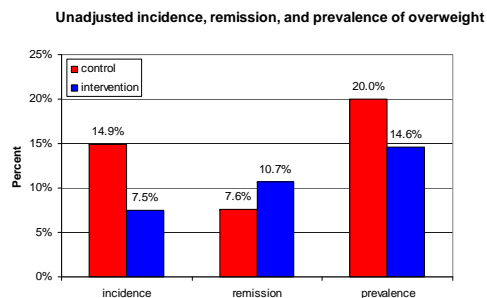
Through our work with one of our community partners, The Food Trust, CORE works with schools and corner stores in Philadelphia to reduce the incidence of childhood obesity.



NIH Funded HEALTHY Study

Program Achievements

The School Nutrition Policy Initiative (SNPI), developed by The Food Trust and evaluated by CORE, halved the incidence of overweight in low-income urban youth over 2 years.



NIH Funded HEALTHY Study

Community Served, Program or Services Provided

The research at CORE targets underserved, high ethnic/minority populations where the prevalence of obesity is at its greatest. In addition, CORE is engaged in community outreach through work with the Urban League of Philadelphia and African American churches. CORE also provides weight management services to the community at minimal cost.

Evaluations

CORE, has a long history of obesity prevention research and evaluation, including the largest school-based obesity prevention study in the country, the NIH funded Healthy study of 42 middle schools across 7 sites. Recently, CORE partnered with The Food Trust to evaluate the effects of the SNPI on childhood obesity in ten communities, using a randomized, longitudinal research design. CORE and The Food Trust now are collaborating with RWJF funding on another randomized controlled study in ten communities to evaluate the Healthy Corner Store Initiative on childhood obesity.

Financials and Partners

Program Origin & Founding Partners

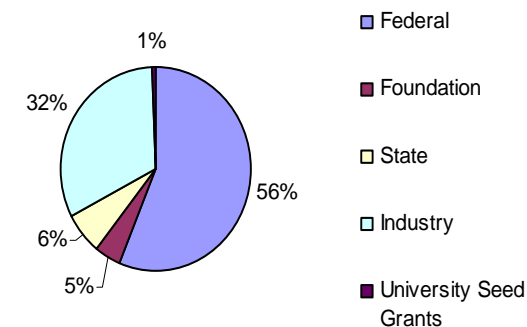
The Center for Obesity Research and Education was founded in 2006 by Temple University.

Funders & Partners

- Coca-Cola Company
- National Institutes of Health
- Nutrisystem, Inc.
- Orexigen Therapeutics
- Robert Wood Johnson Foundation
- School District of Philadelphia
- University Seed
- United States Department of Agriculture

Financials & Budget

2008 Funding Sources





Project HEALTH: Mobilizing Our Nation's College Students to Address Health Disparities

Project Overview

Our Mission

To break the link between poverty and poor health by mobilizing undergraduate volunteers to provide sustained public health interventions in partnership with urban medical centers, universities, and community organizations.

Objectives & Goals

We envision a health care system in which patients' unmet resource needs are routinely and systematically addressed as a standard element of patient care.

Project HEALTH seeks to mobilize the nation's first corps of student volunteers to connect low-income families with the resources they need to be healthy and to build a pipeline of leaders for a new vision of health care.

Health-Related Aspects

For low-income youth and families, traditional medical care alone is not enough to improve health outcomes. The Family Help Desk's straightforward, preventative referrals to government and community resources enable families to avert crises and to access increased income and education – key determinants of long-term health outcomes.



Program Achievements

The Family Help Desk Program

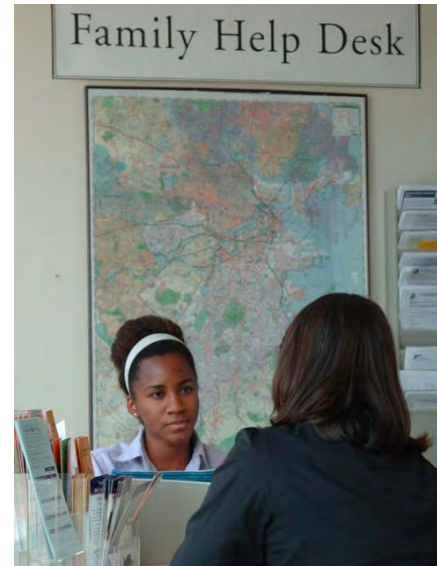
In clinics with Project HEALTH Family Help Desks, providers can “prescribe” food, housing, job training, or other resources for their patients as routinely as they do medication.

Located in the waiting room and staffed by college volunteers, our Family Help Desks “fill” these prescriptions by connecting patients with key community resources, as well as social work and legal services, such as the Medical-Legal Partnership.

Family Help Desks are in 22 prenatal, pediatric outpatient, and newborn clinics, pediatric ERs community health centers, & health department clinics in Boston, Providence, New York, Baltimore, Washington, D.C., and Chicago.

Program Outcomes

- Corps of 600 undergraduate volunteers serves over 80,000 hours/year
- Assist over 4,400 low-income families per year in accessing government & community resources
- Average of 30% of clients obtain 1+ resources within 90 days of receiving services at the Desk (all clients receive ongoing follow-up)
- 83% of graduating volunteers plan to pursue employment or graduate study addressing issues of health and poverty
- 73% of those volunteers report that Project HEALTH influenced this decision



Family Help Desk: Case Study

In 2004, Hurricane Ivan hit North Carolina. The Johnsons and their two daughters fled empty-handed. Everything they owned was destroyed. After Ms. Johnson gave birth to a baby girl at Boston Medical Center in 2006, the family feared imminent homelessness. As disaster victims, they qualified for subsidized rent, but their landlord successfully sued for market rent – 90% of the family's monthly income – and the judge evicted them.

The Family Help Desk volunteer scoured the many disparate lists of subsidized units until she finally found a newly-available 3-bedroom unit and helped them apply for it, allowing the Johnsons to return to a safe and affordable home.

Financials & Partners

Project HEALTH Origin

In 1996, Dr. Barry Zuckerman, Chair of Pediatrics at Boston Medical Center, and Rebecca Onie, then a Harvard undergraduate, launched Project HEALTH. Today, Project HEALTH partners with 10 universities and 13 hospitals & health centers in six cities.

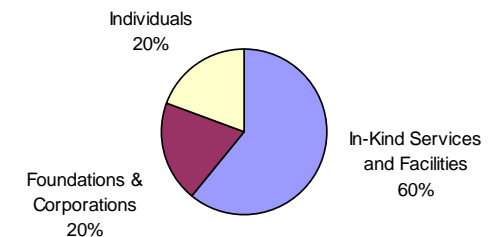
Key Funders

- Aaron & Lillie Straus Foundation
- Abell Foundation
- Albert Pick, Jr. Fund
- athenahealth, Inc.
- Blue Cross Blue Shield of MA Foundation
- The Boston Foundation
- The Bromley Charitable Trust
- Claneil Foundation, Inc.
- Klarman Family Foundation
- The Kiplinger Foundation, Inc.
- Stulman Charitable Foundation
- Polk Bros. Foundation
- Prince Charitable Trusts
- The Rhode Island Foundation
- The Samberg Family Fdn. - New Profit Inc.
- The Union Square Fund

Financials & Budget

Annual FY09 budget of \$3.7 million, including \$1.4M in in-kind support from our university and hospital partners.

FY08 Revenues



Family School Overview

Family School's Mission

Family School's mission is to create a multidisciplinary service environment that increases the awareness of families' needs, strengths, and limitations by teaching how child development impacts child behavior and teaching parents how to replace harmful behaviors with nurturing.

Objectives & Goals

- Promote safety and permanency for children.
- Empower families to reach their full potential.
- Strengthen parental capacity to achieve successful reunification and/or to prevent placement.
- Prevent child abuse and neglect, and ameliorate the effects of past abuse and neglect.

Health-Related Features

- Food and Nutrition Program
- Health Curriculum
- Nurse Consultant



A mother and her two children in Family School's gross motor room.

Family School's Achievements

Unique Family School Model

- Parents attend five hours/day 2 times/week.
- Children attend with their parents.
- Parents have structured interactions with their children, supported by staff.
- Children attend preschool classes.
- Child development and nutrition are taught.



In conjunction with the nutrition curriculum, breakfast and lunch are served so that parents can learn about portion management, and avoid mealtime power struggles and over-feeding.

Other Programs and Services Provided By FSS

Family Support Services (FSS) offers a variety of services throughout Philadelphia that target child neglect and maltreatment in the birth to five year-old age range.

FSS is also a provider of Early Intervention services. Our Penn Early Childhood Program provides therapy to birth to five year-old children in the home or natural environment, and at a center-based preschool program that serves children with at least two delays in development.

By pairing these government-funded services FSS can have a greater impact on the future health and educational success of young children.

In The Philadelphia suburbs, FSS runs before and after school, fee for service, educational childcare.

Family School Evaluation/Challenges

Evaluation is always a challenge -

- We do pre and post tests on nutritional awareness.
- We track the parent's progress towards goals.
- We observe parenting behavior and parental responsiveness

Our greatest difficulty is not being provided with enough resources to respond to the full extent of Philadelphia's need.

Family School's work could be implemented more broadly by opening additional programs based on the family school model, but that function during evening and weekend hours so as to reach a broader audience of working parents.

Financials and Partners

Program Origin & Founding Partners

FSS was founded in 1976. It grew out of a research project on child maltreatment. The project gathered local experts in the medical, legal and psychology professions to discuss an approach to child maltreatment based on positive parenting and knowledge of child development.

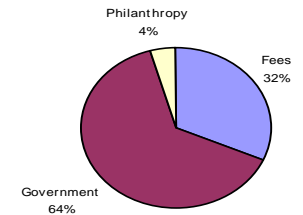
Funders & Partners

The Community Clothes Charity
Elwyn Inc.
The Lenfest Foundation
Office of Mental Retardation
Philadelphia Department of Human Services
Philadelphia Department of Public Health
Division of Maternal, Child, Family Health
The Philadelphia Foundation
The United Way of Southeastern Pennsylvania
The van Ameringen Foundation

Financials & Budget

\$5,990,700 budget

2008 Funding Sources





PHILADELPHIA GREEN'S



Project Overview



Gardeners at Hansberry Community Garden display produce collected for donation

Mission

Increase the availability and volume of fresh produce to low-income families in Philadelphia.

In a Nutshell

Inmates at the Philadelphia Prison System grow vegetable plant seedlings which are distributed to a network of 35 community gardens throughout the city. Produce is grown and the volunteer gardeners donate to a food cupboard in their neighborhood. Cooking demonstrations and tastings are held with inmates, gardeners and food cupboard recipients to encourage the consumption of fresh produce.

Improved Nutrition and Health

•29,000 pounds of fresh produce have been donated families in need in Philadelphia since 2006

•126 nutrition education workshops serving 3,727 people have been held

•Gardeners and participating inmates have received physical and mental health benefits as a result of their gardening activities

Program Achievements

Transforming Lives

Darryl Douglas, an former inmate participant and now ex-offender, used the opportunity that City Harvest offered to be able to turn things around. After his release, he was able to get a job with a landscaping firm and get his life back on track.



Engaging Youth

Community gardeners are pleased to have the opportunity to engage the youth associated with the garden in a hands-on activity that gives back to the community.

Serving Communities City-wide

Community Gardens that participate with City Harvest are located throughout the city and serve a broad cross section of the population. Please see our website or printed map for a listing of community gardens. Food cupboard recipients must meet income requirements to participate.

Measuring Success

PHS, SHARE and HPC each review the program with key constituents annually. PHS interviews the gardeners and does annual crop plans to maximize gardener satisfaction and food output. SHARE reviews the program twice a growing season with their food cupboard staff and volunteers to gauge the quality and quantity of the produce, and HPC interviews and surveys recipients after food demos.

Challenges: Hunger in Philadelphia is a problem that will require multiple solutions. To increase the volume of produce, additional funding for City Harvest would be used to resource a larger number of community gardens to support their growing and donating efforts.

Desirable policy changes: The City of Philadelphia could support the work by making more vacant lots available to community gardeners, providing resources such as mulch and soil, and by revising zoning laws to recognize entrepreneurial agriculture within city limits.

Partners

The Philadelphia Green Program of The Pennsylvania Horticultural Society

SHARE and its network of neighborhood food cupboards

Health Promotion Council

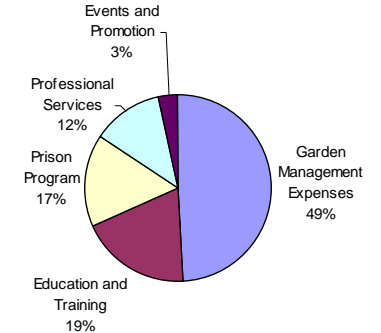
Philadelphia Prison System

35 Community Gardens

Financials & Budget

Annual Project Expenses: \$150,000

2008 Funding Sources



Funders

The Albert M. Greenfield Foundation

The Forest & Frances Lattner Foundation

The Lawrence Saunders Fund

The Philadelphia Prison System

Project Overview

Our Mission

The mission of the Community Health Data Base (CHDB) is to improve the health and well-being of Southeastern Pennsylvania by providing reliable, up-to-date data for local agencies to assure that regional policies and programs address both existing and emerging health needs.

Health-Related Features

The CHDB collects and disseminates local, population-based information on health and well-being and access to care. The CHDB collects, maintains, and disseminates data from the U.S. Census, Vital Statistics, and its own Southeastern Pennsylvania Household Health Survey.

The central component of the CHDB is the Southeastern Pennsylvania Household Health Survey, a 10,000-household random-digit dial telephone survey conducted every two years in Philadelphia and the four surrounding counties.

The Household Health Survey's topic areas address key health issues including:

- health status and chronic conditions,
- access and barriers to health care,
- use of health and social support services,
- health behaviors, functional status, and children's health

Additional CHDB Services

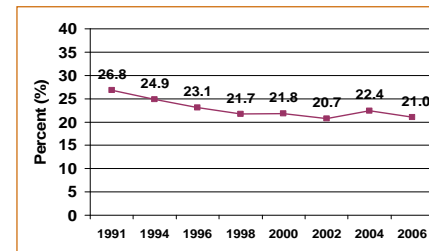
In addition to supplying relevant data, CHDB provides technical assistance, trainings and seminars, publications, on-line and in-person networking opportunities, and needs assessments and special topic reports.

Program Achievements

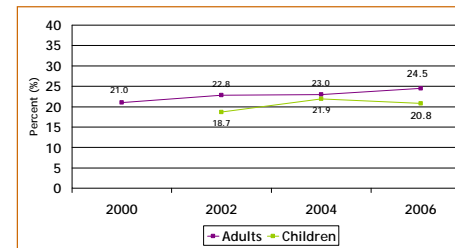
Tracking Changes in Health Over Time

Core questions in the dataset can be analyzed over the span of a decade or more to offer a complete picture of the region's health and well-being.

Cigarette Smoking Among Adults (18+), Southeastern Pennsylvania, 1991-2006.

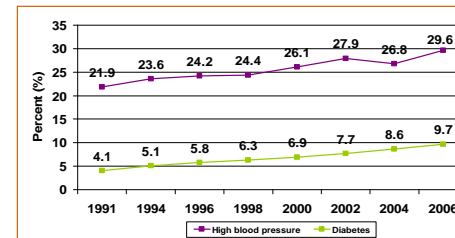


Chronic Health Conditions Among Adults (18+), Southeastern Pennsylvania, 1991-2006.



Above and right: CHDB's Southeastern Pennsylvania Household Health Survey Data examines changes in chronic disease, obesity and overweight, and cigarette smoking.

Obese Adults (20+) and Overweight Children (6-17), Southeastern Pennsylvania, 2000-2006.



Other Benefits of the Data

In addition to tracking health trends over time, CHDB data may serve as local baseline data for Healthy People 2010 goals and produce projection estimates of the numbers of individuals impacted by various health conditions and experiences. Health data analysis is available at a larger regional level or within smaller geographic divisions like Census tracts or zip codes. In addition to geographic breakdowns, data can be examined by demographics.

Some recent uses of CHDB data include:

- Presentation of Vital Statistics data and Household Health Survey insurance data about childbearing women by a local maternal and child health agency to advocate for change in health policy
- Production of a report of health outcomes in a West Philadelphia neighborhood to assist a local coalition in planning health-related services
- Submission of a state-level RFP on adolescent health education utilizing Household Health Survey information on the health status and behaviors of Latino youth in Chester County

History and Partners

Origin of the Program

The Community Health Data Base (CHDB), was created in 1983 with support from The Pew Charitable Trusts, The William Penn Foundation and the United Way of Southeastern Pennsylvania. Prior to the CHDB, local population-based data were unavailable for health planning, policy and program development. The absence of such information greatly reduced the capacity of local organizations to plan health and human service programs to address the needs of local residents.

Partners

Support from larger organizations in the community, including hospitals, health systems, managed care organizations, universities, and government agencies comes in the form of membership in the CHDB.

The CHDB links with smaller non-profits and community-based organizations through our affiliate program. Over 350 organizations across the region are affiliates, and can contact CHDB staff for data about the area they serve and the region as a whole.

Funding

The Community Health Data Base is funded by a mix of community based organizations, larger organizations, and support from foundations, including: The Pew Charitable Trusts, The William Penn Foundation, United Way of Southeastern Pennsylvania, and the Hospitals and Higher Education Authority/Healthcare Resources Foundation.

Project Overview

Our Vision

Philadelphia has a vibrant and sustainable local economy where everyone has equitable access to, and enjoys:

- safe inviting environments that support healthy active lifestyles, and
- locally produced and distributed healthy fresh affordable and ethnically/culturally acceptable food.

Our Mission

To serve as a catalyst and advocate to achieve the PUFFA vision by connecting communities, organizations, individuals and government.

Goals

- Create a collaborative that includes individuals and organizations reflecting the racial, ethnic, and economic diversity of our city and includes youth and adult leadership.
- Develop a comprehensive **Community Action Plan** that assures that availability and access to affordable, healthy, locally-grown food, safe parks and recreation centers are equitable across all of Philadelphia.

The environment around us impacts our health

- The places where we live, work, worship, learn and play affect our health.
- They no longer support healthy behaviors and vibrant, connected communities.



The Planning Process

The Alliance is charged with planning, implementing, and supporting community change that will make it easier for all Philadelphians to eat healthy foods and to be more physically active. We are doing this by creating a **Community Action Plan**.

PUFFA partners provide programming and services in the area of food and fitness. We bring partners together to work on changing the environment around us so that those programs are more effective and the healthy choice becomes the easy choice.

We serve all of Philadelphia

Four **Action Teams** (*Active Living, Nutrition and Food Systems, Alliance Sustainability and Youth*), composed of community members and professionals, are looking at:

- our current environment,
- what the community wants/prefers, and
- current policies and systems impacting our community.

We are focusing our assessment on four areas in Philadelphia: *Bridesburg /Kensington, Lower North Philadelphia, South Philadelphia, and West Philadelphia*. These assessment areas were identified based on health and environmental inequities, feasibility, and community readiness.

The **Community Action Plan** will include policy and systems change that impact the whole city. It may include opportunities to pilot changes at the neighborhood level before scaling up to citywide.

Structure

Community members and organizations participate in Full Alliance meetings, Action Teams, and the Communication, Evaluation, and Governance Committees that support the project. We are developing a decision making structure for our Alliance that includes community members, organizations, government agencies, and advocacy groups.

Evaluation

To evaluate the success of the planning process we use surveys to measure the strength of relationships within the Alliance and the effectiveness of the collaborative.



Worms are good for our community garden

Photo courtesy of Joseph Woodlock

Project Costs & Partners

Program Origins

The W.K. Kellogg Foundation Food & Fitness Initiative is about people working together to create vibrant communities where healthy eating and physical activity are convenient, affordable, and safe for all children and families. PUFFA was created in response to this funding opportunity. Philadelphia is one of nine communities across the country selected to become models of change.

Who is PUFFA?

We are a collaborative of professionals and community residents, of all ages, individuals, non-profit and community based organizations, and government from all sectors of our community, from transportation to public health, from agriculture to education, and from businesses to faith communities.

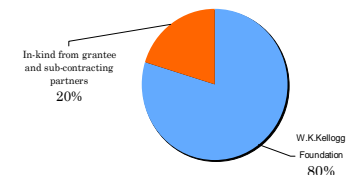
W.K.Kellogg Foundation has provided a two-year grant to create an eight-year **Community Action Plan** with the potential for support for implementation. Extensive in-kind contributions are provided by numerous nonprofit and community based organizations, community advocates, academic institutions, government agencies, and private enterprise. We are thankful for their on-going support and participation.

Budget and Funding

PUFFA's 2008 grant year budget is \$415,646.

With the exception of the funds from the W.K.Kellogg Foundation, the remainder of the costs are covered by in-kind contributions.

2008 PUFFA Funding Sources





Students Run Philly Style

Project Overview

Our Mission

Students Run Philly Style is the only program in Philadelphia that offers marathon training to help young people succeed in life. We do this by connecting students with adult mentors who help them imagine and accomplish goals beyond their dreams, including the completion of a marathon.

We help youth

- Be healthy for life
- Make safe choices
- Do well in school

Why it matters

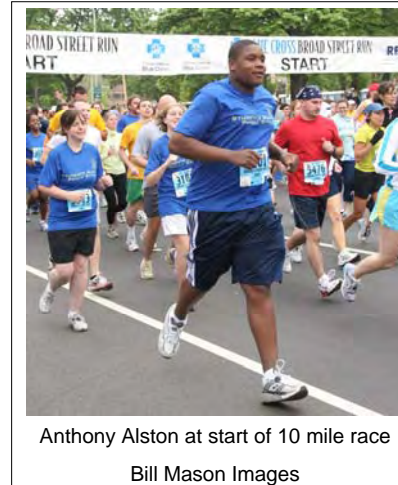
Almost half of Philadelphia's children are overweight or at high risk for becoming overweight. Students Run Philly Style fights childhood obesity by getting students active and on the road to a healthy lifestyle. We build lifelong athletes by getting youth involved in running - a sport that anyone can do, anytime, anywhere!



Program Achievements

Meet Anthony Alston

When 17-year old Anthony Alston told his aunt and guardian that he wanted to run with Students Run Philly Style, she was skeptical. At 301 pounds, Anthony spent most of his free time playing Nintendo and watching TV. "I thought it was just a phase," recalls his aunt, "But he really did fool me – he stuck with it and I am really proud of him." Now, almost six months later and 29 pounds lighter Anthony is set to complete a half-marathon followed by a marathon.



Anthony Alston at start of 10 mile race
Bill Mason Images

Community Served

- Mentored over 500 students since 2004
- 100+ volunteer mentors
- 75-100 race day volunteers
- Volunteer nurses
- Volunteer physical therapists
- Active Family members group

Outcomes

Students Run Philly Style has shown the following *statistically significant outcomes*:

- Reduction in Body Mass Index
- Improvement in cardiovascular fitness
- Improvement in flexibility
- Self-report of eating healthier
- Self-report of being more focused at school

New Initiatives

Summer Internships
University visiting program
Leadership Development
Academic support – SAT prep/college readiness

Financials and Partners

Founding Partners

Students Run Philly Style is a program of the National Nursing Centers Consortium and was built on successful partnerships with Philadelphia's philanthropic community, the School District of Philadelphia, local race directors, churches, after-school programs, community members, and families.

Major Funding Partners

- Berwind
- Board of Philadelphia Distance Run
- Brandywine Realty Trust
- CIGNA Foundation
- CMF Associates
- Connelly Foundation
- D'Lauro and Rogers
- Fast Tracks Running Club
- Independence Blue Cross
- Independence Foundation
- Klehr, Harrison, Harvey Branzburg & Ellers
- Kynett Foundation
- Lenfest Foundation
- PREIT
- Philadelphia Foundation
- Phillies Charities
- Robert Wood Johnson Foundation
- Stockton Real Estate Advisors
- United Way
- William Penn Foundation
- Individual donors

Financials & Budget

Annual Budget: \$500,000

- Foundation support – 66%
- Corporate support – 23%
- Individual support – 11%

Project Overview

Our Mission

Back on My Feet is a non-profit organization that promotes the self-sufficiency of Philadelphia's homeless population by engaging them in running as a means to build confidence, strength and self-esteem.

Objectives & Goals

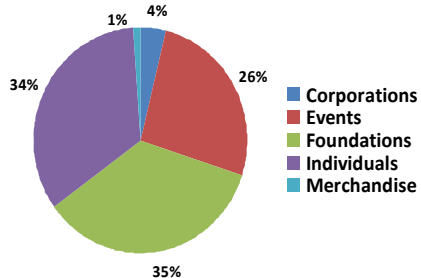
Back on My Feet envisions a community where all members have the support and motivation required to move towards self-sufficiency. Every major city has a homeless problem and while providing food and shelter are very important basic needs, something is missing. We work to rebuild, revive and re-energize individuals. It is only when we have the self-respect, self-confidence that we are truly able to move forward. Back on My Feet focuses on helping our members find a road of happiness, hope and opportunity, which includes a stable job and a place to live. This is our goal and we will get there one step at a time.

Community Served

Operates in five Philadelphia Emergency Housing Facilities

- 80 Members
- 22 Individuals on a waiting list
- 370 Volunteers

Funding Sources



Program Achievements

Mike's Story

Mike Solomon, A member of Back on My Feet since its creation in July of 2007, successfully finished the Delaware Marathon on Sunday, May 18, 2008, with a time of 4 hours and 10 minutes.

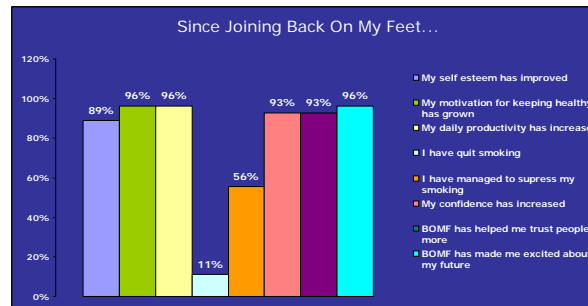
Mike grew up in Delaware where he used to run the streets for very different reasons. He came to the Sunday Breakfast Rescue Mission in Philadelphia back in March of 2007 and had one goal – to shut out the world and focus on finding peace with the Lord and himself. He had been in and out of jail for years, living on the streets and battling drugs and alcohol.

"A year ago, I was recovering not only from my choices, but from the death of my wife, said Mike. "I had already made up my mind that I was through with life. I wanted to seclude myself from people and society, but then in came Back on My Feet and turned my plans upside down."

Today, Mike is far from living a life of seclusion. He is surrounded by people who love and support him, has two jobs and just completed a race that only 2 percent of the entire world population has ever done. This past summer he moved out into his very first apartment and is doing great.



Michael Solomon, Delaware Marathon May 18, 2008



- 9 Members have secured a job
- 5 Members have enrolled in job training programs
- 45 Members have completed a competitive race
- 3 Members have completed a half marathon
- 1 Member has completed a full marathon
- 8 Members have completed a 10-miler
- 3 Members obtained housing

Progress

How It All Began

Anne Mahlum, Founder and President, would pass by a homeless shelter every morning on her daily run and began to develop a rapport with the men outside on the corner. What started out as waves and smiles from a distance became more intimate as they developed a comfort level with one another. And one morning a simple idea stopped her in her tracks...

With a call to the shelter and the astounding support from the community and the media, Philadelphia's first Homeless Running Club was well, up and running. The first run took place on Tuesday, July 3rd 2007 at 6 am...and now one year later, we are operating in five different shelters.

Philosophy

Back on My Feet does not provide food nor does it provide shelter, but instead provides a community that embraces equality, respect, discipline, teamwork and leadership. There are no labels, no stigmas and no stereotypes. At Back on My Feet, all members – regardless of race, education or socioeconomic status – join together to move their own lives forward as well as the lives of their teammates. Back on My Feet is much more than just running - it is a comprehensive program that offers connections to job training, educational scholarships and housing assistance. The benefits of Back on My Feet are earned through the currency of attitude, commitment, teamwork, respect, dedication and leadership.