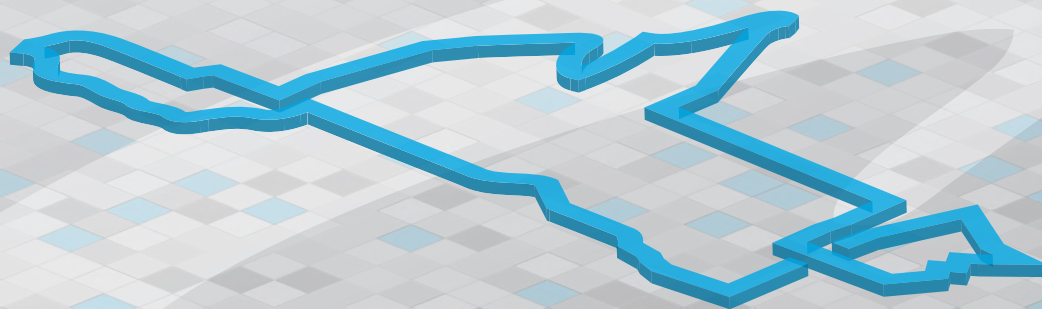




2010-2011 ANNUAL REPORT



*leading change to improve health*

# THE CURRENT STATE OF HEALTH IN OUR COMMUNITY

## LIFE EXPECTANCY

For the first time, children born today have a shorter life expectancy than their parents due to the health complications caused by obesity and inactivity.



## OVERWEIGHT

30% of Michigan children and adults are overweight.

30%



## INFREQUENT PHYSICAL ACTIVITY

1/3 of Flint's children infrequently take part in physical activity.

1/3



## TOP 3 REASONS RESIDENTS DON'T USE PARKS

1. Safety concerns
2. Not well maintained
3. Little to do



## \$8.6 BILLION LOST EACH YEAR

Physical inactivity results in the loss of 20 work days for a statewide cost of \$8.6 billion annually.

\$8.6B





**16X**

### GETTING ACTIVE

Crim racers and trainers log enough miles to circle the globe 16 times each year



NUTRITION EDUCATION  
MINDFULNESS  
**PHYSICAL ACTIVITY**  
SCHOOL GARDENS  
SAFE ROUTES TO SCHOOL



**100%**

### TRAIL ACCESSIBILITY

16 of 16 Flint area trails made more accessible

### YOUTH IMPACT

15,000+ youth, 44 schools annually receive CrimFit Tools for Healthier Living



**6X**

**40+**

### COMMUNITY IMPACT

40+ partners working to achieve systemic change  
6 communities adopt active living resolutions



### PARKS

Improving park conditions and access

LEADING CHANGE  
**TO IMPROVE HEALTH**



FITNESS FOUNDATION

## *a word from the founder*

Dear Friends,

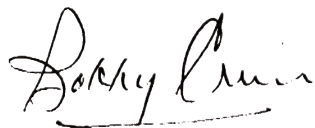
I have always believed that working hard, taking care of yourself, and having a winning attitude helps set you apart from the crowd and on your way to success. Life challenges us every day, and it demands that we each figure out for ourselves what it takes to not only achieve our goals, but also to enjoy the journey.

The Crim started out as an opportunity to have some fun, run a little, and make a difference in the lives of several hundred wonderful Special Olympics athletes in Flint, Michigan. Today, through the generous support of community leaders along with a hardworking and dedicated Board and staff, the Crim Fitness Foundation now makes a difference in the lives of tens of thousands of children and adults every day. We still run a little. I have run more than 900 races in the last 43 years, and I did my first marathon this past winter, at age 80.

Now, with 35 years behind us, we are on an upward trajectory to become the largest and most successful 10-mile race in this nation, while using our reach and influence to serve the greater good—helping children and families be physically active, seek out better nutrition, and channel the power of the mind into positive action.

Through our partnerships with foundations, universities, private sector companies, community groups, and people living within our neighborhoods we have been able to serve as a transformative element for health & wellness not only in Flint and Genesee County, but indeed throughout our state. And all of this growth has taken place during the most difficult economic chapter in our recent history. So when people say something can't be done, just take a look at the Crim—it can be done, from running 10 miles to changing communities.

The journey continues – join us!



Bobby Crim, Founder



Bobby Crim, Founder



## *to our partners and supporters*

Changes are taking root around us. From bike lanes on Flint's main thoroughfare, to school children throwing a salad party with their garden harvest, the Flint area is undergoing a transformation.

We are proud to be part of that change. Over the past two years, thanks to our volunteers, partners, funders, board members, supporters, and staff we have expanded our reach, pursued challenging policy and infrastructure changes, inspired community-wide action, and taken advantage of emerging opportunities to make the greatest impact we can on the health of our community.

We take the commitment to lead and inspire change to heart by continually seeking ways to improve and enhance our work.

- We've brought in experts to help guide our efforts, forming a Medical Advisory Committee and organizing the Crim Summit Series.
- We've developed new partnerships to achieve greater impact, from working with neighborhood residents to map improvements to Brandon Park, to providing municipalities with guidance on policies that support active living.
- We've expanded our CrimFit youth offerings, providing a Food Corps service member to support school gardens and healthier meal options, and launching a mindfulness program that helps students manage stress and make sound decisions. Our work is being evaluated by Michigan State University to help us track results and make continuous improvements.
- We continue to enjoy record-setting participation and attendance at the Crim Festival of Races, with over 60,000 race attendees, and an annual economic impact of more than \$10 Million. The Crim, 4th largest 10-mile race in the country, continues to be a source of local pride and national recognition.

Across our work, we strive to connect efforts so that our race, adult training, youth and active living programs support and inform each other. Training clubs are encouraged to use newly marked trails. Our active living coalition is working to secure safe routes for students in our youth program to walk to school.

We are proud of the change we have led, but humbled by the many challenges that remain. As ever, we are profoundly grateful to you, and to the greater Flint & Genesee County community, for making our work possible.



Mark P. Yonan, Chairman



Gerald S. Myers, Chief Executive Officer

*Mark P. Yonan*

Mark P. Yonan  
Chairman

*Gerald S. Myers*

Gerald S. Myers  
Chief Executive Officer

## LEADING CHANGE TO IMPROVE HEALTH

The Crim Fitness Foundation is committed to improving health in Flint and beyond through best practices programming and coalition building.

In 2005, faced with a growing obesity epidemic, and a community suffering from challenge after challenge, the Crim Fitness Foundation recognized that we had the potential—and the responsibility—to do more. We made a change. We expanded our work well beyond the blue line of the race, into neighborhoods, schools, workplaces and homes.

From the individual level, to the policies that affect hundreds of thousands, we believe we can be a catalyst for authentic change.

- Our response to the epidemic of childhood obesity is to provide physical activity, mindfulness programming and nutrition education to over 15,000 youth in the City of Flint, Genesee County and beyond, each and every day.
- We see the social and economic impact of adults not finding time to be physically active, so we look for ways to offer CrimFit Adult Training Programs to meet everyone's needs.
- When we see that families have nowhere to go to walk, ride their bikes, and enjoy the outdoors together, we work to improve our parks, secure safe routes to school, make streets bicycle-friendly, improve the accessibility of trails, and more.

The Crim Festival of Races remains our cornerstone, motivating thousands to get active, attracting much-needed commerce to Flint and serving as a point of pride and celebration in our community.



### **Transformational change begins with each one of us...**

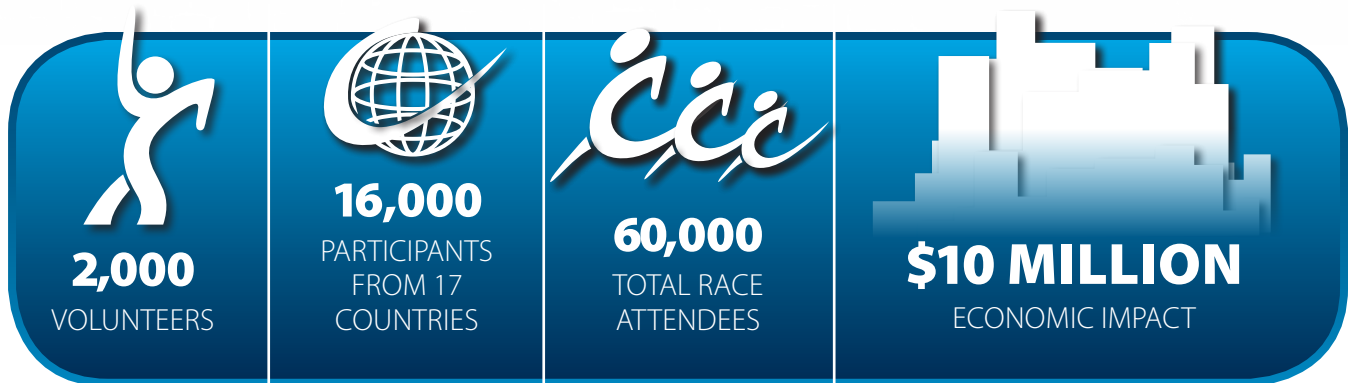
As part of our continuing mission to improve the health of all our citizens along with the health of our community, the Crim put into place lively and informational nutrition programs, taught in conjunction with our physical activity programming. To broaden the impact of those two critical health components, we began exploring new data about the impact of mindfulness on the ability to learn and to help support positive behavior. What we learned through that exploration convinced us that mindfulness is essential to helping youth and adults consolidate the benefits of physical activity and nutrition.

To introduce the community and launch the inclusion of mindfulness in our programming, we invited internationally-acclaimed speaker and author Dr. Deepak Chopra to come to Flint and present at the summit event, "Your Health, Your Life." This inspiring and celebratory event was attended by more than 2200 people and was focused on health, personal accountability, and the impact we have on everyone and everything around us through the choices we make—it was very powerful.



## *the festival of races*

The cornerstone of the Crim Fitness Foundation, the Crim Festival of Races grew to new levels in 2010 and 2011, breaking all previous records for attendees and attracting an ever more diverse pool of participants.



Recognizing that broadening our pool of participants is key to continued growth, we made a commitment to engage new audiences. Those efforts are meeting with success.

81% of the participants in the Crim Adult Training program are female; 19% are male.

The number of women in the Festival of Race events has grown by 17% since 2000.

To build on the energy of the Crim and provide more opportunities for people to get active, we have deepened existing partnerships and sought new alliances.

**An innovative partnership with the University of Michigan led to the creation of a new one-mile course known as the “Michigan Mile”, which winds through the university’s growing Flint campus. The University of Michigan-Flint is the fastest-growing public university in Michigan.**

Meeting our sustainability goals a year ahead of time, we concluded our contract to manage the Brooksie Way Half Marathon in 2011. That same year, we launched plans for the new Qualifier marathon and half-marathon, to be held as part of the Dow Weekend of Races in May 2012.



***I found that I am capable of much more than I ever thought with the encouragement, support and assurance from my new friends and trainers...”***

—Dee Stashuk

***I even got my husband to do a few races that year and he did his first Crim 5K which really made me feel good to have him involved!”***

—Debe McCord



## ***HealthPlus, Presenting Sponsor of the Crim Festival of Races since 2008***

*"Like our commitment to healthy communities, HealthPlus's partnership with the Crim is part of our DNA," said Bruce Hill, CEO and president of HealthPlus. "For all of us at HealthPlus, supporting the Crim is a great way to foster wellness and celebrate the Flint community."*

HealthPlus has been an active and involved Crim sponsor for more than 25 years. This year, just as it has in the past, HealthPlus volunteers will staff the Bradley Hills water station, create its signature balloon arch to float above the street and cheer on runners in the Crim Festival of Races. In the meantime, without fanfare, because Crim and HealthPlus continue to collaborate, someone sitting on the sidelines will be inspired to get up, get moving and get involved.

## ***The Crim is part of my life.***

### **Riley McLincha, 2011 Crim Volunteer of the Year**

Riley McLincha has run the Crim 10-mile race every year since it started in 1977. McLincha brings his own flair to the race, 'drubbling' three basketballs to the finish line to raise money for the Special Olympics, as well as serving as a fundraising anchor for the Crim Fitness Foundation's online donor campaign. Riley's commitment to the race is year-round, from singing the national anthem on opening day, to participating in the CrimFit Adult Training Program as a group leader, to maintaining a database that tracks every single racer's time. With Riley's help, we welcomed 16 new members—among them seven women—to the Crim 30-Year Club in 2011 (members have run in the Crim for 30+ years). Over the years, Riley has welcomed a total of 76 runners and walkers, 9 of them women, to the 30-Year Club.



## crim youth programs

### THINKING BROADLY ABOUT WELLNESS

To have the greatest impact on children's wellness, we recognize that we must look at the whole picture, from children's daily habits to the environment they live in. We aim to support the physical, emotional, social and academic development of youth.

Building from our race activities, CrimFit Youth Summer Running Clubs provide opportunities for kids to get active year-round. In 2010 and 2011, 1,124 youth took part in these clubs, an increase of more than 10 percent.



**“My mom and me have made all the recipes in the Kids' Cookbook. Are you going to have another book?”**

— 4th grader, Neithercut Elementary



The CrimFit Youth Physical Activity Program is the centerpiece of our youth work, operating in 44 schools in and around Flint. As part of the program, students earn points for being physically active. In 2010, we broadened the point system to recognize and encourage more ways to be active, such as walking to school.

We expanded PE-Nut, the CrimFit Youth Program's nutrition education component to include nutrition education for parents. This program, Shopping Matters, offers parents a grocery store-focused lesson centered on how to choose foods that are healthy and budget-friendly.

The addition of a FoodCorps service member has enabled us to start work on school gardens at six area elementary schools, build window gardens in afterschool programs, bring local farmers into classrooms as guest speakers, and work with school food services to bring local produce and greater variety into student meals.

**“We started making fruit smoothies at home.”**

— 2nd grader, Pierce Elementary



### Supporting wellness in and around Flint:

<b>44</b>	SCHOOLS
<b>15,000</b>	CHILDREN
<b>16</b>	ALL 16 FLINT ELEMENTARY SCHOOLS
<b>10%</b>	EXPANDED SCHOOLS BY 10% SINCE 2009
<b>2011</b>	FIRST HIGH SCHOOL ADDED

**“I never had cucumbers before, and now I love them.”**

— 2nd grader, Washington Elementary

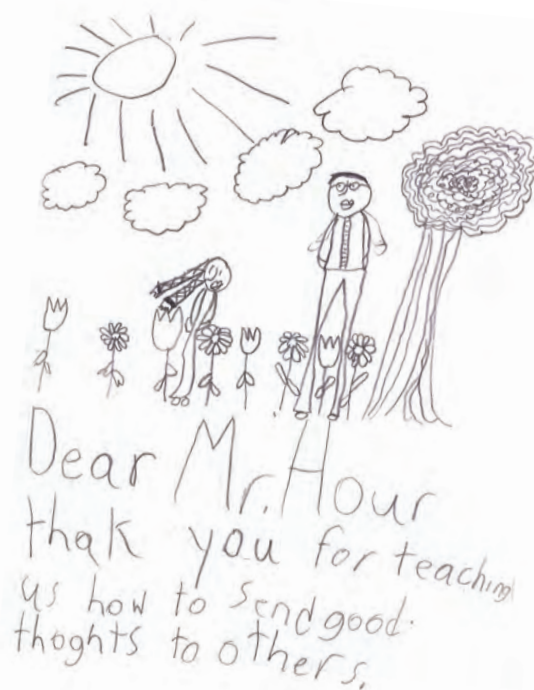


In 2011, we launched a Mindfulness Program, based on brain science, which helps students manage stress and develop stronger citizenship and decision-making skills. The program has been well received, with parents and teachers noting improvements in students' behavior and ability to focus.

Sending good thoughts and taking time to think before acting are a regular part of students' work in Crim mindfulness lessons. Since starting the program, teachers have found classroom management easier and have noted an increase in test scores and better relationship between students. Lessons are based upon the 'Mindful Schools' curriculum, which has been found to increase attention span, enhance impulse control, reduce stress, and encourage social-emotional growth and empathy for oneself and others.

Committed to continuously improving our work, we have partnered with Michigan State University to evaluate our CrimFit Youth Programs, track outcomes, and formulate new strategies and program upgrades on evidence-based research.

***Thank you for teaching us how to send good thoughts to others.***



***Can you have local produce in Flint school cafeterias? Grown by students? You can.***

Thanks to a donation from the Crim Chairman's Circle, students at Freeman Elementary are growing fresh produce in a new hoop house built right on school grounds. Nearby, at Eisenhower Elementary, students and staff worked together to clean up an old greenhouse and start growing greens.

## thanks to our supporters

### 2010

#### FOUNDATION SUPPORT

Ruth Mott Foundation.....	299,850
Charles Stewart Mott Foundation.....	207,530
Michigan Fitness Foundation.....	136,450
Robert Wood Johnson Foundation.....	85,850
Disability Network Grant .....	9,220
Finish Line Grant.....	5,000
BEST Project.....	4,500

### 2011

#### FOUNDATION SUPPORT

Ruth Mott Foundation.....	391,860
Charles Stewart Mott Foundation.....	313,030
Finish Line Grant.....	156,440
Michigan Fitness Foundation.....	136,450
Robert Wood Johnson Foundation.....	74,090
Community Foundation of Greater Flint .....	16,070
Disability Network Grant .....	15,150
A.G. Bishop Foundation .....	10,000

#### CORPORATE SPONSORS AND DONORS, 2010-2011 \*Chairman's Circle members shown separately

##### \$100,000+

ABC-12  
Health Plus

##### \$40,000+

Flint Journal / Mlive  
Genesee County Land Bank  
McLaren Regional Medical Center /  
McLaren Health Plan  
WEYI TV 25

##### \$20,000+

3Sixty Interactive  
Blackstone's  
Citizens Bank  
Financial Plus Credit Union  
Flint Journal / Mlive  
Genesys Health Systems  
Hurley Medical Center  
Hurley Health & Fitness Center  
McLaren Health Care, Inc.  
Grand Blanc Motor Cars / Mid-Michigan  
Toyota Dealers  
University of Michigan-Flint

##### \$10,000+

Brick Street Bar & Grill  
Genesys Regional Medical Center &  
Health System, Inc.  
Lewis & Knopf  
Meijer, Inc.  
Patsy Lou Williamson Auto Group  
Walmart

##### \$5000+

501 Bar & Grill  
Advanced Physical Therapy  
Bank of America  
Citadel Broadcasting  
Community Podiatry Group  
Curbco  
Dental Care Team  
DM Burr Group  
City of Flint  
City of Flint DDA  
Fusion Medical  
John P. O'Sullivan Distributing  
Matrix Expedited Service, LLC  
McDonald's / R. McDonald House Charities  
Olmsted Associates  
Swartz Ambulance  
UAW - Local 598  
UAW - Region 1C / General Motors  
RunMichigan.com  
Weinstein Electric  
WNEM TV5

##### \$1000+

Robert & Leslie Aguirre  
Anna Paulina Foundation  
Ascension Health  
Blue Care Network / Blue Cross  
Baker College  
Bishop Airport  
Brady Business Systems  
Ruthanne Cantor  
Flint Area Convention & Visitors Bureau  
Dee Cramer, Inc.  
DVA Ambulance  
Evans Equipment  
Fabiano Brothers  
Laura Fletcher  
City of Flint  
Genesys Health Foundation  
Hank Graff Truck Center  
Hurley Foundation  
Huron Automatic Screw  
ITC  
Eric & Peggy Jones  
Ray & Dee Knott  
Landaal Packaging  
Michigan Fitness Foundation  
Michigan Runner (GLSP)  
Michigan State University  
Mott Children's Health Center  
Patriot Ambulances  
Phoenix Network  
Kermit Pitts  
Red Cross  
Running Gear  
Skaff Furniture & Carpet  
STAT Ambulance  
Tim Horton's  
Tom Ryan Distributing  
Clifton Turner  
Universal Ambulance  
Uptown Development  
VG's  
Vogt's Flowers  
Walmart / Sams Club  
WHNN-FM

##### < \$1000

American Home Fitness  
Bennett Telephone  
Beyond Juice  
Class Action Fitness  
Cora Health  
Creative Foam  
ELGA Credit Union  
Gault Race Management  
Genesee Regional Chamber of Commerce  
Steve & Roseanne Heddy  
HLL, Inc.  
Junior League of Flint  
Mid Michigan Solar  
Modetz Funeral Home  
Rochester Knee & Sports  
Shaltz Automation  
United Staffing

##### < \$500

Art & Martha Austin  
Bern Dog Ent.  
Brian & Dorie Barkey  
Lara Flint  
Joseph & Angela Garner  
Tim & Kathy Giles  
Tom & Susan Hauer  
Terry Heany & Karen Kemmis  
Nell Kuhnmuensch & Roy Saper  
Latina's Restaurant  
In Honor of Tom Martin  
Merrill Lynch / Mark Yonan  
Riley & Hope McLincha  
Meijer  
Priority Printing  
Hon. Robert & Lynne Ransom  
Rowe, Inc.  
Shala OM, LLC



### **\$10,000+ Founding Chairman's Circle Members**

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 Bobby and Marsha Crim  
 Robert and Joanne Fuller  
 Ann M. Gasta  
 John and Anne Gault  
 Gary and Carol Hurand  
 Dave and Josie Isbell  
 Eric and Peggy Jones  
 Ray and Dee Knott  
 Al and Barbara Koegel  
 John Matonich  
 Wally and Marge McLaughlin  
 Gerald and Marti Myers

Harry and Wanda Piper (deceased)  
 William Piper  
 Timothy and Barbara Purman  
 Ghassan and Manal Saab  
 Bob Emerson and Judy Samelson  
 Joseph and Julie Serra  
 Philip and Ardele Shaltz  
 Dr. William and Polly Sheppard  
 Scott and Jane Shively  
 Thomas and DeAnn Townsend  
 Dr. Daniel and Peggy Walter  
 Ridgway and Shannon White  
 Mark and Julie Yonan

### **\$10,000+ Lifetime Chairman's Circle Members**

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 Bob and Cynthia Bois  
 Timothy and Julie Brooks  
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 Dennis and Eileen Drenikowski  
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Dr. Michael and Monisha Kia\*  
 Dr. Sam Kiran and Dr. Mona Hardas\*  
 Kreg and Cindy Krueger\*  
 The Landaal Family\*  
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 Drs. Appa Rao and  
 Sumathi Mukkamala  
 Dr. Bobby Mukkamala and  
 Dr. Nita Kulkarni  
 Roger Samuel\*  
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Dr. David and Shannon Taylor  
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 John and Debbie Walter\*  
 On Behalf of Evert and Loleta Myers  
 - Gerald and Marti Myers\*  
 In Memory of Philip and Joan Yonan  
 - Mark and Julie Yonan\*  
 In Honor of Brandy  
 - Bobby and Marsha Crim

### **\$1,000+ Annual Chairman's Circle Members**

Hon. Duncan and Dana Beagle  
 A. Michael and Kim Conn  
 Harry Garrison and Wanda Merrell

Renaldo Macciomei  
 Jerry Preston  
 John and Kathy Racine

Hon. Robert and Lynne Ransom  
 Jerry and Glenda Rhoden  
 Ron Gettelfinger UAW Region C

## *crim adult training program*



238,900 MILES!



### **SETTING A COURSE FOR HEALTHY LIFESTYLES**

We're over the moon.

Each year, participants in the Crim Adult Training Program log enough miles to reach the moon and beyond. It is the largest training program for a single athletic event in the country.

Led by nearly 200 volunteer group leaders, trainers meet weekly to run or walk together, and are matched with peers at a similar pace and endurance level. The program's accessible and affordable approach makes it easy to take part, and has led others to replicate the program outside the Flint area.

While the distance covered in our program is impressive, far more important is the inspiration participants find to start, and maintain, healthy lifestyles. To support these healthy habits, we are working to weave together a year-round program of fitness activities.

We are always working to attract new participants to use the Training Program to start, build on or re-energize a regular exercise regimen. A few years ago, we saw an opportunity to partner with Flint area businesses in these efforts. We developed a special program offering local businesses discounted rates for their employees to participate, as a way to engage more adults in physical activity, encourage a preventative approach to health care, and provide employers with a ready-to-use, cost-effective health program.

The result: 13 local employers offered to pay registration costs for any employee to take part in the Crim Adult Training Program. A win-win for employees and employers, the program has been enthusiastically embraced.



***We saw employees lose weight, quit smoking, and adopt active lifestyles as a result of this program.***

"We care about our employees' health. And, we thought that doing the Crim Adult Training Program would be a positive team and morale building experience. It was so much more than that. The Crim inspired many of our team to make major changes. We saw employees lose weight, quit smoking, and adopt active lifestyles as a result of this program. Absenteeism even went down. To top it off, we're having fun, and making new connections in our community."

– Kreg Krueger, Owner, Vogt's Flowers





## ***I started running because someone told me I couldn't...***

Kim Turner and Tracie Brackens joined the Crim Adult Training Program as first-time runners. Weeks later, they crossed the finish line of the Crim 10-mile race. Kim and Tracie are still part of the training club today.

Says Kim, "We had a lot of fun because the trainers would keep saying, 'Who has run the farthest they have ever run in their lives?' And we'd say, 'Here, right here.' I tell people who say they can't do it, don't worry, they'll train you."



Says Tracie, "I started running because someone told me I couldn't". And last August I did 10 miles. My first race. My first year running ever."



## HELPING COMMUNITIES SUPPORT HEALTHY LIFESTYLES

A family needs a park to play together.  
A trainer needs a trail.

**An active, liveable community provides these facilities, and much more.**

Safe routes to school or work help children and commuters build healthy activity into their daily routine, while saving money and conserving community resources. Well-used, well-maintained public spaces attract businesses looking to set up shop.

These are just some of the reasons the Crim Fitness Foundation is pursuing the policy and infrastructure changes needed to support active living. This is not easy or quick work, nor work we can do alone. But by harnessing the power of partnerships and coalitions, we are making great progress.

With support from the Robert Wood Johnson Healthy Kids Healthy Communities project, we are working to revitalize Flint parks. The project brings together neighborhood residents and local organizations to create solutions to improve park access, maintenance, and safety. Three parks were selected for focus, based on community input and assessments of access to and equity in the distribution of parks: Brennan, Max Brandon, and Whaley. Work began on the 100-acre Max Brandon Park in 2010, and lessons learned will be applied to other parks, eventually helping to revitalize the entire parks system, spanning 1,800 acres across 63 parks.

With Safe & Active Genesee for Everyone (SAGE), a diverse coalition of more than 20 organizations, we have improved trails and parks, increased use of these facilities, and encouraged broad policy and behavior change.

**300**  
TRAIL SIGNS



300 trailway-finding signs dot every trail in Genesee County, marking local destinations to encourage residents to use trails as transportation routes for daily activities.

6 communities have adopted Complete Streets resolutions that call for municipalities to consider bikers, pedestrians, and those with disabilities in the design and redesign of roads.

**SIX**  
COMMUNITIES



[www.bikewalkbus.org](http://www.bikewalkbus.org)

### BIKE IT. WALK IT. BUS IT.

The Bike It Walk It Bus It campaign encourages residents to use active transportation, drawing on all elements of our work to promote public transportation, biking and walking to work, school and errands, and educate the public on the benefits of adopting healthy behavior.



Due to our success and ability to convene partners, the Crim was one of 50 grantees in the nation awarded support from the Robert Wood Johnson Foundation through their Healthy Kids Healthy Communities program, the foundation's largest investment to date in reversing the childhood obesity epidemic.

## From walking audits to bike rodeos, we're securing safe routes to school.

In 2011, the Crim Fitness Foundation won a \$331,000 grant for Washington Elementary to secure safe routes for children to bike or walk to school. Using walking audits to identify dangers—block by block—along with input from parents and school leaders, we developed a plan that includes new sidewalk signs, pedestrian education, a bicycle rodeo to teach bike safety, and better enforcement of safety laws. We are seeking support for a similar plan at Durant-Tuuri-Mott Elementary, where we adapted the safe route planning process to meet the needs of disabled students.



***How do we bring together healthy activity, community building, family time, literacy, and awareness of newly improved parks?***

In 2011, our Youth Program and SAGE teamed up to hold our first Tale on the Trail event. Families walked along the Flint River Trail, reading a page of the book posted at intervals along the way. The star of the book, Running Bear, was on hand to help celebrate, and families received a free copy of the book. The event gave families a chance to get active together, and encouraged greater use of the trail. Met with great response from the community, we are integrating Tale on the Trail in future Active Living efforts.

## Healthy Kids, Healthy Communities Partners

Big Brothers/Big Sisters of Greater Flint  
Boys and Girls Club of Greater Flint  
City of Flint  
Crim Fitness Foundation  
Genesee County Health Department  
Genesee County Parks  
Genesee Intermediate School District  
IMA Recreation  
Michigan Fitness Foundation  
Priority Children  
Prevention Research Center  
Project for Public Spaces  
Ruth Mott Foundation  
Safe and Active Genesee for Everyone  
Salem Housing  
UM-Flint Center for Applied Environmental Research  
United Way of Genesee County- Bridges to the Future  
YMCA of Greater Flint

## Safe & Active Genesee For Everyone (SAGE) Partners

Beecher Community Development Council  
City of Burton  
City of Flint, Parks & Recreation Department, Kearsley Park Project  
City of Flint, Parks & Recreation Department  
City of Flint, Transportation Department  
Crim Fitness Foundation  
The Disability Network  
Fleis & VandenBrink Engineering, Inc.  
Flint River Corridor Alliance

Flint River Watershed Coalition  
Friends of the Flint River Trail  
Genesee County Health Department  
Genesee County Metropolitan Planning Commission  
Genesee County Parks & Recreation Commission  
Genesee County Road Commission  
Genesee Regional Trail Council  
Goodwill Industries of Mid Michigan, Inc.  
Greater Flint Health Coalition

Greater Flint Olympian & CANUSA Association  
IMA Recreation Association  
Michigan Fitness Foundation  
National Kidney Foundation Michigan  
Rowe Professional Services  
University of Michigan-Flint, Center for Applied Environmental Research  
University of Michigan-Flint, Recreation Center  
Valley Area Agency on Aging  
YWCA

## staff & board

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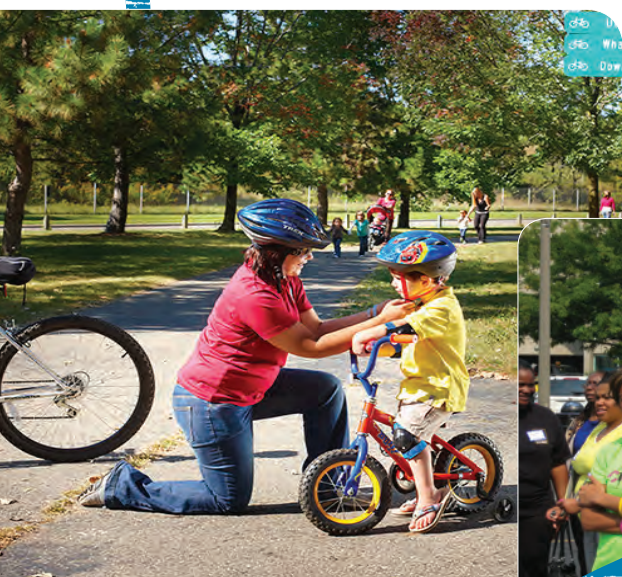
Patricia Ball, Race Director  
Jeff Phegley, Race Operations Director  
Diane Heidenberger, Race Assistant  
Janell High, Race Support Manager  
Jody Pace, Special Projects Manager

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Marti Austin, Youth Physical Activity Coordinator-Flint  
Erin Boillat, Youth Physical Activity Coordinator-Out-County  
Sandra Selby, R.D., Youth Nutrition Manager  
Sharon Davenport, Nutrition Educator  
Tom Hauer, Nutrition Educator  
Robyn Wardell, FoodCorps Service Member

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Lauren Holaly, Active Living Director  
Theresa Roach, Active Living Associate  
Alexandria Harris, Events Coordinator  
Kindra Love, Community Outreach Liaison





INDEPENDENT AUDITORS' REPORT

March 16, 2012

Board of Directors  
Crim Fitness Foundation, Inc.  
Flint, Michigan

We have audited the accompanying statements of financial position of the Crim Fitness Foundation, Inc. as of December 31, 2011 and 2010 and the related statements of activities, cash flows and functional expenses for the years then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for such an opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Crim Fitness Foundation, Inc., as of December 31, 2011 and 2010, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

In accordance with Government Auditing Standards, we have also issued a report dated March 16, 2012, on our consideration of the Crim Fitness Foundation's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grants. That report is an integral part of an audit performed in accordance with Government Auditing Standards and should be read in conjunction with this report in considering the results of our audit.

Sincerely,

*Taylor & Morgan, P.C.*

Taylor & Morgan, P.C.  
Certified Public Accountants

# financials (continued)

## CRIM FITNESS FOUNDATION, INC. COMBINED STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED DECEMBER 31, 2011 and 2010

	2011 Current Operations			2010 Current Operations		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
<b>UNRESTRICTED NET ASSETS</b>						
<u>Support</u>						
Contributions	\$ 12,969	\$ -	\$ 12,969	\$ 20,216	\$ -	\$ 20,216
Chairman's Circle	67,000	-	67,000	89,344	-	89,344
BEST Grant	-	3,000	3,000	-	1,500	1,500
Salem Housing Grant	-	4,525	4,525	-	-	-
Community Foundation Grants	-	29,500	29,500	-	-	-
Disability Network Grant	-	2,374	2,374	-	22,000	22,000
Michigan Fitness - PeNut Grant	-	147,525	147,525	-	131,752	131,752
Ruth Mott Youth Grant	-	199,950	199,950	-	179,500	179,500
Ruth Mott / Funding Exchange Grant	-	217,881	217,881	-	1,166	1,166
Robert Woods Johnson Grant	-	85,213	85,213	-	49,382	49,382
Mich Fitness Fndtn - SR2S Grant	-	8,920	8,920	-	4,704	4,704
General Motors Grant	-	5,000	5,000	-	-	-
A. G. Bishop Grant	-	10,000	10,000	-	10,000	10,000
CS Mott Grants	-	346,000	346,000	-	290,000	290,000
Total Support	79,969	1,059,888	1,139,857	109,560	690,004	799,564
<u>Revenue</u>						
Race and Training Program Fees	714,256	-	714,256	676,150	-	676,150
Sponsorships	540,520	-	540,520	429,698	-	429,698
Other Program Service Revenue	37,300	-	37,300	9,937	-	9,937
Merchandise Sales	15,568	-	15,568	18,860	-	18,860
Management Fees	74,000	-	74,000	87,000	-	87,000
Interest Income	2,789	-	2,789	2,116	-	2,116
Joint Venture Revenue Sharing	75,000	-	75,000	90,533	-	90,533
Other Income	21,976	-	21,976	20,277	-	20,277
Total Revenue	1,481,409	-	1,481,409	1,334,571	-	1,334,571
Total Support and Revenue	1,561,378	1,059,888	2,621,266	1,444,131	690,004	2,134,135
Net Assets Released From Restrictions	968,777	(968,777)	-	758,405	(758,405)	-
<b>EXPENSES</b>						
<u>Program Services</u>						
Youth Program	467,769	-	467,769	368,852	-	368,852
Adult Program	214,958	-	214,958	158,657	-	158,657
Festival of Races	1,006,772	-	1,006,772	939,498	-	939,498
Active Living	259,985	-	259,985	217,871	-	217,871
Summit	110,448	-	110,448	12,000	-	12,000
Total Program Services	2,059,932	-	2,059,932	1,696,878	-	1,696,878
<u>Support Services</u>						
Administrative	213,623	-	213,623	287,548	-	287,548
Total Expenses	2,273,555	-	2,273,555	1,984,426	-	1,984,426
Change in Net Assets	256,600	91,111	347,711	218,110	(68,401)	149,709
NET ASSETS - BEGINNING	1,154,345	241,664	1,396,009	936,235	310,065	1,246,300
NET ASSETS - ENDING	\$ 1,410,945	\$ 332,775	\$ 1,743,720	\$ 1,154,345	\$ 241,664	\$ 1,396,009

**CRIM FITNESS FOUNDATION, INC.**  
**STATEMENTS OF FINANCIAL POSITION**  
**AS OF DECEMBER 31, 2011 and 2010**

	2011	2010
<b><u>ASSETS</u></b>		
<b><u>CURRENT ASSETS</u></b>		
Cash and Cash Equivalents - Unrestricted	\$ 810,755	\$ 482,668
Cash and Cash Equivalents - Restricted	479,357	383,730
Accounts Receivable - Net	29,384	66,353
Pledges Receivable - Current Portion	72,726	70,056
Prepaid Expenses	5,456	23,992
Inventory	2,120	4,399
Total Current Assets	<u>1,399,798</u>	<u>1,031,198</u>
<b><u>FIXED ASSETS</u></b>		
Building	475,000	475,000
Building Improvements	230,764	230,764
Furniture and Fixtures	54,322	54,322
Vehicle	6,730	6,730
Equipment	61,001	46,713
Subtotal	<u>827,817</u>	<u>813,529</u>
Less: Accumulated Depreciation	<u>(142,002)</u>	<u>(104,793)</u>
Net Fixed Assets	<u>685,815</u>	<u>708,736</u>
<b><u>NON-CURRENT ASSETS</u></b>		
Deferred Compensation	72,714	61,034
Pledges Receivable - Non-Current Portion	46,750	52,000
Total Non-Current Assets	<u>119,464</u>	<u>113,034</u>
<b><u>TOTAL ASSETS</u></b>	<b><u>\$ 2,205,077</u></b>	<b><u>\$ 1,852,968</u></b>
<b><u>LIABILITIES AND NET ASSETS</u></b>		
<b><u>CURRENT LIABILITIES</u></b>		
Accounts Payable	\$ 24,266	\$ 12,656
Accrued Payroll and Related Liabilities	21,664	25,203
Deferred Revenue	86,583	62,066
Repayable Grant	60,000	80,000
Current Portion of Long Term Debt	998	19,870
Total Current Liabilities	<u>193,511</u>	<u>199,795</u>
<b><u>LONG-TERM LIABILITIES</u></b>		
Deferred Compensation	72,714	61,034
Note Payable - Genesee County Land Bank	196,130	197,074
Promissory Note - Genesee County Land Bank	-	18,926
Current Portion of Long Term Debt	<u>(998)</u>	<u>(19,870)</u>
Total Long-Term Liabilities	<u>267,846</u>	<u>257,164</u>
<b><u>NET ASSETS</u></b>		
Unrestricted:		
Other	725,130	445,609
Invested in Capital Assets	685,815	708,736
Total Unrestricted Net Assets	<u>1,410,945</u>	<u>1,154,345</u>
Temporarily Restricted	332,775	241,664
Permanently Restricted	-	-
Total Net Assets	<u>1,743,720</u>	<u>1,396,009</u>
<b><u>TOTAL LIABILITIES AND NET ASSETS</u></b>	<b><u>\$ 2,205,077</u></b>	<b><u>\$ 1,852,968</u></b>



# *crim*

FITNESS FOUNDATION



NUTRITION EDUCATION  
MINDFULNESS  
**PHYSICAL ACTIVITY**  
SCHOOL GARDENS  
SAFE ROUTES TO SCHOOL



LEADING CHANGE  
**TO IMPROVE HEALTH**

