

GROWING A STRONGER COMMUNITY

EXPERIENCE THE CRIM



“When health is absent, wisdom cannot reveal itself, art cannot manifest, strength cannot fight, wealth becomes useless, and intelligence cannot be applied.”

— **Herophilus**, Greek physician

36%

of Genesee County adults are obese.
(Centers for Disease Control, 2012)

ONLY 1 IN 4 CHILDREN IN THE U.S.

gets the 60 minutes of physical activity they need every day.
(Centers for Disease Control, 2010)

1/3

of Flint's children are infrequently participating in physical activity.
(Healthy Kids, Healthy Communities, 2013)

VISION STATEMENT:

The Crim works to cultivate accessible vibrant communities in Flint and Genesee County that encourage people to lead healthy lifestyles by integrating physical activity, healthy eating, and mindfulness into their daily lives and mentors other communities to do the same. The Crim uses events, programs, and policy, systems, and environmental changes to transform the culture of health in the communities it serves.

AMERICANS WALK LESS than adults in any other industrialized country.
(Alliance for a Healthier Generation, 2012)

Americans spend an estimated **\$150 - \$210 BILLION** on adult obesity related medical costs. (F as In Fat, 2012)

ADULTS ARE 62% more likely to eat healthier when living within walking distance of a grocery store.
(F as In Fat, 2013)

Studies show, six weeks of teaching **MINDFULNESS LESSONS** to youth reduces anxiety and improves self-esteem, attention and empathy.
(Mindful Schools, 2010)

LIVING WITHIN 500 FEET of a well functioning park can increase residential property value by 5%.
(The Trust for Public Land, 2009)

A WORD FROM OUR FOUNDER

Dear Friends and Colleagues:

I am truly humbled by this opportunity to provide a few words to acknowledge the incredible work this organization is doing to change the future for the people of Flint and Genesee County.

Thirty-seven years ago, I had no idea what lay ahead for our community or the Crim race ... no one could foresee such a future of change as well as challenge. I did know that collectively we had incredible core strength, capable of meeting whatever the future would present. The parallels are so similar to running a race – no matter how much you prepare, the future is truly uncertain. With focus and compassion, the Crim continues to serve this community in ways I never imagined possible. Leading as an economic engine as well as an innovator for health and wellness, today the Crim Fitness Foundation provides hope for generations to come – the legacy of the “Crim” is that they are truly “paying it forward”.

I am so proud of my association with this organization and how we are all capable of coming together! Thank you for your commitment as volunteers, donors, program participants, or simply for embracing a healthier life – it’s going to pay huge dividends for the generations to come.

I’m looking forward to seeing each of you race weekend or throughout the year and welcoming you to this wonderful thing called “The Crim”.

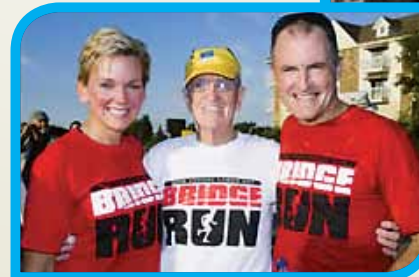


BOBBY CRIM
Founder

With gratitude,

A handwritten signature of Bobby Crim in cursive script.

Bobby Crim
Founder



Top: Bobby Crim running blind-folded with former Senator Bob Emerson. Middle: Former Congressman Dale Kildee and Bobby Crim with a Special Olympian. Bottom: Former Governor Jennifer Granholm and husband Daniel Mulhern stand with Bobby.

TO OUR PARTNERS AND SUPPORTERS

Dear Friends:

The staff of the Crim Fitness Foundation is fully engaged, energized and inspired, 365 days a year, to lead our community in the drive toward a healthier, more vibrant future.

For those not fully aware of the Crim's transformation from an annual race to a fitness foundation, we'd like to share some of our work with you. We hope you'll read this, be amazed at the quantity and quality of our outreach and that you'll feel proud to stand with us, helping us expand our reach and work to make a difference.

- The Crim team of Board, staff and volunteers works to build and maintain collaborative relationships with partners in the public and private sectors, develop research projects to measure program impact, explore opportunities to redefine our community as a center of excellence for health and fitness, pursue grant funding, and develop opportunities for donor engagement.
- The Crim Active Living Department advocates for and supports policies and initiatives that improve opportunities to integrate physical activity into daily routines. The team is deeply involved in the Flint Master Plan, leads park improvement efforts, leads Safe Routes to School efforts, and oversees the annual HealthPlus Tour de Crim.
- The Race team continues to provide world-class events and



MARK P. YONAN
Chairman



GERALD S. MYERS
Chief Executive Officer

extraordinary customer service, showcasing and highlighting the best our community has to offer. The HealthPlus Crim Festival of Races serves as an example to race directors around the nation that their events can also become the catalyst for health and fitness in their home communities. The Race Department works year-round to ensure the Festival of Races is a standout, flagship event—the best day of the year in Flint, every year!

- The CrimFit Programs Department oversees an astonishing array of 'best practice' programs ranging from mindfulness, nutrition, and physical activity in elementary, middle, and high schools to the Adult Training Program (ATP). The ATP is the largest program of its kind in the nation, training more than 1,500 adults each year for a Festival of Races event. Participants call the program 'life-changing' as it encourages healthy activity and provides support, resources and a chance to build social relationships.
- Youth programs designed and evaluated in partnership with Michigan State University reach more than 15,000 students in 42 schools. CrimFit youth programs encourage lifelong physical activity, healthy food choices, and mindfulness. School gardens, staffed by Crim and FoodCorps instructors, help reintroduce children to the food they eat, from seed to table. Mindfulness, conceived as a result of cutting-edge neuroscience, teaches children to concentrate and provides tools for developing focus, improving executive function and decision-making skills as well as academic performance. Like physical activity and healthy eating, teaching mindfulness is something we can do for our children that offers life-long and life-changing benefits.

To meet the challenges facing our community, our state, and our nation, we'll need all the wisdom and strength we can gather. We hope you'll join us in this effort to transform our community. Thank you for all that you do!

Mark P. Yonan

MARK P. YONAN
Chairman

Gerald S. Myers

GERALD S. MYERS
Chief Executive Officer

ACTIVE LIVING

The Crim Active Living team works to create active communities through policy and environmental strategies.

SAFE & ACTIVE GENESEE FOR EVERYONE

Safe and Active Genesee for Everyone (SAGE), is a Crim-led coalition of advocates, non-profit, private and government organizations working together to advocate for and support active living initiatives that promote safe opportunities for people to be physically active throughout Genesee County.

SAGE Successes

- 7 SAGE members served on advisory groups for the Flint Master Plan.
- Created draft bike parking and complete streets ordinances.
- Awarded \$13,000 in active living mini-grants to neighborhood groups and organizations.
- Distributed free bicycle racks to 30 businesses and organizations.

HEALTHY KIDS, HEALTHY COMMUNITIES

During the Healthy Kids, Healthy Communities Project (2009-2013), Crim staff worked directly with residents, grassroots organizations, and local government to implement capacity-building, policy, and environmental change approaches to revitalize Flint parks.

During the project the Friends of Max Brandon Park group was



created. Alonzo Laster and Hurb Pitts, community members passionate about improving the park, took on leadership roles. Their dedication was inspirational and resulted in a sustainable Friends group that will thrive for years to come!

In addition, community-created goals and objectives related to parks and green space were integrated into Flint's updated five-year parks plan and its master plan.

Improvements in Max Brandon Park and Brennan Park

- \$11,000 for a tree removal project
- \$5,000 for tree trimming in the park
- \$12,500 environmental sustainability project
- \$1,500 playground maintenance grant
- \$15,000 to restore a baseball field

SAFE ROUTES TO SCHOOL

Safe Routes to School efforts at Washington and Durant-Tuuri-Mott elementary schools in Flint resulted in a \$362,362 grant for Durant-Tuuri-Mott Elementary to provide education and encouragement programs and improve the physical environment of the neighborhood around the school.

Safe Routes to School Success

- \$700,000 Leveraged To Date
- New Sidewalks & Crosswalks
- 2 Schools Have Walk to School Programs
- 4 New Schools Begin Planning Process

CRIMFIT YOUTH PROGRAM

The CrimFit Youth Program has evolved over the years into a holistic education program including physical activity, nutrition and mindfulness, in addition to events and activities such as the Marti Austin Kids Classic, Summer Running Clubs and the Kids Invitational.

CRIMFIT COACHES

School staff members work with a CrimFit Coach to design and implement a physical activity curriculum specific to the needs of their students. The coaches also guide wellness teams within each school served by the Crim. Through this collaboration, students have the opportunity to participate in physical activity programs with a goal of reaching at least 60 minutes of exercise a day.

NUTRITION

FoodCorps Service members and Nutrition Educators teach children where food comes from, how to grow it, pick it and how to make healthier food choices. Through these nutrition lessons youth have the opportunity to experience new, healthy foods, some of which they grow themselves!

MINDFULNESS

Implemented at the Crim in 2012, mindfulness helps students gain insight on their emotions and control of their reactions. Mindfulness allows children to make better choices under stress, increases emotional intelligence and enables students to make the most of their education. Teachers often see a reduction in conflict in the classroom

and an increase in problem solving abilities, social skills and classroom productivity.

MINI-GRANTS & PARTNERSHIPS

Through mini-grants, fundraising events, partnerships and teacher trainings, the CrimFit Youth Program has given schools the capacity to organize and coordinate creative health and wellness activities of their own.

Andersonville Elementary embraces a healthy school culture every day. Thanks to a partnership and mini-grant with the Crim, many of the classrooms utilize exercise balls instead of chairs at the desks to allow children to constantly move throughout the school day. Every classroom in the school received Crim mindfulness lessons and ingrained the concepts into each classroom lesson, seasonal celebration, and within the school environment.

SPORTS-BASED YOUTH DEVELOPMENT

In 2012, the Crim partnered with Up2Us, a New York-based non-profit that provides resources and training to organizations and programs that provide sports and physical activity opportunities for youth. Thanks to this partnership, the Crim was able to train teachers and staff in Sports-Based Youth Development, a methodology that uses sports to provide the support and opportunities youth need to be healthy contributing citizens now and as adults.



CrimFit Youth Program increased
PHYSICAL ACTIVITY
— FOR —
42 SCHOOLS • 7,315 STUDENTS
by an average of 32 minutes per day

— IN 2013 —
\$2,380 EARNED FOR FIVE SCHOOLS
WITH CRIMFIT FUN RUNS
\$4,500 IN CRIMFIT MINI-GRANTS
TO SEVEN SCHOOLS

MINDFULNESS
— WAS TAUGHT IN —
56 CLASSROOMS • 8 SCHOOLS
FOR A TOTAL OF
1,320 STUDENTS

CRIMFIT ADULT TRAINING PROGRAM

Since 1995, thousands of runners and walkers have completed the 15-week training program, meeting with groups once a week – reaching goals, gaining confidence and improving their health – all with the support of their group members and Crim staff.

Thoughtful partnerships and collaborations with various nonprofit agencies, neighborhood groups and businesses have given the CrimFit Adult Training Program the opportunity to expand its offerings.

COMMUNITY SUPPORT

As part of the training program, participants received free recreation center passes to official training site, University of Michigan – Flint, vouchers for local events and races, discounts at running and walking stores, a training calendar and weekly emails with nutrition and fitness tips, inspiring stories and resources for running and walking.

The value the community puts on the Adult Training Program can be seen by the number of employers and medical care providers developing innovative wellness programs that include entry to the training program. In 2012, the McLaren Bariatric and Metabolic Institute sponsored CrimFit Adult Training Program entry for all their bariatric surgery patients.

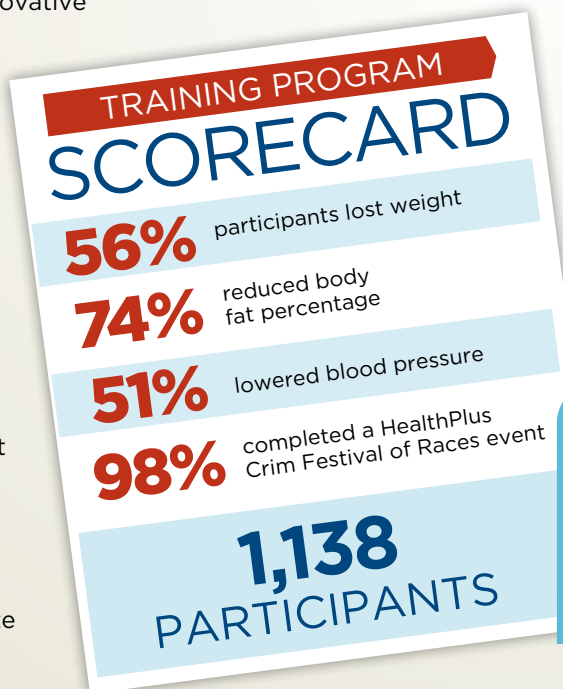
EXPANDING REACH

In 2013, the CrimFit Adult Training Program sought to reach individuals who have not been past Crim participants. The Crim worked with three affiliate



sites – New Life Center, C.O.F.Y. Center and Shiloh Baptist Church – to bring the training program directly to residents, resulting in a locally tailored experience for 131 participants.

Whether they are first-timers or long time runners and walkers, the CrimFit Adult Training Program gives everyone a chance to cross the finish line at the HealthPlus Crim Festival of Races and create healthy, positive changes in their lives.



“My body is stronger, leaner, and faster. My mind is determined, passionate and challenged. The experience has changed me forever and I have a new pride in myself.”

— THERESA COOKE, *Training Program*

HEALTHPLUS CRIM FESTIVAL OF RACES

With each step they take, Festival participants bring the community closer to a culture focused on health and wellness.

The Crim Fitness Foundation's premier event, the HealthPlus Crim Festival of Races, continued its tradition of great community participation, attention from international racers, and changes that continue to make the entire event an unforgettable experience for runners and walkers of all fitness levels.

HEALTHPLUS CRIM FESTIVAL RACES EVENTS IN 2012 AND 2013:


- 10 Mile presented by McLaren Flint
- 8K presented by Mid-Michigan Toyota Dealers
- 5K presented by FirstMerit Bank
- Michigan Mile presented by University of Michigan-Flint
- Teddy Bear Trot presented by Financial Plus Credit union

THREE MAJOR CHANGES IN 2013:

- HealthPlus of Michigan significantly increased its support and partnership, becoming the first ever title sponsor of the HealthPlus Crim Festival of Races.
 - With shared goals to promote health and wellness throughout

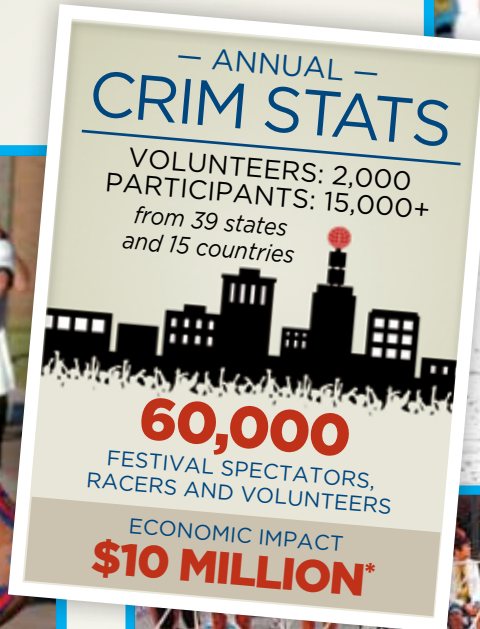


Flint and beyond, the Crim and HealthPlus partnership is a natural and mutually beneficial fit for both organizations.

- This enhanced partnership allows the Festival to provide a great race experience and support Crim programs while maintaining a very reasonable race entry fee.
- New route set for the first two miles of the Crim 10 Mile presented by McLaren Flint.
 - Allows for more racers to fit in Start area.
 - Course no longer cuts between Start-Finish area, creating more room and making it easier for participants to navigate.
- Michigan Mile one-mile race moved to Friday evening.
 - Participation almost doubled, from 650 in 2012 to nearly 1,200 in 2013.
 - Added Professional Mile presented by ATI Physical Therapy, brought in premier male and female one-milers.
 - Added High School Challenge race, giving racers a chance to earn honor and bragging rights for their school.

INSPIRING PEOPLE TO BE ACTIVE AND HEALTHY ALL YEAR LONG

For serious athletes and first-time runners/walkers alike, the HealthPlus Crim Festival of Races is a benchmark of what it means to be healthy. The Festival provides a goal that many might not otherwise try to reach. Once people participate in a Crim race, they find it has the power to impact them in ways they didn't anticipate, for many years to come.



"It's hard even for me to believe. I never thought this girl could run, but maybe I'm not quite the same girl I used to be. Let's do this."

— **MARJORY RAYMER**, Facebook comment

**Economic impact study by University of Michigan – Flint.*

HEALTHPLUS TOUR DE CRIM

In 2013, the Crim responded to the ever growing bicycle culture in Flint and Genesee County by hosting its first ever HealthPlus Tour de Crim. Collaborative partnerships were vital to the success of this community celebration in health and bicycling. The Crim teamed up with bicycle advocates, artists, musicians and Crim volunteers to host a successful inaugural event.

More than 500 bicyclists participated in this fun bike ride along the famous Crim blue line, enjoying obstacles along the way, such as bounce-houses, hay bales, and net crawls, located in four Flint parks. The obstacles gave bicyclists

an opportunity to take a break, appreciate the parks and engage in friendly competition with other bicyclists!

After the ride, participants enjoyed Michigan microbrews and root beer; learned about bike safety, took part in family-friendly activities, and grooved to local tunes on the downtown festival lot.

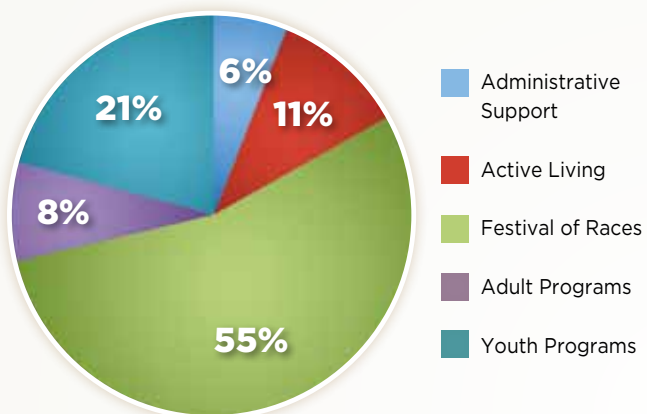
The HealthPlus Tour de Crim continues to gain attention as one of the most unique and fun bike rides around! This positive response shows the community's growing interest in and support for bicycle culture, policies and initiatives.



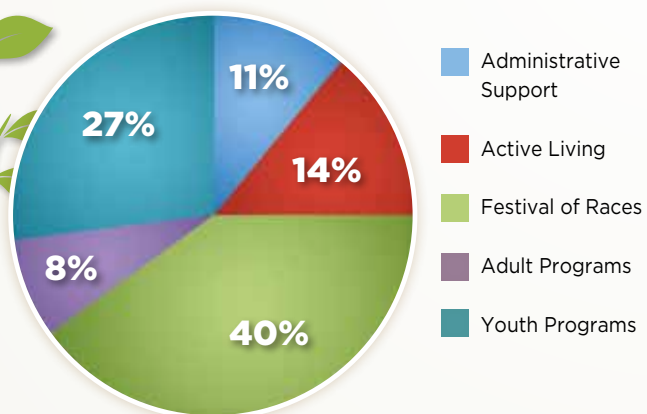
OUR FINANCES

2012 FINANCES

2012 TOTAL SUPPORT & REVENUE:
\$2,621,166

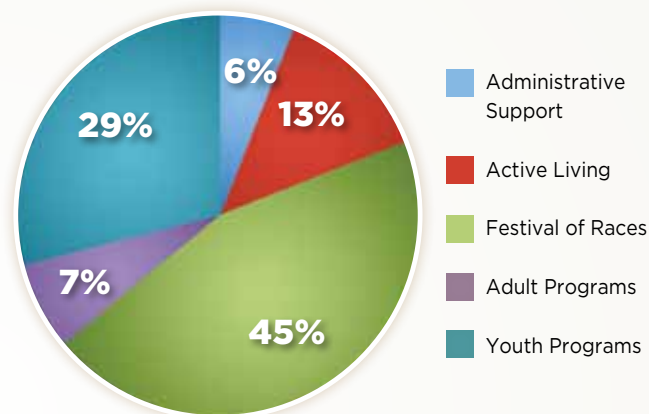


2012 EXPENSES

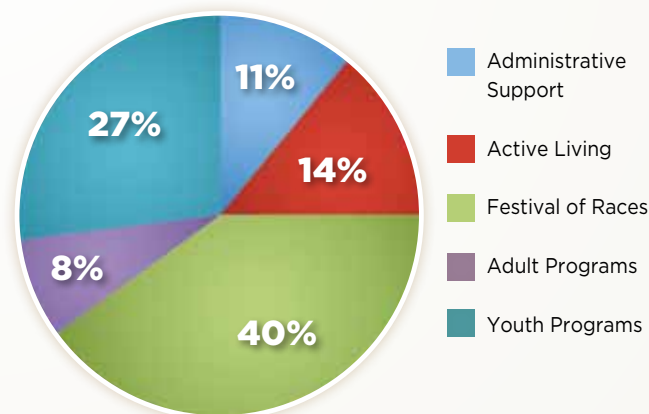


2013 FINANCES

2013 TOTAL SUPPORT & REVENUE:
\$2,494,857



2013 EXPENSES



The Crim Fitness Foundation, Inc. a 501 (c)(3) nonprofit organization, undergoes an independent audit each year to verify the financial information presented in this report and on the 990s filed with the U.S. Internal Revenue Service. Copies of Crim Fitness Foundation, Inc. 990s are available by request and audited financials may be found at www.crim.org.

CHAIRMAN'S CIRCLE

Those whose generous contributions play a key role in helping the Crim Fitness Foundation, Inc. provide programs, preserve history, honor excellence and connect generations.

CHAIRMAN'S CIRCLE - FOUNDERS

William & Tamara Bird
Bobby & Marsha Crim
Marc & Dawn Cuddie
Robert & Joanne Fuller
John & Anne Gault
Gary & Carol Hurand
Dave & Josie Isbell
Eric & Peggy Jones
Ray & Dee Knott
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Wally & Margaret McLaughlin
Gerald & Marti Myers
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William Piper
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Scott & Jane Shively
Thomas & DeAnn Townsend
Dr. Dan & Peggy Walter

Ridgway & Shannon White
Mark & Julie Yonan

CHAIRMAN'S CIRCLE - LIFETIME

Robert & Cynthia Bois
Timothy & Julie Brooks
Edward & Rhonda Childress
A. Michael & Kim Conn
Bobby & Marsha Crim *In Honor of Brandy*
Bobby & Marsha Crim *In Honor of Donald W. Crim*
Dennis & Eileen Drenikowski
Henry A. Fracalossi
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David & Marisa Gaines
Harry Garrison & Wanda Merrell
Joe Griffin & Peggy McGurrin
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The Landaal Family
Harvey & Deborah Lee
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Taylor & Morgan CPAs & Business Advisors
Drs. Appa Rao & Sumathi Mukkamala
Drs. Bobby & Nita Mukkamala
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& Loleta Myers*
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Kermit Pitts
Hon. Robert & Lynne Ransom
A-Frame Awards
Roger Samuel
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Larry & Susan Turnage
Kim & Ginger Virkler
John & Debbie Walter
Mark & Julie Yonan
In Memory of Philip & Joan Yonan

CHAIRMAN'S CIRCLE - ANNUAL MEMBERS

Renaldo Macciomei
Jerry Preston
John & Kathy Racine
Jerry & Glenda Rhoden
James & Pamela Trembley

**Members as of August 2014*

2012 FOUNDATION SUPPORT

Ruth Mott Foundation.....	\$ 385,305
Charles Stewart Mott Foundation	\$ 320,000
Michigan Fitness Foundation	\$ 156,582
Robert Woods Johnson Foundation.....	\$ 91,446
Community Foundation of Greater Flint	\$ 57,588
Ronald McDonald House.....	\$ 13,500
A. G. Bishop Charitable Trust.....	\$ 10,000
Whole Kids Foundation.....	\$ 4,000

2013 FOUNDATION SUPPORT

Ruth Mott Foundation.....	\$ 456,916
Michigan Fitness Foundation	\$ 211,457
Charles Stewart Mott Foundation	\$ 200,619
Robert Woods Johnson Foundation.....	\$ 83,720
Community Foundation of Greater Flint	\$ 74,735
1440 Foundation	\$ 25,000
General Mills Healthy Kids	\$ 10,000
Whole Kids Foundation.....	\$ 2,000

DEEPEST GRATITUDE TO OUR DONORS

\$100,000+

ABC-12
HealthPlus of Michigan

\$40,000+

Cumulus Media - Flint
Mlive Media Group - The Flint Journal
McLaren Flint

\$20,000+

3Sixty Interactive
Diplomat Pharmacy
Financial Plus
Genesys Regional Medical Ctr & Health System
Hurley Medical
Mid Michigan Toyota / Grand Blanc Motors
New Balance
University of Michigan-Flint

\$10,000+

Advance Physical Therapy
Bank of America
Blackstone's
Brickstreet Restaurant
Citizens Bank
FirstMerit Bank
Meijer
Michigan Vascular / Vein Solution
Patsy Lou Williamson Auto Group
UAW Region 1C
VG's

\$5,000+

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Elizabeth L. Aderholdt
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Don & Margaret Crim & Family
Douglas & Bonnie Crim & Family
Curbco
Fusion Medical
Greater Flint Heath Coalition
J. P. O'Sullivan Distributing
Lewis & Knopf
MSU College of Human Medicine
Matrix Expedited Service, LLC
Michigan Rehab
Plante Moran
Powers Catholic / Northgate
Rochester College
Swartz Ambulance
Tim Horton's
Vogt's Flowers
Walmart

\$1,000+

501 Bar & Grill
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AmericInn
Baker College
Blackstone's
Blue Care Network / Blue Cross
Brady Business Systems
CBS Outdoor
Chasse Ballroom & Latin Dance
Bob Cole, The Macomb Group
Dental Care Team
Etna Supply Co. of Southeastern MI
Fenton Foot Care
Grand Blanc Motors
Hank Graff Truck Center
Paul & Sosa Kocheril
Nell Kuenmuench & Family
Landaal Packaging
Lyonel & Cathy Leonard

Little Caesar's
MJ Manufacturing
New Balance
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Mike Petrucci
Red Cross
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Satterlund Supply Company
Skaff Furniture & Carpet
Spencer Agency
STAT Ambulance
Table & Tap
The Graff Family Foundation
UAW Local 589
Universal Ambulance
University of Michigan-Flint
Weinstein Electric

\$500+

America's Best
Applewood
Assenmacher's Bicycle Company
Michael J. Carr
Evans Equipment
Fastenal Co
Financial Plus Credit Union
Flint City Golf
City of Flint DDA
GCSI
Tim & Kathy Giles
Terry E. Heany
Home Depot
John & Nicole MacDonald
Red Ink Flint
Stat EMS

<\$500

B & C DJ's
BD's Mongolian Grill

Bauman's Running & Walking Shop
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Matthew Barber
Bedrock Building Inc.
Audra Belogia
Donna J. Brady-Camehi
Brown Sugar Café
Daniel & Mary Cady
Chuber Pottery
Churchill's
Mr. & Mrs. Winfield Cooper
Crust
Sharon Davenport
Helen Dilworth
Polly Dortch-Conlan
Kim Dudley
Janeen A. Dvorak
Fastenal
Jennifer Fitzgerald
Flint Farmer's Market
Jamie Florida
June Gall
Fremont & Mary Ann Halboth
Alexandria Harris
Donald Hartz
Thomas Hauer
Donna Hewitt
Family Hladik
Hoffman's Deco Deli
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Daniel Lechota
The Lunch Studio
Thomas D. Martin
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Douglas & Karen McMahan
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Midland Rotary Club
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Everett Webb
Noel & Berneda Weddington
Karen Westrick
Scott Williston
Thomas Yeotis
Thomas Yonan
Andrew Younger

SHARED COMMUNITY, SHARED ACHIEVEMENTS

JOIN OUR EFFORTS TO BUILD A HEALTHIER COMMUNITY

The Crim Fitness Foundation is committed to improving the health of our community through nutrition, mindfulness and physical activity programs and events for all ages. Join us in this community-wide effort to achieve improved health and wellness for all Genesee County residents as we advocate for policies and initiatives that support active communities.

GET INVOLVED

Become a leader and help achieve results through neighborhood cleanups, physical activity-related projects and events, civic engagement, infrastructure change and long lasting policy changes that support active living.

To celebrate the resilience and determination of our community, a memorial statue of Bobby Crim, founder of the Crim Fitness Foundation, has been dedicated in the new Crim Riverfront Plaza near the start line of the HealthPlus Crim Festival of Races. This plaza serves as a welcome to our city and an acknowledgement of those before us and those who carry our community forward in the future.

“He who has health, has hope; and he who has hope, has everything.”

— THOMAS CARLYLE



Charitable contributions of all sizes are deeply appreciated and play a key role in helping the Crim provide programs, preserve history, honor excellence and connect generations. All donations will support existing and future expansion of Crim programs and advocacy efforts.

SEE YOUR NAME IN THE BRICKS

A permanently engraved brick will be installed at the Crim Riverfront Plaza to honor donations of \$250 or more.

To donate to the Crim visit crim.org/donate.



CARRYING THE VISION FORWARD

FOUNDER

Bobby Crim

BOARD OF DIRECTORS*

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John Walter, Secretary
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Mallory Miller.....	Physical Activity Coordinator
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Jeff Phegley.....	Race Operations Director
Theresa Roach.....	Communications & Outreach Manager
Sandy Selby, R.D.....	Director of Programs
Ryan Sitko.....	Phys. Activity & Wellness Manager
Andy Younger.....	Race Director

*current as of August 2014

CRIM FITNESS FOUNDATION 2012-2013 ANNUAL REPORT

Theresa Roach.....Marketing and Project Director
Eileen Ruhlig, Mlive Media Group.....Design and Layout



Crim Fitness Foundation staff members engaging in the community.



452 S. Saginaw St. • Suite 1 • Flint, MI 48502 • 810-235-3396

crim.org

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