

LEADERSHIP



CULTIVATING HEALTHY COMMUNITIES
STATE OF THE CRIM: 2017 - 2019

Crim
FITNESS FOUNDATION

WHO WE ARE



The Crim Fitness Foundation is a 501c3 organization dedicated to cultivating holistic health and wellness in the City of Flint and Genesee County - and mentoring other communities around the state, region, and country to do the same. For more than 40 years, we've been putting one foot in front of the other to walk, run, and race our way toward a better future for all citizens. Started as a fundraiser for Special Olympics in 1977 by then Speaker of the House Bobby Crim, the race soon turned into a festival of races, drawing thousands of participants and spectators from around the world. Since 2005, under the leadership of CEO Gerry Myers and our Board of Directors, the Crim's vision has been to turn the "Spirit of the Crim Race" into programs that address equitable access to education, nutrition, physical and mental health, and more. Now, in 2020, Crim is a recognized leader and convener, reaching more people than ever before, and empowering the entire community to contribute to a culture of health, happiness, and resilience.

OUR VISION



The Crim Fitness Foundation 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. We mentor other communities to do the same. The Crim uses events, programs, policy, systems, and environmental changes to transform the culture of health in the communities we serve.

LEADERSHIP

Great leaders are those who empower others.

From founder Bobby Crim to current CEO Gerry Myers, to our next CEO, Lauren Holaly-Zembo, Crim leadership has always encouraged those with an idea, a passion, and a purpose to use creative means and meaningful partnerships to make things happen. This is how the Crim Fitness Foundation was formed and that is how we operate today. We love going after big goals and the changes they bring to the lives of those we serve.

However, we know the positive changes in health and wellness we have seen take place in our communities are not just the result of our work at the Crim. Instead, we know it to be the effort of countless extraordinary leaders, at all levels of the community, using their collective voices and talents to make health a priority.

We know that real change would not be possible without our partners, funders, volunteers, and you, the servant-leaders of our community.



Mayor
Sheldon Neely

"The Crim has been a constant and positive driving force in our community for more than 40 years. It has grown from its roots as a simple road race into a community organization with widespread impact — leading efforts to bring mindfulness to our community, creating interventions to improve educational outcomes, and working to create an equitable and healthy community."

TO OUR PARTNERS AND FUNDERS

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Dear Crim Community,

On behalf of the Crim Fitness Foundation's Board of Directors and Staff, we are grateful to share this report with all of you, our supporters and friends. The last several years at the Crim have been like all the others: full of excitement, growth, and lives improved!

While this report will share many of these stories and successes, it will also be a little different from our other annual reports. Of course, we still want you to know about the expansion of the Flint Mindful Cities Initiative and the launch of our Mindful Fellows Program, the new school sites served through the Flint Community Education Initiative, the miles and miles of new sidewalks and bike lanes, and the addition of the CANUSA Games to Crim programming. However, as the Crim transitions to a new season of leadership, we also wanted to take a moment to honor and lift up the great leaders who have made so much possible since the Crim's inception in 1977.

In these pages, we hope you will continue to be inspired by the Crim's work and find pride in the accomplishments - because none of it would be possible without the support of the community. We hope you will also enjoy learning about the Crim's forthcoming CEO, Lauren Holaly-Zembo, the leaders doing great work at the Crim, and most importantly, the portraits we are honored to share of our community's leaders who inspire others to make healthy lifestyle choices. We are humbled and grateful that they use their time and talent to take the Crim's mission forward locally, regionally, and nationally.

At the Crim, we look forward to what is next. As we continue to grow and make access to health and education more equitable, we know that we will continue to be inspired by the enthusiasm and love each of you have for the Crim, as well as by the compassionate, dedicated leadership of so many in our Crim family.

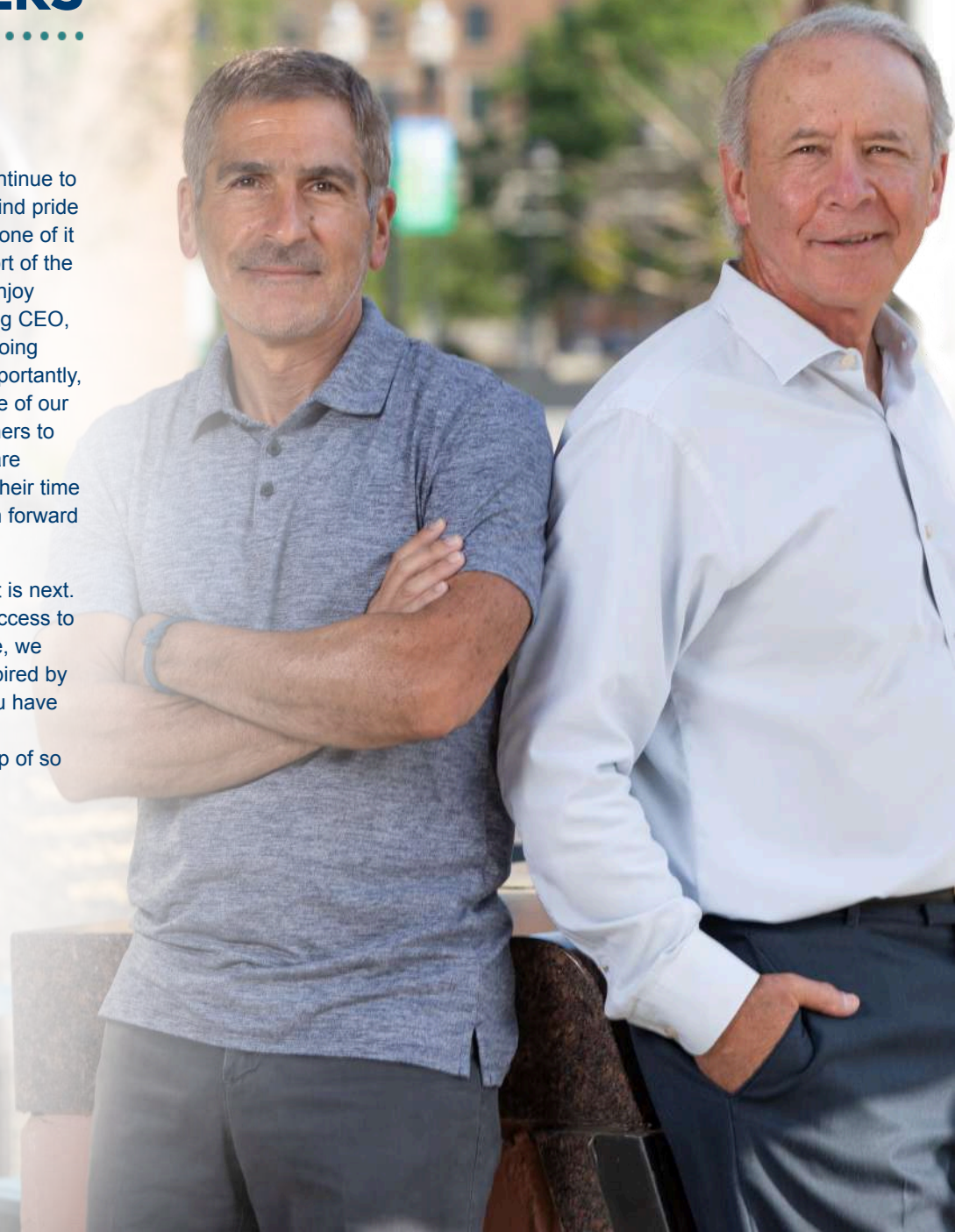
Thank you for your continued trust and support!

Mark P. Yonan

Mark P. Yonan
Chairman of the Board

Gerald S. Myers

Gerald S. Myers
CEO



MESSAGE FROM OUR FOUNDER: BOBBY CRIM

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Amazing Leaders. Amazing Legacies. One Awesome History.

Here we are in the year 2020. How was I to know what the Crim would become when we started with a small volunteer crew way back in 1977? It has been quite a journey and there are many more people to thank for the Crim's success than I could possibly list in my remarks here. But please know that I am grateful to every person who has ever had the courage to "toe the starting line" and follow that blue ribbon through the great city of Flint.

Looking back, I am very proud of what has been accomplished and to have my name associated with what is now the Crim Fitness Foundation.

However, without one man's vision, and the support of a very bold Board of Directors, there would likely be no Crim Fitness Foundation. As he enters a well-deserved retirement, I want to publicly say thank you to the Crim's first CEO, Gerry Myers. To say he has transformed the Crim would be an understatement. I also want to thank Board Chairman Mark Yonan and the entire Crim Board of Directors for supporting and guiding Gerry and his team over the years.

Because of Gerry, the race I started long ago is no longer just a race. It is now a symbol for hope, health, and happiness. It is a symbol of the care, compassion, and strength our community embodies. Through economic ups and downs, plant closures, water crises, and much more, the Crim has

been there. Every August, thousands of us come together and we celebrate our community, our culture of running and walking, and all the Crim does for our residents. And the Crim does so much for our community in education, nutrition, mindfulness, physical activity, and of course, with the HAP Crim Festival of Races.

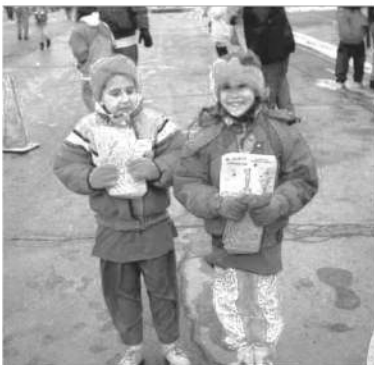
Though I am 89 years old and won't always be able to run the Crim and see its impact, I know it will be an organization that will continue to change Flint for the better. I couldn't be more confident and more excited to welcome the Crim's next great era and next visionary leader in Lauren Holaly-Zembo. I encourage all of you to get to know her and to support her in her work carrying the baton Gerry is passing on.

Thank you, Gerry, for your 15 years of tireless service to Crim. We wish you the best in your retirement and we know we can always count on seeing you on the bricks.



Bobby Crim
Founder





Crim's Next Era

My history with the Crim started long before I ever thought about becoming the CEO. It goes all the way back to my first running of the Teddy Bear Trot in 1989. And while I was never too far away from Flint or the Crim Festival of Races, it would be nearly twenty years before I came back to the Crim as an employee. Growing up in Grand Blanc, I was always active in Flint and Genesee County, including running or walking a Crim event each year with my family.

After high school, I left Flint to earn a Bachelor of Social Work degree from Western Michigan University and a Master's in Social Work from the University of Michigan. To my classmates' astonishment, my goal was always to return to Flint to use my skills in community organizing. In 2008, Gerry hired me as the Active Living Coordinator. I was charged with bringing together diverse partners through the Safe & Active Genesee for Everyone (SAGE) coalition to solve policy, system, and environmental barriers to health. After successfully building the capacity of the SAGE Coalition and integrating active living into the culture of the organization, I was ready to take on a new challenge.

Since 2015, I've served as the Vice President of Community Impact, launching the reimagined Flint Community Education Initiative which now serves 13 schools and thousands of families. I've also become a runner, leading a CrimFit Training Group for multiple years and completing ten 10-mile Crim races. I've continued to make the Crim a family tradition and it now includes my husband Cody & daughters Quinn (4) & Rozlyn (2).

I couldn't be more grateful and humbled to be the next CEO of the Crim Fitness Foundation. I am so thankful to the many people I have had the privilege to learn from and work with on many initiatives throughout the greater-Flint area. I am committed to continuing to work alongside our community members to meet the needs and challenges that arise. I am especially excited to continue the Crim's legacy of service and to cultivate the next generation of leaders who believe in our community's health.



THE GERALD S. MYERS LEGACY SOCIETY

**In honor of Gerry Myers,
the Crim Fitness
Foundation's first CEO, our
Legacy Founders & Board
of Directors are excited to
announce the Gerald S.
Myers Legacy Society.**

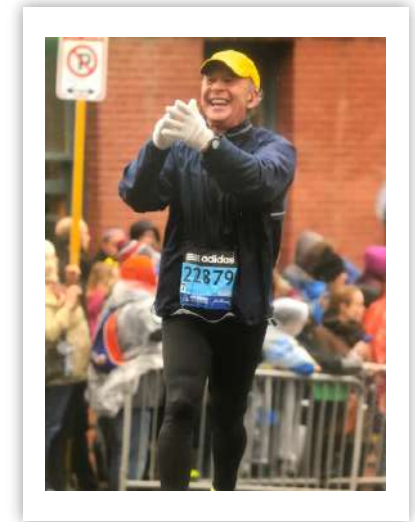
Founders:

Bobby and Marsha Crim
Harry Garrison and Wanda Merrell
Nick and Jeni Godlesky
Tim and Kathi Johnson
Harvey & Debroah Lee
Drs. Bobby & Nita Mukkamala
Gerry & Marti Myers*
John & Debbie Walter
Mark P. Yonan
Cody Zembo & Lauren Holaly-Zembo

The Gerald S. Myers Legacy Society is a way for those who wish to sustain the Crim and provide future financial support to the organization by way of a planned gift.

Join us as one of the Founders of this society by being one of the first 50 to commit to a gift and ensure the Crim is around for generations to come!

More information on how to join can be found on page 24.



Donor & Friend Bill Piper

"I have always believed that one of the major attributes of good leadership is recognizing what you do not do well and then surrounding yourself with those people who have the abilities that you lack. While I have never seen anything that Gerry has not done well, what I have seen is his ability to surround himself with a team of people, both professional and volunteers, who have made a huge difference in improving the quality of life in this community!"

* We are honoring Gerry and Marti's planned gift that was made prior to the naming of this society.



RACES, EVENTS & TRAINING PROGRAM

AN EVENT FOR EVERYONE: A celebration. A family tradition. A life-changing moment.

Every day we get the pleasure of hearing people talk about what the HAP Crim Festival of Races means to them, their family, and their running or walking community. And, with more than 240,000 total finishers across 43 Crim Festivals, there is no shortage of diversity as to why people love the Crim. As one of the Flint-area's largest and longest running events, a race that started in 1977 has become known as a symbol for all the Crim stands for: a celebration of health, unity, and reaching audacious goals.

At the 43rd HAP Crim Festival of Races, which took place August 23-24, 2019, an observer might have seen every type of runner and walker, from a first-time Michigan Miller pushing two kids in a jogging stroller, to Kenyan Julius Kogo returning to win his seventh Crim 10-Mile race, with a time of 46:52. The Festival of Races prides itself on being a premier event, capable of attracting the world's top talent, while remaining affordable and accessible to every kind of runner and walker - not to mention, inspiring 50,000+ spectators the 4th Saturday every August!

Over four decades, the consistent presence of the Crim and the commitment to equitable access to fitness has changed thousands of lives, as well as developed a running and walking culture not present in other communities of our size. This culture

is built on the strength of people who come together, sharing their passion for being fit. It is impossible for us to calculate the miles run and the lasting friendships created by running and walking.

Health. Motivation. Camaraderie. The reasons that people come from more than 40 states and a half dozen countries to run continue to amaze and inspire us. Regardless of your reason, thank you for more than 40 years of helping us to showcase our community.

What's Next:

In 2020, the Crim Fitness Foundation held its first-ever HAP Virtual Crim inspiring thousands to be active even without the physical gathering of the race. Thank you to all of you who participated and supported the event. We are excited to reunite with you in 2021 to provide world-class training program options and race experiences. See you on the bricks for the 44th running of the HAP Crim Festival of Races.

The CrimFit Training Program is one of the largest of its kind in the United States and keeps runners and walkers motivated and healthy all year long. With over 1,600 members, Crim trainers can be seen on any given night across Genesee County in every season of the year.

COMMUNITY LEADER SPOTLIGHT:



Though North-Flint native Ashley Strozier is in her third year as a Flint Community Training Program leader, she hasn't always been a runner. She always had the itch to do the Crim but admits her first attempt wasn't well planned. She said with a laugh, "I was at a pivotal point in my life and I needed a challenge that put me out on the edge. For my first Crim, I woke up on race day and registered. I walked the whole thing with no training and was probably the last person across the finish. I was sore for two weeks!"

However, seeing the energy of the Crim on race day made her a believer; she vowed to do her next Crim the right way. Nearly ten years later, Ashley has finished a number of Crim events and now leads a team of nearly 20 other runners and walkers, including the principal and Community Schools Director where she works at Brownell-Holmes STEM Academy. She's also managed to keep her "original crew" together, even paying her teammates' registration fees in times when they couldn't afford it. Her favorite part about being a Flint Community Training Program leader is inspiring others to try something they didn't think possible.

Ashley says her life has come back "full circle" - she now lives, works, volunteers, and inspires others in the very neighborhood where she grew up. An attendee of Holmes middle school and a Flint Northern alumna,

she is approaching a decade working in education, supporting Flint kids, and is now raising her own three children in Flint. She uses her close ties with the Crim's Community Education Initiative and neighborhood groups to inspire others to live a lifestyle of fitness, always looking for the next member of her team.

RACES & EVENTS BY THE NUMBERS

Average participation in
2017-19 race seasons

12,009 HAP Crim Festival
of Races participants

50,000+ Total attendance of
racers, volunteers
and spectators

1,663 CrimFit Training
Program participants

2,250 Volunteers helping
the HAP Crim Festival
of Races possible

Each year, the Crim also hosts
the Marti Austin Kids' Classic,
the Atwood Stadium Races,
and the Bishop Airport 5k on
the Runway!

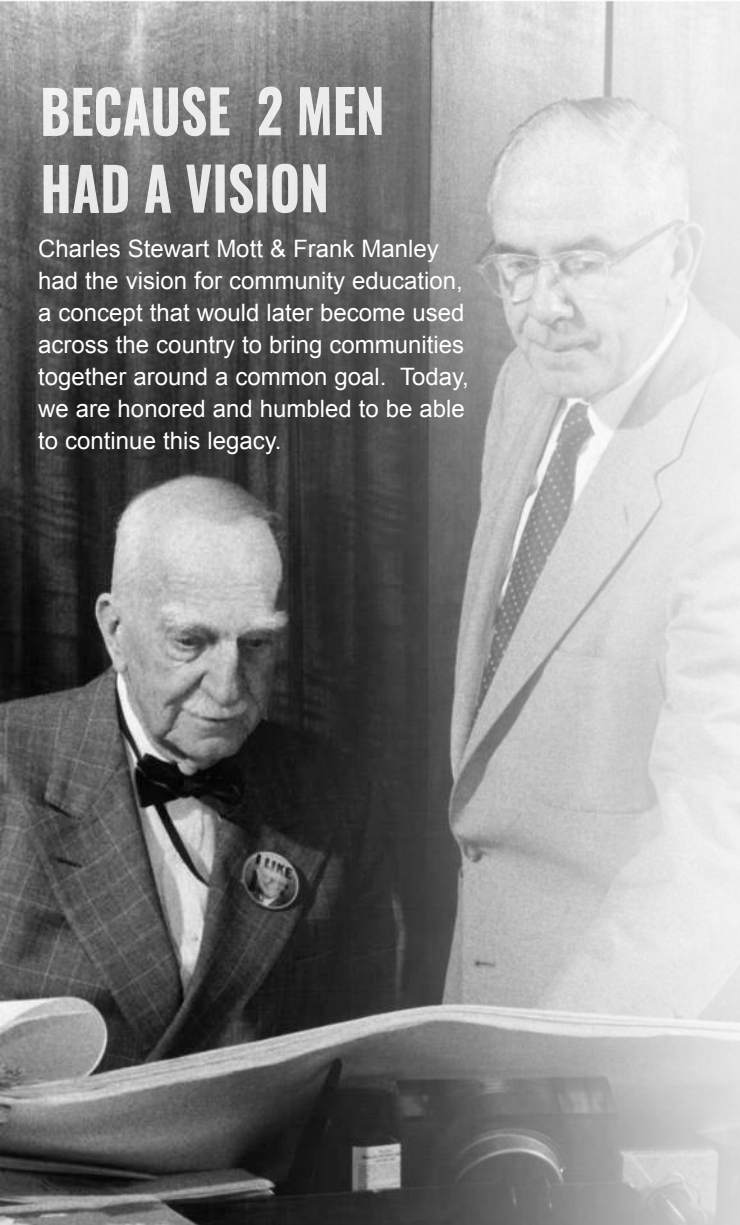


To Our Wonderful Volunteers & Sponsors

The HAP Crim Festival of Races would not be possible without our dedicated sponsors and the thousands of volunteers who come out each year. Because of you, we can provide our community with a flagship event at a much lower cost than events like it across the region and nation.

BECAUSE 2 MEN HAD A VISION

Charles Stewart Mott & Frank Manley had the vision for community education, a concept that would later become used across the country to bring communities together around a common goal. Today, we are honored and humbled to be able to continue this legacy.



FLINT COMMUNITY EDUCATION INITIATIVE

Building the next generation of thinkers, dreamers & doers.

“The Flint Community Schools district is grateful for the Crim Fitness Foundation’s ongoing support and commitment to our students year-round. Through our partnership, our families have increased access to critical supports and wraparound services—an essential aspect of our whole child approach to education. We look forward to our ongoing collaboration and know the Flint Community Education Initiative will be more important this upcoming school year than ever before.”

- Anita Steward, Flint School Superintendent

While these are the words of just one community leader, it’s a sentiment heard across Flint Community Education Sites. Kerry Downs, Flint Community Education Initiative Director, started as a Flint classroom teacher collaborating with the Crim during the community education pilot launch the very first year in 2014. She remarked, “I have had the opportunity to see our work grow from the very beginning from one pilot site to now serving thousands of students and families across Flint with a focus that has never wavered; provide students with high quality services, opportunities and supports at no cost to Flint families.” In just five years, the Community Education Initiative (CEI) has implemented a collaborative, shared model of leadership that has been the bedrock of its success and has fueled the expansion to 13 sites. The Flint Community Education Initiative collaborates with more than 70 partners to establish neighborhood schools as hubs in supporting student success, partnering with families and cultivating vibrant communities.



With the Flint Community Schools, International Academy of Flint, and the Flint Cultural Center Academy, Flint CEI is now serving more than 4,000 students and their families with goals to increase literacy, attendance, graduation, and neighborhood engagement.

Community School Directors at each site coordinate support for the entire family, connecting them with the education, training, health, and employment resources they need. Apart from partnering with Community Health Workers to make sure families have access to healthcare and wellness resources which keeps kids in school, CEI also provides in- and out-of-school time activities for families. Students can take advantage of 1:1 success mentoring, literacy intervention, and expanded learning opportunities like robotics, music, art and dance, and much, much more.

Parents can join activities for fitness, financial literacy, parenting, gardening and cooking, employment training, or anything else that might help improve their ability to support their child’s education.

The Charles Stewart Mott Foundation has long been known for its leadership in the community school movement. In 1935, C.S. Mott and educator Frank J. Manley (above left and right, respectively) launched a “lighted schoolhouse” model, making use of school buildings during non-school hours to provide educational and recreational programs for students, families and neighborhood residents. This helped to launch and shape the development of a school-based model of community education that eventually spread throughout the country and around the world.

Today, the Mott Foundation is the major supporter of a reimagined community education initiative that the Crim Fitness Foundation coordinates in all Flint Community Schools, as well as the International Academy of Flint and Flint Cultural Center Academy. Between 2014 and 2019, Mott granted more than \$14 million to Crim in support of the initiative.

Ridgway White (left), who is the current President and CEO of the Mott Foundation, as well as the great-grandson of C.S. Mott, said, “If C.S. walked into any Flint Community Schools building today, I think he’d recognize the work Crim is leading as the modern-day fulfillment of his vision.”



COMMUNITY LEADER SPOTLIGHT:

MOHAMMED ABOUTAWILA | KENONATE HILBERT | MALIQUE FORWARD

Mohammed Aboutawila, a Flint native and Flint Northwestern alum stated, "When you grow up here and you graduate from high school here, you become a Flintstone and you become part of a history, a culture." Now entering his fifth year as a Community School Director at Flint Southwestern, Aboutawila talked of how it is a very emotional experience to lead others and contribute to a culture of success for Flint's future.

He stated, "When I first started as a Community School Director, parents only came to the school for negative reasons, like if their kids got in trouble or were sick. They thought school was only for kids." However, through collaborative partnerships and by listening to what families needed, the school culture has become more welcoming and now parents and students alike use the school for its vast programmatic offerings.

In addition to organizing programming, Aboutawila says that the best part of his job is paying forward the mentoring he received as a Flint youth and creating future leaders. Kenonate Hilbert and MaliQue Forward are just two examples of students who thrived under Community Education programming and Aboutawila's guidance.

Hilbert, now a Southwestern graduate with a football scholarship to Northwood University, started in Community Education as a

freshman. He said, "I could always go to Mr. Mohammed. He is like a big brother to me. I even went to him my senior year with some things in my life. He showed me genuine love." Throughout the course of his four years, Hilbert led by example, becoming an Advanced Placement student in his junior and senior year, completing a Harvard college course and earning four college credits, and mentoring younger students at the request of school staff. Hilbert remarked, "I like to do things to help my community because many here have helped me. I know I can help young people get through some of the same challenges I've faced."

In the future, Hilbert is looking forward to majoring in business management and starting small businesses to help his family.

MaliQue Forward has a similar story. He transferred to Southwestern early in his high school career and admitted he wasn't focused on school. After making the connection with his Community School Director, MaliQue found his GPA rising while assisting in delivering Community Education programming to younger students, planning student summits, and working a summer internship with General Motors. He said, "My brother left for college when I was in the fourth grade, so Mr. Mohammed stood in as a mentor for me and Community Ed. opened a lot of doors for me." MaliQue has joined the

Naval Reserves as a Logistics Specialist and is committed to play football at Concordia University, where he plans to major in exercise science. He hopes one day to return to Flint to coach football.

Both young men credit the dozens of touch points with Community Education for the changes in themselves, their family, and their future. Like Mr. Aboutawila, they too are looking forward to paying it forward as young leaders in their community.

COMMUNITY EDUCATION BY THE NUMBERS

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Average Numbers For The
2017-2019 School Years

3,514 unique students
enrolled

261,779 total hours of
programming

1,057 unique adults
enrolled

3,397 total hours of adult
programming

26,197 hours served by
Flint Community
School Corps

What's Next:

Based on the investments in Flint CEI leadership, we are now focused on increasing collective efficacy. We know that when we work together across the city, we can use the Community Education model to serve as an equity strategy to remove barriers for our students, so that success is part of every child's path.

Because of the Charles Stewart Mott Foundation's generous support, all Flint CEI programming is free to students and families.

What's being said. Right now.

"The Community Education Initiative, in a relatively short time, has become second nature to us. I really can't imagine what life would be like for our kids without it. It's the glue that holds everything together and it's the foundation Flint area schools need." - Brownell Holmes Parent

CRIM MINDFULNESS INITIATIVE

What is Mindfulness?

Mindfulness is defined by Jon Kabat-Zinn, Ph.D as “Paying attention, on purpose, in the present moment, non-judgmentally.” It is cultivated by a range of simple meditation practices, which aim to bring a greater awareness of thinking, feeling, and behavior patterns, and develops the capacity to manage these with greater skills and compassion.

It's been nearly 10 years since Deepak Chopra visited Flint, and sparked our community's interest in learning about and practicing mindfulness. After his visit, the Crim stepped up to be of service and provide evidence-based workshops, classes, and intensive training programs about mindfulness, resilience, emotional intelligence, compassionate leadership, and the fascinating neuroscience behind them all.

An Innovative Community Wide Strategy Mindfulness is a proven support in the health, community, civic, education and business sectors. From its launch in 2011 as pilot project in just a few schools, the Crim Mindfulness Initiative has grown to serve 8,000 greater-Flint community members across all sectors today. In 2018, the Crim received unanimous support from the Mayor's Office and community leaders to serve as flagship city in a national Mindful City Initiative.

Community Leadership is Key In 2019, 137 community leaders pledged their support and engagement by attending a 2-day training to increase their knowledge and practice of mindfulness, emotional intelligence and compassionate leadership - to be equipped to grow these capacities at the individual, organizational and community level. Ninety-eight percent of participants reported they found the training valuable and 97% were ready to apply what they learned in their personal and professional life.

A Growing Network Dr. Bobby Mukkamala and Dr. Mona Hanna-Attisha serve as co-chairs for an Advisory Board which provides critical support and expertise to guide the initiative alongside a growing network of collaborating organizations and Mindful Ambassadors. This capacity building approach, with a small staff providing coaching, consulting, and support exponentially increases the reach and sparks authentic, organic collaborations to grow and evolve sustainably.

What's Next:

A Flint Mindful Fellowship, supported by the Search Inside Yourself Leadership Institute, has selected 20 diverse leaders to complete rigorous training to be equipped to teach trauma-informed, culturally relevant training in Flint and Genesee County. The goal is to provide Search Inside Yourself to some of the 3,000 waitlisted participants.





New Zealand, Australia, Hong Kong, Taiwan, South Africa, Namibia, Botswana, Hawaii, the South Pacific. There is no end to the places Alfreda Harris has lived, worked, taught, and explored. Born in the Mississippi Delta, Harris' family came to the Beecher area in the late 1950s. One of six children, her parents encouraged her to be self-sufficient and to "get a good job." However, Harris also wanted to explore the world. After starting college at Central Michigan University in the mid-70s, she decided it was time for a change and booked a one-way ticket to southern California, starting a life-long journey of learning.

After graduating from UCLA, Harris worked a variety of jobs - everything from teaching in the Peace Corps, to working for the Postal Service, to business marketing, learning something new in every experience. Twenty-two years ago, she came back to Flint for what she thought was a short visit and hasn't ever left.

Harris is now a well-known community figure and can be seen working in the Flint Cultural Center at the Flint Public Library and as a docent at the Flint Institute of Arts. A professional storyteller, librarian, and guest teacher, Harris is also a yogi, mindfulness practitioner, and woman of faith.

Harris reconnected with the Crim by completing the 10-mile walk to honor the tenth anniversary of her father's passing. Simultaneously, she found mindfulness. Harris said, "Mindfulness is something I always did in my devotional time but I didn't know it was mindfulness." By adding structure to her practice Harris said she "has strengthened her mindfulness foundation and has been enriched by the mindfulness community." She notes that being a part of this community has helped her through some very difficult times. Personally, she has dealt with illness, family troubles, and the recent passing of her mother and sister. She also finds mindfulness helpful as we collectively face the double pandemics of the new COVID-19 and the more longstanding pandemic of racial injustice.

Harris is one of 20 Flint Mindfulness Fellows and is eager to pay forward the compassion, focus and mindful leadership she has learned. Harris noted she is excited to use her roles as teacher, yoga instructor, and storyteller to help youth "who need help being present and finding their way."

As part of the fellowship, Harris will undergo extensive Search Inside Yourself Leadership Training, created at Google and based on the most current neuroscience, to teach hundreds in Flint and Genesee County over the next 3 years.

MINDFULNESS BY THE NUMBERS

Average Per Year 2017 - 2019

20 Mindful Fellows

98 trained community ambassadors

768 educators trained

6,283 students reached

2,587 adults trained in mindfulness, yoga, or Adverse Childhood Experiences

3,018 community members interested in continued training

The Foundation for a Mindful Society selected Flint as the Flagship City in a National Mindful Cities Initiative, along with Boston, MA and Jackson Hole, WY.

What's being said. Right now.

"The skills of self-awareness, resilience, and compassion are important - now more than ever. They are critical to realizing the lives we aspire to, for ourselves and the communities within which we live.

The Search Inside Yourself Leadership Institute is deeply honored to partner with the Crim Fitness Foundation, the community of Flint, and Genesee County to support the development of these skills for the benefit of all who live there." - Tyler Peterson, Search Inside Yourself Leadership Institute

ACTIVE COMMUNITIES

Creating opportunity by advocating for policy that supports health equity, creating built environmental change & activating neighborhood leadership.

Through our work we have realized that not all communities and neighborhoods are built the same or offer the same equitable access to healthy activities. Active Communities Program Director Theresa Roach often explains that, “The environment where someone lives has to be conducive to living a healthy lifestyle. If people don’t feel safe walking or don’t have a place to ride a bike, they lack the right to be as healthy as those in a community with these conditions.” Factors that influence health could be anything from proximity to a grocery store or park, the presence or absence of sidewalks, the safety of a neighborhood, the amount of traffic present, neighborhood leadership, and much more.

Carma Lewis, President of Flint Neighborhoods United, has been the beneficiary of this work. She says, “I used to think the Crim was just for runners and just about running. But they offer so many resources, especially with training and building capacity, that help neighborhoods create partnerships and solve problems.”

The primary work of Active Communities continues to be convening Safe & Active Genesee for Everyone (SAGE), a network of advocates that harness the power of the collective to make sustainable changes in Flint and Genesee County. Additionally, the team adds capacity by providing training to solve neighborhood challenges, easy ways to engage local and state elected officials, and access to dollars for changes to policy, systems, and built environment.

Some of the most impressive work has been done around making sure that residents have safe ways to be active or get to school. The Traffic Taming Task Force has been instrumental in slowing vehicular traffic for walkers and bikers, while the Safe Routes to Schools Program has garnered millions of dollars in investment for schools throughout the county. Sidewalks, bike paths, signage, stop lights, and other signals have improved safety or connected neighborhoods to parks and schools.

Did you know?

The Traffic Taming Task Force, a resident-led initiative, has installed radar signage at key points throughout Flint to collect data on traffic flow and vehicle speed. This data is used to have conversations about how to modify streets to save pedestrian lives.

What's Next:

The Active Communities Team has been asked by local leadership at Hurley Hospital, Kettering University, and the Genesee County Landbank to author a guide for architectural design in the University Avenue Corridor. This guide will ensure new buildings and renovations are equitable and encourage social interaction, walking, and biking.

COMMUNITY LEADER SPOTLIGHT:

PRINCESS BELK | DIONNE JOHNSON | BALLENGER COALITION

Princess Belk, Dionne Johnson, and all the members of the Ballenger Coalition are working together to keep Ballenger Park a place William Ballenger, the park's namesake, would be proud of. Belk, whose son often visits the northside park to play basketball, noticed that it was starting to get taken over by people littering and exhibiting negative behavior. After getting some advice from Jeff Hawkins, pastor at nearby Prince of Peace, she started to invite other individuals and organizations out to help her around the park. This small act of leadership led to the development of the Ballenger Coalition.

Since 2016, the coalition has been leading by example, maintaining the park, as well as hosting events and promoting the space. They started by simply picking up paper on the ground. Belk said, "When I started doing this it helped change behavior. The people who would throw trash down started helping me pick it up when they saw me and my girls doing it." Now there is a shared ownership of the park and people are taking pride in it.

The coalition then decided it was time to start bringing more people to the park. The first event was an outdoor yoga class held in partnership with the Crim. Belk stated, "It was both physical and social. It helped to build

relationships and got people to talk to their neighbors." With the Active Communities Teams' aid, the Ballenger Coalition began surveying park users for additional programming and since held back to school events, statue unveilings, park celebrations and much more.

Both Belk and Johnson are excited by where the park is now. Johnson said, "The partnership with Crim gave us momentum. We didn't know they offered these services to the community. We asked for help and they gave it to us." The Active Communities Team helped the group obtain a \$10,000 grant from Habitat for Humanity, which was matched by the Ballenger Family Trust. Johnson noted that this grant will help with brush removal, signage, and opening up park entrances to side streets that have long been closed. "Increased safety and accessibility are the goals and in the future we hope to add additional landscaping and even public art," Johnson said.

Belk, Johnson, and the entire team have recruited dozens of partners and are leading the charge to keep the park a peaceful place. Even William Ballenger III, the great grandson of the park's founder, has been out to see the progress. Belk summed her work

up by saying, "The park means so much to so many. There has been too much negativity and many parks are getting shut down. We couldn't keep running to another park. We had to take a stand and keep this park nice - the way it was supposed to be."

ACTIVE COMMUNITIES BY THE NUMBERS

As of 2019, the team has helped communities to receive more

\$3 million

in grant funding to improve or replace sidewalks, lighting and infrastructure in Flint.

\$600k

awarded to the City of Swartz Creek for infrastructure improvements

100

residents trained by Neighbors Changing Flint annually

What's being said.
Right now.

"The most important resource the Crim offers is leadership training. They help us with reaching out to organizations that can partner with us and teach us to make our neighborhoods better." - Carma Lewis, President of Flint Neighborhoods United



CRIMFIT NUTRITION

Making nutritious choices!

Being active is only one component of leading a healthy lifestyle. Eating right is just as important but many students lack access to the information and resources needed to eat a healthy, sustainable diet. According to Harvard Health, the American Obesity Epidemic is at an all-time high, with close to 70% of people being overweight or obese. Improving what you eat can have a significant impact on overall health, heart health, and chronic disease prevention.

That's why the CrimFit Nutrition Team implements nutrition lessons right into the school day. In 2019, Nutrition Coordinators taught nearly 800 lessons to students in grades Pre-k through 8th grade and interacted with each student more than 28 times. All students receive 5 to 6 lessons over the course of the year that include fun activities on how to increase fruit and vegetable consumption, daily physical activity, and at home nutrition.

Additionally, the Crim partners with FoodCorps, an AmeriCorps program, to provide additional nutrition education to students and families. Four FoodCorps service members manage large gardens at eight Community School sites, where students learn exactly how to plant, cultivate, harvest, and cook healthy foods. FoodCorps members also advocate for awareness of healthy food options in school lunchrooms.

Outside of schools, the nutrition team works to educate parents and families at various community sites such as the Flint Farmers Market, Meijer stores, and five local food pantries. Nutrition Coordinators share nutrition education from the Michigan Harvest of the Month curriculum, provide a tasting of recipes and are present to answer any questions residents have about how to increase fruit and vegetable consumption. The outcomes speak for themselves: seventy-one percent of parents of K-6 students reported an increase in their child's fruit and vegetable consumption!

What's Next:

In 2020, the CrimFit Nutrition team will work with the SAGE coalition and the Active Communities team to establish a Nutrition Action Team. This will be a network of advocates with a unified vision to improve nutrition through policy, systems and environmental change.

NUTRITION BY THE NUMBERS

Average of to school years,
2017/18 and 2018/19

SNAP-Ed

4,308 Residents ages 2-60+
received direct education

7,451 Total residents educated

15,044 Total family/community
member interactions

FoodCorps

459 Lessons taught

4,818 Number of students taught

1,014 Pounds of food harvested

CrimFit Nutrition: Policy, Systems, and Environmental Change

So much of what people eat is dictated by food access, which is often influenced by existing policies, systems, and proximity to stores and markets. For instance, students often eat meals at schools and they have little choice in what is provided. In order to influence food access at a policy level, the Crim, in partnership with the Michigan Fitness Foundation, is working with schools, food pantries, businesses, and other nonprofit agencies to provide training and advocacy opportunities to make healthy eating a top priority.

Currently, the work entails partnering with five local food pantries and more than a dozen local schools. Kelly McClelland, Nutrition Program Manager, stated, "Our goal is to evolve to the point where we are becoming coaches. In this way we can help educate employees and volunteers, building their capacity, so that they can better serve their clients." Some of their coaching accomplishments include working with school staff to make lunchrooms healthier, more inviting, less chaotic places for students to eat. Also, McClelland has worked with pantries to alter organizational layouts to highlight healthy food options and increase whole food consumption, as well as provide food safety training.

McClelland described her advocacy work in this way: "We don't just want to tell people the foods they should eat but we want to provide the support so that they can sustain the lifestyle. We also want to empower people so they know how to ignite large scale changes by working with school leadership or elected officials."

In the future, she hopes this work will entail looking at the policies and systems that govern what kids eat in school, especially since many children consume most or all of their meals there.

Collaborating For Community Change

Long term change takes creative strategies, patience, and collaboration. It was with that in mind, that the Crim's Nutrition Team decided to expand its policy, systems and environmental change efforts by collaborating with the Safe & Active Genesee for Everyone coalition, a cross- sector network of advocates convened by the Crim Active Communities team. Together, the Nutrition and Active Communities teams worked to identify opportunities to support the Nutrition Team's policy, systems and environmental change efforts.

As a result of this collaboration, in 2019, the CrimFit Nutrition and Active Communities teams received a grant from the American Heart Association to participate in Voices for Healthy Kids, a statewide collaborative seeking to make long term health and nutrition changes for youth and their families. As a part of that work, the Crim and its partners in the Voices for Healthy Kids program began to advocate for federal funding for healthy school lunch programs and improved school wellness policies.

"Since 2008, the SAGE coalition has advocated for policy, systems and the built environment changes that improve access to physical activity," said Active Communities Director Theresa Roach. "Collaborating with the nutrition team to support their expansion into advocacy work was a natural fit."

What's being said.
Right now.

Students loved being able to touch, feel and connect with each of the fruits/vegetables. Students loved being able to actually plant seeds and take care of them!
- Nutrition Coordinator at Freeman



CRIMFIT SPORTS

Staying physically active!

The City of Flint and Genesee County has produced some world-class athletes in many different sports. From Jim Abbott to Mark Ingram, sports are a part of Flint's history. The CrimFit Sports Programs are continuing to build on this tradition by offering border and barrier free sports to all students, at all skills levels, in Flint and the surrounding area. Whether they are participating in fundamental sports through Community Education or the CANUSA Games, students can stay active while building relationships with trusted coaches and adults. Sports Program Manager, Traci Pigott said, "We want to make sure Flint kids have the same quality of sports programming as anyone else because it produces profound behavior changes. It's about personal and leadership development as much as it is about skill development."

CrimFit Sports programming uses a two-tiered approach to reach students of varying abilities. Tier One offers sports fundamentals in 6-8 different sports per year. Included in Tier One programming is "Mindfulness in Sports," which helps young athletes train their brains leading to more present, focused, and sportsmanlike competitors. The best part is that these students get to play against fellow athletes from all thirteen Community Education Sites.

Tier Two sports, also called the Greater Flint Olympian Sports League, is a competitive league where students compete with Community School Sites, as well as 8 other schools in Genesee

County. The best of these athletes are invited to participate in the historic CANUSA Games, an international competition between the athletes of Flint and Hamilton, Ontario.

Continuing the rich running tradition of the Crim, the Sports Program offers Summer Running Clubs for students ages 5-17. With clubs meeting all over Genesee County, volunteer coaches and runners meet one to two times a week to practice their running skills and prepare themselves for the Kids Invitational that happens every August.

What's Next:

The CrimFit Sports Programs are looking forward to facilitating a city-wide sports league in partnership with Community Education sites, the City of Flint, and Flint Community Centers. This will allow fundamental and competitive sports to take place at four additional community centers within the city.

COMMUNITY LEADER SPOTLIGHT:



Dan Berezny is an encyclopedia of Flint history, especially when it comes to sports. Berezny's sports journey started early on, playing any sport available through Community Education, and playing in the Greater Flint Olympian and CANUSA Games in the 1960s.

He was able to reunite with the Games in 1974 as a college student. He worked each summer in the CANUSA Games office as a "Gopher," or someone paid to run errands and do page work. He loved it so much that he said, "It's a job I would have done for free but they paid me to do it! It's what made me want to come back and be a Community School Director." And that's what he did. After two years at Mott College and two at Central Michigan, Berezny worked in multiple buildings as a Director, also handling community sports for those areas.

Because of this work, he became passionate about kids, getting to know them, and helping them make good decisions. Since 1977, Dan has been part of a core group that has kept the Greater Flint Olympian Games &

CANUSA Games going. In addition to his professional life in education, he was also Chairman of the Games many times. He said, "It really isn't summer without the Games. It would be like summer with no Fourth of July."

He went on to say that the Games are about more than just creating great athletes. He said, "The Games are about giving kids access to an opportunity. Not just to play sports but to become good people, leaders. The philosophy is that when these athletes cross the border to Hamilton they make friends and understand another culture. That's our best hope for peace. Sports are just the vehicle."

Berezny spent the rest of his career in education, retiring as a Flint School Principal in 2013. He said that he will never forget where he came from and that it's been a privilege to impact so many young lives. He's proud of CANUSA's sixty year legacy and said he hopes that with the Crim's dedicated partnership, the games will still be around sixty years from now.

SPORTS BY THE NUMBERS

Average of two school years, 2017/18 and 2018/19

Flint Community Sports Program

8,995 community members impacted
1,976 students in The Flint Community Sports Program
106 volunteers & coaches
663 students in summer running club, 14 sites

Greater Flint Olympian Games

718 Greater Flint Olympian Games participants
19 total sports

CANUSA

800 total CANUSA athletes
358 Flint Athletes
13 Sports

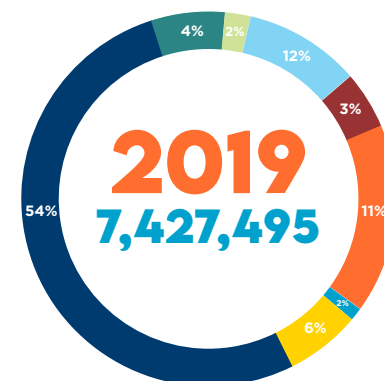
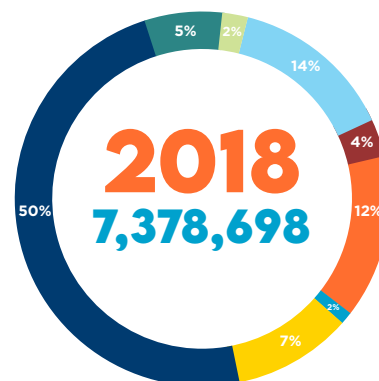
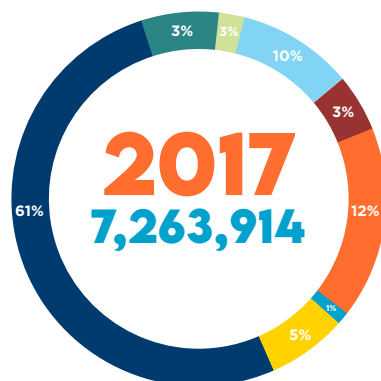
What's being said.
Right now.

"The Crim and City of Flint was honored to host the 2018 CANUSA Games. Having the Canadian athletes here is one of my favorite memories and we can't wait to do it again!" - Sharon Davenport

FINANCIAL SNAPSHOT

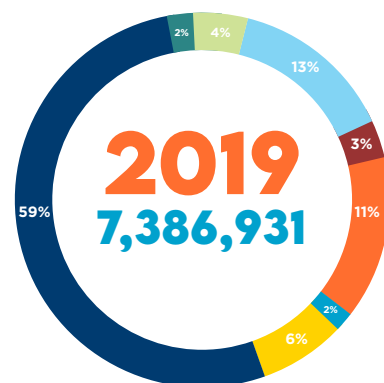
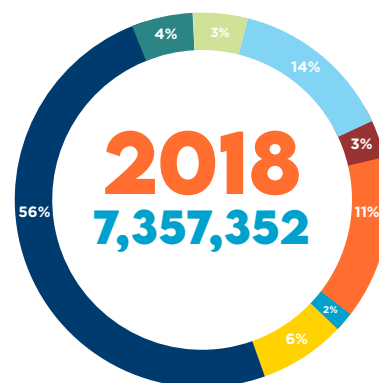
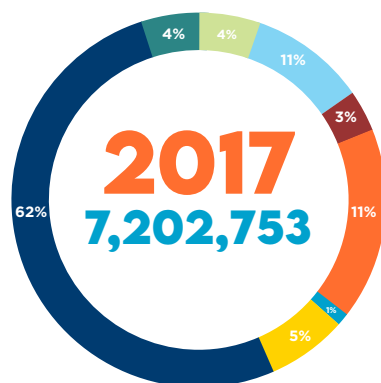
REVENUE & SUPPORT

- Sports & Nutrition
- Adult Programs
- Festival of Races
- Advocacy & Engagement
- Mindfulness
- Community Impact
- Fund Development
- Administrative



EXPENSES

- Sports & Nutrition
- Adult Programs
- Festival of Races
- Advocacy & Engagement
- Mindfulness
- Community Impact
- Fund Development
- Administrative



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OUR SPONSORS

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Bishop Airport
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Michigan State College of Human Medicine
Plante Moran
Powers Catholic/Northgate
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VG's Spartan Stores
Walmart

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\$5,000+

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C&L Ward
Complete Runner
Cumulus
Eye Glass World
Genesee Health System - Mindfulness CANUSA - George Mumford Event
Hurley Medical Center - Mindfulness CANUSA - George Mumford Event
Lewis & Knopf
Taylor & Morgan, CPA, PC

\$1,000+

Ascension Health - Mindfulness CANUSA - George Mumford Event
College Hunks Hauling
Dort Financial Credit Union - CANUSA Games
Dort Financial Credit Union
ELGA Credit Union
Flint Farmer's Market
Flint Firebirds - CANUSA Games
General Motors
Halo Burger
Huntington Bank - Mindfulness CANUSA - George Mumford Event
Lear Corporation
Lion Heart Award on behalf of Harry Binder- Flint Training Program
Molina Healthcare of MI - Mindfulness CANUSA - George Mumford Event
Planet Fitness - Burton
Sovita Credit Union - CANUSA Games
West Flint Optimist Club - CANUSA Games

\$500+

Genesee Health Plan - Mindfulness CANUSA - George Mumford Event
Lighthouse Group
Uptown Reinvestment Corp - Mindfulness CANUSA George Mumford Event

Foundation Support	2019	2018	2017
AG Bishop Charitable Trust	\$20,000	\$20,000	\$25,000
Anna Paulina Foundation	\$80,000	\$200,000	\$100,000
Charles Stewart Mott Foundation	\$3,645,000	\$3,188,000	\$3,490,000
Community Foundation of Greater Flint	\$749,572	\$715,231	\$560,384
Corporation for National & Community Service	\$198,162	\$222,755	\$377,903
Hagerman Foundation		\$35,000	
The Karsh Family Foundation		\$10,000	\$1,000
Stella & Frederick Loeb Charitable Trust	\$5,000	\$5,000	\$5,000
Mcnaughton-McKay C.H.A.R.G.E.		\$5,000	
Martha Merkley Charitable Trust	\$3,000	\$3,000	
Ruth Mott Foundation	\$49,120	\$49,120	
Michigan Fitness Foundation	\$443,806	\$445,842	\$488,712
Michigan Health Endowment	\$50,000	\$50,000	
Michigan State University	\$33,944	\$33,005	
National Basketball Players Association Foundation		\$40,000	\$50,000
Robert Wood Johnson Foundation	\$20,000		
United Way of Genesee County	\$106,720	\$100,000	\$100,000
United Healthcare			\$27,000
Total Support	\$5,4040,324	\$5,121,953	\$5,224,999

\$100+

Advanced Physical Therapy Center (APTC) - CANUSA Games
American Legion Post 413 - CANUSA Games
American Legion Post 413, Sons of AL - CANUSA Games
Anderson Hamo Chiropractic - CANUSA Games
Christenson & Fiederlein - CANUSA Games
Diane Lechota - CANUSA Games
Flint Farmers Market - CANUSA Games
Flint Food Works - CANUSA Games
Foutche's Pub - CANUSA Games
Grand Traverse Pie Company - Mindfulness CANUSA George Mumford Event
Mark Knight - CANUSA Games
Holly Macksood - CANUSA Games
Michael Manley - CANUSA Games
Frank Manley - CANUSA Games
McGuirk Realty - CANUSA Games
Morris Peterson - CANUSA Games
MTA Flint - CANUSA Games
Tony and Jennifer Sitko - CANUSA Games
Smitty Towing
The Loft - CANUSA Games
UAW Local 598 - CANUSA Games

In-Kind

ABC 12
Absopure Water Company
Bauman's Running & Walking Shop
Bill Carr Signs
Blackstones Restaurant
Brick Street of Grand Blanc
Curbco
Gazall-Lewis Architects
Genesee County Parks

Rosanne and Steve Heddy
Landaal Packaging Systems
McDonalds Grand Blanc
MLIVE
Randy Wise Automotive Group
Vogt's Flowers
Weinstein Electric

OUR CLOSEST PARTNERS: CHAIRMAN'S CIRCLE MEMBERS

Bobby Crim Outstanding Philanthropist - \$100,000+

ESTABLISHED IN 2018

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Founders - \$10,000

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Lauren Holaly-Zembo, Interim CEO
Leslie Aguirre, Assistant to the CEO, Human Resources
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Sarah Sullivan, Director, Mindfulness Initiative
Sharon Davenport, Program Director, Sports & Nutrition
Kerry Downs, Program Director, Flint Community Education
Theresa Roach, Program Director, Active Communities
Brandon Morgan, Director, Development

Current Staff

Crim Accounting:

Renee Guckian
Suzie Morgan

Crim Staff in Alphabetical Order:

Mohammed Aboutawila, Community School Director
Jared Badour, Program Coordinator, Sports and Nutrition
Canisha Bell, Program Coordinator, Mindfulness
Ta'Nesa Blakely, Community School Director
Chandra Brown, Program Coordinator, Nutrition
David Bush, Community School Director
Chris Collins, Program Manager, Community Education
Kelsey Crossman, Program Coordinator, Nutrition
Sean Croudy, Program Coordinator, Community Sports
Joe Dimambro, Assistant Race Director/Adult Training Program
Jonique Donald, Community School Director
Kim Dudley, Customer & Administrative Specialist
Sara Duncan, Program Coordinator, Nutrition
Samantha Farah, Program Manager, Nutrition
Michael Fordham, Community School Director
Fran Halliday, Program Coordinator, Development
Jennifer Halliday, Program Manager, Community Education
Thomas Hauer, Program Manager, Mindfulness
Katherine Hughes, Program Coordinator, Data and Evaluation
Jermaine Jones, Community School Director
Marjona Kemp, Program Coordinator, Community Education
Cassie Kent, Program Coordinator, Race/Mindfulness
Rawlan Lillard, Program Manager, Community Education
Celeste Lord, Program Coordinator, Flint Community School Corps
Kelly McClelland, Program Manager, Nutrition Policy, Systems, Environment
Jesse McGraw, Community School Director
Josh Miller, Program Coordinator, Flint Community School Corps
Shanna Moore, Program Coordinator, Nutrition
Jordan Munerlyn, Community School Director
Kyle Peppin, Community School Director
Traci Pigott, Program Manager, Sports

Shonta Price, Community School Director
Jessica Robinson, Program Director, Flint Community School Corps
Sarah Schroeder, Program Coordinator, Nutrition
Meridith Sherman, Program Coordinator, Nutrition
Cade Surface, Program Coordinator, Active Communities
Matthew Trevithick, Executive Assistant, Community Education
Marlando Wade, Community School Director
Stacy Winchester, Community School Director
Elizabeth Wise, Program Coordinator, Mindfulness
Denise Yarbrough, Program Manager, Community Education

AmeriCorps

The Crim is host to the largest contingent of AmeriCorps members in the Flint area, providing support in the Flint area schools. Federally funded by the Corporation for National and Community Service (CNCS), AmeriCorps is a network of local, state, and national service programs that connects over **70,000** Americans each year in intensive service to improve lives, strengthen communities and inspire civic engagement. In 2019, the Crim hosted:

- 1 Flint Recovery Corps Member - Supporting Mindfulness
- 4 FoodCorps Members - Supporting Nutrition
- 1 Up2Us Coach - supporting physical activity
- 2 AmeriCorps LISC Members - supporting community development

FLINT COMMUNITY SCHOOL CORPS

- 13 VISTA Members - providing capacity building
- 22 State Members - providing direct services to students

SUPPORT THE CRIM

There are many ways you can help support our work. Your dollars will go directly to providing resources to support the physical, mental, and educational wellbeing of those in Flint and Genesee County.

1. Make an annual or recurring gift

We are grateful for gifts of any size. Visit Crim.org to make a one-time gift or set up a recurring gift that is automatically deducted monthly, quarterly, or any desired interval. Collectively, these gifts have a big impact and are the backbone of our financial support.

2. Join our Chairman's Circle

Join nearly 100 other community leaders in the Crim Chairman's Circle by pledging a gift of \$10,000. Chairman's Circle gifts can be pledged over four years and come with a variety of Crim perks, like complimentary race registration.

3. Leave a legacy gift

Joining the Gerald S. Myers Legacy Society is not only a great way to honor our long-time CEO but it also provides financial security for the Crim over time. Planned gifts are a great way to leave your own legacy with the Crim and to honor the impact Crim has had on you or a family member.



If you're already part of the Chairman's Circle, consider an upgrade to the Sustainer or Outstanding Philanthropist Level.

To give now, please visit Crim.org and click donate. For information on planned and Chairman's Circle gifts, gifts of appreciated stock, or other support questions, please contact Brandon Morgan, Director of Development, at bmorgan@crim.org or at 810.201.5698.





THANK YOU, CRIM

To be a part of the legacy of Bobby Crim and so many others who have come before me has been a humbling experience and one that I will never forget. I do believe this organization and the people who make it all happen - including the Board of Directors, staff, donors, and the community who participate in its work - represent the best of all of us. Every day they commit to building something better for themselves and for others.

Throughout its 44 year history, the Crim boldly asks people to pursue dreams that many, including themselves, might think unachievable: from running 10 miles, to reimagining Community Education, to stabilizing and relaunching the Flint Olympian/CANUSA Games, to bringing mindfulness principles and practices into the everyday life of all citizens.

I have been blessed to work for an organization that shares my passion for the pure pursuit of possibilities...and believing that bold intention can achieve amazing results. The impact that the Crim has made over these past 44 years represents that boldness, that "can-do" attitude. From Bobby's original vision for helping Special Olympians, to the more recent trust expressed by the people of this city who asked the Crim to care for legacy programs like Community Education and CANUSA, the Crim never hesitated to step up to the challenge.

Crim Board, staff and partners have stood equally vulnerable in the pursuit of these challenging tasks. It's like toeing up to the start line of a race, whether it be a marathon or a 5K, and not knowing what's going to happen "out there," but being committed to seeing things through.

It's like what Mark Yonan, Crim Board Chair has shared with me about the Marine Corps 70% rule which has served as our primary operating principal over these years. You gather about 70% of your information with good and smart people surrounding you and figure out the remaining 30% along the way. If you are reading this...you ARE part of the Crim's 70%. Thank you for your leadership and partnership.

So as Marti and I plan for our future, I want to thank each of you for this amazing ride! I can also tell you the Crim, Flint, and each of you will always be part of our lives - part of our solid 70%. As far as the other 30%, we're looking forward to figuring that out along the way.

With gratitude,


Gerald S. Myers
CEO





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