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The Grassroot Project uses the power of sports and the platform of athlete role models to educate, inspire, and mobilize youth to live healthy lives.
Dear Friends,

We are excited to report on what has been an incredible year of growth and impact at The Grassroot Project. At the end of 2019, we completed a three-year curriculum development project by launching a brand new mental health curriculum. Grassroots has now grown from an organization that was created to fight a single issue—HIV—into an organization that has mobilized a movement of NCAA college athletes to improve adolescent health across our school system. While school districts in DC and across America continue to express concerns about the resource gap for school-based health and physical activity, TGP has built an innovative and effective model that mobilizes local volunteers to improve school health. The level of excitement around our programs and the positive feedback we’ve received from our students and their families is unprecedented, and a recent program evaluation showed that our students are statistically improving their health literacy across a number of the National Health Education Standards.

In our most recent year alone, we have nearly doubled the number of students we’ve reached, and we have built stronger partnerships with P.E. teachers, college athletics administrators, and community health workers across our city. The results of this work are detailed in the pages that follow.

In the past few weeks, we have been reflecting on the term ‘health equity,’ particularly as it relates to the impact that the COVID-19 pandemic has had on our community. Health equity, according to the Robert Wood Johnson Foundation, means that everyone has a fair and just opportunity to be as healthy as possible. When we see health reports in our city and in many other urban areas...and when we speak to our students, their families, and our schools...we can see that we are far from achieving health equity in our society. In the coming year, Grassroots is committed to supporting our youth, their families, and our schools in pursuing better health, and we are committed to continue mobilizing and supporting leaders who will pursue systems-level changes as students and as graduates. If we are going to mitigate future pandemics, we need to recruit compassionate, empathetic, and transparent public health leaders, and that is core to our work at Grassroots.

Thank you for your continued support and interest in our work!

Sincerely,

Tyler Spencer, PhD
Founder and Executive Director

Jane Wallis, MPH
Director of Programs
Schools across America are cutting health education and physical activity from their curricula at staggering rates.

A 2016 report showed that fewer than 5% of DC schools were providing adequate health education and physical activity programs for their students.

School administrators often express concerns about the challenge of providing sufficient academic content while also finding time to educate students about health and life skills and enabling students to be physically active.

The Grassroot Project partners with schools and P.E. teachers to provide innovative health promotion programs that enable students to move and exercise at the same time as learning and discussing mental health, physical health, and sexual health.

In the process of building a volunteer-led model for health promotion in our schools, we are mobilizing NCAA student-athlete leaders to invest in their communities and to ‘pay it forward’ by using their status as athletes to improve adolescent health.

This low-cost model has already been supported by major government offices, corporations, and community members, and we look to grow our movement in the coming years.
WEEKLY SCHOOL-BASED HEALTH EDUCATION

Sexual Health

8 ONE-HOUR SESSIONS COVERING:

- Sexual health basics
- Sexual health stigma reduction
- Decision making & life skills
- Unplanned pregnancy prevention
- STI and HIV transmission, prevention, and treatment
- Consent/Healthy Relationships
- Condom negotiation
- Peer pressure
- The influence of alcohol/drug use on sexual health

I liked the games we played and how they turned awkward topics into fun games.
- 6th-grade student, E.L. Haynes Public Charter School
WEEKLY SCHOOL-BASED HEALTH EDUCATION

Nutritional Health

8 ONE-HOUR SESSIONS COVERING:

• Facts and myths about nutrition, physical activity, and health
• Identifying barriers to healthy eating
• Understanding food groups & diverse diets
• Functions of nutrients in the body (carbohydrates, proteins, vitamins & minerals, fats)
• Balanced meals and their impact on energy level (e.g. a healthy breakfast)
• Understanding minerals (water, iron, calcium, potassium, sodium) & need for different types of vitamins and minerals in our bodies
• Application: Navigating healthier choices in the context of corner stores, fast food restaurants, etc.
• Application: breaking down barriers to achieving balanced nutrition and physical activity in our community

Mental Health

10 ONE-HOUR SESSIONS COVERING:

• The importance of mental health promotion
• Mental health stigma
• Emotional identification and regulation
• Stress identification
• Stress management & coping mechanisms
• Interpersonal skills & healthy relationships
• Gender and sexual identity
• Assertive communication training
• Problem-solving and Conflict Resolution
• Mindfulness
• Goal-setting for the future

“I like how they explain how to deal with mental health in a positive way, and how different things can affect your mental health.”
-8th-grade student, Center City Public Charter School - Brightwood Campus

“It taught me how to stay healthy and have a balanced diet.”
-7th-grade student, Washington School for Girls
Students’ families play the most critical role in their development. Engaging family members in the messaging and content of our curricula is critical to the ultimate success in promoting health for our students.

Grassroots Fam is a program that brings family members together after school for dinner, discussion, and 2 two-hour sessions on health-related values, health information, and health communication skills. Attendees have the opportunity to discuss health basics and to role-play and practice skills related to challenging conversations with their children, e.g. “What do I do if I catch my child sending or receiving inappropriate photos on their phone?”

This program has had a lot of success since its pilot in 2017. At one of our recent Grassroots Fam sessions, a parent remarked, “I really liked that parents got to have open discussion about situations we experience every day. I think this builds family engagement school wide.”
CONNECTING STUDENTS TO COMMUNITY RESOURCES

For many youth, utilizing health services often seems intimidating or stigmatizing. While our in-school programs normalize and promote the use of mental, nutritional, and sexual health services in our students’ neighborhoods, we also host four off-campus events per year that enable our students to meet these providers face-to-face.

At Grassroots Connect, students from multiple schools come together and meet face-to-face with representatives of a range of local, youth-friendly service providers. These providers range from mental health counseling agencies to sexual health support services and organizations that provide free cooking classes with nutritious, affordable ingredients.

Our students have the opportunity to connect with these providers each year during all three years of middle school. At one of our 2019 events, one of our 8th-grade students said, “I never felt like talking to someone before, but after Grassroots, I realized it would be helpful to talk about my emotions and better understand why I get so angry, before going to high school.” This student then connected with a local mental health provider that works with young people in the same neighborhood as her middle school.
Recruiting and Supporting a New Generation of Health Equity Leaders

The COVID-19 crisis has shown us how important it is to mobilize and support a generation of compassionate, intelligent, and proactive leaders who will advocate for public health and disease prevention.

In our work, NCAA student-athletes are the perfect role models to promote the value of health and physical activity for middle school students. Each of our athletes has had at least one role model, PE teacher, or sports coach who has encouraged them to pursue their dreams and stay healthy. Now they are working hard to ensure that every middle school student has the information, resources, and encouragement to stay active and healthy.

In 2019, nearly 300 NCAA student-athletes volunteered 2,500 hours as health educators in middle schools and at community events. These athletes not only supported 12 DC schools to provide health education and physical activity for students, but they also developed their public speaking skills and explored their interests in public health, education, and civic engagement.

“I have student-athletes who are afraid to speak to more than one person at a time, to truly coming out of their shell and gain skills in terms of confidence, communication, and obviously leadership. But more than that, it’s opening their brains. They come from a certain place in their life that’s based on their community, their religion, their parents, their background, and I see how just getting into a different community exposes them to difference. It opens their minds and when I think of the work that Grassroots is doing, it truly is transforming lives. Not just in communities but on our college campuses. It’s making our human beings here better.” —Tanya Vogel, Director of Athletics at The George Washington University.
Curriculum Development Team

In addition to our Master Trainers, who recruit and train new athletes, a team of six athletes have helped to develop and continually improve our new curricula and programs. Their feedback from years of experience as health educators has kept our curricula relevant and responsive to students’ needs.

<table>
<thead>
<tr>
<th>Name</th>
<th>School</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swezen Kizito</td>
<td>American University</td>
<td>Soccer</td>
</tr>
<tr>
<td>Lucia Rose</td>
<td>American University</td>
<td>Track</td>
</tr>
<tr>
<td>Brooke Stapleton</td>
<td>American University</td>
<td>Lacrosse</td>
</tr>
<tr>
<td>Nora Vedder</td>
<td>The George Washington University</td>
<td>Rowing</td>
</tr>
<tr>
<td>Kenzie Kilgallen</td>
<td>The George Washington University</td>
<td>Soccer</td>
</tr>
<tr>
<td>Haley Mahon</td>
<td>American University</td>
<td>Cheerleading</td>
</tr>
</tbody>
</table>

Master Trainers

In 2019, eight athletes underwent an intensive 8-week full-time training to become “Master Trainers.” Master Trainers are responsible for recruiting and training more NCAA athletes to join The Grassroot Project and volunteer in DC schools. Our 2019 Master Trainers came from three universities and 7 different varsity sports teams. They have worked together throughout the year to recruit a record number of volunteers, and they have supported the roll-out of our mental health, nutritional health, and sexual health programs. Investing in these leaders has been critical to the success of our programs.

<table>
<thead>
<tr>
<th>Name</th>
<th>School</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquila Harper</td>
<td>American University</td>
<td>Cheerleading</td>
</tr>
<tr>
<td>Asia Horne</td>
<td>American University</td>
<td>Soccer</td>
</tr>
<tr>
<td>Aubrey Benzing-Plourde</td>
<td>Georgetown University</td>
<td>Rowing</td>
</tr>
<tr>
<td>Carlecia Reynolds</td>
<td>Howard University</td>
<td>Lacrosse</td>
</tr>
<tr>
<td>DaShawn Simon</td>
<td>Howard University</td>
<td>Football</td>
</tr>
<tr>
<td>Juliana Saling</td>
<td>American University</td>
<td>Soccer</td>
</tr>
<tr>
<td>Maddie Doring</td>
<td>American University</td>
<td>Basketball</td>
</tr>
<tr>
<td>Nick Turk</td>
<td>Howard University</td>
<td>Soccer</td>
</tr>
</tbody>
</table>

Community Interns

TGP also engages youth directly in our programs. We are proud to partner with Urban Alliance in hosting paid internships for teenagers. These teens have helped in nearly every task related to the creation, evaluation, and implementation of our programs.

<table>
<thead>
<tr>
<th>Name</th>
<th>School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Niambi White</td>
<td>Theodore Roosevelt High School</td>
</tr>
<tr>
<td>Justin Parker</td>
<td>Cesar Chavez Public Charter School</td>
</tr>
<tr>
<td>Nea’la Prue</td>
<td>McKinley Technology High School</td>
</tr>
<tr>
<td>Myaira Arnold</td>
<td>E.L. Haynes Public Charter- High School</td>
</tr>
</tbody>
</table>
COMMUNITY PARTNERSHIPS AND SPONSORS

COMMUNITY CLINICAL AND SOCIAL SERVICE PARTNERS

- Capital Area Food Bank
- CentroNia
- Children's National
- DC Central Kitchen
- FPS Mental Health Service
- Girls Health Ed
- Healthy Babies Project
- Howard University Hospital
- Latin American Youth Center
- Life Enhancement Services
- Martha's Table
- Mary's Center
- One Common Unity
- Planned Parenthood
- PSI
- Us Helping US
- Whitman-Walker Health

MIDDLE SCHOOL PARTNERS

- Center City PCS - Brightwood Campus
- Center City PCS - Capitol Hill Campus
- Center City PCS - Congress Heights Campus
- Center City PCS - Petworth Campus
- Center City PCS - Trinidad Campus
- Perry Street Prep PCS
- Meridian PCS
- KIPP DC: Will Academy
- KIPP DC: The Learning Center
- E.L. Haynes PCS
- Mary McLeod Bethune PCS Day Academy
- Washington School for Girls

UNIVERSITY PARTNERS

- American University
- Howard University
- The George Washington University
- Georgetown University
COMMUNITY PARTNERSHIPS AND SPONSORS

CORPORATE, FOUNDATION, AND GOVERNMENT SUPPORTERS

- Association of American Medical Colleges
- Bender Foundation
- The Claude and Nancy Keener Charitable Fund
- DC Department of Health
- Gilead Sciences
- The Magis Charitable Foundation
- Marine Corps Marathon Charity Partnership
- Office of the State Superintendent of Education
- Office of the Deputy Mayor for Planning and Economic Development
- Reva and David Logan Foundation
- ViiV Healthcare

IN-KIND DONORS AND PRO BONO PARTNERS

- Boston Consulting Group
- Crowell & Moring LLC
- TechSoup.org
- American University
- The George Washington University
- Georgetown University
- Howard University
The Grassroot Project host an annual gala, “The Grassroots Gala.” Created in 2017, The Grassroots Gala has grown significantly in just its first three years. The event brings together TGP’s college athletes and alumni, community partners, and donors for a night of learning, celebrating, and fundraising. It is a fun opportunity to bring our community together, reflect on the accomplishments of the year, and raise funds to support our growing programs.

At the 2019 Grassroots Gala, we hosted a sold-out crowd at the Josephine Butler Parks Center, and we raised nearly $100,000 to support our work.
The Grassroot Project is committed to making sure as much of our funding as possible goes toward helping students. We’ve created partnerships and have streamlined our budget to increase programmatic outputs while reducing cost-per-student. We have reached an increasing number of students without significantly increasing our budget.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Revenue</th>
<th>Students Reached</th>
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<tbody>
<tr>
<td>2017</td>
<td>$538,520.16</td>
<td>186</td>
</tr>
<tr>
<td>2018</td>
<td>$517,949.77</td>
<td>524</td>
</tr>
<tr>
<td>2019</td>
<td>$530,290.53</td>
<td>835</td>
</tr>
</tbody>
</table>

The Grassroot Project has been vetted by The Catalogue for Philanthropy and has received a Platinum Seal of Transparency by Guidestar.org.
| $2,001+   | Ugwechi Amadi  
|           | Jeff Green     
|           | Taylor Katz    
|           | Jon Knoll      
|           | Patrick Nero   
|           | Clarence Phillips |
| $1,001+   | Richard Livingstone  
|           | Nina Martinez  
|           | Paulette Cocco 
|           | Fallon Farmer  
|           | Micheal Abromavage 
|           | Robbie Haben   
|           | Christine Campbell 
|           | Kristi Abbate  
|           | Paul Keith     |
| $501-$1,000 | Michelle Rubin  
|           | Stephen Whisnant 
|           | Deidra Sanders 
|           | Jason Bello    
|           | Timothy Savoy  
|           | Linda Abbey    
|           | Alexander Thomas 
|           | Deidra Suber   
|           | Seamus Roddy   
|           | Meaghan LeMay  
|           | Dawn Alayon    
|           | Samantha Bolduc|
|           | Jae Lee        
|           | Patrick Coons  
|           | Lauren Riegl   
|           | Kevin Silk     
|           | Lavar Curley   
|           | Lucia Rose     
|           | Alex Neal      
|           | Farhan Khan    
|           | Jane Wallis    
|           | Emily Wilson   |
| $101-$500 | Ted Abromavage 
|           | Steve Hagler   
|           | Stephen Kopchik|
|           | Ronald Magers  
|           | Tanya Vogel    
|           | Steve Kopchik  
|           | Marc Meachem   
|           | Lauren t’Kint de Roodenbeke |
|           | Phil Brannigan 
|           | Danielle Dzbanek|
|           | Gregory Germain|
|           | Guenevere Burke|
|           | Lindsay Nathanson|
|           | Tyler Spencer  
|           | John Geager    
|           | Ronald Atmur   
|           | Melanie Keer   
|           | Kristen Krebs  
|           | Melinda Fauntleroy |
|           | Joseph Mendrala|
|           | Julie Marcus   
|           | Carly Panagacos|
|           | Jason Belinke  
|           | Christina Rosenthal|
|           | Joshua Carpenter|
|           | Aubrey Benzing-Plourde|
|           | Sara Alhemaidi 
|           | Linda Yu       
|           | David Carpenter 
|           | Tommy Sommer   
|           | Adam Santiago  
|           | David Lincoln  
|           | Ellen Conway   
|           | Max Randolph   
|           | Karen Schneider 
|           | Amanda Baker   
|           | Jon Yeager     
|           | Christina Johnson|
|           | Sydney Reece   
|           | Jack McCabe    
|           | Mary Coons     
|           | Janet Stine Bolduc|
|           | Alexander Scott|
|           | Hamdan Chowdhury|
|           | Jon Stephenson  
|           | Denise Jobin Welch|
|           | Darieal Wimbley|
|           | Andrew Federer  
|           | Simone Counts  |
| $501-$1,000 | Kristy Arnold  
|           | Aliyah Glenn   
|           | Joseph Stankavage|
|           | Nathaniel Ware 
|           | Kourtney Maher  
|           | Peter Rosenstein|
|           | Gauri Raval    
|           | Michelle Hess  
|           | Emily Brown    
|           | Matt Mullman   |
| Up to $100 | Emma Hunter    
|           | Samantha Muratori 
|           | Erin Boudreau  
|           | Mindy Fauntleroy|
|           | Billy Fauntleroy|
|           | Mindy Ellison  
|           | Kristen Kelly  
|           | Jessica DiPietro|
|           | Alyssa Fournier|
|           | Jenn Djavaherian|
|           | Mackenzie Jones|
|           | Anne Smith     
|           | Steph Marozzo  
|           | Emily Tatum    
|           | Erin Wispelwey 
|           | Michael Goltzman|
|           | Michael Kharfen|
|           | Catherine Kilburn|
|           | Daniel Sheehan 
|           | Michelle Hayden|
|           | Mary Broughton 
|           | Danielle Douglas|
|           | Diane Joyce    
|           | Samuel Huston  
|           | Kaity Tong     
|           | David White    
|           | Elisabeth Cail 
|           | Jennifer Montgomery|
|           | Karen t’Kint de Roodenbeke|
|           | Chris Coons    
|           | Maranda Ward   
|           | Farhana Khan   
|           | Kristen Burgess|
|           | Sidnee Cox     
|           | Jabari Bruton  
|           | Samantha Bolduc|
|           | Micheal Plank  
|           | Tommy Sommer   |
|           | Ela Rubas      
|           | Dawn Buth      
|           | Emily Guskin   
|           | Elizabeth Whisnant|
|           | Darlene Wooldridge|
|           | Sarah Boney    
|           | Timothy Hill   
|           | Eliza Squibb   
|           | Rebecca Ferrer 
|           | Will McMahon   
|           | Laura MacFadgen|
|           | Glen Hallahan  
|           | Allison Murray 
|           | Laura Mitchell 
|           | Anna Shortell  
|           | Quentin Montgomery|
|           | Debra Zimmer   
|           | Jared Rifis    
|           | Kelly McGrath  
|           | Melissa Otterbein|
|           | Susan O’Brien  
|           | Richard Figueroa|
|           | Gyr’ Turshen   
|           | Kelly Dynan    
|           | Patricia Rietti|
|           | Macaulay Porter|
|           | Emelia Cail    
|           | Cathleen King  
|           | Judith Nunez   
|           | Kathy Vaughan  
|           | Kathleen Bolduc|
|           | Regina Baird   
|           | Tamsen Fadal   
|           | Sarah Toulin    
|           | Anne Jones     
|           | Rachel Pryzby  
|           | Melanie Dubois 
|           | Gabriella Bragoli|
|           | Dustin Bradley |
|           | Mallory Moats  
|           | Micheal Belinke|
|           | Maryann Hart   
|           | Haley Alexis   
|           | Dylan Wolfe    
|           | Evan Garry     
|           | Andrew Morgan  
|           | Suzanne Dannheim|
|           | Jessica Mishlove|
|           | Paul Karr      |
STAFF AND BOARD

**Tyler Spencer, PhD**  Founder and Executive Director  
**Jane Wallis, MPH**  Director of Programs  
**Mackenzie Jones, MPA**  Program Manager  
**Alexandra McAuliffe**  Program Manager  
**Limbani Kamanga**  Program Manager  
**Rommel White**  Finance Manager  
**Ryan Valette**  Visual Communications Intern  
**Micah Fluellen**  Visual Communications Intern

**Board of Directors**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tyler Spencer, PhD</td>
<td>Founder @ The Grassroot Project</td>
</tr>
<tr>
<td>Patrick Nero</td>
<td>Experienced Collegiate Athletics Leader</td>
</tr>
<tr>
<td>Christine Campbell, MS</td>
<td>Owner @ CMConsulting</td>
</tr>
<tr>
<td>Rob Haben, CPA</td>
<td>Executive Associate @ The Carlyle Group</td>
</tr>
<tr>
<td>Richard Livingstone, MPA</td>
<td>Public Servant @ DC Dept. of Housing and Community Development</td>
</tr>
<tr>
<td>Ugwechi Amadi, PhD</td>
<td>Global Communications Strategy @ Nike</td>
</tr>
<tr>
<td>Deidra Sanders, MBA</td>
<td>Regional Director @ Amazon</td>
</tr>
<tr>
<td>Nina Martinez</td>
<td>Public Health Analyst and Patient Advocate</td>
</tr>
<tr>
<td>Michelle Rubin</td>
<td>President @ Regional Properties, Inc.</td>
</tr>
</tbody>
</table>
THE GRASSROOT PROJECT

740 15th Street, NW
Third Floor
Washington, DC 20005
(202) 559-7923
info@GrassrootProject.org

TheGrassrootProject
@grassrootdc
@TheGrassrootProject
TheGrassrootProject