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.
2017 was a transformative year for Grassroots, and I am really excited to share our achievements with you in the pages that follow.

A year ago, we told you that we were aiming to launch several big new programs in 2017. While we planned to keep offering our school-based health education programs for DC middle school students, we wanted to make our programs more holistic by also supporting our kids’ parents and by providing them support in their neighborhoods. So we created two new programs—(1) Grassroots Fam, a two-session program designed to improve communication between parents/caregivers and their children, and (2) Grassroots Connect, a health fair aimed at directly connecting our students and their families to vital health services in the community. We saw fantastic results from these programs, and we plan to scale them up in 2018.

Our accomplishments in 2017 were only possible because of a great team of supporters, staff, and volunteers. I’m happy to report that in 2017 we raised more funds than the previous two years combined, and these funds are supporting an ambitious growth strategy that begins now.

In 2017, we also created a new staff position—a Director of Programs—in order to ensure that our programs are as good as they can be. Jane Wallis was hired in October to take on this new position. Jane volunteered with TGP for all four years of undergrad, and before returning to TGP this year, she was a college soccer coach, got her Masters in Public Health, and worked on HIV prevention and treatment as a Peace Corps Volunteer in rural Zambia. We are so lucky to have her!

Thank you for your continued support!

Tyler Spencer

Dear TGP family,

After spending the last 2+ years living in Zambia, serving in the Peace Corps, it has been a delight to be welcomed back into the TGP family. I could argue extensively (and probably already tell too many people) that a workplace with as much passion, knowledge, and dedication as TGP has, does not exist anywhere else. Since 2013, we have had Global Health Corps Fellows that continue to inspire me with their level of competency and ability to manage tasks. Tyler’s expertise in public health and his networking in the field are unmatched, and TGP student-athlete coaches continue to exemplify what it means to not only be committed and well-rounded student-athletes, but also reliable citizens of DC.

This is a special group that has great potential to educate youth in DC, and I feel incredibly lucky to be a part of it.

The next few years will be important for the future of TGP. On the programming team, we are working to create sustainable processes that will allow us to grow in new ways. We have created logic models and process maps to ensure that we continue our momentum from semester to semester, working to have the biggest impact on DC youth and collegiate student-athletes as possible. As we begin 2018, we will be working to grow our existing programs and to finish developing two new curricula that will engage middle school students with information and dialogue about physical and mental health.

This is just the beginning. 2017 was a great year, but bring it on 2018—TGP is ready for you!

Jane Wallis
We recruit NCAA Athletes to become health educators. Over two weekends of training, we give these athletes the knowledge and skills they need to be successful “Grassroots Coaches.” Grassroots Coaches facilitate health education programs in the DC community.
TGP continues to implement innovative sports-based health education programs in DC middle schools. In 2017, we extended our school-based programs by also offering supplemental components for our students’ parents and for a range of community health providers.

We implemented our eight-week school-based sexual health education and youth empowerment programs at seven schools, reaching more than 250 students. Our partner schools in 2017 were:

- Center City Public Charter School – Brightwood
- Cesar Chavez Public Charter School for Public Policy (Chavez Prep)
- Excel Public Charter School*
- Mary McLeod Bethune Day Academy Public Charter School
- Meridian Public Charter School
- Paul Public Charter School
- Perry Street Prep Public Charter School
- Seed Public Charter School
- The Washington School for Girls*

*The Washington School for Girls and Excel Public Charter School were our first sites for Grassroots Girls, a tailored version of our curriculum that addresses gender norms, condom negotiation, and healthy relationships.

‘TGP has been a gateway to help my students use their social skills in a productive way. My students loved learning about sensitive topics in creative ways.’

-Jermar Rountree, Physical Education Teacher, Center City PCS – Brightwood Campus
Over the years, TGP has had lots of requests from our students’ parents to provide adult-focused health education, too. Parents and caregivers have said that they want to be up-to-date on the latest sexual health info, and that they also want advice about how to talk to their kids about tough topics. In 2017, TGP answered these requests with Grassroots Fam, a two-session after-school program offered to parents and caregivers of our TGP middle schoolers.

We spent the spring and summer conducting focus groups with students and their caregivers in the Park Morton and Barry Farm neighborhoods. We asked students about what they wanted their parents to talk to them about when it came to sexual health, and we asked caregivers how Grassroots might best support them.

In the fall, we launched our first Grassroots Fam program at Mary McLeod Bethune Day Academy PCS. The program included the parents and caregivers of the sixth-grade students who were participating in our programs. In the first session, we covered sexual health basics, discussed the topics that Grassroots covers in sixth-grade classrooms, and had conversations about family values related to sexual health. In the second session, we engaged parents in a series of role plays to help them think through how they might address tough situations with their youth.

We measured the success of this program by using pre- and post- surveys for caregivers, and we triangulated this data by also asking our sixth-grade students to reflect on the frequency and quality of conversations that they were having with their caregivers before and after Grassroots Fam. We are happy to report that the program showed significant increases in caregivers’ sexual health literacy, and that both student and caregiver surveys showed that participation in Grassroots Fam led to an increase in parent-child communication around sexual health. We look forward to scaling up this program and continuing to measure its longer-term impact in 2018.

As part of our school programs and our parent and caregiver programs, we identify and discuss a range of relevant community-based, youth-friendly service providers for HIV and STI testing and treatment, family planning services, and counseling and social support. While these service providers are identified during our programs, our youth often reach out to us via phone, email, and social media for help in connecting them to these providers. Given that access to HIV-related clinical and social services are lowest among minority youth and their families, we saw a valuable opportunity to directly connect our students and their families to health services via an event at the end of our programs.

On November 29, we launched Grassroots Connect, a health fair in which both students and parents were given Grassroots Connect Passports and asked to visit five local service providers. At each station, they were introduced to the service providers and were challenged with a fun but educational game about that provider’s focus area. The providers for our first ever Grassroots Connect were:

- La Clínica del Pueblo (Latinx-focused health services)
- Planned Parenthood (family planning and other health services)
- Us Helping Us (HIV counseling and testing, PrEP, support groups)
- Snap Ed/Mary’s Center (health care and social services, including mental health)
- Young Invincibles (healthcare navigation services)

There are numerous sexual-health-related clinical and social service providers organizations in DC, but our city still struggles to link community members to these services and to retain them in care. Grassroots Connect is our effort to close this gap, and we look forward to continuing to develop this program in 2018 and beyond.
TGP’s Effect on DC Youth

**INPUTS**
- TGP Staff
- TGP Board
- Partnerships
- Equipment
- Teachers
- Curriculum development
- Programs in Health/PE Classes
- Funding
- Transportation
- Curricula
  - Sexual Health (6th grade)
  - Physical and Nutritional Health (7th grade)
  - Mental Health (8th grade)

**ACTIVITIES**
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events
- Curriculum development
- Programs in Health/PE Classes

**OUTPUTS**
- Student-Athletes From 5 Universities
- 8 Leader Team Members
- Student-Athlete Networking Event
- 8 "practice" sessions
- 2 parent/caregiver education sessions
- 1 health fair that directly links and refers youth and families to care
- 11 school programs
- Increased positive attitudes about HIV & STI prevention
- Increased knowledge about HIV & STIs
- Increased awareness of sexual health in the community
- Increased knowledge about consent and healthy relationships

**OUTCOMES**
- Increased self-efficacy to be an agent of social change
- Improved employability
- Increased interest in meaningful volunteer work
- Increased engagement of college grads in community development, social justice, and public service work
- Intermediate Term
  - Delayed sexual debut
  - Increased testing
  - Increased discussion around HIV & STIs
  - Increased safer sex practices
  - Decreased stigma around sexual health issues
  - Decreased relationship violence
  - Increased utilization of sexual health services

**IMPACT**
- Improved sexual health of teens in DC

TGP’s Effect on College Athletes

**INPUTS**
- TGP Board
- "Athlete 2 Coach" Facilitator Training
- Leader Team
- Professional Development
- Career Development Office Hours
- Programs
- Staff Program Evaluations
- Funding
- Athletes
- Middle School Youth
- TGP Staff
- "Athlete 2 Coach" Facilitator Training
- Leader Team
- Networking Events
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events

**ACTIVITIES**
- Career Development Office Hours
- Programs
- Staff Program Evaluations
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events

**OUTPUTS**
- Student-Athletes From 5 Universities
- 8 Leader Team Members
- Student-Athlete Networking Event
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events
- "Athlete 2 Coach" Facilitator Training
- Leader Team Meetings
- Networking Events

**OUTCOMES**
- Increased knowledge of sexual health
- Improved cultural sensitivity
- Increased confidence in mentorship, teaching, and public speaking
- Short Term
  - Increased knowledge about sexual health
  - Improved cultural sensitivity
  - Increased confidence in mentorship, teaching, and public speaking

**IMPACT**
- Increased engagement of college grads in community development, social justice, and public service work

250 students graduate TGP programs in 2017
5 new schools pledging support for the 3-year pipeline (all 3 curriculums)
With three of our staff now holding either a masters degree or a Ph.D. in Public Health, we’ve got more combined skills and passion than we ever have before.

In 2017, we made a few exciting changes to the ways that we evaluate our programs, and we also had several exciting public opportunities to both present our work and to develop our expertise as leading health education practitioners. Here are the highlights:

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**LEADERS FOR HEALTH EQUITY FELLOWSHIP PROGRAM**

In June, we were invited to present the results of our randomized controlled trial at the Society for Prevention Research’s annual meeting. The study, which was conducted through a collaboration with researchers at George Mason University, was received with lots of interest. Using an experimental design, it showed that TGP’s programs are significantly improving students’ health literacy outcomes, and these outcomes are in direct alignment with the goals of the Healthy Schools Act and the Office of the State Superintendent of Education. In August, TGP was selected for the prestigious Leaders for Health Equity Fellowship. The Fellowship, which lasts for one year, is aimed at helping TGP to build long-term research collaborations with local universities. It is funded by Atlantic Philanthropies and George Washington University’s Health Workforce Institute.

Last but far from least, we are building brand new monitoring systems that have already helped us to provide faster and more accurate reports about our programs. As an example, this year we developed a feedback system that enabled us to provide baseline health literacy information for each of our classrooms before our student-athletes even began facilitating their programs. This allowed our athletes to consider the unique strengths and weaknesses of each of the youth that they’d be working with, and it enabled us to identify and emphasize the most important key messages for our middle school students.

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**Our Staff**

- Tyler Spencer
  - Founder and Executive Director
- Jane Wallis
  - Director of Programs
- Ruvimbo Mushavi
  - Program Manager, Athletics
- Sahaan Sozhamannan
  - Program Manager, Schools
- Jess Bagler
  - Operations Intern
- Miles McClearn
  - Finance Intern
- Tanan Dukaye
  - Research and Evaluation Intern
- Sophie Kershaw
  - Programs Intern
- Jasheya Robinson
  - Community Programs Intern
- Artana Anderson
  - Community Programs Intern

**Our Athlete Leaders**

- Simone Counts
  - Howard, Track/Cross Country
- Kayla Giger
  - Georgetown, Rowing
- Spencer Kelly
  - Howard, Tennis
- Kelsey Oliver
  - GWU, Swimming
- Sydney Reece
  - Howard, Bowling
- Lauren L’Kint de Roodebeke
  - GWU, Track/Cross Country
- Isabel Rose
  - Georgetown, Rowing
- Tommy Sommer
  - American, Track/Cross Country

**Our Board**

- Tyler Spencer
  - Founder and President
- Ted Costigan
  - Policy Analyst for DC Chief Financial Officer
- Jason Belkinke
  - Vice President at Athletes for Hope
- Ashley Mahoney
  - Senior Manager, External Affairs North America, ViiV Healthcare
- Nina Martinez
  - Public Health Analyst, Patient Advocate
- Victoria Stulgis
  - Director of Black Bear Energy
- Gretel Truong
  - Film Campaign Manager at The Malala Fund
- Richard Livingstone
  - Public Servant in the DC Mayor’s Office
One of our main focuses in 2017 was to enhance the professional, leadership and coaching development of our student-athlete volunteers. In addition to training these athletes as Grassroots Coaches and to selecting a small group of athletes to participate on our Leadership Team, we also offered professional development opportunities for our athletes throughout the year. Here are some of the highlights:

In the Winter and Spring, four student-athletes testified in front of the DC Council about the work of TGP and about their desires to see our local council get more involved in supporting school-based health education. They wrote their testimonies and practiced them over and over again, and they knocked it out of the park when they sat in front of the council and Councilmember Gray.

In June, our student-athletes help support a screening event put on by one of our very first funders—the MTV Staying Alive Foundation. Our athletes eloquently asked questions of panelists and attendees, and they also helped with the behind-the-scenes logistics in order to make the event a success.

In November, a group of student-athlete volunteers attended the International Stigma Conference at Howard University. It was an eye-opening experience, as the speakers highlighted the devastating impact HIV/AIDS stigmatization has had on people here in the United States and abroad. Also in November, we hosted a networking night, where we invited all TGP student-athletes to meet a number of our supporters from various settings. This was a unique networking event where student-athletes were able to interact in a more relaxed environment with professionals in a variety of fields that all have interest in TGP. We have had awesome feedback from student-athletes, and we plan to repeat this event each semester.

In 2018, we plan to launch a “Master Coach” program for our athletes, which will include an 8-week summer internship and a 10-day intensive training camp. Check back next year to see updates on this exciting new program!

In 2017, our Marine Corps Marathon charity team raised more than $10,000 for TGP! Please reach out to us if you’d like to be part of our 2018 marathon team.

“I enjoyed hearing the stories from lawyers, doctors, and consultants at the TGP networking night... and seeing how they are so relatable no matter the age gap. It gave insight into what I can look forward to in the future and how to approach my career.”

Aliyah Hale, Howard University (2020), Cross Country and Track & Field
## BALANCE SHEET  As of September 30, 2017

### ASSETS

**Current Assets**
- Cash: $162,566.23
- Accounts Receivable: $115,000.00
- Other Current Assets: $23,466.68
- **Total Current Assets**: $301,032.91

**Fixed Assets**
- Furniture, Fixtures & Equipment: $1,288.14
- **Total Fixed Assets**: $1,288.14

**TOTAL ASSETS**: $302,321.05

### LIABILITIES AND EQUITY

**Total Current Liabilities**: $2,859.68

**Equity**
- Unrestricted Net Assets: ($72,837.05)
- Temporarily Restricted Net Assets: $53,432.72
- Net Income: $318,865.70
- **Total Equity**: $299,461.37

**TOTAL LIABILITIES AND EQUITY**: $302,321.05

### EXPENSES  As of September 30, 2017

- Salaries & Related Expenses: $195,233.52
- Contract Service Expenses: $18,180.00
- Non-Personnel Expenses: $19,593.27
- Facility & Equipment Expenses: $12,670.89
- Travel & Meeting Expenses: $16,315.33
- Other Client Specific Expenses: $3,915.22
- Other Expenses: $8,746.23
- **TOTAL EXPENSES**: $274,654.46

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### FUNDING SOURCES  As of September 30, 2017

- Foundation Grants (53%)
- Corporate Contributions (22%)
- Government Grants (16%)
- Events (4%)
- Individual Donations (4%)
- Fee-for-Service (1%)
The Grassroot Project

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