

PLAYWORKS ANNUAL REPORT 2015

Changing school culture by leveraging the power of safe, fun, and healthy play at school everyday.

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The Kid's-Eye View

Dear Playworks friends and family,

A Playworks Illinois principal recently shared a story with me: hundreds of kids from different schools in his district were being dropped off for summer school. Kids were bored, and parents were frazzled. A few middle schoolers were playing keep-away with a stolen backpack. But around the corner, he heard laughing:



“Playing with a worn basketball and using the cracks between sidewalk pavers as lines, all the students from my school were playing a vigorous game of foursquare. By the end of the summer, there were many faces from other schools in the mix. My students were sharing strategies and explaining the rules. On their own and in a new situation, they had created and built a community through play by using the skills they learned on the playground.”

We often celebrate the amazing grown-ups of the Playworks community, but sometimes, we forget to take the kid's-eye-view. On the playground, children are not only the leaders of the future: they are already the leaders of today. Through safe, healthy play, children develop the social and emotional skills they need to lead with inclusion and respect. They create healthy community and take that experience into their homes and into the classroom.

In this year's annual report, I want to celebrate leadership development on the playground: from kids who teach peers at other schools how to play four-square, to Playworks Coaches who help Junior Coaches develop the social and emotional skills to lead well, to the Playworks TeamUp and Playworks Pro staff who help schools lead the movement for play.

To become the leaders we need, every child deserves the opportunity to play—every day. And so I also want to celebrate you. Thanks to your support, in Fiscal Year 2014-2015 Playworks laid the groundwork to give even more give children those opportunities.

Playfully and humbly yours,

A handwritten signature in black ink that reads "Jill". The script is fluid and cursive.

Jill Vialet
Founder and CEO

The Playworks Ten Under Ten

On the playground, children are not only the leaders of the future: they are already the leaders of today. These ten young leaders made an impact at their schools this year, and demonstrate the success of the Playworks Junior Coach program, which equips students with leadership potential to lead in ways that promote respect, inclusion, healthy play, and healthy community.

ELIJAH



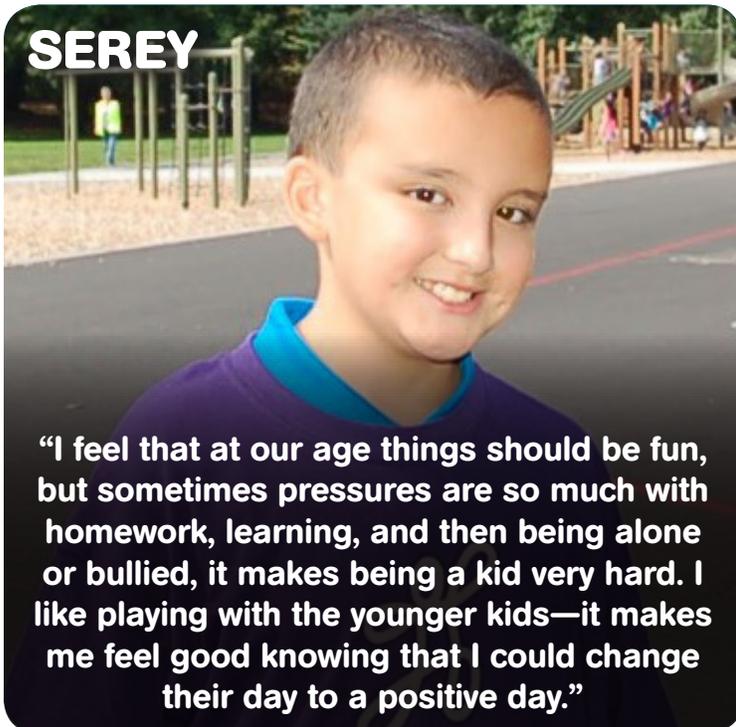
“My favorite part about being a coach is helping the little ones out, having them participate in games, getting them moving and then when it’s time to go in they are ready to learn instead of goofing around.”

ADRIAN



“Recess used to be out of control and a lot of people got hurt. I used to sit on the bench and do math problems to ignore recess. The Junior Coach Program helped me learn more games, be more friendly, and not argue if I was out. I enjoy recess now every day.”

SEREY



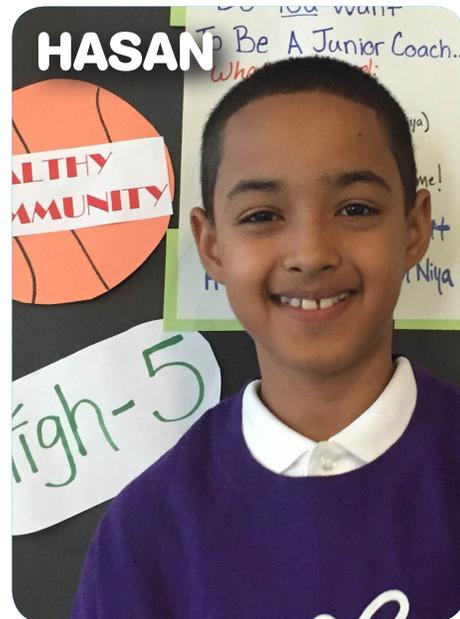
“I feel that at our age things should be fun, but sometimes pressures are so much with homework, learning, and then being alone or bullied, it makes being a kid very hard. I like playing with the younger kids—it makes me feel good knowing that I could change their day to a positive day.”

ZARIA



“My favorite game on the playground is kickball because I learned conflict resolution skills that I have used when playing with my friends.”

The Playworks Ten Under Ten



Leading on the Playground

While Playworks coaches are developing young leaders on the playground, Playworks TeamUp and Playworks Pro staff are developing schools and schools staff as leaders in the movement for play.

Playworks Pro provides professional training and ongoing development to school staff, paraprofessionals, and after-school care providers.

In 2014-2015, Playworks piloted Playworks TeamUp, which partners with elementary schools by providing an on-site coordinator to teach, model, and empower a sustainable recess program. The pilot was an overwhelming success, and Playworks TeamUp is now rolling out in schools across the country.

Watch how Playworks TeamUp is helping bring us closer to the vision that one day every child in America will get to play—every day.



Playworks by the Numbers

In 2015, Playworks served more than 850 schools, reaching more than half of a million students who now have access to safe, healthy play.

Creating a culture of safe, healthy play transforms children's social, emotional, and physical health. Students who have strong social and emotional skills in elementary school have better life outcomes as adults¹—and Playworks moves the needle!

Playworks helps students develop the social and emotional skills needed to be strong leaders. Eighty-five percent of school staff agreed that Playworks helps students develop skills necessary to succeed in the classroom and their community, and 80% agreed that Playworks helps students develop the skills they need to succeed in the workplace.²

Eighty-four percent of Playworks Junior Coaches identified as needing to improve social and emotional skills when they entered the program, experienced reliable improvement in areas like self-management, social awareness, and relationship skills.³ These are the kind of social and emotional skills that lead to lifelong success.



¹ American Journal of Public Health: November 2015. Early Social-Emotional Functioning and Public Health: The Relationship Between Kindergarten Social Competence and Future Wellness

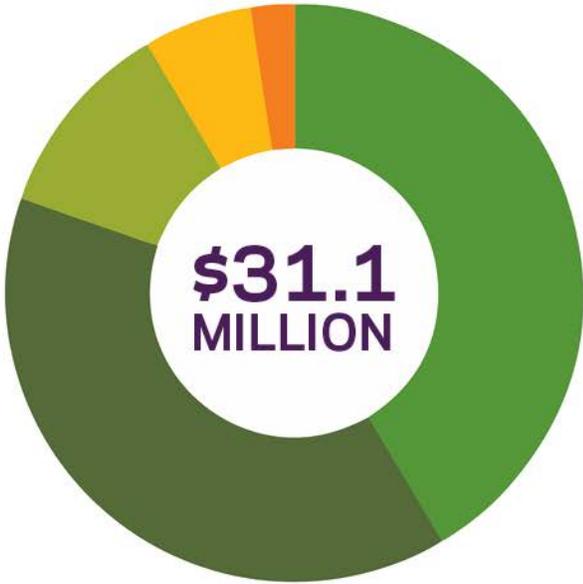
² Accomazzo, Sarah. "Evaluating the Social Emotional Competence of Playworks Junior Coaches 2014-2015 School Year." Playworks and Kaiser Permanente Northern California Community Benefit Program, 2015

³ Claassen, Jennette. "Survey Results - National." Playworks. August 25, 2015. Accessed January 15, 2016.

2014-2015 Playworks Sources and Use of Funds

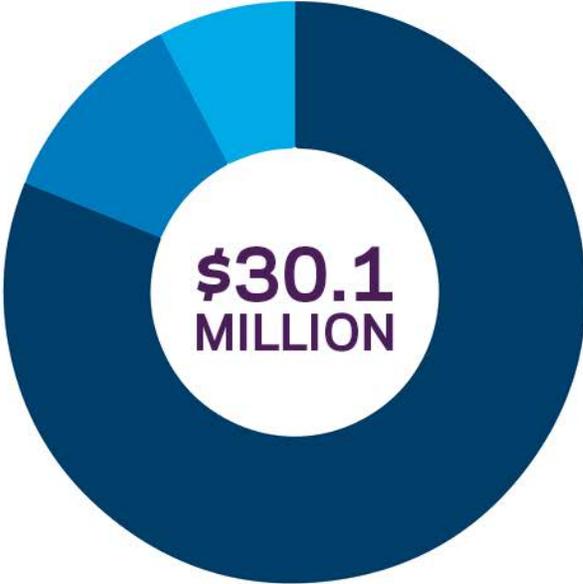
Playworks' diversified funding model supports sustainability. School fees, training fees, and government grants together account for approximately 56 percent of Playworks' revenue, creating a stable, ongoing funding base. The remainder of our funding comes from a combination of foundation, corporate and individual supporters. Playworks had total net assets of \$6.9 million as of June 30, 2015. Learn more in our 2014-2015 audited financials.

Sources for Funds



- **41.5% (\$12.9M)**
Contributions
- **38.9% (\$12.1M)**
Direct service school fees
- **11.2% (\$3.5M)**
Government grants
- **6.1% (\$1.9M)**
Training school fees
- **2.4% (\$0.7M)**
Other revenue/support

Uses for Funds



- **81.2% (\$24.4M)**
Programs
- **11.2% (\$3.4M)**
Fundraising
- **7.6% (\$2.3M)**
General and administration

Playworks Regional Offices

Arizona

Louisiana

North Carolina

California, Northern

Maryland

Pacific Northwest

California, Southern

Massachusetts

Pennsylvania

Colorado

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Texas

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Playworks is extremely grateful to our many donors from around the country. Your gifts make it possible to create a place for every kid on our playgrounds and we thank you.

\$500,000+

Einhorn Family Charitable Trust

Kaiser Permanente

Laureus Sport For Good Foundation USA

New Balance Foundation

Robert Wood Johnson Foundation

\$250,000-\$499,999

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Super Bowl 50

Tony Gramscas Youth Services
Program

The Walt Disney Company



SPOTLIGHT

Ten Under Ten: Essay by Serey Ek

Read Junior Coach Serey's wise words on bullies, empathy, and his hope that "the generations can have less anger and sadness because of beginnings like Playworks."

[READ MORE](#)

\$50,000–\$99,999

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ArcLight Capital

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\$25,000–\$49,999

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Not-So-Junior Coach Matthew

Ten years later, Junior Coach Matthew and Coach Max have teamed up once again to collaborate on the playground.

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SPOTLIGHT

Teaching Empathy with TeamUp

Playworks principal Matthew Harris shares five take-aways for social and emotional learning from his experience with PlayworksTeamUp.

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SPOTLIGHT

TeamUp Expands Playworks' Reach

Playworks TeamUp combines the best of Playworks Coach and Playworks Pro to teach, model, and empower a sustainable recess program.

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Playworks is extremely grateful to our many donors from around the country. Your gifts make it possible to create a place for every kid on our playgrounds and we thank you.

Due to space constraints, we are only able to list supporters who made annual gifts of \$1,000 or more in cash or in-kind support between July 1, 2014 and December 31, 2015.

Despite our best efforts to avoid errors and omissions, these can occur. If you contributed and your name was inadvertently omitted or incorrectly listed, please accept our sincere apologies and contact us at 510.893.4180 or info@playworks.org.

Playworks National Board of Directors



SPOTLIGHT

Kindergarten Social and Emotional Skills Matter

Research shows that playground social and emotional skills predict future success. Playworks makes a difference!

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