



# 2019 School Year in Review

We empower kids by leveraging the power of safe, fun and healthy play. Our unique program focuses on in-school time for elementary schools across the DMV.



# The Big Picture

In 2018-2019, we have reached 10,000 students in 24 schools and youth serving organizations through a combination of direct and consultative services, as well as PROfessional development trainings.

Expanded to three new counties in Virginia and one new county in southern Maryland with PRO training services.

Conducted or trained 10 corporations about how to leverage play as a tool to promote inclusion, curiosity, and civility.

# Values and Organizing Principles

## VALUES

Our values are **Respect, Inclusion, Healthy Play, and Healthy Community.**

## SUSTAINABILITY

We organize and value our work based on **four** pillars:

Sustainable **Impact**

Sustainable **Financials**

Sustainable **Brand**

Sustainable **Teams**

# An Impactful Year—2019!

## Sustainable Impact

- Directly served 24 schools
- Trained 10 corporations
- Expanded to three counties in VA and one county in Southern MD
- Trained 220 Junior Coach leaders!
- Rated TOP nonprofit!

## Sustainable Financials

- Grew individual donor base by 10%
- Launched major donor society—Leadership NOW
- Partnered with 30+ corporations, foundations, and nonprofits
- Secured two new public/private partnerships

## Sustainable Brand

- Playworks DMV was a presenter at the Catalog for Philanthropy annual Gala
- Earned media sports team partnerships
- Featured on media influencer shows
- Presented at four industry events

## Sustainable Team

- Grew Advisory board by five members
- Launched the Emerging Leaders Council
- Expanded team and intern program



# Impact - Main School Takeaways

Results from our **2019 Annual Survey\*** distributed to school staff at Playworks partner schools across the country including Playworks DMV.

**96%**

of staff believe that Playworks helps to **create opportunities for inclusion of diverse groups of students**

**94%**

of staff agree that Playworks **improves their overall school climate**

**16**  
hours

of class time was saved **transitioning from recess to learning** over the school year

Total Responses: 7,509

\*Source: 2019 Playworks Annual School Administration and Teacher Survey

# Student Outcomes In the Classroom

*School staff reported the following positive student outcomes in the classroom as a result of partnering with Playworks*



**96%** of staff report more student engagement in academics



**93%** of staff report students are more focused during class



**81%** of staff report fewer disruptive events in the classroom



**79%** of staff report less class time spent resolving conflicts



**78%** of staff report less time transitioning from recess to classroom instruction



# Student Outcomes On the Playground



*School staff reported the following positive student outcomes on the playground as a result of partnering with Playworks*

**94%** of staff report students are better able to resolve conflicts on their own



**96%** of staff report more cooperation among students on the playground



**83%** of staff report fewer disciplinary incidents



**85%** of staff report fewer bullying incidents



**84%** of staff report fewer playground injuries



# Play Works - The Research

## RAND Review: Playworks Stands Out Among SEL

Interventions—A review conducted by RAND Corporation and commissioned by The Wallace Foundation in 2017 found that Playworks is one of only seven elementary school social-emotional learning interventions to meet the highest criteria for evidence of **impact** under the Every Student Succeeds Act (ESSA).



Evidence-based Strategies for Socially, Emotionally, and Physically Beneficial School Recess —As positively noted in the Journal of Physical Education in 2018.



## STUDENTS ARE ENGAGED IN MORE VIGOROUS PHYSICAL ACTIVITY

Accelerometer data showed that children in Playworks schools spent significantly more time in vigorous physical activity at recess\* (14% versus 10% of recess time, which is a 43% difference)<sup>iii</sup>.



## STUDENTS ARE READY TO LEARN

34%

FEWER MINUTES



Teachers in Playworks schools reported spending significantly less time to transition from recess to learning activities (34% fewer minutes)<sup>iv</sup>.

## PLAYWORKS SCHOOLS HAVE LESS BULLYING

Teachers in Playworks schools reported significantly less bullying and exclusionary behavior during recess\*, a 43% difference in average rating scores<sup>i</sup>.

43%  
LESS



## STUDENTS FEEL SAFER AT SCHOOL

Playworks teachers' average rating of students' feelings of safety at school was 20% higher than the average ratings reported by teachers in control schools<sup>ii</sup>.

20%  
HIGHER RATING

Source: \*Mathematica Policy Research and Stanford University, 2013

Source: Statistically significant findings from "Impact and Implementation Findings from an Experimental Evaluation of Playworks: Effects on School Climate, Academic Learning, Student Social Skills and Behavior" and "Findings from an Experimental Evaluation of Playworks: Effects on Play, Physical Activity and Recess". Mathematica Policy Research, 2013

i (n=295); Significantly different from zero at the .05 level, two-tailed test

ii (n=296); Significantly different from zero at the .05 level, two-tailed test

iii (n=1,579); Significantly different from zero at the .10 level, two-tailed test

iv (n=295); Significantly different from zero at the .10 level, two-tailed test

\* compared to those in control schools

# Why Play Matters



“The opportunity for kids to learn how to play together and to do so in a **productive** manner is certainly **preparing them for success in college, career, and beyond.**”

- *Assistant Principal  
Jasmine Bran, Powell  
Elementary School*

# Playworks Services & NEW Tools

## Onsite Coaches

### Playworks “Coach”

**Coach:** Full-time Playworks staffer administers a 5-part program that includes:

In-class game times, recess, Junior Coach leadership program, community service projects, teacher/parent training

## Consultative Support

### Team-up & PRO

**Team-UP:** Playworks site coordinators PARTNER with school-appointed play staff to administer the program

**PRO:** Train districts, youth serving organizations, and schools on all aspects of safe and healthy play

## NEW Online Tools

### Recess Lab & Playworks U

#### **Recess Lab/Recess**

**Check-Up:** An online tool for schools and districts to access their level of safe & healthy play

**Playworks U:** An online subscription service created by Playworks and principals to provide ongoing support and training

# Junior Coach (JC) Leaders!

220 students (4th and 5th graders) participate in year-long Junior Coach training that develops academic, social, and leadership skills. They practice their new skills and serve as positive role models with their peers at recess every day!

**94%** of staff report that Junior Coaches **take on a leadership role during recess**



**90%** of staff report that Junior Coaches help get other students **more physically active at recess**

**84%** of staff report that Junior Coaches **take on a leadership role at other times in the school day outside of recess**



**83%** of teachers report that Junior Coaches have **gained leadership skills**





# Junior Coach Leadership Conference

Junior Coaches (current and prospective) from DC and Virginia attended JCLC at the Capital One Arena thanks to the MSE Foundation!



The 2019 Youth Awards Ceremony was co-hosted by radio show host Angie Ange (WKYS) and anchor/director Darren Haynes (WUSA9)



# Junior Coaches - From Their Voice

“I liked it all. I liked when we learned about **HOW TO BE RESPECTFUL** and to **include everyone** with all the games we did.”

- *Natalia, Junior Coach*



“I enjoy helping the kids **STAY SAFE** and **PLAY FAIR**. Kids need play to release their energy and a lot of times in classes, you don’t get to socialize with your friends so that gives them the time to socialize with their friends.”

- *Kenadie, Junior Coach Alum*





**“Our Playworks Pro training was high energy and very engaging. The Playworks team adapted their program to support our unique student body. It inspired the teachers to see what recess could be.**

**(Teachers) left wanting more at recess for students.”**

*- Ms. Shorter, River Terrace Special Education Campus*

THANK YOU FOR SUPPORTING  
US!

I GOT TO DO...

- RECESS DUTY
- LEARN ABOUT LEADERSHIP
- I LEARNED NEW GAMES

COOL THINGS!



-LUCY LABROU





# Partnered to Lift our Community

In 2018-2019, we partnered with multiple organizations to conduct playspace beautifications, team building, adult recess, and community service—a great combination! To name a few...

- Make a difference day with **Deloitte** to conduct the Oxon Run Park Beautification project
- MLK Day school beautification with the **Wizards, Capitals, Mystics, Valor, Go-Go** fans—thanks to the MSE Foundation (bottom picture)!
- **White and Case** Days at Powell Elementary and River Terrace Special Education Campus
- **Optoro** playspace revitalization at Malcolm X Elementary
- Play essentials training with the **OSSE** Physical Activity Task Force (top picture)



# Breaking Down Barriers to Civility

The **MSE Foundation** and the **Washington Valor** teamed up with Playworks to conduct the FIRST EVER play date and football extravaganza between **Brent Elementary** (Public School) the **St. Peters School** (Private School) on Capitol Hill.

This event opened hearts and minds to new friends, respectful interactions, and methods for safe & healthy play!





# Student Empowerment

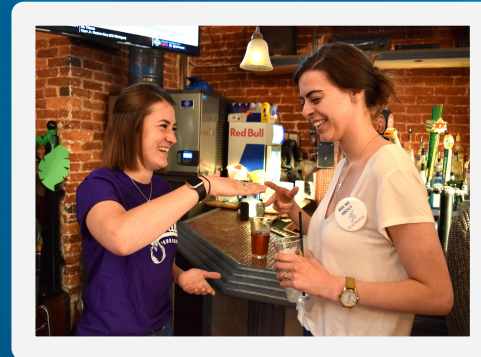
“One of our goals throughout the school year is to **empower students to be confident** in their ability to model **safe and healthy play** and **resolve conflicts** on their own. Whether that looks like students starting games on their own or remembering to play Rock Paper Scissors instead of starting an argument, it is always rewarding to see students take ownership of their play and create positive vibes around their school.”

*-Emily Goldhammer  
D.C. Playworks Site Coordinator*



# Adults Rally to Spread Play—Events

- Annual **Rock Paper Scissors** Tournament
- 9th Annual **Kickball for Kids** Tournament
- **Real Players Don't Bully** Congressional and Civic Awards, co-hosted by Google. Congratulations to the Congressional winners for the House Civility Caucus: Reps. Joyce Beatty and Steve Stivers
- **Summer Celebration and Soiree** on the Bank of America rooftop!
- **Annual basketball extravaganza** with the Washington Mystics and a **hockey field day** with the Washington Capitals





# Rated 2018 Top Nonprofit—Raising Visibility

- 2018 Top-Rated Nonprofit by GreatNonProfits.
- Washington Wizards' Kelly Oubre and Washington Capitals Brooks Laich joined in our Real Players Don't Bully Campaign with a video message.
- Playworks on Good Morning America!
- Honored as a 2019 Hot Non Profit by DCA Live!
- Radio—Interviewed on NPR: We discussed the new VA recess law on the Kojo Nnamdi show, and our Junior Coach shined on the Angie Ange in the Morning Show (Sunday segment)
- Playworks DMV was honored to present at the distinguished Catalogue for Philanthropy's annual gala, Inspiration to Action (picture to right)



# Principals Believe In Play

“Thanks to the Playworks program, we haven’t had any injuries from recess all year. The **physical conflicts have been greatly reduced**. We were able to resolve the conflicts that did occur in a much better way. **Now kids go back to class happy and ready to learn**. My teachers really appreciate the difference it’s making for them in the classroom. **The result of having Playworks at my school has been concrete and measurable.**”

—Jason C. Lody

*Principal, Center City Public Charter School, Shaw Campus*

# Sustaining the Play Movement - Advocacy

- Incredible news! **VA passed a law doubling recess time** as well as recognizing social emotional learning as one of the core subjects required by schools!
- In partnership with the Washington Redskins Charitable Foundation and VA Senator Chap Petersen, a press conference was held at the Redskins Training Center headlining Playworks Junior Coach stars Ivone and Haneefah as they shared their passion for play (picture to the right).
- Playworks DMV participated in the **AmeriCorps annual Capitol Hill** fly-in with other organizations such as Habitat for Humanity and City Year.





# Marquee Foundation Donors

- The Monumental Sports and Entertainment Foundation
- The Morris and Gwendolyn Cafritz Foundation
- Clark-Winchcole Foundation
- Congressional Sport for Charity Foundation
- Corina Higginson Trust
- Capitol Hill Community Foundation
- The Morrison and Foerster Foundation
- Richard E. and Nancy P. Marriott Foundation
- Greater Washington Community Foundation - The Share Fund
- Webber Family Foundation



# Marquee Corporate/Nonprofit Partners

- Booz Allen Hamilton
- Deloitte
- Capital One
- Promontory Interfinancial Network
- Optoro
- White & Case, LLP
- Anthem
- PEW Charitable Trust
- United Way of the National Capital
- Mastercard
- Cushman & Wakefield

- Global Fund for Children
- Rasa Indian Grill
- Capgemini
- Vector Talent Resources
- Robert Half
- The Webster Group
- The Granados Group
- Hunton Andrews Kurth LLP
- The Internet Association
- DC Central Kitchen
- ....More

# Marquee Individual Donors \$1,000+

- Scott and Carol Ann Smallwood
- Michael Isman
- Erin Comer
- Gerard Taylor
- Adam Hulbrig
- Nyla Beth Gawel
- Brendan Hurley
- Carrie Higley
- Kevin Alansky
- Mathew Korn & Cynthia Miller
- Kim Guarino Bulger
- Sean Swearinger

## In-Kind:

- Costco, KIND Bars, Clif Bar

## In-Direct:

- The Madison of DC
- Anthropologie
- Embassy Row Hotel
- Highlands Pool Club
- Kendra Scott

Special thank you to our Board of Directors, volunteers, and staff!

# Two HUGE Announcements!

- As of July 1, 2019, Playworks DMV and Playworks MD will combine forces to create **Playworks Mid-Atlantic** to include Washington D.C., Maryland, Virginia, and West Virginia. Our plan in 2019–2020 is to reach **42,500 kids in 97 schools**. We will maintain offices in Baltimore and Washington DC.
- In April, 2019, we launched our first **Leadership Giving Circle called Leadership NOW**. We need to make every effort to get kids active and interacting with one another to counter the rise in electronic time and inactive lifestyles.

*We are engaging individuals, families, and corporations to help us reach our goal of **\$100,000 by June 30, 2020**. These are gifts at all levels and multi-year commitments for sustainable impact. The Leadership NOW community of connectors and funders will provide strategic advice and critical funds to scale safe and healthy play throughout the Mid-Atlantic.*

***o date, we've raised \$44,000 in two-year gifts!***

To join Leadership NOW, contact Jennifer Oxley at [jennifer.oxley@playworks.org](mailto:jennifer.oxley@playworks.org) or 202.822.0097.



# Mark your Calendars!

- October 30, 2019 - Real Players Don't Bully Congressional and Civic Awards and panel, co-hosted by Google's Be Internet Awesome team, from 8-10:00 a.m in Washington DC.
- November 6, 2019 - Gamechanger site visit at a Playworks DC school. Join us for lunch and observe a Playworks program in action.
- November 13, 2019 - Gamechanger site visit at a Playworks Baltimore school. Join us for lunch and observe a Playworks program in action.

**Register at [www.playworks.org/mid-atlantic](http://www.playworks.org/mid-atlantic)**

# Actions You Can Take to Keep Up the Momentum. Your Engagement Matters!

- Engage employees in spreading play
- Tell your school about Playworks
- Volunteer at events or visit a school
- Donate join Leadership NOW or donate during our appeals in November and May
- Follow us on social media and share with your friends

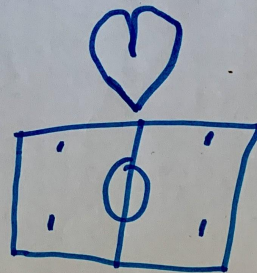


Thank  
You!



- Sola

I accomplished being more flexible  
in choosing games. Thank you for  
giving me a chance like that





**Thank you for helping us give children the  
childhood they deserve.  
You truly make a difference!**



**PLAYWORKS**

Share your stories of play and follow us at  
[www.playworks.org/mid-atlantic](http://www.playworks.org/mid-atlantic)