



 **PLAYWORKS**  
**PACIFIC NORTHWEST**

**2019**  
**IMPACT REPORT**

# UNLEASHING THE POWER OF PLAY



This year was particularly memorable for me for two reasons: through the effort and support of our phenomenal team and supporters, we served more students and schools than ever before, and we welcomed the birth of my first child, a daughter, in November. I am so thankful to work with a team that is passionate about and dedicated to making sure *all* kids get the opportunity to experience the childhood they deserve, where play and social emotional skills development are not only central to their daily lives, but prioritized at their schools. We know that YOU make our work possible, and thanks to you, we were able to have our most impactful year yet.

In alignment with our continued effort to grow a safe and healthy play movement, we expanded our digital service offerings with the intention of unleashing the power of play by empowering others. The Playworks Pacific Northwest team expanded our geographic footprint and mix of services provided, and therefore, our overall impact. This year, we directly served a total of 41 schools across Washington and Oregon, and we were particularly proud to extend our services outside the Portland metro area to students in more rural communities with our TeamUp program. Through this expansion, we served 10 schools in the Columbia River Gorge in Oregon, from Cascade Locks to Dufur. We also expanded TeamUp to one school in Southwest Washington and three schools in Seattle/Puget Sound, while growing our presence in Portland metro-adjacent districts. We're fortunate to have also welcomed Jill Riemer as Director in Seattle to lead expansion efforts in the Puget Sound.

This year was extremely successful for our Partner Experience Team, who impacted 15,750 students and 700 adults with trainings across Oregon, Washington, and Idaho. Through these professional development trainings for school staff and youth-serving organizations, we ensured that our rural and suburban communities were able to benefit from the power of play. In addition to expanding our school partnerships, we intentionally worked to deepen relationships with our funders, community supporters, partners, board members, and staff. These efforts were aimed at positioning us to finish the 2018-19 school year strong, as well as establish solid foundations going into 2019-20 and beyond.

I'm so proud to share some of the impacts of our collective efforts, and look forward to celebrating next year's successes with you. Thank you for getting in the game with us and being an integral part of our work.

With Gratitude,

A handwritten signature in black ink, appearing to read 'Asia Wisecarver'.

Asia Wisecarver  
Director  
Playworks Pacific Northwest

A photograph of a female teacher and five students standing outdoors on a grassy area. The teacher is wearing an orange t-shirt with the Playworks logo and the word 'PLAYWORKS' printed on it. The students are wearing purple t-shirts, also with the Playworks logo and the words 'PLAYWORKS JUNIOR COACH' printed on them. They are all smiling and looking towards the camera.

“ My entire class is engaging in active play during recess so they come back to class ready to engage in learning. It's so rad. ”

-K-5 Teacher from The Reynolds School District

## CORPORATE KICKBALL TOURNAMENT

Presented by The Standard and Recess Time Sports Leagues, Playworks celebrated 10 years of play in the Pacific Northwest with our 10th Annual Corporate Kickball Fundraiser. Thanks to our participating teams, we raised over \$56,000 to support healthy, inclusive, and developmental play across the Pacific Northwest. This year, Tektronix took home its fifth winning trophy in a half-decade winning streak, and longtime supporters Wieden + Kennedy won the Spirit Award for exhibiting Playworks' core values of healthy community and healthy play. Teams also had the opportunity to play Speedgate—the world's first AI-designed game—a project by creative agency AKQA.



## THANK YOU TO OUR ADDITIONAL TEAMS AND SPONSORS

- Beaver Sports Properties
- Bolt Threads
- Chegg
- First Tech Federal Credit Union
- Fully
- Kaiser Permanente Thriving School
- Lease Crutcher Lewis
- Maxwell PR + Engagement
- Moss Adams LLP
- NBC Sports Northwest
- Ninkasi
- Oregon Association for Play Therapy
- Pacific Power
- Providence Health & Services
- Sport Oregon
- Tonkon Torp LLP
- US Bank
- WE Communications

## SUBARU LOVE PROMISE: 5 YEARS OF PLAY



Subaru Portland Zone has participated in a Corporate Play Day at one of our partner elementary schools for five consecutive years. Through their commitment to supporting safe and healthy play in Pacific Northwest schools, we are able to expand our reach to serve even more kids. Playworks Play Days engage groups of volunteers in recess with kids at partner schools. Teams learn to play lively games that foster collaboration, teamwork, and conflict resolution—skills as vital for children as they are for adults. After, join kids out on the playground to play, supported by our staff. Organizations can experience first hand the transformative power of positive play—for themselves, their team, and for the kids they meet.



## RECESS CHECKUP

We've designed a tool to help principals and teachers assess the safety, empowerment, and engagement kids experience at recess in their schools. The Recess Checkup is a 5-minute confidential survey about what recess is like at the school. After completing the survey, we send comprehensive results, as well as customized tips utilized to improve recess to ensure kids have access to safe and healthy play every day.

**355**  
Recess Checkups  
Completed This Year

## PLAYWORKSU

In an effort to expand our impact, we launched a new digital service called PlayworksU. PlayworksU is an online education platform of more than 32 courses that empower school staff to leverage safe and healthy play on their own. PlayworksU is available at a lower cost than our direct services, thus allowing schools without the budget for a higher-cost program to implement the strategies to develop a more overall positive school culture.

## Online Learning



### Group Management

Identify 5 proactive strategies for managing behavior and try it on at your recess

PROGRAM / 11 STEPS



### Conflict Resolution

Learn how to empower students to resolve minor conflicts using Rock Paper Scissors through tea...

PROGRAM / 8 STEPS

## RECESS REBOOT

Recess Reboot is a professional development training that was successfully piloted in the Pacific Northwest region. Throughout a Recess Reboot, staff are trained on the core elements of a Playworks recess, such as inclusive games, equipment systems, and smooth transitions to and from class. They watch and reflect on those elements at work on their own playground, and by the end of the week, they lead those practices themselves. Students also spend the week learning. Each class learns fun new games they can play at recess. Then, a group of student leaders learn how to start and sustain those games. Those student leaders become key to sustaining a positive play environment throughout the year.

This year we delivered  
**9 Reboots**  
Impacting  
**4,050 students**  
and  
**180 adults**

# EXPANDING OUR FOOTPRINT

**49,600**

children engaged in safe and healthy play through our direct services (Coach and TeamUp).

Trained

**1,620**

teachers to incorporate healthy play and physical activity in their curriculum through direct services and professional development trainings.

Provided

**1,476**

students with opportunities to be engaged in safe, organized activities through our before or after school program and developmental sports leagues.

Engaged

**615**

students in our Junior Coach Program to develop their leadership skills.

Delivered **26**

professional development trainings and

**20** consultative visits impacting **9,000**

students.

## 2018 - 2019 School Year

**42** districts across three states with all three services (TeamUP, Coach, Pro)

**41** schools and over **18,000** kids

experiencing safe and healthy play with our direct services

**17** AmeriCorps members



"I'm a 5th grade teacher at Durham. My son is a kindergartener at Lewis. He also has high-functioning autism. I wanted to let you know how much of an impact you have already had on him. This weekend he went to three separate playgrounds and asked kids to play. This is the first time he has ever initiated play with another child. My husband asked him where he learned to do that, and he said 'Ms. Ruby taught me.' In one visit, you have changed his life and ours."

—Emily Galeria-Wolfe, Parent and Educator

Ruby was the Site Coordinator at Lewis Elementary this school year, which means she was based there one week out of the month to help foster safety and inclusion on the playground. Emily shared her story after Ruby was at her son's school for just one week. Ruby has been with Playworks Pacific Northwest since the very beginning in 2009.

# THE CHILDHOOD THEY DESERVE



Survey results from educators at our direct service partner schools for the 2018-2019 school year showed that:

97%

of staff agree that Playworks improves overall school climate

97%

of staff agree Playworks helps to create opportunities for inclusion of diverse groups of students

97%

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

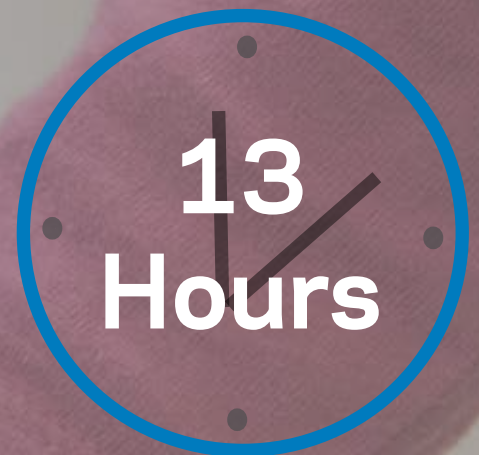
96%

of staff report more student engagement in academics

93%

of staff report students are more focused during class

An average of

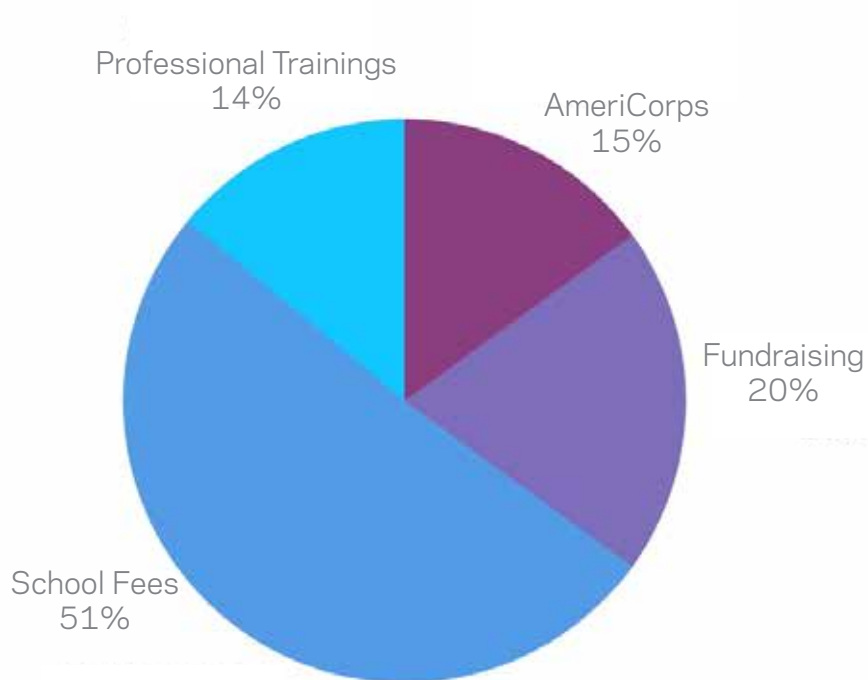


of recovered teaching time

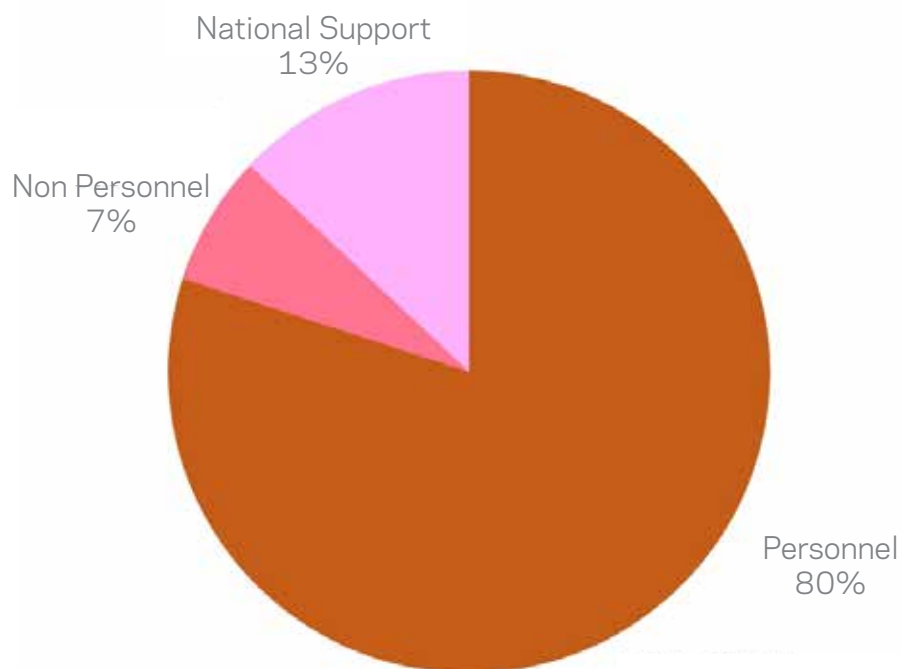
“ Recess used to be unorganized and chaotic. Now students know how to initiate group play, solve problems in and out of the classroom, are more willing to try a new sport, and are experiencing less bullying on the playground. My students with disabilities are playing with more typical peers and making more friends. ”

-K-5 Teacher at Van Asselt Elementary

## REVENUE



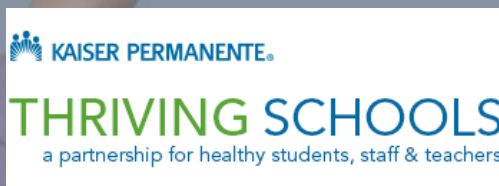
## EXPENSES





# MOST VALUABLE PLAYERS

## GAME CHANGERS (\$100,000 AND ABOVE)



## ALL STAR PARTNERS (\$20,000 - \$99,000)



## IMPACT PARTNERS ( UP TO \$19,000)

- Beaver Sports Properties
- Bolt Threads
- Cambia Health Solutions
- Carmax and Carmax Foundation
- Chegg
- Collins Foundation
- Doris H. & Michael F. Garcia Fund
- Expedia Group
- Finance of America
- First Tech Federal Credit Union
- Fully
- Google
- Herbert A. Templeton Foundation
- Heritage Bank
- Interworks LLC
- iQ Credit Union
- Jackson Foundation
- Jacqueline Olsson Charitable Foundation
- JLL
- Juan Young Trust
- Lease Crutcher Lewis
- Macadam Market
- Mary McKinney and Flay Ezell Fund
- Maxwell PR + Engagement
- Moda Health
- Moss Adams LLP
- Multnomah Athletic Foundation
- NBC Sports Northwest
- New Seasons Market
- OCF Joseph E Weston Public Foundation
- Oregon Association for Play Therapy
- Pacific Power
- Randall Children's Hospital at Legacy Emanuel
- Sport Oregon
- Subaru of America--Portland Zone
- Swift Agency
- Tektronix
- The Standard
- Thomas S. Archer Law Office
- Tonkon Torp LLP
- US Bank
- WE Communications
- Wieden + Kennedy

# INDIVIDUAL CHAMPIONS

Overall, I love Playworks and have seen the positive impacts it can have on a school. More kids are excited and engaged in play at recess and they all know the rules.

-K-5 Teacher at Portland Public Schools District

## \$5,000 +

Brian and Beth  
Zappitello  
Duncan Campbell

## \$1,000 +

Bertha Kao  
Cliff Allen  
Darlene Ireland  
Dawn Williamson  
Jonathan Blasher  
Ken Thrasher  
Lindsay Murphy  
Sue Levin and Jim  
Burkhart

## \$500 +

Doug and Judy Cushing  
Katie Banks  
Kevin Carroll  
Meyer Freeman  
Nickolas Kubik  
Roy Notowitz  
Stuart Morgan  
Troy O'Bryan

## \$250 +

Anthony Piluso  
Blake and Linda  
Bowman  
Debbie Kitchin  
Diane Penny  
Jim Etzel  
Kapil and Neha Pandit  
Linda Streitmatter  
Liz Foucher-Branch  
Mark Thomas  
Nya Branch  
Octavio Cruz-Uribe  
Randy Lowell  
Shannon Davidson  
Susan McLaughlin  
Tia Ho  
Wendy Weissman

## \$100 +

Amanda Graham  
Andrea Bradbury  
Andrea Holt  
Ariana Collins  
Arnold Salcedo  
Ashley Tutton  
Chuck Richards  
Crystal Cunningham  
Eduardo Moreno  
Emmie Hiersche  
Frank and Linda Doherty  
Gary Nichols  
Gina Condon  
Haley Morrison  
Heather Eldon  
Hunter Nowak  
James Redmond  
Jason Smith  
Jenny Le  
Josha Russell  
Kaelea Crosby  
Karen Dady  
Katie Maasen

Kierra Warren  
Kim Sisul  
Kimberly Zacha-Stephens  
Kristen Carreira  
Laura Robinson  
Lauren Bodwell  
Lisa Kahlman  
Lyndsey Grote  
Mary Klein  
Matt Keating  
Michael Schroeder  
Pam Welch  
Patrick Aitchison  
Rhonda Andrews  
Ryan Stewart  
Sarah Shaw-Dixon  
Shareen Riley  
Stephen Liekweg  
Tom and Nina Church-Adams  
Tom Low and Priscilla Joe  
Victoria Jimenez  
Wallace and Julie Baines  
Wendy Foster

Anthony Piluso  
US Bank  
Vice President, Relationship Manager

Berk Nelson  
Umpqua Bank  
Vice President-Government Relations

Blake Bowman  
Schwabe, Williamson & Wyatt  
Attorney

Emeritus  
Brian Zappitello  
Nike Sportswear  
Vice President and General Manager

Cliff Allen  
Portland State University School of Business  
Dean and Virgil Miller Professor

Co-Chair  
Darlene Ireland  
Tektronix  
Project Manager

Diane Penny  
NBC Sports Northwest  
Senior Vice President and General Manager

Dr. Bertha Kao  
MD, Providence Tanasbourne Immediate Care  
Medical Director

Hai Ninh  
Harvard Risk Management & Allstate Insurance  
Certified Risk Management Specialist &  
Insurance Agent

Emeritus  
Haley Morrison  
Tonkon Torp LLP  
Labor Employment Attorney

Katie Banks  
The Standard  
Product Analyst

Lisa Kahlman  
Ultragenyx Pharmaceutical Inc.  
Chief of Staff

Co-Chair  
Meyer Freeman  
Sport Oregon  
Chief Operating Officer

Randy Lowell  
Wisdom Health  
Chief Financial Officer

Sara Kerr  
Results for America  
Vice President, Education Policy Implementation

Shannon Davidson  
Education Northwest  
Senior Advisor—Postsecondary Readiness, Youth  
Development, and Evaluation

Tia Ho  
Finding Mindfulness Now, LLC  
Principal, Founder

Tom Church-Adams  
First Tech Federal Credit Union  
Cards and Payments: Senior Director

Troy O'Bryan  
Expedia Group  
Senior Director, Growth Marketing-Lodging  
Partner Services



It's been remarkable to see Playworks' impact flourish during the past decade—from 8 Portland schools in 2009 to 42 school districts and nearly 50,000 kids experiencing safe and healthy play across the Pacific Northwest today. It's truly a credit to all of our Donors, Board Members, Staff, Coaches (and Junior Coaches!) who believe so passionately in the profound power of play.



—Meyer Freeman, Playworks Pacific Northwest Founding Board Member



PLAYWORKS

make it better