

PARTNERS FOR ACTIVE LIVING

2016 ANNUAL REPORT



DEAR FRIENDS:

"In Spartanburg, active living comes naturally. It is fun, easy, and safe because we are connected . . . to our community . . . to each other . . . to nature. We utilize our vast natural resources, waterways, trails, and parks routinely. We walk through our neighborhoods and play with our families in our front yards, and we bike to work and school. We embrace our wonderful quality of life. We get out, and we go. We are healthy." This is PAL's dream for Spartanburg and thanks to your support, our goals are being realized.

In 2016, the staff, board and many of you invested significant time and energy into crafting a new strategic plan that moves our vision forward. It is ambitious and bold, but we know that as stewards of your resources this is what you want to see.

STRATEGIC GOALS:

- INCREASE THE NUMBER OF VENUES FOR OUTDOOR ACTIVITIES BY COMPLETING 15 CONTINUOUS MILES OF TRAILS IN SPARTANBURG COUNTY AND FOREST AVENUE PARK BY JUNE 2019.
- IMPROVE HEALTH OF STUDENTS IN 8-9 TARGETED SCHOOLS.
- PROMOTE ACTIVE LIVING AND COMMUNITY CONNECTIVITY THROUGH ONGOING PROGRAMS.
- INCREASE UNRESTRICTED FUNDS TO 30% OF THE ANNUAL BUDGET RESULTING IN A 3-MONTH OPERATING RESERVE FUND.
- STRENGTHEN THE EFFECTIVENESS AND INCLUSIVENESS OF THE BOARD OF DIRECTORS TO ENABLE IT TO FULFILL THE MISSION.

There is more detail about our plan on the PAL website.

We need your continued support to trek forward in 2017. Your generosity will enable us to:

- champion trail development, maintenance, and connectivity;
- ensure healthy food and physical activity opportunities for our children;
- provide more than 3,000 Spartanburg BCycle rentals;
- host active living & community-building events like the Spartanburg Regional Criterium;
- build collaboration among public and private sectors around health.

With sincere thanks for your support,


Steve Stravolo
Board Chair


Laura Ringo
Executive Director

P.S. Your support and financial gifts allow PAL to create more opportunities for active living now and for future generations.



pictured: Steve Stravolo & family

ABOUT PAL

PAL transforms Spartanburg County, South Carolina into a vibrant, healthy, connected community where we live and grow. The history of the organization dates to 1996, when a study commissioned by local leaders called Healthy Spartanburg found cardiovascular disease and obesity to be among the greatest health risks facing Spartanburg. PAL, which was originally called Heartwise, was created to help address the problem. In 2003, the organization changed its name and shifted its focus to address two root causes of cardiovascular disease: physical inactivity and poor nutrition.



BOARD OF DIRECTORS

Steve Stravolo

Chair

Bess Lee

Chair - Elect

Rick Hennecy

Secretary / Treasurer

Jennifer Cash

Muffet Chapman

Trails Committee Liaison

Chad Lawson

Mary Mathes

Board Development Chair

Bill Michels

Jalitha Moore

Ned Morris

Calvin Pennington

David Proctor

Allison Skinner

Laura Stille

Resource Development Chair

Phillip Stone

Strategic Planning Chair

Bill Robinson

Mark VanGeison

STAFF

Laura Ringo

Executive Director

Ned Barrett

Trails Coordinator

Liz Perry

Healthy Kids Coordinator

Lindsey Graham

Resource Development
Coordinator

Christy Barrett

Bicycling & Administrative
Assistant

Dawn Wade

Bookkeeper

Genevieve Dallmeyer

AmeriCorps VISTA

MISSION

Through policies, partnerships, places and programs, PAL inspires a healthy and active Spartanburg county.

VISION

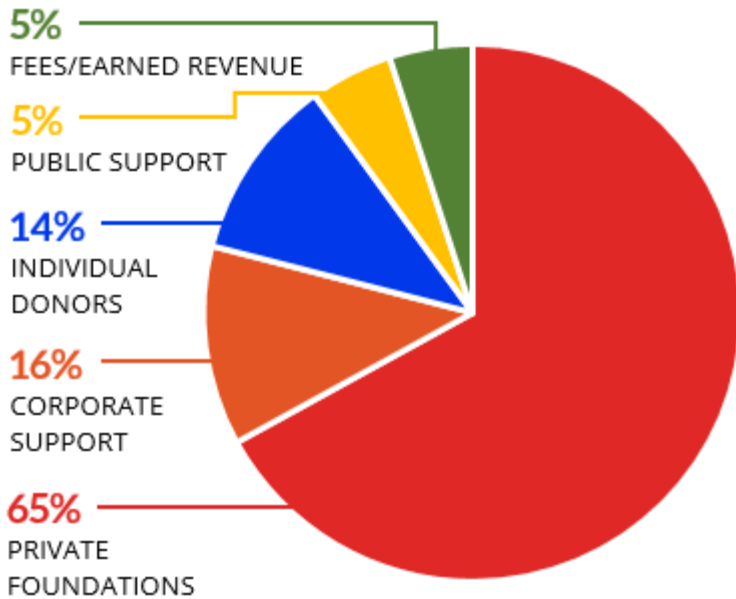
PAL transforms Spartanburg County into a vibrant, healthy, connected community where we live & grow.

FINANCIAL REPORTING

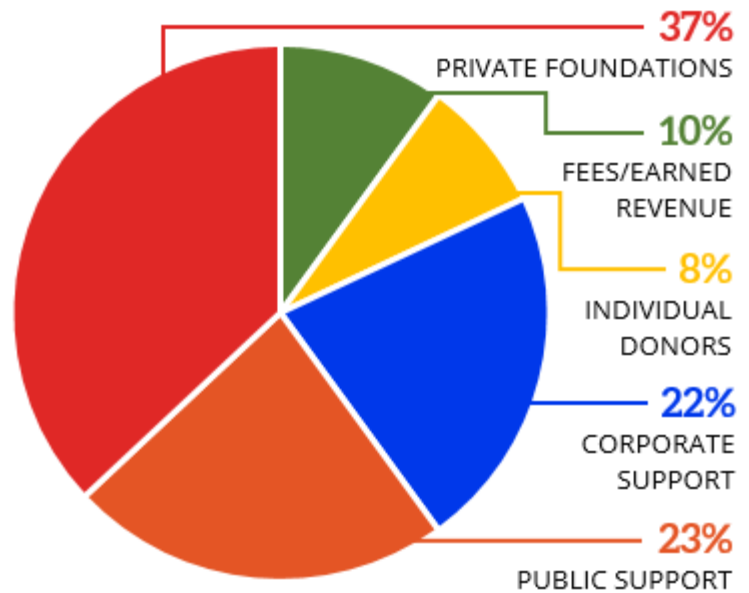
JULY 2015 - JUNE 2016

86% goes to programs & PAL's mission 14% goes to fundraising & management expenses

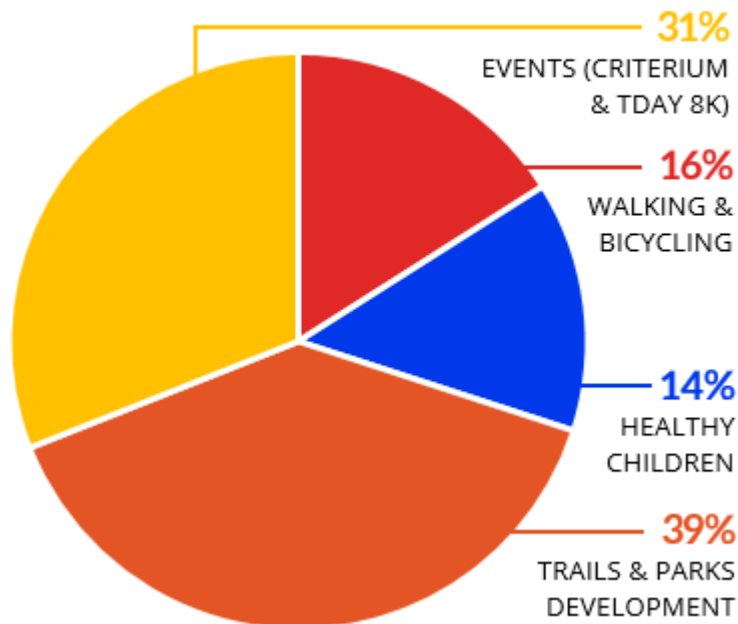
Income Sources
(with funds for park on MBF Rail Trail)



Income Sources
(without funds for park on MBF Rail Trail)



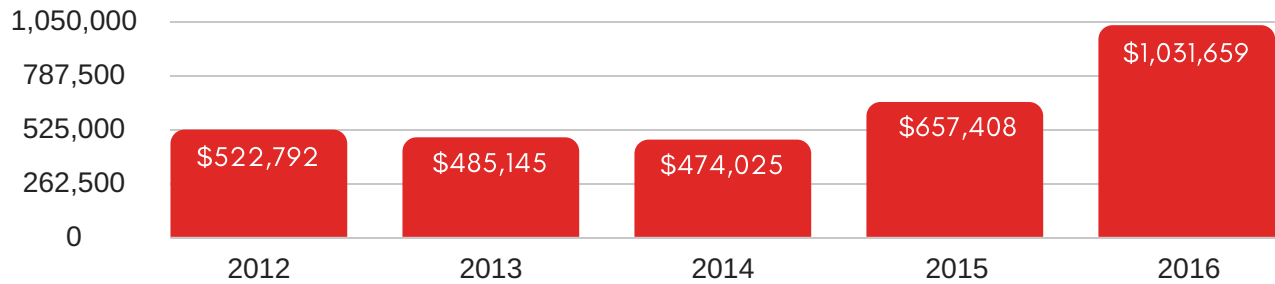
Expense by Strategy:



*Mary Black Foundation (MBF) generously grants PAL funds to assist with core operations. This means that individual donor dollars support programmatic efforts.

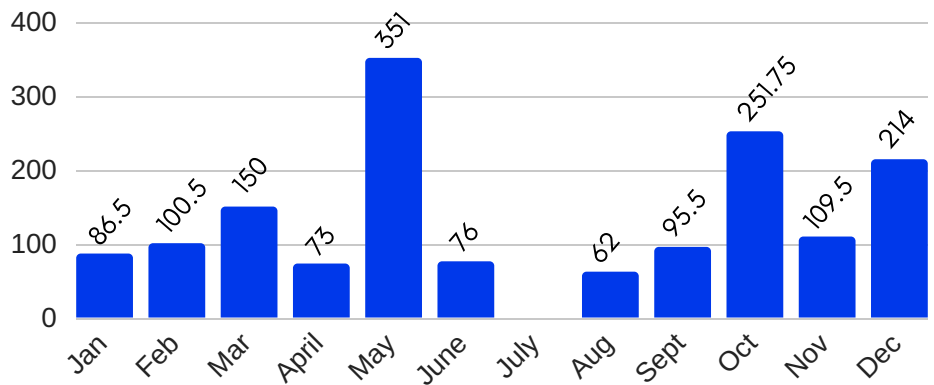
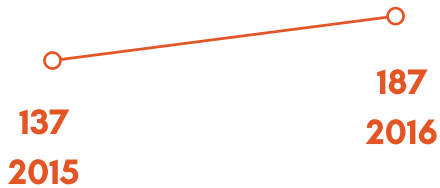
2016 ACHIEVEMENTS

REVENUE GROWTH:



VOLUNTEER GROWTH:

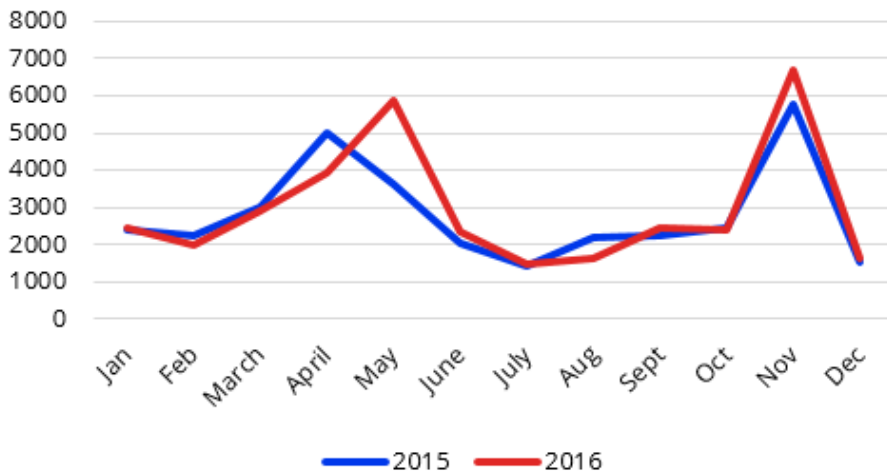
ACTIVE VOLUNTEERS



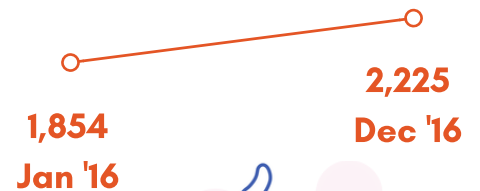
VOLUNTEER HOURS- 2016

MARKETING GROWTH:

WEBSITE PAGEVIEWS



FACEBOOK PAGE LIKES



2016 HIGHLIGHTS

16 Successes to Improve Health in 2016:

Walking & Bicycling

- 3,196 BCycle trips
- 1,600+ Turkey Day 8K walkers & runners
- 205 Hub Cycle bicycle rentals
- 17 Tuesday night runs (Hot Tuesday in the spring & RJ Rockers Run Club in the fall)

Healthy Children

- 93 administrators, partners & teachers attended the 2016 Healthy Schools Forum
- 5 childcare centers focused on improving outdoor play space for more active children
- 14 school partners in the Healthy Schools Initiative (5 in spring, 9 in fall, thanks to funding from MBF)
- 29 community partners working together through Childhood Obesity Taskforce to collectively improve healthy eating and physical activity among children

Trails & Parks Development

- \$1.6 million secured for new trails with community partners
- \$657,820 committed to the park on the MBF Rail Trail
- 18 investors supporting the MBF Rail Trail
- 60 property owners contacted to develop new trail routes

Organizational Growth & Building

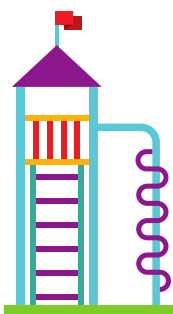
- 1,545 volunteer hours
- 512 terrific PAL donors, sponsors & investors
- 5 new strategic goals to guide PAL's staff and board from July 2016 - June 2019
- 3 dynamite staff members & 1 board member joined our team (excited to have Lindsey Graham & Christy Barrett in new PAL positions, Liz Perry transition from AmeriCorp VISTA to full time, and Jalitha Moore to the Board of Directors)

A DEEPER DIVE INTO PAL

PAL frames our work in a three pronged message, which all point to healthy eating and active living: walking and bicycling for everyone, healthy children, trails & parks development.

Within each of our three focus areas, we address the four 'Ps':

- **Places** to be healthy and active
- **Programs** that encourage activity
- **Policies** that sustain our work over the long term
- **Partnerships** that build a strong network of support for a healthy community



Places- Preventing Obesity by Design (POD) is aimed at reversing the trend toward childhood obesity by improving outdoor environmental diversity of childcare centers. Research suggests this focus increases children's level of physical activity, time spent outdoors by children and teachers, and children's awareness of vegetables, fruit, and nuts as healthy foods. POD considers design of outdoor environments in early childhood as a preventive health intervention. Five Spartanburg County childcare centers received DHEC grant funded professionally customized site designs, fifteen childcare center staff and twenty technical support agency representatives received program training. With ongoing technical assistance from PAL and DHEC, two centers have begun installation and three centers are developing action plans.

Programs- For the last decade, PAL has run a bicycle lending program called Hub Cycle. In stepping back and looking at the bigger picture of PAL's role in Spartanburg during strategic planning in 2016, we see ourselves as drivers of community change. We also see ourselves as less of a direct service provider and more of a community advocate. Like any nonprofit organization, it's important to maximize staff capacity by prioritizing work, time, and resources to positively impact the health of the most number of people. To that end, PAL will hand off the Hub Cycle program in the coming weeks but will always be proud of ten great years of bicycle access with more than 1,500 rentals and renewals!



\$15 REFUNDABLE DEPOSIT=



TOTAL COST TO PAL=

**\$134
per rental**



Policies- In 2015-16, PAL provided grant funds and focused technical assistance to 5 area schools, serving over 2400 students, helping staff and faculty to implement the Alliance for a Healthier Generation Healthy School Program. All 5 schools have continued to work on their Healthy Schools Program action plans and Cowpens Elementary was one of only 20 schools statewide to achieve an exemplary level of school wellness policy and programming, earning the 2016 Healthy Schools Program Bronze Award.

Partnerships- The Spartanburg Trails Collaborative, a PAL led committee made up of members engaged in trail building, maintaining and owning, has recently moved to formalize some current activities and develop new ones under a collective impact model. The collective impact model requires that each organization involved focuses some of their efforts on a common goal, for us, a thirty two mile connected network of on- and off-road trails. Mutually re-enforcing activities that include fund-raising, community engagement and property owner contacts reach that goal. PAL's coordination of the activities helps maintain a clear path to facilitate the securing of the various permissions required, the steps needed to get the trails built, and the infrastructure needed to manage the trails once they are built.



THANK YOU TO OUR DONORS & SUPPORTERS!

Donations include those given to PAL & our programs:
BCycle, Hub Cycle, Friends of the Mary Black Rail Trail Park, Spartanburg Regional Criterium,
Turkey Day 8K, & Proposed Trails

WINNER'S CIRCLE

Balmer Foundation, Inc.
Carolina Alliance Bank
City Of Spartanburg
Greenville Health System
Johnson Development Association
Joseph & Teresa Salley
Mary Black Foundation
Michael & Bess Lee
Milliken & Co.
Milliken Foundation
Pivotal IT
Spartanburg Regional Healthcare Sys.
SRHS Foundation
United Community Bank
United Way Of The Piedmont
Women Giving of Spartanburg

FINISH LINE

Alan Maness
Alliance For A Healthier Generation
American Credit Acceptance
BB&T Commercial Lending
Boiling Springs Small Engine
Brand & Laura Stille
Clayton Construction Co.
Contec
Craig Haydamack
Dan Sistrunk
Daniel Garrison
David & Jill Moody
David Proctor
Denny's Corporation
First Citizens Bank
Freewheelers Of Spartanburg
George Shira
Haynsworth Sinkler Boyd
Jean Hall
Jim McCallum
McMillan Pazdan Smith
NAI Earle Furman
Rich Gibson
Roebuck Buildings Co.
Scott Hile
Sean & Gretchen McEnroe
Sim & Allison Skinner
Stanley & Paula Baker
Stravolo Wealth Management
Unified Network Group
Vic Bailey Imports
White Oak Of Spartanburg

SPRINT ZONE

Alice Eberhardt
Allegra Print & Imaging
Bill Cheek
Cameron M. Harris & Company
Compass Group/ Chartwells
Corinne Mason
Crystal Stoudemire
Darryl Cleveland
DiRe Enterprises
Episcopal Church Of The Advent
George & Patricia Sykes
George Handler
Hub City Hospitality/ Willy Taco
Jarvis Jones
Jimmy & Sally Grumbos
John & Charlotte Verreault
Judith Horton
Limestone College
Mark & Meredith VanGeison
McAbee, Schwartz, Halliday & Co.
Melanie Steinbach
Melissa Andrews
Michael McDonough
Mike O'Day
National Bank Of SC
Nic Lane
Nicole Rogers
Norman & Muffet Chapman
OTO Development
Spartanburg Rehabilitation Inst.
The Palladian Group
The Spinx Company
Thomas & Danielle Mathis
Ty Dawson
Wells Fargo
Will & Laura Ringo

HOME STRETCH

Action Printing
Advance America
Amy & Chris Curtis
Bazil & Mary Mathes
BB&T Wealth
Bearden Josey Cycling
Bert & Katherine Barre
Bethany Smith
Bill & Bobbi Duncan
Bill & Mary Jane Michels
Cedar Spring Family Dentistry

Chris & Garrow Crowley
Crow & Bulman Engineering
David Smith
Debra Clements
Elliott & Painter
Frank Thies
Gerard Murphy
Helen Collier
Hunter Blake
James & Leigh Turmel
Jeffrey Morris
Jessica Hatchell
Joe Royer
John & Mary Kellam
Lauren Chivers
Lindsay Raduka
Mallie King
Mark Strohmaier
Michael Enright
Michael Lyon
Michael Moore
Mike Esakov
Mike Leonard
Nigel West
Phillip Bridges
Premal Patel
Russ & Megan Rudolph
Ryan & Lauren Smith
Sarah Bomhoff
Stephen & Karen Parrott
Wofford College

MILE MARKER

Anderson, Moore, Bailey & Nowell
Andrew & Kitsy Babb
AssureSouth
Audrey Allison
Audrey Sperry
Betsy Mckee
Bill Robinson
Burnham & June Uhler
Carolina Nephrology
Charlie Wilbanks
Christopher Lancaster
Converse College
Cribbs Kitchen & Catering
Cynthia Thompson
Danielle Hansen
E.T. McLean
Elaine Hare

Eliot & Michel Stone
Erica Brown
Farm Bureau
GC Industrial
George McIntyre
George McLarty
Gordon & Molly Sherard
Grace Presbyterian Church
Heather Moore
Higginbotham & Nease Orthodontics
Holiday Auction & Realty
IT Pros
James & Suzanne McNulty
Jason & Jennifer Bauer
Jay & Ali Beeson
Jay & Renee Cariveau
Jay Coffman & Keith Shambaugh
Jean Arden
Jereme Mohr
Jerry & Sarah Gadus
Joel Wernert
John & Heather Dickerson
John & Joan Todd
Joyce & Roddy Jeffers
Juerg & Elsie Nydegger
Junior League of Spartanburg
Karen Calhoun
Kirsten Miller
Linda Wilson
Lisa Grier
Lisa Rodman
Luke & Jenny Connell
Luke Perkins & Alix Refshague
Mack & Patty Amick
Marshall & Katie Jordan
Melanie Thomas
Michael & Alexis Mannion
Mike & Eileen Baird
Movement Mortgage
Ned & Ellen Morris
Palmetto Conservation Foundation
Pamela Hewitt
Parker Poe
Patrick & Jeanie O'Shaughnessy
Penny Wright
Phillip Stone
R.L. Jordan Oil Company/ Hot Spot
Ralph Hilsman
Ribault Street Eatery & Catering
Rich & Cissy Byrd
Richard Ridlehuber

Roger & Marianna Habisreutinger
Rowan Langford
Ryan & Ashley Reynolds
Sally Hammond
Sarah Zemp
Spartanburg Marriott
Spartanburg Methodist College
Spartanburg Young Professionals
State Farm
Steve & Abby Fowler
Steve & Kim Stravolo
Thomas & Joan Barnet
Thomas & Suzanne McDaniel
Timothy Meade
Tom Gilkson
Trappe Door Cycling Team
Trek Bicycle Store
Wade Nottingham
Warren Gerhardt
Wilson Growth Partners

WATER BREAK

Amie Gregory
Ann Witwer
Anna Blanton
Anne McCraw
Beth Addington
Book Review Club
Bradley Westendorf
Brandt & Judy Bynum
Chad Lawson
Chandis Digby
Christina Vinas
Chuck Parris
Craig & Lisa Bishop
Dave Bartholomew
David & Cyndi Beacham
David Graham
David Tate
Delton Vereen
Donna Markell
Donna White
Dwight & Liz Patterson
Ed Franks
Elsie Wright
Emily Blair
George Miller
Greg & Mary Helen
Horace & Ruth Littlejohn
Jalitha Moore
James Rogers
James Weber
Jennifer Cash
John Rekers

Julia Burnett
Kathy Robb-Williams
Keller Foster
Kelly Law
Lisa Lever
Live Fit Now
Liz Perry
Maria Maddin
Mark Ragsdale
Marvin & Pattyann Hevener
Michael Rainey
Nathan Mehl
Ned & Christy Barrett
Neely's Windows Doors & More
Pacolet Fitness
Page Rogers
Paige & Trey Rousey
Paul & Anne McChesney
Paul Loadholdt
Randy & Renee Romberger
Reed Walker
Remsen & Rebecca Parrish
Robert & Lacy Chapman
Robert Hollar
Scott Schwasnick
Sharon & Michael Free
Shoulong Li
Thomas & Jane Abbott
Tim Metz & Molly Talbot-Metz
Wanda Roberts
Willdyne-Chord
Zeb Atkinson

STARTING LINE

Bill & Judy Stravolo
Bob & Sue McEnroe
Brian Faulkner
Carey Lapidus
Champion Investment Corp.
Chi-Chun Tsai
Chris Kochanowicz
Chris Romansky
Darren Frederickson
David Heichemer
Discover Up Country Carolina
Douglas Gregory
Gary Bartley
Heather Hill
Howard Nickelson
James Bessel
James McCallister
Jeff Rosenlund

Joe Mullinax
John Moore
Karl & Renee Johnson
Katie Brophy
Kaye Savage
Key Mosley
Kristy Meehan
Laura Allen
Leaiiea Huffman
Leslie Roberts
Lori Boyd
Margaret Horner
Mary Frances Price
Michael Overbay
Micheal Meissner
Mike & Beth Hrubala
Mike Howell
Mitch & Palma Eisner
Noah Newberry
Olha Hoy
R. Lee & Heather Hayes
Regina Foxx
Rene Vaughn
Richard Craven
Richard Ennis
Rick Cahill
Rick Christian
Ronald Smith
Ryan Pubentz
Scott & Moira Scheel
Sean Norton
Thomas & Patricia Webster
Tom & Karyn Page-Davies
Trudy Craven
Virginia Jones
Walt & Susan Novak

WARM UP

Amanda Darby
Amy Calvert
Annette Haynie
Bernard Vermeersch
Berry Martin
Beth Gardner
Beth Trenor
Cabe & Mary Stewart Loring
Calvin & Blair Pennington
Cheryl Brickey
Costco Wholesale Spartanburg
Danielle Broome
Darryl Harmon
Dave Kirkpatrick
David Ashley

Debbie Becknell
Dexter Harvey
Donald & Cynthia Tidd
Eddie Adams
Ekky Foss
Eric Stephens
Garrett Meredith
Gary & Connie Purinton
Gary & Sandra Smiley
Georgia Perrin
Greg Cogdell
Gregory Wallace
Hannah Cofalka
Jackie Brewington
Jamie Kimsey
Jana Brunken
Jean Sydnor
Jeff DeMars
Jim & Caroline Thomas
John Duffy
John Harmon
Joyce Harrison
Karen Turner
Kelly Lee
Kerry Easler
Kim Porter
Kristi Webb
Laurel Greene
Lee Huston
Lena Cromwell
Lisa Bailey
Margaret Barnes
Margaret Carter
Mary Lou McInerney
Matt Horn
Matt Ryan
Melvin Norwood
Meredith Corby
Merike Tamm
Michael Stevenson
Monty Carter
Otilia Scanlon
Rhonda Funderburk
Robert Miller
Russell Booker
Stacey Phillips
Stacie Lee
Stacie Williams
Steve Burgess
Tammy Reeves
Todd Danielson
Vimal Patel
Wendy Setzer

THANK YOU TO OUR VOLUNTEERS!

PAL volunteers give so much to help us fulfill our mission and we are so grateful to those who invest their time and money into our organization.

Meet a few of our volunteers who give to our mission in different and important ways:

'Active' Volunteers



Luke Perkins- Trails Liasion

"I love seeing the variety and consistency of people using the trails. In particular on the Mary Black Trail there are folks out for early morning dog walks, college runners, social power walkers and a few bikers. Being out there regularly myself it's fun seeing the same people at about the same times knowing it's a part of their daily routine. I feel like there's a subculture of trail users that are part of a community of people who appreciate and take advantage of this resource."

Advocacy Volunteers

Stewart Winslow- PAL's Go To Tree Guy

Stewart supports many of PAL's efforts, including design of the park on the Mary Black Foundation Rail Trail. Stewart has put together a tree and landscaping plan for the facility and assisted with park planning, donor solicitation, and construction bidding. PAL is grateful to Stewart for sharing his talents in this project.



Special Events Volunteers



Jed Dearybury- Turkey Day 8K Cheerleader

Jed has been supporting PAL at the Turkey Day 8K since 2010 and has become one of our greatest advocates for the Turkey Day 8K. Says Jed of volunteering with PAL, "As an educator, it is my job to model a healthy lifestyle and community service for students. Volunteering and supporting PAL helps me do just that!"

Capacity Building Volunteers

Milliken & Co.- Group Volunteers Extraordinaire

PAL was honored to work with Milliken & Co. on two group volunteer projects in 2016. In October the Global HR team built ten bicycles that supported Meeting Street Academy- Spartanburg and PAL's Hub Cycle program. In December, the Performance Products Division came together to clean up and restore the River Birch Trail, Spartanburg's first paved trail.



A LOOK INTO 2017

PAL is always trying to learn and apply important lessons about preventative health, Spartanburg, working with others, and engaging donors. As we look back on 2016, we take our "lessons learned" with us as we move forward into 2017:

1. Collaboration is critical, messy, and exciting;

Eat Smart Move More Spartanburg

As PAL's name suggests, having a strong relationship with others in the nonprofit & faith communities, public institutions, and private sector is critical to accomplishing our work. This is fun and makes us better, but it's not always easy. One of those collaborations is the expansion and transition of the Childhood Obesity Taskforce to Eat Smart Move More Spartanburg. Look for exciting momentum and collaboration in this effort in 2017.



2. Infrastructure is crucial for public health improvements but slow to implement

Since PAL's inception, we have been advocates for infrastructure (roads, trails, sidewalks, bicycle racks) to support healthy lifestyles. But we are new to the table in implementing. Often projects take longer than expected so we've learned to double, or triple our timelines. Elements such as conceptual planning, engineering work, securing needed funds, and implementation are all aspects of managing these projects. But rest assured, we are moving full steam ahead in 2017!

3. We are having fun and grateful that you have joined us along the way

PAL staff, board, and volunteers work hard and strategically, and are fortunate to enjoy the process. Two of the most fun events for us, the Spartanburg Regional Healthcare System Criterium and the Turkey Day 8K, will continue to grow in 2017.



4. We are on our Way to Wellville...and excited for new partnerships

PAL is honored to co-chair the obesity prevention piece in the Way to Wellville initiative led by MBF, Spartanburg Regional, the City of Spartanburg, and others. In 2017 PAL will focus on improving access to healthy food and physical activity in five of Spartanburg's neighborhoods that have the highest rate of poverty. We are excited to be a part of this initiative to encourage Spartanburg to Be Bold, Be Brave and Be Well.

5. We are expanding volunteer engagement and experiences

So important is this focus that we have reorganized our staff. We have lots to learn but are excited about better equipping our volunteers (and being better equipped to support). There are many ways to volunteer around PAL's mission and our organization. Check out our needs at www.active-living.org and visit the 'About' tab.

