



Cultivating positive futures.







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#### INTRODUCTION

The National Recreation Foundation is a nonprofit charitable foundation supporting the development of recreation programs that encourage youth and young adults to get active, outdoors and creatively engaged with life. By cultivating healthy behaviors and important life skills, we seek to nurture productive, rewarding and healthy futures for our nation's most vulnerable young people.

#### MISSION

The National Recreation Foundation is dedicated to enhancing the role of recreation as a positive force in improving the quality of life of youth. We do this by investing in recreation programs directed to those who are economically, physically and mentally disadvantaged.

*This annual report provides a brief summary of our work. Please visit [nationalrecreationfoundation.org](http://nationalrecreationfoundation.org) for more detailed information.*







## WELCOME MESSAGE

It is a challenging time to be a young person in America. Finding a path to a healthy, productive adulthood is not always easy, and many hazards can obscure the trail. As society seeks solutions to the epidemics of gun violence, gang activity, obesity, poverty, homelessness, addiction and excessive screen time, the National Recreation Foundation (NRF) seeks to build brighter futures for today's youth by investing in programs that provide opportunities to get engaged, get active and get outdoors.

Our trustees scour the country in search of innovative programs that truly are changing lives. From attending summer camp with police officers in Ohio to performing Shakespeare in Washington DC, or from jumping rope with a world champion in Los Angeles to wading in vernal pools in search of salamanders on Long Island Sound, these programs are building important life skills in participants.

Because NRF is committed to addressing the needs of at-risk youth through recreation, we must be responsive to changing times and changing needs. As such, NRF has advanced beyond its traditional trustee grants to increase its impact in three significant ways.


First, NRF's Board of Trustees adopted strategic priorities for our Special Grants program. With a preference for investments in **physical activity** and **outdoor education**, NRF is deepening its commitment to getting kids outside and active, thereby building brighter futures for our nation's youth.

Second, NRF is now hosting two **grantee capacity-building workshops** each year. Building on the success of our annual fall workshop, the additional workshop allows us to reach a wider audience by offering this training in another part of the country. Hosted in Atlanta in April, NRF's "Tell Your Story, Sell Your Story" workshop provided participants with skills and tools around theory of change, program evaluation and compelling storytelling.


Third, NRF is making a deep investment in the **Sport for Good Atlanta** initiative in Atlanta's Westside neighborhood. Youth growing up in the Westside are regularly confronted with violence, drugs and gang activity. By partnering with the Laureus Sport for Good Foundation, NRF will expand pathways for success for Westside youth through a new grants program for youth development organizations serving this community. These grants will facilitate the growth of out of school programs using sport to improve health, education, and social and emotional well-being of local youth.

Dedicated to the mission of improving lives through recreation for over 50 years, NRF remains committed to working diligently and creatively to ensure the health, well-being and future of our nation's young people.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert A. Stuart, Jr.".

Robert A. Stuart, Jr.

A handwritten signature in blue ink, appearing to read "Sophia B. Twichell".

Sophia B. Twichell



# A SPORT FOR GOOD PARTNERSHIP IN ATLANTA

National Recreation Foundation teamed up with the Laureus Sport for Good Foundation USA and Mercedes-Benz USA to fund youth sports and outdoor recreation program grants to youth development organizations in Atlanta's under-resourced and long challenged Westside neighborhood. Dedicated to supporting quality programs that get kids active and outdoors, National Recreation Foundation committed \$100,000 to this \$1 million initiative to expand pathways of success for Westside youth.

The Westside is comprised of working class neighborhoods surrounding the new Atlanta Falcons stadium. These neighborhoods have a long history of dealing with issues such as: unemployment, educational attainment, violence, transient residents, drugs, police arrests, gang activity and health disparity. Despite these challenges, there remains a lot of potential for sport to make a positive difference in the community. In an area where nearly a third of the residents are in poverty, affordability and availability are the highest barriers between youth and participation in recreation activities. In direct response to these needs, the Sport for Good Atlanta initiative is now funding a diverse range of sports activities for youth.

"We are excited to support Sport for Good programs in Atlanta's Westside, as they give youth a constructive outlet to develop confidence, set goals, and connect with adult mentors," said Benita Fitzgerald Mosley, CEO of Laureus USA and Olympic Gold Medalist in Track and Field. "By providing these grants to existing sports and recreation organizations, we are empowering these groups to work together and make an even bigger impact. One program alone cannot solve the challenges our research identified, which is why we are building a team of passionate programs that can make our long-term goals of reducing violence and improving educational attainment, achievable. Funding from the National Recreation allows us to extend support to youth groups we would not have been able to reach otherwise. We are grateful for this support."

National Recreation Foundation sponsored grants will help facilitate the growth of eight out-of-school programs using sport and outdoor recreation to improve the health, education, employment and social and emotional well-being of local youth.

Grant recipients include: Atlanta Track Club, Atlanta Youth Tennis and Education Foundation, Bearings Bike Shop, Camp Southern Ground, Chattahoochee Foundation, FirstWorks Soccer and Net Results Tennis.



## HISTORY

The Foundation's roots go back to 1919 when the War Camp Community Services, Inc. (WCCS) was established. WCCS was created in response to a need for recreation and other services on the homefront during World War I. By war's end, the WCCS fund contained nearly \$1.5 million. These funds were subsequently invested in an endowment portfolio that has grown to over \$40 million supporting the organization now known as the National Recreation Foundation (NRF). Today, the NRF operates as a private foundation dedicated to working with organizations that use recreation as a tool for improving mental, physical, social and spiritual health.

The NRF Board of Trustees represents diverse geographic areas of the U.S. in order to represent the diverse population of America. Members of the Board have always shared three common bonds: a love of recreation, a deep respect for its value in all our lives, and the belief that high quality recreation programs are vital to fostering social stability and healthy lifestyles in our communities.

## GRANT SELECTION PROCESS

Since its inception in 1965, the NRF has funded grants in two ways: as a Trustee Grant or a Special Grant. Every year, each Trustee selects a project they believe fulfills the goals of the NRF. The sponsoring Trustee must propose the project to the Board, and recommendations are made for funding the grant. Trustee Grants are limited to \$30,000. The Foundation does not accept unsolicited proposals. A Special Grant may be up to \$100,000, and they are subject to stricter granting criteria. Special Grants are limited to three years.

## GRANT SELECTION CRITERIA

The NRF generally uses the following criteria for evaluating proposals for projects:

1. Grants must be consistent with the NRF mission statement.
2. Grants are made only to organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code or to governmental agencies. Grants are not made to individuals.
3. Grants are normally not made for (1) capital expenses; (2) overhead costs beyond those needed for effective and efficient administration of the grant programs; or (3) research.
4. Programs that are supported should be innovative within the context in which the recipient organization operates, and should have the potential to contribute to life transformation for disadvantaged youth.
5. Programs must have leverage potential, such as matching funds or the development of partnerships or collaborations, that will enhance a grant's effectiveness.
6. Programs should be capable of being replicated in other communities or agencies. Grants can be made to facilitate such replication.
7. Grant proposals should show how a program will be sustained at the end of the grant period when it becomes the exclusive responsibility of the grantee.
8. Evaluation measures are required. Outcome rather than output measures are preferred and are expected for larger grants.



2017 ROBERT W. CRAWFORD PRIZE WINNER

# Susan Teegen

The National Recreation Foundation presented the 2017 Robert W. Crawford Achievement Prize to Susan Teegen. With this prize, the Foundation recognizes Teegen's dedication to transforming the lives of Philadelphia's young people through a passion for the arts.

From a young age, Susan Teegen felt called to empower youth. From leading listening circles with peers, to working as a group counselor with girls who were adjudicated, as well as with youth living in communities challenged by racism and poverty, she witnessed young people flourish when they felt listened to and were given opportunities to learn, explore and create. At age 23, she was astounded by the power of art while painting her way through the grief and pain of an intense injury, accompanied by a series of losses. These moments of revelation came to fruition when Susan focused her graduate work at Princeton Theological Seminary on the intersection of art, healing, and transformation. After moving to Philadelphia and completing work in painting and printmaking at the University of the Arts, her experiences coalesced into an idea. In 2001, Susan founded **ArtWell**.



ArtWell's mission is to support young people and their communities through arts education and creative reflection to discover strengths, face challenges, and awaken dreams. Under Susan's leadership, over the last 17 years ArtWell partnered with over 400 private, public, and charter schools, as well as community and faith-based organizations, to engage more than 35,000 young people in reflective and academically engaging arts programs across Greater Philadelphia. Susan is adept at fostering partnerships with local artists, schools and educators to help young people and communities thrive. ArtWell has received many community accolades, including the Violence Prevention Initiative Community Award from the Children's Hospital of Philadelphia, the George Bartol Arts Education Award from the Stockton Rush Bartol Foundation, both in 2015, and Community Service Awards from the Council for American Islamic Relations in 2010 and 2016.

ArtWell's arts education programs utilize art as a tool for deep reflection, enhanced communication, and greater academic achievement. ArtWell transforms the lives of young people facing discrimination, poverty, violence and the everyday challenges of growing up. Through collaborations between local artists and young people, ArtWell fosters thriving, just and peaceful communities throughout the Philadelphia area. ArtWell programs are made available to those who need them most, in ways that engage students and their communities without the burden of expense.

## ROBERT W. CRAWFORD ACHIEVEMENT PRIZE

The purpose of the prize is to recognize a living person who has dedicated him or herself to enhancing recreation opportunities for youth, making it possible for more young Americans to live healthy, participatory lives, thus reinforcing the work of the Foundation. Each year, the prize is awarded to that person, whether professional or volunteer, who has made an extraordinary contribution in advancing recreation programs for at-risk youth.

For 60 years, Robert W. Crawford served others through his role as Commissioner of Recreation in Philadelphia and as Executive Director of the National Recreation Foundation. As the Commissioner of Recreation, Mr. Crawford established a national model for local government's provision of recreational services for all citizens. His creativity and innovative ideas won him international recognition. He also played an important role in the development and growth of the National Recreation Foundation during his time as Executive Director. Mr. Crawford personified those qualities of leadership and commitment that the Foundation seeks to foster, which is why this Achievement Prize was named in his honor. The prize consists of a \$50,000 cash award to support the recreation-related project of the recipient's choice. The award is presented at the annual meeting of the Board of Trustees.

## PREVIOUS ROBERT W. CRAWFORD AWARD RECIPIENTS

Year	Name	City
2016	Michael "Spike" Lobdell	Stonington, CT
2015	Khary Lazarre-White	New York City, NY
2014	Jacqueline Joyner-Kersee	St. Louis, MO
2013	Harrison I. Steans	Chicago, IL
2012	Lt. Gen. John B. Conaway	Bethany Beach, DE
2011	Eleanor M. Josaitis	Detroit, MI
2010	Melissa T. Harper	Boston, MA
2009	Robert Kohel	Marquette County, WI
2008	Sidney Epstein	Chicago, IL
2007	J. Kent Hutcheson, Ph.D.	Denver, CO
2006	Margaret C. Daley	Chicago, IL
2005	Ronnie Lott	Redwood City, CA
2004	Peter A. Witt, Ph.D.	College Station, TX
2003	Jane G. Pepper	Philadelphia, PA
2002	Dr. David McLone	Chicago, IL











*"In every walk in nature one receives far more than he seeks."*

*-John Muir*





## GRANTS OVERVIEW

In 2017, the National Recreation Foundation provided \$1,282,498 in grants to charities providing recreational opportunities for at-risk youth. Grants were awarded in the following amounts and categories: six grants totaling \$532,700 in Special Grants, 26 grants totaling \$649,798 in Trustee Grants, and one \$100,000 Impact Grant.

### TRUSTEE GRANTS

Audubon Texas  
 Bloomington Parks Foundation  
 Boys & Girls Clubs of Southeastern Michigan  
 Boys & Girls Clubs of America  
 Boys & Girls Clubs of the Peninsula  
 Camp Joy  
 Camp Susan Curtis  
 Chesapeake Center for Youth Development  
 Colorado Outward Bound School  
 Elevate New England  
 Family Crisis Services  
 First Baptist Church, Waukegan  
 Folger Shakespeare Library  
 Haven for Hope of Bexar County  
 Jubilee Consortium  
 Mannie Jackson Center for the Humanities Foundation  
 Mercy Neighborhood Ministries of Philadelphia, Inc.  
 Mystic Aquarium  
 Orchards Children's Services  
 SeriousFun Children's Network  
 Soccer in the Streets  
 South Eastern Michigan Indians, Inc.  
 The Night Ministry  
 USTA Foundation  
 Volunteers for Outdoor Colorado  
 West End Neighborhood Association

### SPECIAL GRANTS

Boys & Girls Clubs of Greater Cincinnati  
 Coaching Corps  
 Cranbrook Educational Community/  
 Horizons Upward-Bound  
 Latino Theater Company  
 NYC Outward Bound Schools  
 The Trust for Public Land

### IMPACT GRANT

| Laureus Sport for Good Foundation USA





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## STAFF

**Sophia B. Twichell**  
Executive Director

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**NATIONAL RECREATION FOUNDATION**  
CREATING OPPORTUNITIES FOR AT-RISK YOUTH