



Building Healthy Youth Communities

ActiveBaltimore.com

OUR JOB as revolutionary leadership is to challenge the norms and break down barriers, creating pathways to equitable opportunities that engage all of Baltimore's at-risk youth... while opening minds and eyes to the experience and techniques that help forge their path to self fulfillment.



As we return to a sense of normalcy in the city, focusing on the health of our youth is more important than ever. We must work to help them build strong immune systems fueled by active lifestyles, rich in vitamin D and aerobic activity, that unite and empower self confident communities with life skills to take on whatever they may face.

NOT SO FUN FACTS

- 70% of kids quit sports by age thirteen
- 95% of adults say that sports make a difference in childhood development
- 90% of children that say "fun" is the main reason they participate in sports



It's time to **B ACTIVE**

Sports are the great uniter, and Baltimore loves it's teams. We want to help build the most active city in America and strengthen our youth communities.

Achieving this goal requires the convergence of many moving parts:

- Partnership with the Mayor's office.
- Funding Support from corporate and non-profit partners, the State of Maryland and the Federal government
- A professional and tested operator to facilitate a well run equitable operation
- Technology to expedite participation, measure and report data in real time
- Experienced Digital Communications, Marketing, Advertising and PR Agency





SPORTS TEACH OUR YOUTH TO **B** MORE

B ACTIVE

- Introduces kids to a healthy, active lifestyle
- Teaches kids the fundamentals of sports in a safe, structured environment
- Combats childhood obesity through structured play

B RESILIENT

- Teaches skills in overcoming adversity and trauma
- Provides a strong, supportive network of coaches and mentors

B CONFIDENT

- Boosts self-esteem, promotes body confidence
- Builds character through mindfulness exercises and socialization

ActiveBaltimore.com

The centralized portal for all things B ACTIVE

The website will be developed for the initiative.

It will include information on **activities**, **experiences** and **services**, as well as deliver **partner and sponsorship messaging**.



Pathways to Professional Growth

Workforce Development

Leverage and expand the existing Volo and Volo Kids Foundation infrastructure to build a workforce of qualified, trained and certified youth activity professionals

- Coaches
- Refs
- Fitness instructors
- Mentors
- Volunteer
- Internships



CASE STUDY

Baltimore

Player Base 2019

42,000+
Active Adults

500,000+
Physical Impressions

2020

52,900
Active Adults

Digital Reach 2019

373,300
Website Views

47,500
Email
Subscribers

41,967
Facebook Likes

5,414
Instagram
Followers

To achieve the minimum goal of 15,000 participants we need the combined involvement of three main players:

1.

**The City of
Baltimore**

2.

**Presenting
Partners**

3.

**Volo Kids
Foundation**



1

CITY INVOLVEMENT

To achieve the minimum goal of 15,000 participants we need **help** from the Mayors Office with the following partnership elements:

- Oversee the program goals and internal leadership progress
- Facilitate conversations with funding partners
- Removing barriers to existing spaces within the network of parks and community centers
- Drive the community based advertising and communication plan
- Oversee certification program standards
- Oversight of technology implementation



With the Mayor's help, we can achieve all of the goals necessary for B ACTIVE to succeed.

2

PRESENTING PARTNERSHIPS

To achieve the minimum goal of 15,000 youth participants annually we need the following partnership elements with Corporate presenting partners and stakeholders to:

- Fund the program with a multiple year pledge
- Communicate volunteer opportunities internally and externally
- Advertise and communicate program info internally and externally
- Activate their brands across the calendar of events and community activities





SPONSORSHIPS

TITLE SPONSOR

B ACTIVE is about promoting healthy active lifestyles in all of our communities and creating a movement that lasts. Our TITLE Sponsor will be front and center all aspects of that work.

OPPORTUNITIES

Speaking opportunity at Launch
Community Rally Event with Mayor Scott

Exclusive Press Announcement recognizing the Title Sponsorship

Company Wellness Initiative
All marketing content and assets will receive “Powered By “(TITLE SPONSOR)” and the company’s logo front & center, 200% larger in scale than any other supporting organizations.

Yearlong marketing and media opportunities

Participation opportunities at all events
Large company booth / tent at Launch event

Table at the VIP reception

3

VOLO KIDS FOUNDATION

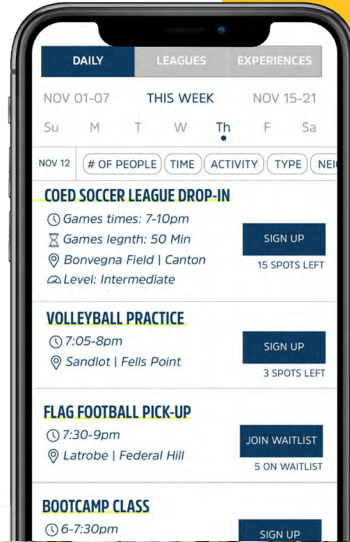
To achieve the minimum goal of 15,000 youth participants we need the following partnership elements with The Volo Kids Foundation to:

- Manage all aspects of the program
- Seek and activate funding partners
- At the direction of the Mayors Office, work with municipal stakeholders to maximize their benefit from the program. Parks & Recreation etc.
- Build and execute the community based advertising and communication plan
- Build and execute the workforce certification program
- Adapt and brand the existing technology infrastructure specific to the needs of the B Active Program
- Lead the reporting and presentation of progress to stakeholders and partners





The community activation and events calendar will be robust with info about programmatic activities as well as other Baltimore events



Days of Play
Charm City Games
Community Festival Activations
City Festival Participation
Corporate Event Activation





VOLU
PLAY IT FORWARD

The logo features the word "Volo" in a stylized, italicized font. The letter "V" is uniquely designed with two horizontal wings extending to the left. The letters "O", "L", and "U" are also italicized and feature horizontal stripes. Below "Volo" is the slogan "PLAY IT FORWARD" in a bold, italicized, sans-serif font.

THE VOLO MISSION

Volo connects people to communities through sports leagues and social events, providing free youth programs through Volo Kids.

1. FREE KIDS LEAGUES

Providing free quality youth programs at no cost to families, schools, or venue partners.

4. CONNECTED COMMUNITY

Working with local governments, schools, and companies to create partnerships



2. ADULT SPORTS

Largest adult sports league in the U.S.A. with over 200,000 adults playing 14 sports.

3. CREATING VOLUNTEER COACHES

Training our adult player base to become local coaches

WHAT WE PROVIDE



PROGRAM COMPONENTS

1. Warm Up
2. Skills, Drills, and Games
3. Prescribed Curriculum

4. Cool Down/Stretch
5. Character Development
6. Recap/Assessment

7. Weekly Communication
8. Pre/Post Survey
9. Post-Season Report



Program Development



Team T-Shirts



Healthy Snacks



Community Outreach



Liability Insurance



Program Staff



Safe Equipment



On-Site Safety Standards



Character Development

Volunteers engage the group in character development exercises that focus on leadership, teamwork, concentration, and the importance of practice. These skills, combined with structured play, promote active, resilient, and confident kids.

Diversity & Inclusion

Youth programming is offered in a variety of communities across Baltimore, uniting and socializing participants from different backgrounds and expanding their social circles

Strong Mentors

Our structured environment is supervised by VKF staff and volunteers from within the community and the adult Volo Sports Leagues.

Dedicated Social Time

Each session of play is followed by a group huddle and a healthy snack, giving participants the ability to interact with coaches, share the experience with new friends, reflect on what they've learned, and discuss their progress

OUR PROGRAMS

bring communities together by removing barriers to athletic participation and providing a structured environment for kids who want to learn a sport, build new skills, play with their friends, or expand their social circles.



We at Volo Kids understand busy schedules and therefore require less of a time commitment from parents by incorporating a one-stop practice and play philosophy (one trip, once a week). With this system, more parents are willing and able to volunteer and participate within the league.

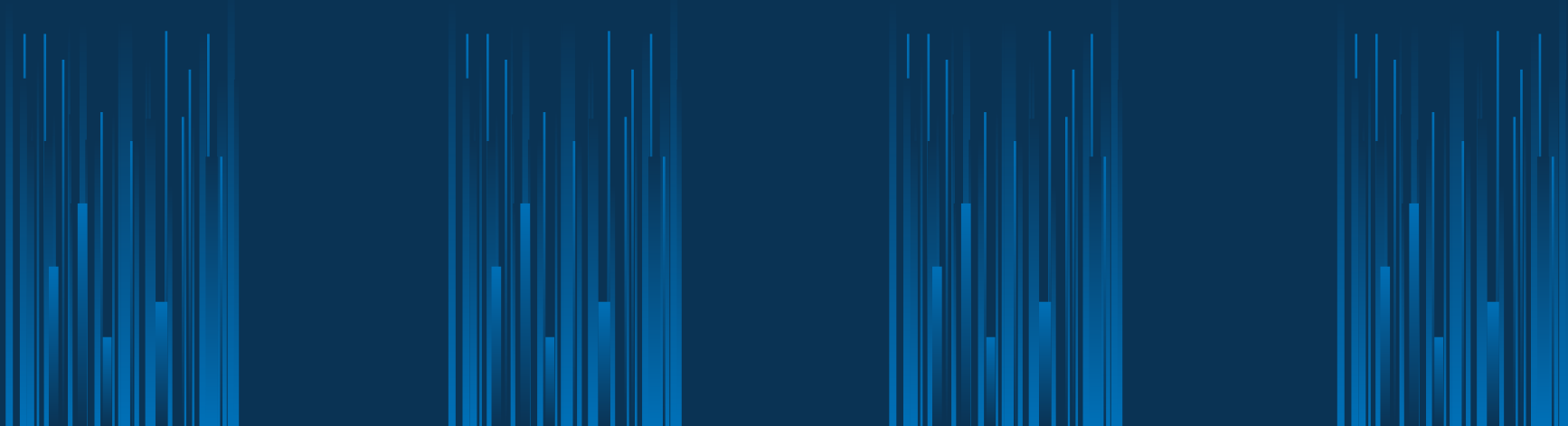


11,220
Total Kids Served
Nationally

17,102
Total Event Interactions

3,611
Coaches Registered
Nationally

270
Total Programs
Nationally





Volo Kids Baltimore Programming

PROGRAM SITES

Downtown	Westport
Belair Edison	Sharp-Leadenhall
Clifton Park	Pigtown
Morrell Park	Port Covington
Franklin Square	Riverside
Lakeland	Canton
Locust Point	Federal Hill
Greenmount	Dorothy I Heights
Virginia Baker Recreation Center	
Morrell Park Recreation Center	
Ella Bailey Recreation Center	
Bocek Recreation Center	

SCHOOLS

Frederick Elem/Middle
Harlem Park Elementary
Francis Scott Key Elem/ Middle
Patterson Park Public Charter
Harford Heights Elem
Federal Hill Prep

PROGRAM PARTNERS

BCRP

Volleyball at Rita Church
Soccer at Morrell Park Rec Center
Flag Football at Herring Run Park

***Priorities:** Connect recreation centers to amplify and strengthen basketball programming.*

Renewed Focus

Dorothy I Heights
Harlem Park Elementary
Frederick Elem/Middle
Bocek
Morell Park

Organizations

Safe Alternative, Living Classrooms,
Parks & People, Baltimore Tennis
Patrons, Patterson Park Elem. Soccer
League, Downtown Sailing Center

2019	LOCATIONS	WINTER	SPRING	SUMMER	FALL
	PATTERSON PARK		4	6	11
	LATROBE PARK		1		1
	CARROLL PARK		1	2	2
	LAKELAND PARK		1	1	3
	SOLO GIBBS		1	1	1
	HERRING RUN PARK		1	1	1
	RITA CHURCH REC		2		
	MORRELL PARK REC		1		
	FLORENCE CUMMINS		1	1	1
	HERRING RUN REC		1	1	1
	DOWNTOWN SAILING			1	
	UA HOUSE	2			
	PATTERSON PARK PCS	1	1		
	FRANKLIN SQUARE PARK		1		
	MCHENRY ROW			1	
	GOODNOW PAL CENTER		1	1	1
VIRGINIA BAKER REC	2				
FED HILL PREP	1				
HARFORD HEIGHTS ES	1	1			
SOUTH POINT			2		

PROGRAM PARTNERS	
Living Classrooms Baltimore City Rec & Parks Baltimore Tennis Patrons Patterson Park PCS Patterson Elem. Soccer League Downtown Sailing Center Parks & People Fed Hill Prep Safe Alternative Harford Heights Elementary Francis Scott Key Elem./Middle	
PROGRAMS	RAISED
65	\$461K
KIDS SERVED	
4,402	

SAFELY RETURNING TO PLAY

Aligning with Local Health & Safety Procedures



Weekly RSVPs
to Track
Capacity



Hand Sanitizer
Stations on Site



Mandatory Face
Mask on Site



Mandatory
Temperature
Checks



Spectators
Follow Social
Distancing



Routine
Equipment
Sanitization



Positive Test
Protocol





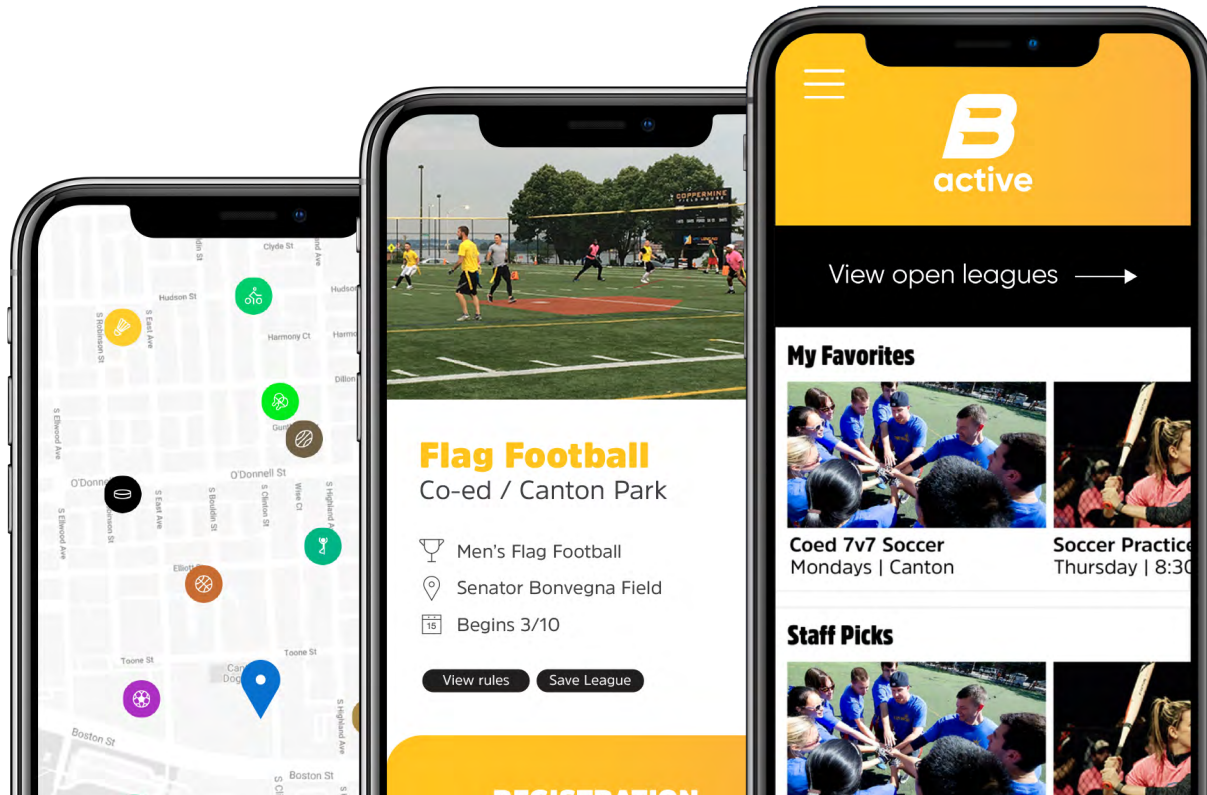
TECHNOLOGY INFRASTRUCTURE

Volo will work with the Mayors office to adapt and brand the existing digital application to facilitate citywide youth programming and related events experiences and messaging.

Technology Platform

One tap to get active!

- App with personalized dashboard
- Desktop website
- Event Participation management
- Backend Reporting - *Clear measurable results*



Home Screen

- My Favorites
- Staff Picks
- New
- Fitness
- Pick-Up
- What my friends are doing
- Most Popular
- Best Bar Scenes

Navigation

Bottom Menu

- Home (AKA Netflix Page)
- Discover - Find programs
- via filters
- Dashboard - Registered programs
- Chat
- Notifications (Alerts)

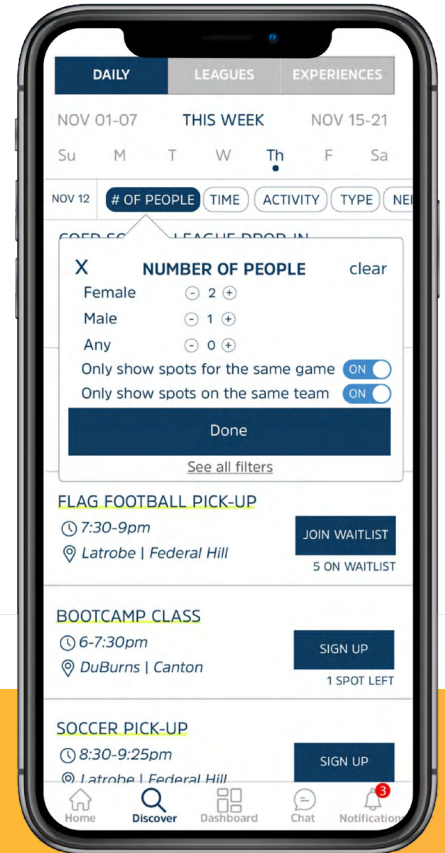
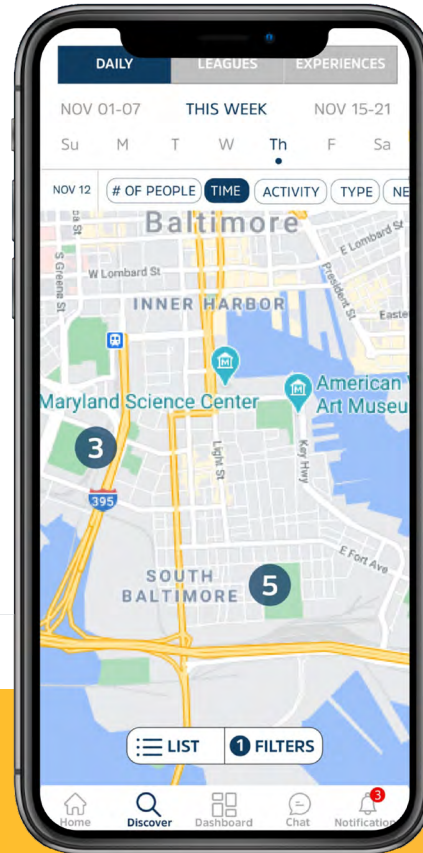
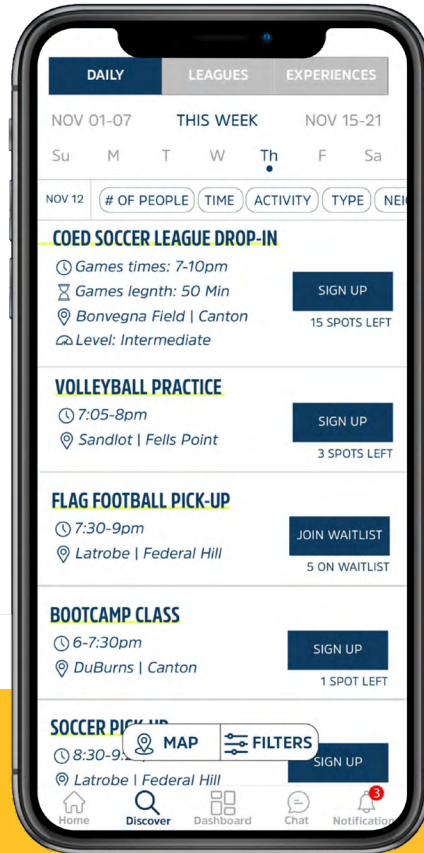
Side Menu

Profile

- Settings
- Contact Us
- Report a Bug
- Give Feedback
- Upgrade to Volo Pass
- (if not a VP Member)

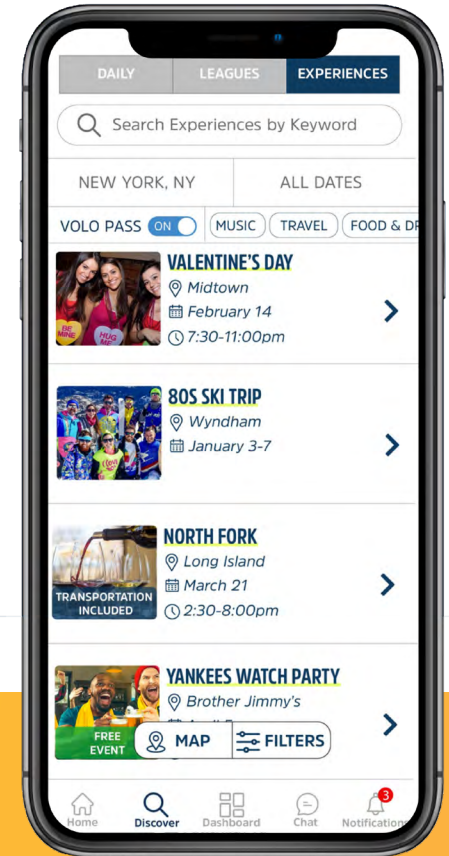
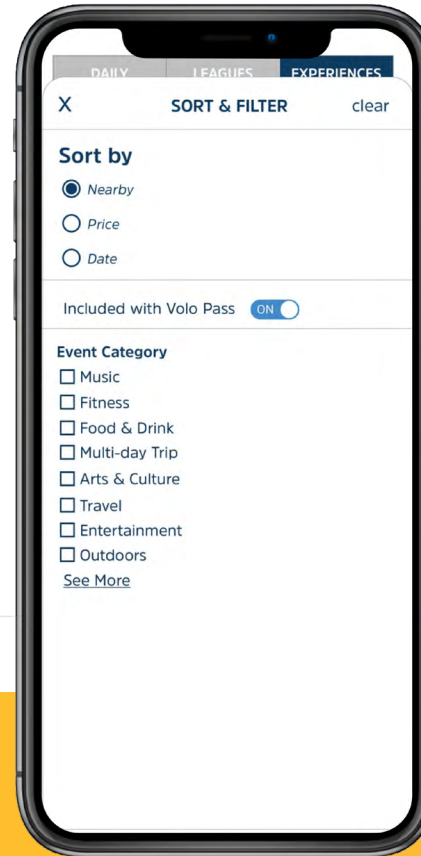
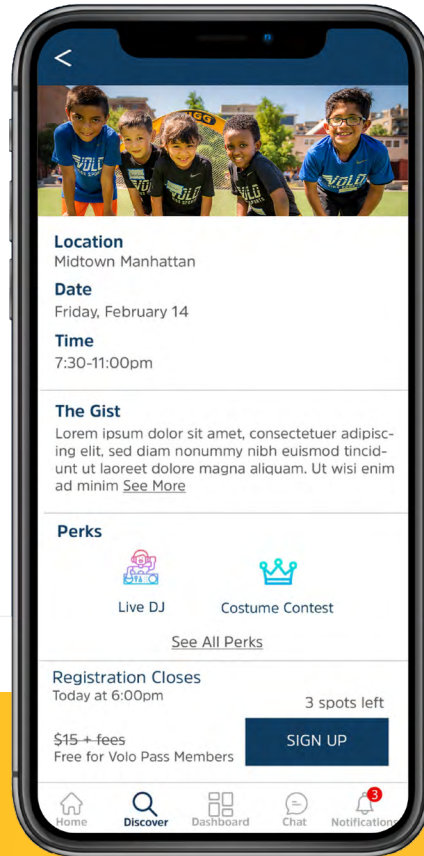


DISCOVER DAILY PROGRAMS





DISCOVER NEARBY EXPERIENCES



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P&L

Revenue

	2021	2022	2023
Federal Grants	\$1,500,000.00	\$1,500,000.00	\$2,500,000.00
State Grants	\$2,000,000.00	\$2,000,000.00	\$2,000,000.00
Corporate Donations	\$1,000,000.00	\$1,500,000.00	\$1,500,000.00
Non Profit Donations	\$400,000.00	\$400,000.00	\$400,000.00
Sponsorships	\$300,000.00	\$300,000.00	\$300,000.00

Total Revenue	\$5,200,000.00	\$5,700,000.00	\$6,700,000.00
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Operating Expenses

Youth Participants	\$187 Each (15k, 20K, 25K)	\$2,805,000	\$3,740,000	\$4,675,000
Program Manager		\$80,000.00	\$95,000.00	\$95,000.00
Asstant Program Manager		\$45,000.00	\$ 55,000.00	\$ 65,000.00
Certification Manager		\$65,000.00	\$ 65,000.00	\$ 65,000.00
Certification Program Costs	\$125 Each (1 for 30 Youth = 50)	\$62,500.00	\$62,500.00	\$62,500.00
Area Manager West		\$40,000.00	\$ 40,000.00	\$ 40,000.00
Area Manager East		\$40,000.00	\$40,000.00	\$40,000.00
Area Manager South		\$40,000.00	\$40,000.00	\$40,000.00
Safety Protocols		\$75,000.00	\$75,000.00	\$75,000.00
Marketing & Advertising	Annual / Incremental	\$265,000.00	\$265,000.00	\$265,000.00
Equipment & Merchandise		\$85,000.00	\$85,000.00	\$85,000.00
Website Build and CMS		\$23,000.00	\$ 11,000.00	\$11,000.00
App Build, Skin, CMS		\$ 230,000.00	\$ 25,500.00	\$ 25,500.00
Transportation	\$30 x 15000	\$ 450,000.00	\$ 450,000.00	\$ 450,000.00

Total Operating Expenses	\$4,305,500.00	\$5,049,000.00	\$5,994,000.00
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Net Gain/Loss	\$894,500.00	\$ 651,000.00	\$ 706,000.00
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Thank you!