

Fitness Forward National Board of Directors

Changes in American lifestyles over the last 30 years have led to a dramatic rise in obesity, diabetes and mental illness among youth, and numerous chronic diseases among adults. The US Surgeon General, Centers of Disease Control and Prevention and Institute of Medicine have all called for rapid action to help youth lead healthier lives and to prevent obesity and chronic disease. Extensive research shows that healthy habits, particularly those learned in childhood, can help prevent unnecessary illness. However, social inequities block many children and parents from access to the opportunities and knowledge that can help them live well.

Realizing this, Fitness Forward a 501(c)(3) non-profit was created to facilitate healthy lifestyles among youth. Through creative collaboration, cutting edge technology and scientific expertise, Fitness Forward strives in partnership with others to reverse the dangerous rise in obesity, mental illness and chronic disease and to improve the quality of life of future generations. In-depth Drive 2 Fitness programming is currently in six states: MA, NC, OH, ND, PA and AL, with efforts to expand to CA, NY, DC, IL and GA. To help those struggling in their Drive 2 Fitness, we are developing personalized wellness mentoring and after school sports to support children who need additional help. In tandem, Children's Playbook is being used as a model for the development of a national coalition and demonstration project to transform child wellness, health and academic outcomes. The comprehensive set of organization will integrate efforts to improve infrastructure, policy and programming at the level of schools, communities and the home.

Fitness Forward's (FF) National Board will guide the strategy, relationship building, fundraising and advocacy of the organization nationally. FF seeks influential business, community, education and healthcare leaders who have genuine desire to impact children's wellness, and the willingness to support fundraising, networking and strategic planning efforts to achieve national goals. Directors have the following **responsibilities**:

- Help Fitness Forward raise \$1M dollars in 2010 to support efforts to expand to programming in current states, and to new states, such as CA, NY and DC.
- Become familiar with the organization and its programs through review of its materials, site visits and discussions with staff, such that Director can knowledgeably spread the word about the organization to others
- Contribute financially at a level consistent with other local non-profit boards, either through personal contributions, fundraising efforts led, or both
- Help broaden FF's funding base and partnerships with corporations, foundations, and individuals via introductions, referrals and by hosting 'friendraiser' events
- Attend quarterly board meetings, in person wherever possible; most meetings will be held in San Francisco or Boston
- Provide thought leadership and strategic guidance to the organization through informal dialogue with FF's Management Team and other board members
- Review and approval of organizational finances, strategy and human resources decisions related to the Management Team, particularly the Executive Director
- Help the organization scale nationally and internationally, and positively influence national children's wellness policies through FF programming
- Serve on at least one board committee or task force based on expertise, interests and organization needs, during board term
- Help build and maintain a strong and committed Board; assist in recruiting and evaluating potential FF Board members and staff
- 3-year renewable term of service

For additional information, please contact the national board chair, Jason Langheier, MD, MPH at j@fitnessforward.org or by calling (415) 779-bfit.