



ProActiveKids
FOUNDATION

PROACTIVE KIDS PARTNERSHIP OPPORTUNITIES

Is childhood obesity a key health concern for your community and a top priority for your organization? Are you looking to offer a childhood obesity intervention program in your community? **We can help you do that.**

ProActive Kids Foundation is a nonprofit organization that offers health promotion programs for kids ages 8-14 who are struggling with their weight. The programs offer a private and safe environment where kids workout and receive nutrition education to help them learn how to live a healthier lifestyle. The program also focuses on self-esteem, body image, stress and a variety of other issues that can be caused by being overweight, through lifestyle coaching.

The ProActive Kids program has been designed by experts in the areas of fitness, nutrition and mental health coaching. This three pronged-approach helps the whole child... physically, nutritionally and emotionally, built around the stability and commitment of family.

ProActive Kids Foundation offers a variety of ways for your organization to offer pediatric weight management programs in your community.

Participants who have completed the 8-week program have seen the following results:

Over 70%
decrease or maintain their BMI

Over 75%
decrease or maintain their Body Fat

Over 60%
decrease or maintain their body weight

Over 80%
of graduates attend an average of 21/24 classes over 8 weeks



PROACTIVE KIDS TEACHES PARTICIPANTS TO:

★ **BE FIT**

Decrease Body Mass Index (BMI), Body Fat Percent, Fat Mass and Weight

★ **BE STRONG**

Develop athletic abilities including Endurance, Strength and Flexibility

★ **BE CONFIDENT**

Build Self Confidence

★ **BE ENGAGED**

Understand full potential and commit to a healthier lifestyle

★ **BE HEALTH SMART**

Facilitate sustainable positive nutritional behaviors and decision making

LEARN MORE

To learn more about ProActive Kids or to start the PAK program, please contact Nicki Klinkhamer, Executive Director, ProActive Kids Foundation, at nicki.klinkhamer@proactivekids.org or **773-802-7005** for more information on partnership and collaboration.

THREE PARTNERSHIP OPTIONS

Recognizing that all healthcare is different in size budgets, and demands for services, ProActive Kids offers multiple partnership options. Program costs are based on offering three sessions per year. All partners are able to select how many sessions they will operate per year based on demand and budgets.

	FULL-SERVICE PROGRAM	SELF-MANAGED PROGRAM <i>(Available Summer 2018)</i>	CUSTOM COLLABORATIVE
In a nutshell	We do all the work to implement and execute the program. You manage marketing.	You do all the work to implement the curriculum through a licensing agreement.	You provide and compensate your coaching staff, we do the rest through our full-service model.
Number of Served Participants Per Year	Up to 90 participants per Year	Up to 90 participants	Up to 90 participants
Sessions Per Year <i>You have the option of 1 to 6 sessions per year</i>	3	3	3
Fees	\$17,900	\$800 per session	\$9,840
One Time Start Up Fee <i>For Supplies and Training</i>	\$2000	\$1600	\$2000
Total Year 1 Costs	\$19,900	\$4,000	\$11,840
Items included in Year 1 Cost by ProActive Kids Foundation	<p>Recruit, hire, train and compensate all coaches for your program (represents majority of program cost)</p> <p>Train your team and provide hard copy program curriculum</p> <p>Work with your team to identify and secure program facility space</p> <p>Manage your participants enrollment and engagement in Salesforce.com</p> <p>Provide comprehensive data reports on program outcomes</p> <p>Distribute weekly e-newsletters to your participants to support weekly lessons</p> <p>Distribute monthly e-newsletters to PAK database of registrants and past participants for ongoing support and tips</p> <p>Assist in marketing strategy for your program promotion</p> <p>Targeted ads focused to your site location via Google Adwords</p>	<p>Train your team and provide hard copy program curriculum</p> <p>Provides all supplies, equipment, handouts, for each session</p> <p>Access to data reporting tools and outcomes reports</p>	<p>Services are the same as the full-service program with the exception of ProActive Kids hiring your coaching staff</p> <p>Train your team and provide hard copy program curriculum</p>
Participant Fee for Program	ProActive Kids Foundation supports partners charging fees for your programs. While some may choose to offer the program for free, others may need to cover costs. Every situation and budget is different. We can provide recommendations on pricing.		
Support	Open access to Site Director via phone and email for programming assistance and coach support.	Four hours of phone assistance and email coordination with Site Director for programming assistance and support.	Open access to Site Director via phone and email for programming assistance and coach support.
Benefits	<p>Ability to offer an intervention program for your service area's overweight/obese patients</p> <p>Access to a total turnkey operation with minimal physical resource requirements from your organization</p> <p>Direct referral pipeline for your overweight/obese patients to a results-oriented program both you, your doctors, and your patients know and trust</p> <p>Complete de-identified data and outcomes report for your Community Health Needs Assessment reports or other</p> <p>External visibility and credibility of having your staff operate the program (if interested) further illustrating commitment to your community and its families</p> <p>Exposure for your organization's support of the childhood obesity epidemic and program offerings in your community</p>	<p>Ability to offer an intervention program for your service area's overweight/obese patients</p> <p>Direct referral pipeline for your organization and communities' overweight/obese children</p> <p>Access to comprehensive data for reporting</p> <p>External visibility and credibility of having your staff operate the program further illustrating commitment to your community and its families</p> <p>Exposure for your organization's support of the childhood obesity epidemic and program offerings in your community</p>	<p>Ability to offer an intervention program for your service area's overweight/obese patients</p> <p>Access to a total turnkey operation with minimal physical resource requirements from your organization</p> <p>Direct referral pipeline for your overweight/obese patients to a results-oriented program both you, your doctors, and your patients know and trust</p> <p>Complete de-identified data and outcomes report for your Community Health Needs Assessment reports or other</p> <p>External visibility and credibility of having your staff operate the program further illustrating commitment to your community and its families</p> <p>Exposure for your organization's support of the childhood obesity epidemic and program offerings in your community</p>
Want to keep operating? <i>Annual cost for 3 sessions/year (Year 2 and beyond)</i>	\$17,900	\$2,400	\$9,840