**Baltimore Fitness Academy**

**BMoreFit**

**1416 Mason Street**

**Baltimore, Maryland 21217**

**410-925-5698**

**www. bmorefit.org**

**History**: Baltimore Fitness Academy DBA/ BMoreFit was founded in 2008 through an Open Society Institute fellowship awarded to Jon Kaplan. Voted Baltimore’s “best personal trainer” by Baltimore Magazine, Jon has spent the last 6 years developing innovative strategies to improve fitness in communities with widespread obesity.

Across Baltimore, teachers struggle to maintain control of their classrooms. At the same time, our schools lack the money for full-fledged physical education. Budget cuts often eliminate physical education and recess time, but these cuts lead to unintended effects: clinical studies have proven that physical activity keeps students engaged in learning, so the absence of exercise results in disruptive and distracted students, lower test scores, and growing obesity. BMoreFit serves to counter this trend, ensuring that children are getting the exercise they need in school to stay healthy and focused.

Urgent priority must be given to dramatically increase the world’s commitment to get children moving. Today’s children are dropping out of sports and physically active play at a young age. BMoreFit is working as an ambassador to assist schools in adopting a culture of wellness that stresses a lifestyle of exercise and nutrition. Through engagement and community partnership, BMoreFit believes that we can fix this problem in Baltimore and beyond.

**Mission: The mission of the Baltimore Fitness Academy (BMoreFit) is to provide youth with physical fitness skills for lifelong, healthy living.** BMoreFit trains and inspires elementary students and teachers to learn the value of healthy living, where the budget for physical education is underfunded. Our mission is to equip our teachers with the skills and materials needed to engage and motivate their students in physical movement, which has the added benefit of helping students to focus during their academic lessons. We work to ensure that our students understand the long-term benefits of living a healthy lifestyle, thus decreasing the possibility of long range health problems. In this way, our program goes beyond the classroom – our monthly newsletters provide entire families with information central for adopting a healthy lifestyle.

**Outline of Programs:**

 Professional Development Training

 Toolkits for All Teachers

 Weekly and/or Bi-monthly Coaching Sessions

 Weekly Fitness Tips

 Coach Led Assemblies

 Family Fitness Nights

 Wellness committee support

**Clients Served:**

Our program is being successfully implemented in 2014 in the following schools:

  Holabird Academy 3rd year with BMoreFit

* Arlington Elementary 2nd year with BMoreFit
* John Eager Howard Elementary 2nd year with BMoreFit
* Hampden Elementary 2nd year with BMoreFit
* Roland Park Elementaryl 2nd year with BMoreFit
* Windsor Hills Elementary 1st year with BMoreFit

**Partners:**

The Baltimore Ravens Act Foundation

The Family League of Baltimore

American Council on Exercise

YMCA of Central Maryland

Action for Healthy Kids

SPARK

Dynamix Music

Merritt Athletic Club

Maryland Athletic Club

Brick Bodies

Fizz Kidz

Designed to Move

Maryland Institute College of Art MICA)

Open Society Initiative Fellowship Grant

Meadow Mill Athletic Club

**Board of Directors:**

* Brad Rogers–President–Eastern Shore Land Conserv
* Alegra J.S. Best – Secretary – Best Battery Co, Inc
* Franklin N. McNeil, Jr. – Treasurer – PNC Bank
* Jon A. Kaplan – Founder - BMoreFit
* Denise Galambos – Constellation Energy Group, Inc
* Barbara Shapiro – Community Activist
* Christy Hedgepeth – Under Armour
* Craig Singer, M.D.
* Kelly Preteroti – Ober, Kaler, Grimes, Shriver
* Kevin Bromer – Salesforce Foundation
* Bruce J. Kunkle – Wells Fargo Advisors, LLC

**Current Staff:**

  Jon A Kaplan - Founder

  Vicki Marcus – Executive Director, Chief Program Officer and BMoreFit coach

* Debbie Bell – Program Consultant

  Jeff Thompson - BMoreFit coach.

  Heather Hatfield - BMoreFit coach.

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**Legal Status:** Baltimore Fitness Academy is a Maryland non-profit corporation. It is tax-exempt under Internal Revenue Code Section 501 (c) (3)

**How Can I Help Support BMoreFit:**

Volunteering

Volunteers are always needed for the various community activities that we provide. Volunteers can support BMoreFit in the following areas: community outreach, fundraising events, wellness committee support, and school adoptions.

Financial Support

The success of BMoreFit relies entirely on the generous support of grants, local businesses and individuals. We are seeking your help as we educate children on the benefits of a healthy lifestyle.

**Contact Information:**

**Vicki Marcus**

Executive Director and Chief Program Officer

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