

The F.I.T.-COMM Challenge

Fitness * Inclusion * Transformation * Community

Our Mission

The mission of the F.I.T.-COMM Challenge is to promote measurable, long-lasting health and wellness outcomes in underserved communities.

We believe sustainable wellness goes beyond exercise. True transformation happens through a holistic approach that integrates physical activity, nutrition, mental health, social connectedness, and community support. By centering culturally responsive care and removing financial barriers, we create pathways for lasting lifestyle change particularly for communities historically excluded from traditional wellness spaces.

Our Unique Program

The F.I.T.-COMM Challenge is an **8-week holistic fitness and lifestyle initiative** designed to:

- Serve traditionally underserved and underrepresented populations in the Twin Cities, with a strong emphasis on BIPOC communities
- Eliminate high-cost barriers that have historically limited access to wellness resources
- Increase accessibility through a centralized location and scheduling that accommodates the traditional workday

A comparable wellness program including fitness center access, certified trainers, nutrition services, and mental health support would typically cost **approximately \$4,000 per participant**. Through community and corporate partnerships, we subsidize **over 95% of that cost**, allowing participants to enroll for just **\$150 for the full 8-week challenge**. ***Program fee (\$150) will be fully reimbursed upon successful completion of the challenge.**

Program Components

Participants receive comprehensive, wraparound wellness support, including:

Physical Fitness

- **Six workouts options per week**, led by phenomenal, certified fitness professionals
- **Free one-year memberships to The St. Paul YMCA Eastside**
- Programming designed for all fitness levels, emphasizing strength, cardiovascular health, and mobility

- Yoga sessions to support mind-body connection and stress reduction

Nutrition Education

- Guidance from **Julie McMahon**, a proven and highly respected nutrition expert
 - Co-lead of the Women's Pelvic Health Program at **Hinge Health**
 - Holds a **BS in Nutrition** and is **board-certified in Health & Wellness Coaching**
 - Specialty certifications in **Women's Health, Menopause, and Lifestyle Medicine**
- Cooking demonstrations, grocery store and farmer's market tours, and weekly participant engagement
- Practical, culturally relevant strategies participants can implement immediately

Mental Health & Emotional Wellness

Participants work with a **dynamic team of culturally responsible mental health professionals** who focus on sustainable life change within participants' real-world ecosystems:

- **Dr. Darren Moore**, Licensed Marriage and Family Therapist
 - Clinical Professor and Associate Director for Clinical Training and Supervision at **The Family Institute at Northwestern University**
 - Owner of a multi-state clinical practice serving diverse populations
 - Minnesota native and University of Minnesota–Twin Cities alumnus
 - Brings a unique lens bridging health, mental health, education, and community-centered wellness
- **Dr. Kasim Abdur Razzaq**, Psychotherapist, Author, Speaker, and Business Owner
 - Born and raised in St. Paul's historic **Rondo neighborhood**
 - Creator of the transformational framework known as "**Social Architecture**"
 - As a Social Architect, Kasim focuses on constructing sacred, intentional spaces where people can learn, heal, and grow
 - His work has successfully shifted culture, climate, and engagement across universities, community organizations, faith institutions, K–12 schools, youth programs, and corporate environments
- **Aneesha Kelly**, Mental Health Professional
 - Born and raised in St. Paul's historic **Rondo neighborhood**
 - See attached bio.

Incentives & Participant Support

To reinforce commitment and celebrate achievement:

- Each participant will receive a **free one-year** membership to the **St. Paul YMCA Eastside**
- **\$500 stipends** will be awarded to the two most engaged participants

Participants also gain something equally valuable: A **cohort-based experience** alongside positive, like-minded individuals seeking culturally relevant support, shared accountability, and a strong foundation for lifelong holistic wellness.

Our Focus & Target Community

The F.I.T.-COMM Challenge primarily serves residents of the following St. Paul communities: **Eastside, Rondo, Frogtown, North End, Hamline-Midway, and Como**, while also welcoming BIPOC participants from across the Minneapolis-St. Paul metro area.

This focus is intentional. African Americans are nearly **1.5 times more likely to experience obesity, twice as likely to die from heart disease or stroke, and twice as likely to have diabetes** compared to white adult counterparts. Our program addresses these disparities through prevention, education, and culturally grounded care.

Location & Community Partnership

The F.I.T.-COMM Challenge is hosted at **The Mali Center**, located at **576 Front Avenue, St. Paul, MN 55117**.

The Mali Center is a holistic health and wellness business hub dedicated to empowering diverse entrepreneurship and community well-being.

- **Mission:** To foster economic prosperity, holistic wellness, and inclusive opportunities for historically underrepresented communities of color in St. Paul
- **Vision:** Thriving, self-sustaining communities where culturally rooted entrepreneurship, wellness, and collaboration drive generational wealth, economic equity, and collective well-being

The F.I.T.-COMM Challenge is a partnership between **The Mali Center** and **Rooted Philanthropic**, whose mission is to support the people of St. Paul's East Side by investing in their capacity, growth, and innovation. Rooted Philanthropic focuses on:

- Supporting entrepreneurs and small business owners
- Ensuring quality education for youth
- Engaging the community in healthy living

Through intentional engagement and revolutionary tools, Rooted Philanthropic is redefining community-centered philanthropy in the Twin Cities and beyond.

Additional Program Partners

- Right Spot Wellness
 - M Health Fairview
 - Eastside YMCA
 - Gametime Hero
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Program Dates & Key Event

- **Challenge Dates:** Saturday, April 4, 2026 – Saturday, May 30, 2026
 - **Kick-Off Event:**
 - Saturday, April 4, 2026
 - 10:30 AM
 - The Mali Center, 576 Front Avenue, St. Paul, MN 55117
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Proven Results

The F.I.T.-COMM Challenge has a **proven track record of success**. Hundreds of participants have completed previous challenges, demonstrating measurable improvements in:

- Knowledge of healthy eating and nutrition
 - Weight and body composition
 - Blood pressure
 - A1C levels and other indicators of metabolic health
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F.I.T.-COMM Challenge

A Holistic Wellness Initiative for the Twin Cities

Mission

The F.I.T.-COMM Challenge promotes measurable, long-lasting health and wellness outcomes in underserved communities by addressing physical fitness, nutrition, mental health, and social connection—while removing financial barriers to participation.

The Need

Communities of color, particularly African Americans, experience significantly higher rates of obesity, heart disease, stroke, and diabetes. Traditional wellness programs often costing over **\$4,000** are inaccessible to many. The F.I.T.-COMM bridges this gap through culturally responsive care and community-centered design.

The Program

An **8-week holistic wellness challenge** offering:

- 4 weekly workouts led by certified fitness professionals (including yoga)
- Free one-year memberships to the St. Paul YMCA Eastside
- Expert nutrition education led by **Julie McMahon**, BS Nutrition, Board-Certified Health & Wellness Coach
- Mental health support from culturally responsive licensed professionals
- Cohort-based accountability and community support

Accessibility & Impact

- True program value: ~\$4,000 per participant
- **Participant cost: \$150 (fully reimbursed upon successful completion of the challenge)**
- **95+% subsidized through sponsorships**
- Two \$500 stipends for the two most engagement participants

Location & Community

Hosted at **The Mali Center (St. Paul)** and serving St. Paul neighborhoods including: Eastside, Rondo, Frogtown, North End, Hamline-Midway, and Como, with broader reach across the Twin Cities BIPOC community.

Proven Results

Hundreds of past participants have achieved measurable improvements in nutrition knowledge, weight, blood pressure, and A1C levels.

Why Sponsor

Sponsors directly eliminate barriers to wellness, invest in health equity, and help build sustainable, thriving communities.

Join The F.I.T.-COMM Challenge

Move. Heal. Connect. Thrive.

Are you ready to invest in your health—mind, body, and spirit?

The **F.I.T.-COMM Challenge** is an **8-week holistic wellness program** designed for our community, by our community.

What You'll Get:

- ✓ 4 workouts per week with certified fitness professionals
- ✓ Yoga for stress relief and mind-body balance
- ✓ Free one year memberships at the St. Paul YMCA Eastside
- ✓ Nutrition coaching with a nationally recognized expert
- ✓ Mental health support from culturally responsive therapists
- ✓ A supportive cohort of positive, like-minded participants
- ✓ Chance to earn **\$500 engagement awards**

Cost:

 **Only \$150 for 8 weeks (Fully reimbursed upon successful completion of the challenge)**
(Program value: \$4,000 — 95+% sponsored!)

When & Where:

-  Saturday, April 4, 2026 – Saturday, May 30, 2026
-  The Mali Center, 576 Front Ave, St. Paul
-  Kick-Off Event: Saturday, April 4, 2026 at 11:00 AM

This is more than fitness.
It's a foundation for a healthier, more empowered life.

Spots are limited. Join us.