Note from Our Executive Director

Dear Friend,

If you have been successful in life, chances are you had one or more “champions” along the way – people who shared their know-how, helped you develop your skills, gave guidance at a key point, or served as role models for what you could achieve.

Stop and think for a moment. What if no one like that had impacted your life, or the lives of your peers? This is a reality for tens of thousands of children in Canada’s impoverished and under serviced communities.

Low literacy skills in as early as grade 3, and under-developed non-cognitive agents like determination, grit and delayed gratification, set kids on a path of low self-esteem, absenteeism, low grades and, finally, dropping out of high school.

Starting in grade 1, kids living in impoverished communities are on a track that will cost them their education and their future earning power. On a national scale, this cycle costs our economy through a reduced employment pool and tax base, and an enormous strain on the public purse. On a personal level dreams are destroyed and the legacy of poverty is passed from one generation to the next.

Because of your partnership, you are changing their reality. You are helping to build a cycle of success through three integrated strategies: Program Optimization and Innovation, National Expansion, and Research. We continue to mobilize the skills, networks, resources and resolve like you have demonstrated to ensure that future generations of Canadians are able to lead successful lives, be contributors to their communities, and increase our nation’s productivity and prosperity.

Through your partnership, we are seeing what happens when kids in elementary grades are given the tools to build life-long agencies like literacy skills, executive functions and motor skills. They blossom and rise to the occasion.

We thank you for your support, which has grounded our kids in the knowledge that they have a TEAM that believes in them, is invested in their future, and has unlocked their potential. You are transforming our nation through the gift of education – thank you.

Now we hope that you will continue to partner with us in a greater way. Together we are building a cycle of success, because every Canadian child deserves the tools to succeed.

Big High Five,

Brian Warren
Founder & Executive Director
Start2Finish
You’re Holding Me Back!

Today, nine-year-old Emily is one of our 50 kids who cannot wait for school to be finished because this is the day she goes to the Running & Reading Club.

When Emily first started in the program a couple years ago, she made it clear that she didn’t like reading and that running was not her favourite thing to do, but her mom signed her up. The first few weeks she made every excuse in the book and even made up a few new ones why she could not run; her stomach hurt, her foot was sore, her heart hurt, she forgot her shoes. You get the picture. What Emily did not know was that Coach Jenn had coached Little League, and her team at work led in Sales five years running.

Coach Jenn told Emily that she did not have to run and that walking was just as good. So they walked and talked, coach asking her how her day went and who her favourite actress was. Very soon, Emily was too busy talking to complain. The more they talked, the faster Coach Jenn walked. Soon they were jogging.

One afternoon, just before Christmas break, Emily came into the gym with a sheepish look on her face. “What’s the matter, Emily? Is everything ok?” Coach Jenn asked. “Yes Coach, but I think you’re holding me back with all the talking. We are here to run, not talk!” Without missing a beat, Coach Jenn said, “Sorry Emily, you’re right. I will be more considerate and let you get on with your laps.” “Thanks Coach. I knew you’d understand.” And off she ran.

Emily finished her first 5 km run at the end of that school year and, although reading is still not her favourite thing, she is not afraid to try anymore. She successfully competed in the annual reading challenge and is now reading at grade level. Coach Jenn is still leading her team in Sales, and looks forward to helping many other Emily’s in this coming year and beyond.
Program Results

Each year, thousands of Canadian youth will drop out of high school, many because they are unable to overcome the barriers to education that are created by poverty. This seemingly simple and personal act alters the course of their lives forever. It is a move that costs them their education and future earning potential. Taken collectively, it costs their community by ingraining a culture of failure. Nationally, it costs our economy through a reduced employment pool and tax base, and an enormous strain on public expenditures.

Low literacy as early as grade 1 increases the risk of a child dropping out of school by 134%. Insufficient financial means, lack of positive role models in the community, absence of parental support, and integration into a new country and culture are all barriers that can make high school graduation seem like an impossible dream.

With your help, Start2Finish’s innovative, dynamic Fitness Literacy Model is seeing results. Evaluations done at our Running & Reading Clubs this year by our Scientific Advisory Group volunteers and school administrators have shown the following results:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>62%</td>
<td>Improvement in fitness</td>
</tr>
<tr>
<td>82%</td>
<td>Increase in literacy scores</td>
</tr>
<tr>
<td>85%</td>
<td>Improvement in non-cognitive character development*</td>
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*Qualitative data

Through the combination of physical activity, learning and mentorship, participation in the Running & Reading Club program is resulting in:

- Less absenteeism
- Less bullying
- Better behaviour and performance in school
- 76% lower potential of children dropping out of school

Data taken from Education Week

Your support continues to enable us to move hundreds of kids through the cycle of success to graduation, post-secondary education and into effective careers.
Start2Finish Partners are Part of our Cycle of Success

The overall fundraising goal for our 2014-2015 Running & Reading Clubs across Canada was $800,000, and the generous contributions of our partners were a huge support in helping to fund fitness equipment, running shoes, books, journals, school supplies, t-shirts, nutrition, training and evaluation throughout the year, as well as sponsor our year-end 5K Running & Reading Challenge. Thank you for helping to empower hundreds of children in the program to believe in themselves and achieve their goals!

The Start2Finish cycle of success would not be possible without partners like you. We are thrilled to report that 85% of our $1.2 million budget goes toward direct program costs, with only 10% designated to administration and 5% to fundraising. To request complete audited financials, please email info@start2finishonline.org.

Program Resource Allocation
**3-Year Plan**

**START2FINISH’S MISSION** is to break the cycle of child poverty by providing ongoing educational support to Canada’s at-risk children throughout their school years, nurturing mind, body, and social health so they are empowered to succeed and become role models for change.

**STRATEGIC PLAN 2015-18**

- **Extend Running & Reading Club Reach**
  50 clubs in operation by 2018

- **Ensure Sustainable Funding**
  $1.8M in annual funding by 2017-18

- **Drive Education**
  2 full grade levels in reading increase in average grade-point score of R&R club students

- **Improve Physical Fitness**
  68% increase in Cardiovascular fitness of R&R club students

- **Improve Health and Wellness**
  Reported increases in wellbeing of R&R club students

Get involved at www.start2finishonline.org
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Our Mission

Start2Finish’s mission is to break the cycle of child poverty by providing ongoing educational support to Canada’s at risk children throughout their school years, nurturing mind, body and social health so they are empowered to succeed and become role models for change.

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