JIM BAUGH, FOUNDER, PHIT AMERICA

PIONEER OF CHANGE FOR KIDS' HEALTH

- 1973-74 Set up a Physical Education Program & was the Physical Education Teacher 1990's - Founder of National Charity, PE4LIFE - 'The original PE charity'
- 2000's Co Author of the PEP Program \$1 Billion for PE programs
- 2000's First to really Expose the 'Inactivity Pandemic'
- 2010's Pushed to pass the PHIT Act Raised \$1 million for lobbying
- 2010's Founder of PHIT America 1700 Schools 1,000,000 kids

LEADER OF CHANGE AND SUCCESS IN BUSINESS

- 45 Year Career in the Sports & Fitness industry
- Former President Wilson Sporting Goods Grew share 12% to 52%
- Prince Former VP of Marketing & Sales Grew share 2% to 35%
- Converse Athletic Footwear
- Lead Industry to increase tennis participation 24 to 30 million players
- Inductee Sports Industry Hall of Fame and the Tennis Industry Hall of Fame
- Cardio Tennis Founder
- United States Tennis Association Former Board Member



BE A PART OF A SOLUTION & MOVEMENT WHICH...

- 1. FIGHTS THE HUGE PROBLEM 'INACTIVITY PANDEMIC'
- 2. HAS THE SOLUTION NEW SCHOOL PHYSICAL ACTIVITY PROGRAMS
- 3. IS HELPING OUR KIDS IMPROVING PHYSICAL & MENTAL HEALTH
- 4. INTRODUCING AN EXCITING NEW PROJECT PHIT CENTER



HEALTHIER, SMARTER, HAPPIER KIDS!



PROVEN, SUCCESSFUL & VERY EFFICIENT



PHITAMERICA.ORG - A 501(C)3 CHARITY





38TH

LAST PLACE
US KIDS ARE RANKED LAST
IN PHYSICAL HEALTH
AMONG 38 COUNTRIES:
UNICEF

47TH

US KIDS ARE RANKED
47TH OUT OF 50
COUNTRIES IN
FITNESS: BJSM

90%

50 MILLION US KIDS (90%) ARE NOT ACTIVE TO CDC PHYSICAL ACTIVITY STANDARDS





3/4

NATIONAL SECURITY
ISSUES: ¾ OF ALL TEENS
ARE NOT FIT ENOUGH TO
JOIN THE MILITARY

OPPORTUNITY!

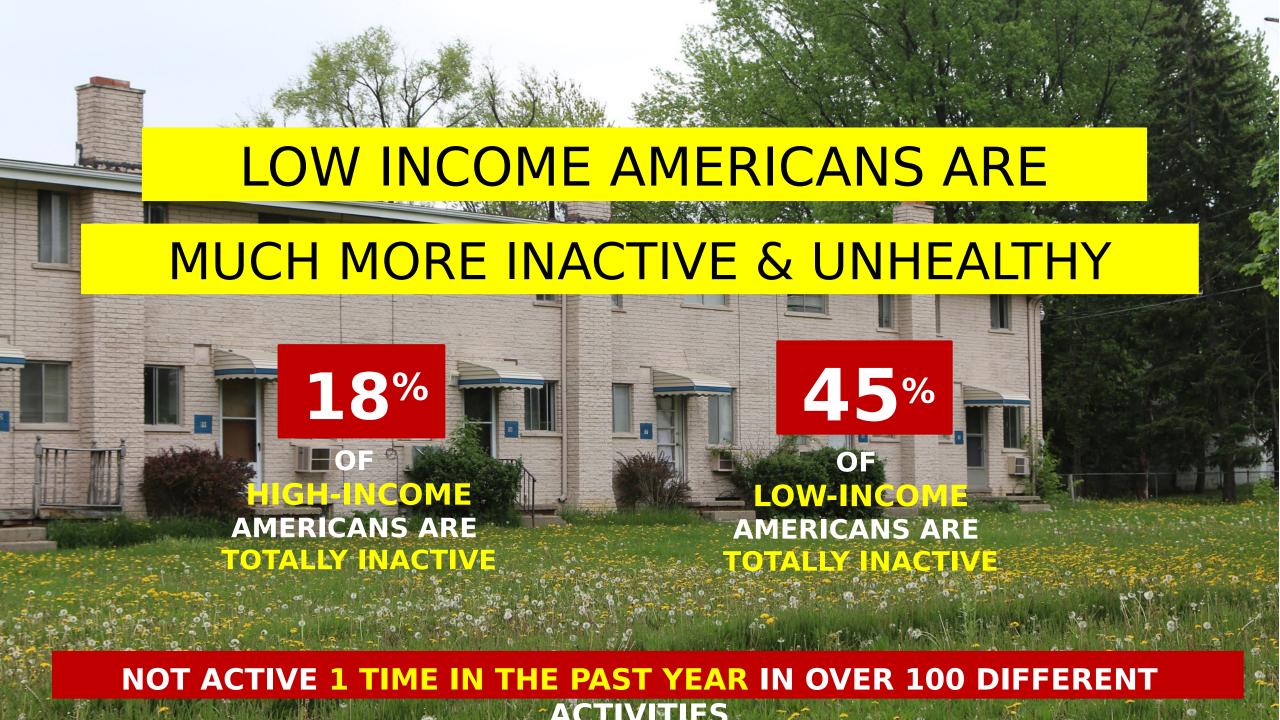
50%

ALMOST 50% OF ALL SCHOOLS HAVE NO PHYSICAL EDUCATION

\$1

THE AVERAGE BUDGET FOR PE FOR AN ENTIRE SCHOOL \$462 PER YEAR THIS IS \$1 PER CHILD





THE 'INACTIVITY PANDEMIC'

THE BOTTOM LINE: USA KIDS ARE IN BAD SHAPE



WHAT ARE THE RAMIFICATIONS?



INACTIVITY - 12 SEVERE RAMIFICATIONS

INACTIVITY RESULTS IN...

- 1. OVERWEIGHT AND OBESE KIDS
- 2. POORER GRADES IN SCHOOL
- 3. MENTAL HEALTH ISSUES
- 4. DIABETES, CANCER, HEART DISEASES, ETC.
- 5. SUSCEPTIBILITY TO COVID-19 & OTHER DISEASES
- **6. WEAKER BONES & MUSCLES**
- 7. LOWER ENERGY AND SELF ESTEEM
- 8. MORE LIKELY TO SMOKE OR DO DRUGS
- 9. SHORTER LIFE SPANS
- **10.LESS SUCCESSFUL CAREERS**
- 11.LESS FIT MILITARY (NATIONAL SECURITY)
- **12.HIGHER HEALTHCARE COSTS**

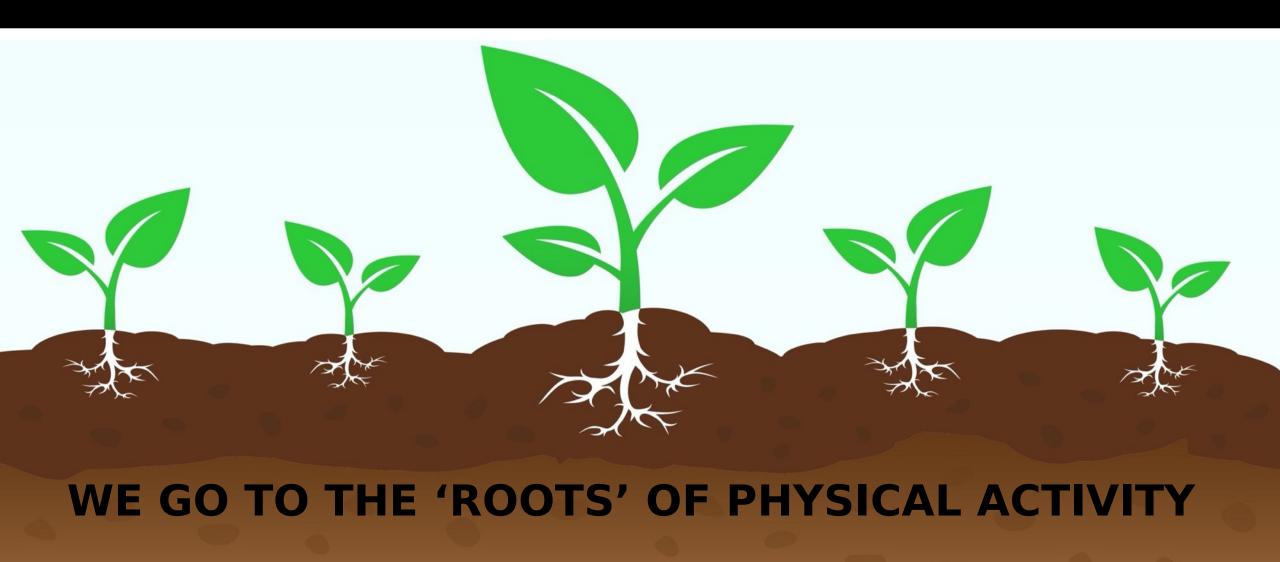
ALL OF THE THESE CLAMS ARE REAL - BACKED UP BY RESEARCH



HOW DO WE SOLVE THIS PANDEMIC?



WHERE DO KIDS LEARN BASIC PHYSICAL ACTIVITY SKILLS?



THE 'ROOTS' - TWO WAYS KIDS LEARN BASIC PHYSICAL SKILLS

1. FROM FAMILY MEMBERS

2. IN SCHOOL

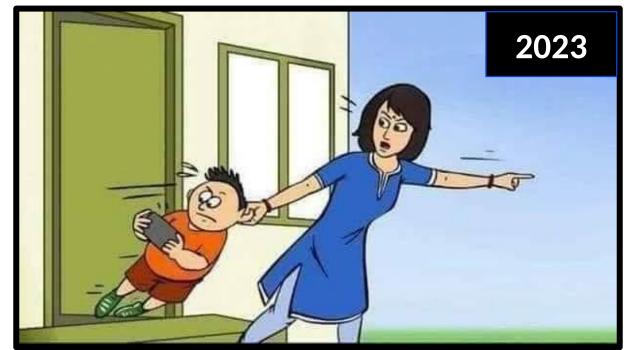


PHYSICAL SKILL DEVELOPMENT AT HOME



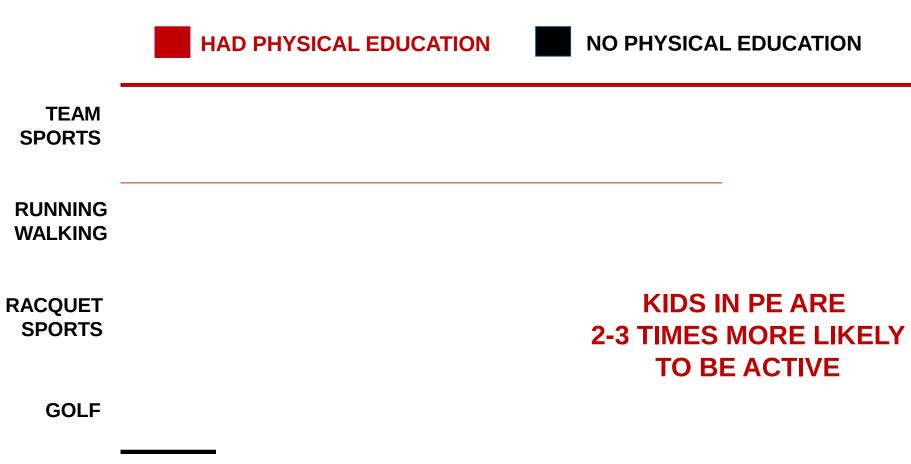
LEARNING SKILLS AT HOME AND PLAY HAS ALMOST DISAPPEARED

DO YOU REALLY THINK THIS WILL HAPPEN?



IS SCHOOL PHYSICAL EDUCATION THE BEST APPROACH?





SPORTS MARKETING SURVEYS

THE SOLUTION TO THIS PANDEMIC



SCHOOL PHYSICAL ACTIVITY PROGRAMS

FUN 'LEARN TO PLAY' PROGRAMS – 4 LIFETIME SPORTS IN PHYSICAL EDUCATION AND AFTER SCHOOL

RUNNING, WALKING, FITNESS





GOLF

PICKLEBALL





INCLUDES BILLIE JEAN KING'S EYE COACH - IMPROVING HAND-EYE
CLICK TO SEE VIDEO OF PHIT PROGRAMS IN
ACTION

THE BEST RUNNING WALKING FITNESS PROGRAM







BOOM BOX FOR MUSIC



REWARDS CHARMS



CONES



STORAGE CASE





MILEAGE TRACKING

THE BEST SCHOOL KIT



SPONSOR SCHOOL COST - \$4,000



INCLUDES BILLIE JEAN KING'S EYE COACH

FUN SCHOOL 'LEARN TO PLAY' TENNIS PROGRAM

- YOUTH RACQUETS
- YOUTH BALLS
- FULL SIZE NET





P AMERICA AMERICA

PRESENTED BY USTA

- BILLIE JEAN KING'S EYE COACH
- EZ SCAN FITNESS TRACKING





• CURRICULUM
PHIT STAFF SUPPORT
RESOURCE CENTER







FUN SCHOOL 'LEARN TO PLAY' GOLF PROGRAM

- YOUTH CLUBS
- YOUTH BALLS
- TARGETS & GAMES





- KIDS TEES EASY TO LEARN
- EZ SCAN FITNESS







- CURRICULUM
- PHIT SUPPORT
- RESOURCE CENTER







THE BEST 'LEARN TO PLAY' PICKLEBALL PROGRAM



SUPPORTED BY







24 PADDLES



30 INDOOR BALLS



30 FOAM BALLS



PORTABLE NET



BILLIE JEAN KING'S EYE COACH



EZ SCAN FITNESS TRACKING



- **CURRICULUM FROM USA PICKLEBALL PLUS MEMBERSHIP**
- DISCOUNTS WHEN ORDERING ADDITIONAL PADDLES OR BALLS
- **USA PICKLEBALL AMBASSADORS' COMMUNITY OUTREACH**
- **SUPPORT & A NEW RESOURCE CENTER FROM PHIT AMERICA**



PHIT PROGRAMS PROVIDE INCREASED PHYSICAL ACTIVITY PRODUCING THESE

- 1. REDUCES THE CHANCE OF OBESITY
- 2. IMPROVES ACADEMIC RESULTS & SUCCESS
- 3. REDUCES DIABETES, CANCER, HEART DISEASES, ETC.
- 4. PROTECTS YOU FROM DEADLY COVID-19
- 5. STRENGTHENS KIDS' BONES & MUSCLES
- 6. REDUCES MENTAL HEALTH ISSUES
- 7. BOOSTS KIDS' ENERGY
- 8. PROMOTES GENDER EQUALITY
- 9. IMPROVES NATIONAL SECURITY
- **10.PREVENTS & LOWERS HEALTHCARE COSTS**
- 11.ACTIVE KIDS HAVE MORE SUCCESSFUL CAREERS
- 12 ACTIVE PEOPLE LIVE LONGER AND ARE HAPPIER!

DR. TOM FRIEDEN FORMER CDC CHIEF



THE POWER OF PHYSICAL ACTIVITY FOR ACADEMIC IMPROVEMENT & MENTAL HEALTH

WITH EXERCISE, YOUR BRAIN IS READY FOR IMPROVED LEARNING



RESEARCH: HIGH FITNESS SCORES = HIGH ACADEMIC SCORES



CONCLUSIVE RESEARCH: ACTIVE KIDS ARE SMARTER!

MORE THAN 15 INDEPENDENT RESEARCH PROJECTS

<u>JOURNAL OF PHYSICAL ACTIVITY RESEARCH</u> - MORE ACTIVE KIDS <u>PERFORM BETTER IN READING</u>, <u>WRITING AND MATHEMATICS</u>

UNIVERSITY OF ILLINOIS - PHYSICAL FIT KIDS HAVE BEEFIER BRAINS

UNIVERSITY OF ILLINOIS URBANA - HOW EXERICISE CAN BOOST YOUNG BRAINS

DARTMOUTH - "12 MINUTES OF EXERCISE IMPROVES ATTENTION AND READING COMPREHENSION

PURDUE UNIVERSITY - KIDS WORKING OUT GET BETTER GRADES

MEDICAL UNIVERSITY OF SOUTH CAROLINA - P.E. ACTUALLY HELPS ACADEMIC SCORES

UNIVERSITY OF HINDENBURG - MORE PHYSICAL ACTIVITY IMPROVES SCHOOL PERFORMANCE

DUNDEE UNIVERSITY - MODERATE TO VIGOROUS EXERCISE BOOSTS ACADEMIC PERFORMANCE

STRATHCLYDE UNIVERSITY - REGULAR EXERCISE IMPROVES CHILDREN'S ACADEMIC RESULTS

PEDIATRICS & ADOLESCENCE MEDICINE - LET KIDS PLAY - THEY DO BETTER IN SCHOOL

SOCIETY OF BEHAVIOR MEDICINE - SCHOOL-BASED PHYSICAL ACTIVITY IMPROVES ACADEMICS

ELSEVIER - HIGHER AEROBIC FITNESS IS ASSOCATED WITH IMPROVED COGNITIVE FUNCTIONS

LITERACY PLANET - POSITIVE EFFECTS OF PHYSICAL ACTIVITY ON THE BRAIN

NORTHWESTERN COLLEGE - PHYSICAL ACTIVITY HELPS STUDENTS PERFORM BETTER IN THE CLASSROOM

CDC - THE ASSOCIATION BETWEEN PHYSICAL ACTIVITY AND ACADEMIC PERFORMANCE IS POSITIVE

DAVIDE LUBANS, UNIVERSITY OF NEWCASTLE - ACADEMIC PERFORMANCE WAS INCREASED BY QUALITY PHYSICAL

EDUCATION

P AMERICA

CONCLUSIVE RESEARCH: PHYSICAL ACTIVITY = IMPROVED MENTAL HEALTH!

MORE INDEPENDENT RESEARCH

<u>NATIONAL INSTITUTE OF HEALTH</u> - AEROBIC EXERCISES, INCLUDING JOGGING, SWIMMING, CYCLING,

WALKING, GARDENING, AND DANCING HAVE BEEN PROVEN TO REDUCE ANXIETY AND DEPRESSIOIN.

MAYO CLINIC - DEPRESSION AND ANXIETY - EXERCISE EASES SYMPTIONS

BETTER HEALTH CHANNEL - PEOPLE WHO EXERCISE REGULARLY HAVE BETTER MENTAL HEALTH AND

EMOTIONAL WELLBEING AND LOWER RATES OF MENTAL ILLNESS

CDC - PHYSICAL ACTIVITY CAN ALSO REDUCE YOUR RISK OF DEPRESSION AND ANXIETY

EUROPE PMC - PHYSICAL ACTIVITY IMPROVES MENTAL HEALTH

SPRINGER LINK - PHYSICAL ACTIVITY CAN IMPROVE YOUR MOOD AND WELL-BEING

MENTAL HEALTH FOUNDATION - PHYSICAL ACTIVITY CAN IMPROVE YOUR MENTAL WELL-BEING

WALDEN UNIVERSITY - 5 MENTAL HEALTH BENEFITS OF EXERCISE

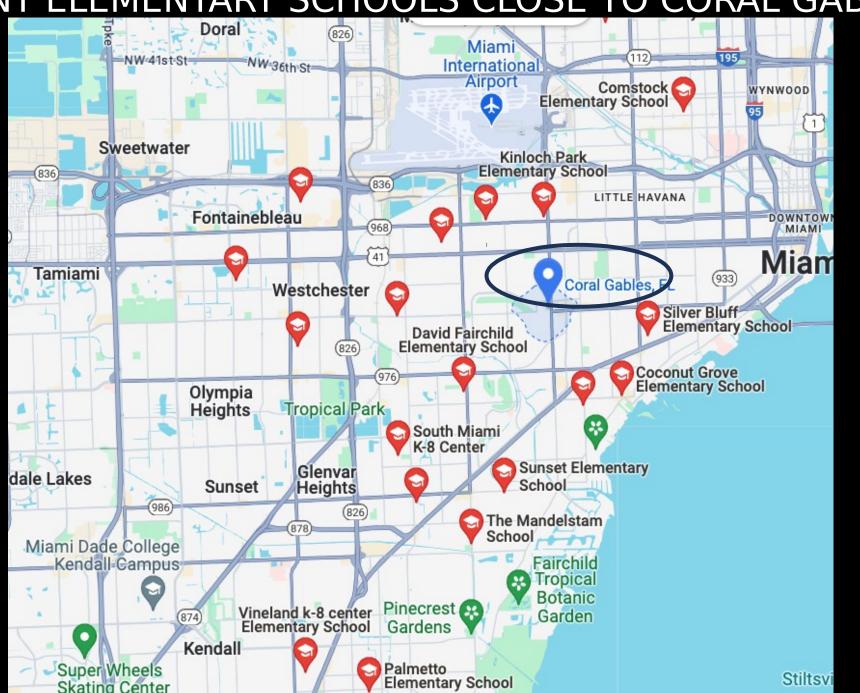
MIND - PHYSICAL ACTIVITY AND EXERCISE CAN HAVE A POSITIVE IMPACT ON YOUR MENTAL HEALTH

<u>HELPGUIDE.ORG</u> - FROM DEPRESSION TO ANXIETY TO STRESS, EXERCISE IS ONE OF THE MOST

EFFECTIVE WAYS TO IMPROVE MENTAL HEALTH

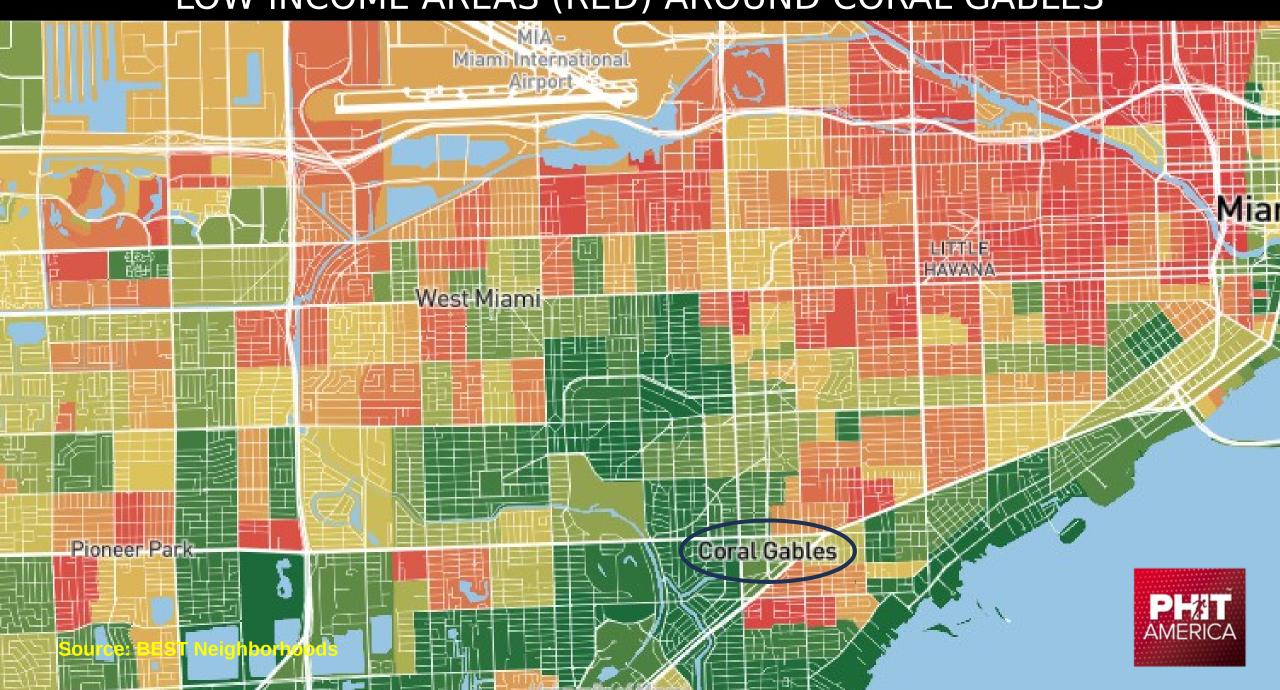


MANY ELEMENTARY SCHOOLS CLOSE TO CORAL GABLES





LOW INCOME AREAS (RED) AROUND CORAL GABLES



ALREADY HAVE COMMITMENTS FROM CORAL GABLES

- 10 DAYS AGO, TINA SAYAGO FROM 'THE Gables Magazine' BROUGHT TOGETHER VARIOUS LEADERS IN CORAL GABLES INCLUDING VICE-MAYOR RHONDA ANDERSON
- ATTENDEES WERE EAGER TO HELP
- WE ALREADY HAVE FINANCIAL COMMITMENTS TO SUPPORT OUR CORAL GABLES PHIT AMERICA CAMPAIGN







A BREAKTHROUGH COMMUNITY PROJECT



BUILDING A HEALTHIER, SMARTER & HAPPIER COMMUNITY WITH A UNIQUE MULTI-FUNCTIONAL FACILITY

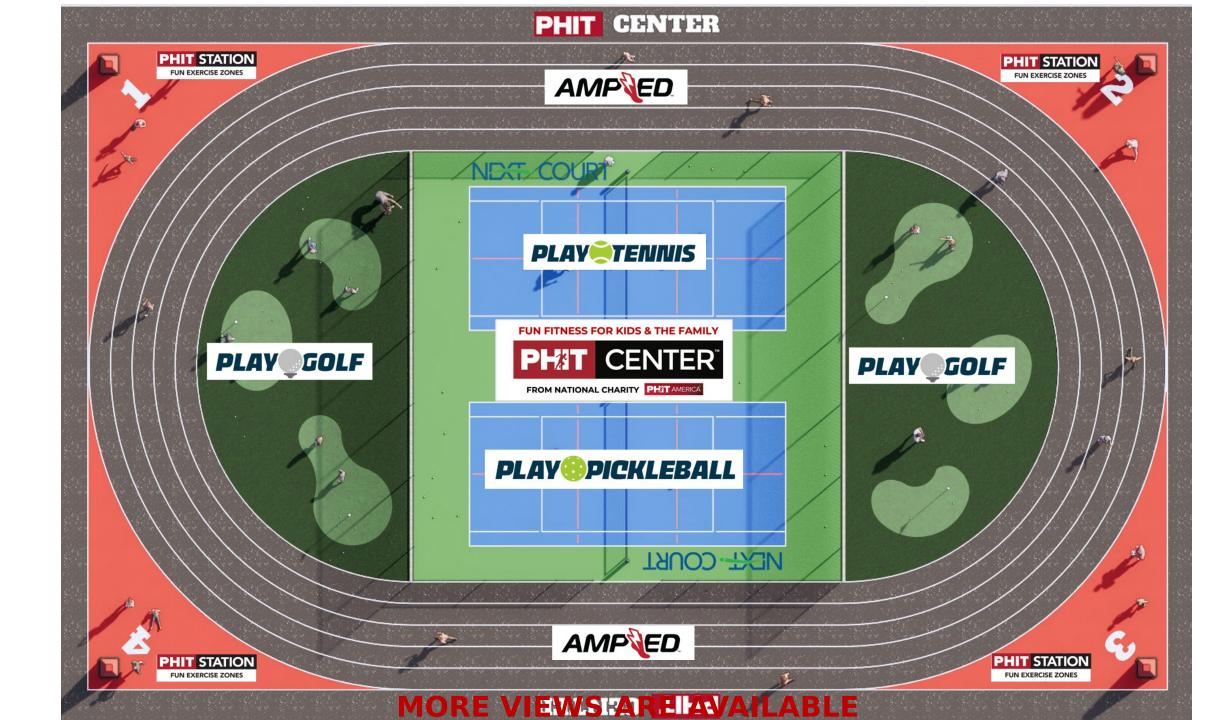
A COMMUNITY WIDE MULTI-SCHOOL PLAN



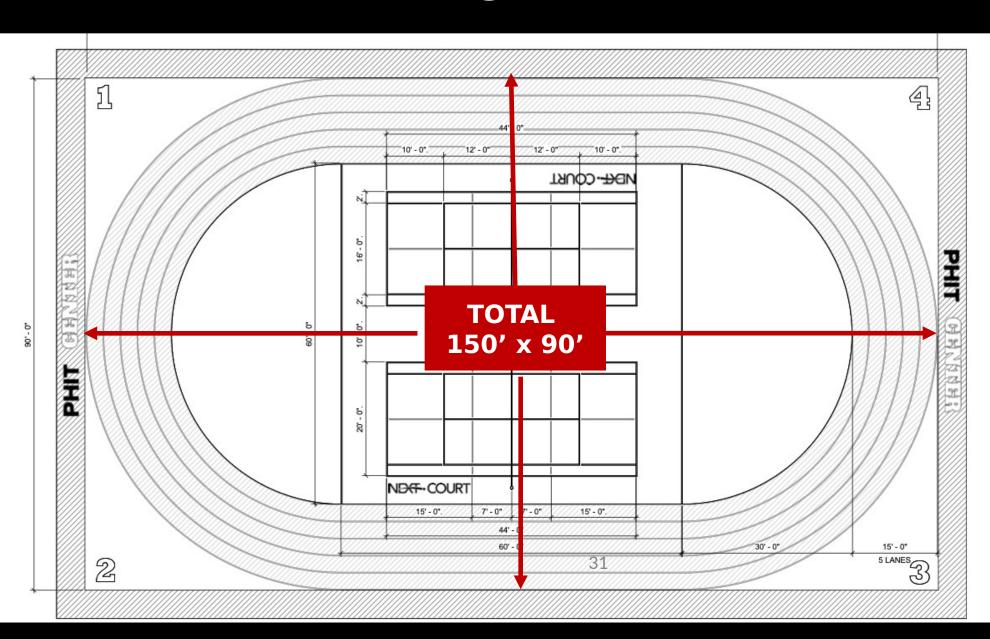


FOR A COMMUNITY AND AN ELEMENTARY SCHOOL WHICH...

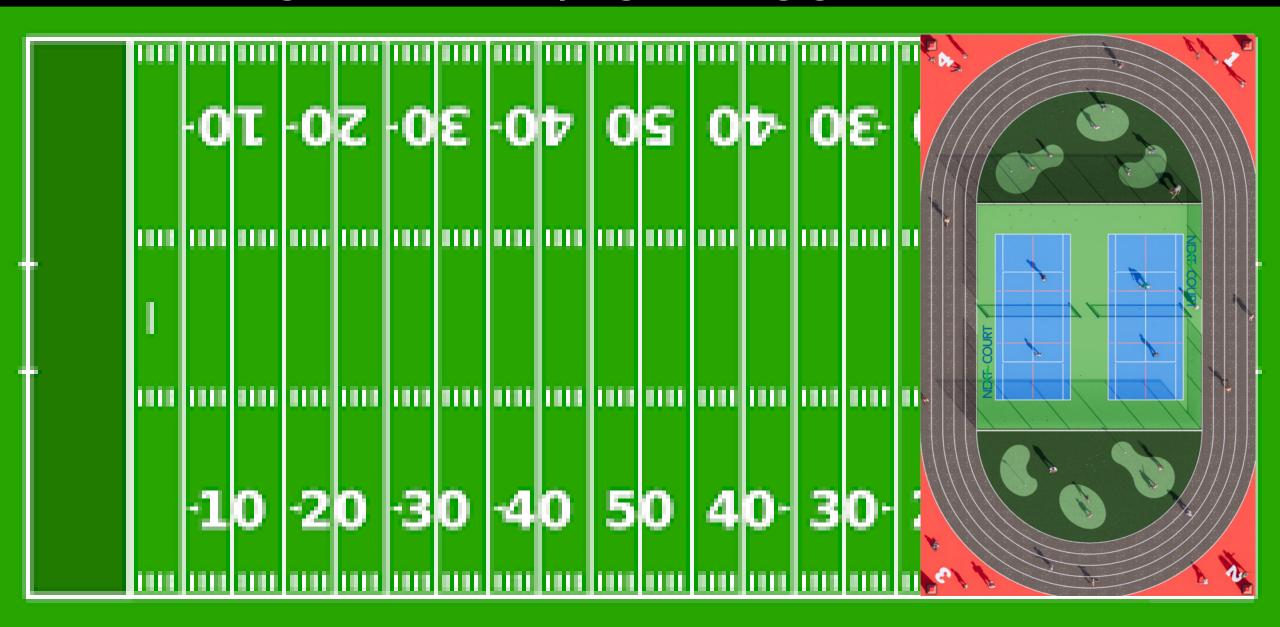
- INCREASES PHYSICAL EDUCATION & PHYSICAL ACTIVITY
- DOES RESEARCH ON KIDS' PHYSICAL AND MENTAL HEALTH
- · A FACILITY USED BY AND PRICE MEMBERS S. THE COMMUNITY
- FOUR GREAT PROGRAMS FOR ALL SCHOOLS
- SUPPORT BY OUR PHIT AMERICA TEAM
- A ONE-OF-A-KIND FACILITY FOR YOUNG CHILDREN & THEIR FAMILIES....A PHIT CENTER



PHIT CENTER



THE PHIT SCHOOL (150'x90') LAYOUT IS APPROXIMATELY 1/4 OF A FOOTBALL FIELD



DIFFERENT ANGLES



DIFFERENT ANGLES



DIFFERENT ANGLES



LET'S CREATE CHANGE...TOGETHER

- TEACH KIDS LIFE-LONG SKILLS AND HABITS
- IMPROVE KIDS' HEALTH TO FIGHT...
 - OBESITY, DIABETES, CANCER, HEART DISEASE, COVID, ETC.
- IMPROVE KIDS' ACADEMIC PERFORMANCE
- PREVENT AND REDUCE MENTAL HEALTH ISSUES
- HELP MINORITIES AND THE UNDERSERVED
- HELP GIRLS COMPETE EQUALLY WITH BOYS IN LIFE
- ALLOW OUR YOUTH TO COMPETE WITH THE WORLD CREATE HEALTHIER, SMARTER AND HAPPIER KIDS



INTERESTED IN HELPING?

CONTACTS

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Tina Sayago
Tina@Gablesmag.com
305-444-8278



HEALTHIER, SMARTER, HAPPIER KIDS!



BACK UP SLIDES - USE AS NEEDED

AND...SPORT IMPACTS A WOMEN'S CHANCE OF SUCCESS

96% OF WOMEN IN 'C LEVEL' POSITIONS IN CORPORATIONS PLAYED SPORTS

ONLY 29.7% OF ALL GIRLS TODAY

ARE CORE SPORTS PARTICIPANTS

SPORT & PHYSICAL EDUCATION - THE EQUALIZERS



PROGRAMS INCLUDE BILLIE JEAN KING'S EYE COACH

HAND-EYE COORDINATION

4 TIMES MORE OFTEN





PARTNERSHIP - INVEST IN SCHOOLS, INVEST IN KIDS' FUTURE



- \$4,000 PER SCHOOL AMPED RUNNING WALKING FITNESS PROGRAM
- \$2,500 PER SCHOOL FOR ANY ONE OF THESE 'PLAY' PROGRAMS
- \$6,500 TOTAL PER SCHOOL FOR AMPED & 1 OF OUR 'PLAY'
 PROGRAMS
 \$16 PER CHILD



PARTNERSHIP - INVEST IN SCHOOLS, INVEST IN KIDS' FUTURE



- \$12,500 2 SCHOOLS W/AMPED AND A PLAY PROGRAM-\$15.60 PER CHILD
- \$25,000 4 SCHOOLS
- \$50,000 8 SCHOOLS
- \$100,000 18 SCHOOLS \$14 PER CHILD



THE

FOR KIDS TO LEARN TO PLAY

- 1. ALL OUR EQUIPMENT & CURRICULUM DEVELOPED JUST FOR KIDS
- 2. KIDS HAVE MULTIPLE 'LEARN TO PLAY' EXPERIENCES YEAR AFTER YEAR ...NOT JUST A ONE TIME EXPERIENCE OR CLINIC
- 3. BILLIE JEAN KING'S EYE COACH DEVELOPS HAND-EYE COORDINATION
- 4. PHIT'S PROGRAM MANAGERS ARE 'EXPERTS' IN THEIR SPORT
- 5. A PHIT AMERICA 'RESOURCE CENTER' FOR PE TEACHERS WHICH INCLUDE 12+ VIDEOS
- 6. WE WORK CLOSELY WITH TOP ORGANIZATIONS IN EACH SPORT
- 7. OUR LEADERSHIP TEAM KNOWS KIDS, EACH SPORT, PHYSICAL EDUCATION AND ARE WINNERS





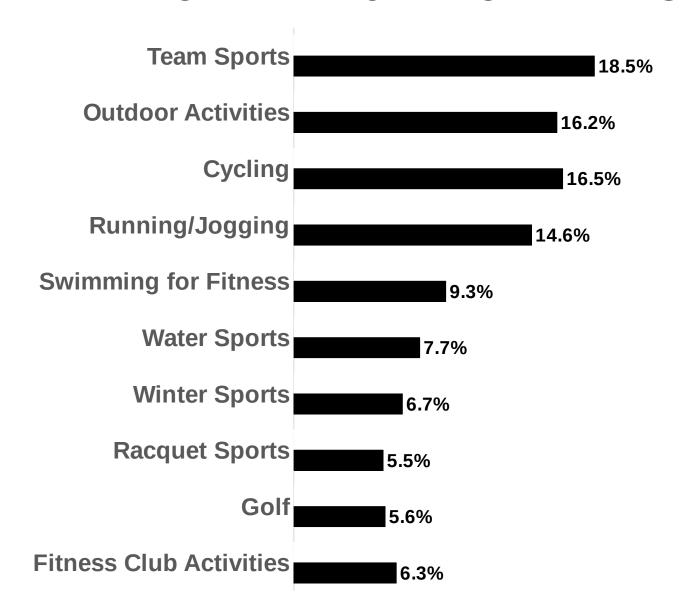








SCHOOL PHYSICAL EDUCATION PROGRAMS CREATE MORE ACTIVE KIDS OUTSIDE OF SCHOOL

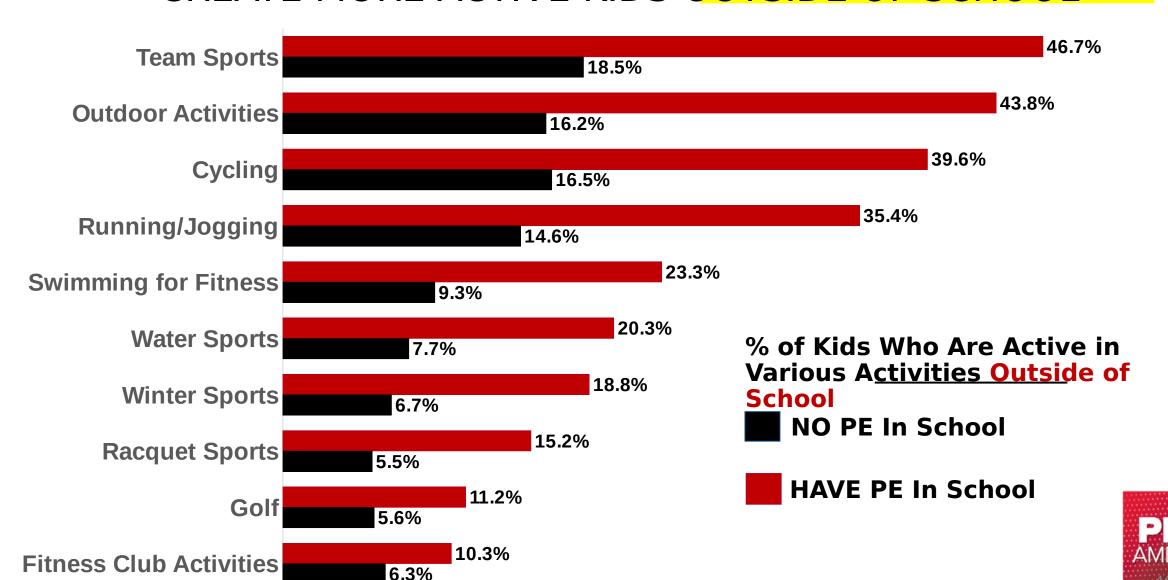


% of Kids Who Are Active in Various Activities Outside of School

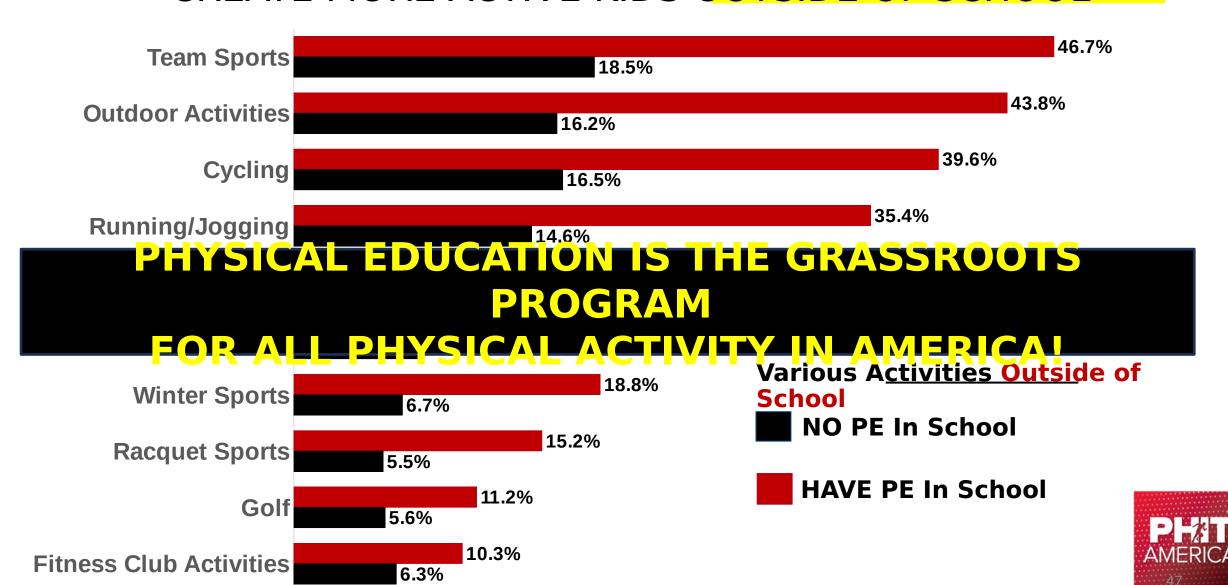
NO PE In School



SCHOOL PHYSICAL EDUCATION PROGRAMS CREATE MORE ACTIVE KIDS OUTSIDE OF SCHOOL



SCHOOL PHYSICAL EDUCATION PROGRAMS CREATE MORE ACTIVE KIDS OUTSIDE OF SCHOOL



JOIN OUR MOVEMENT

INFORMATION ON KEY MEMBERS OF THE PHIT COMMUNITY LEADERSHIP TEAM

FOUNDER OF PHIT AMERICA - JIM BAUGH CONTACT - JIM@PHITAMERICA.ORG BACKGROUND ON JIM - JIM.PHITAMERICA.ORG

PHIT CENTER DESIGN MANAGER - DAVE MEHARG BACKGROUND ON DAVE - SEE HERE

PHIT AMERICA PROGRAMS - JOLYN@PHITAMERICA.ORG

LEARN MORE ABOUT PHIT AMERICA

WEBSITE - PHITAMERICA.ORG

ABOUT - ABOUT. PHITAMERICA. ORG



HEALTHIER, SMARTER, HAPPIER KIDS!

