

PARTNERS FOR ACTIVE LIVING

*making an active life
a way of life*

2014 ANNUAL REPORT



DEAR FRIENDS:

2014 was a banner year for active living in Spartanburg! Thank you for your time, passion, and investment in creating a healthier and more active community. Spartanburg is more vibrant thanks to your support!

Included in the Partners for Active Living third annual report, you will find highlights outlined through our focus areas:

- **WALKING & BICYCLING FOR EVERYONE**
- **TRAIL & PARKS DEVELOPMENT**
- **CHILDHOOD OBESITY PREVENTION**



In addition to celebrating our key 'wins' over the last year, below is a brief preview of what is planned for 2015.

15 projects that will positively impact the health of our community in 2015:

- A cleared & grassed seven acre lot along the Mary Black Foundation Rail Trail; with a park coming in 2016
- Healthy Schools Summit in June
- More trainings for healthier childcare centers
- Additional joint use agreements that will open school playgrounds to the public during non-school hours
- Policies & practices to create healthier schools
- More Hub Cycle rentals
- Lots of BCycle riding
- The biggest & best downtown bicycle race yet
- Three new bicycle month activities
- 45 lunchtime bicycle rides
- The biggest & best Turkey Day 8K yet
- A name, brand, & logo for a connected Spartanburg trails system
- At least one, if not three, new sections of trail available for use

We look forward to briefing you on our progress throughout the coming year. Your partnership is paramount in the work that we do.

Partners for Active Living is dependent on donations to continue our work. We hope you will consider giving 'the gift of health' so that we can continue advocating for a healthier, more active community.


Laura Stille
Board Chair


Laura Ringo
Executive Director

MISSION

Partners for Active Living transforms Spartanburg County into a vibrant, healthy, connected community where we live & grow.

VISION

In Spartanburg, active living comes naturally. It is fun, easy, & safe because we are connected – to our community, to each other, to nature. We utilize our vast natural resources, waterways, trails, & parks routinely. We walk through our neighborhoods & play with our families in our front yards, & we bike to work & school. We embrace our wonderful quality of life. We get out, & we go. We are healthy.

GET OUT & GET ACTIVE!

BOARD OF DIRECTORS

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PAL STAFF

CHANNING BANKS, MICHAEL DISANTOS, ERIKA SHAVER, NED BARRETT, AUDREY SPERRY, REBECCA PARRISH, LAURA RINGO
NOT PICTURED: BRIANA BATEMAN, RANDY COOKSEY

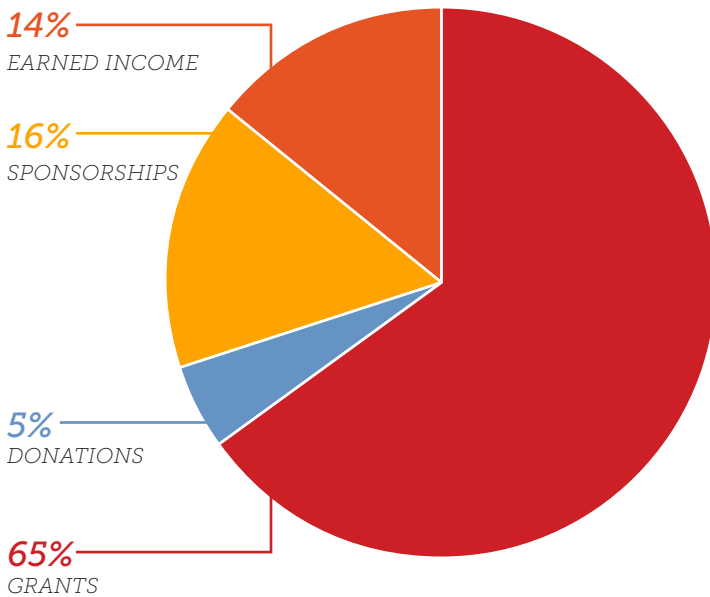
STRATEGIC GOALS: — INCREASE & DIVERSIFY FUNDING
— IMPROVE CONNECTIVITY IN SPARTANBURG COUNTY
— GROW ACCESS & OPPORTUNITY FOR BICYCLING

FINANCIAL REPORTING

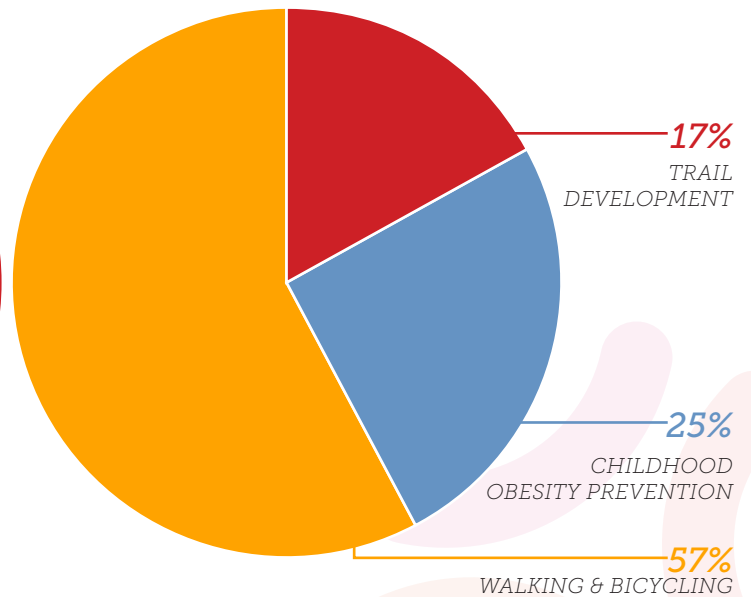
JULY 2013 – JUNE 2014

- **INCOME \$474,025 | EXPENSES \$440,105 | NET \$33,920** (allocated to 2015 projects)
- **86% goes to programs & PAL's mission | 14% to fundraising & management expenses**

Income Sources



Expenses by Strategy



WALKING & BICYCLING



SPREADING BICYCLING THROUGH OUR COMMUNITY

In November of 2014 Partners for Active Living added a fifth station to Spartanburg BCycle. The VCOM station at Harvest Park is located on the Northside of Spartanburg at the new home of the Monarch Café and the Hub City Farmers' Market. The expansion was made possible by the generous support of the Mary Black Foundation, the Edward Via College of Osteopathic Medicine, and Spartanburg Regional Foundation. Now residents and visitors can hop on a BCycle from the Northside and take a cruise through the neighborhood, run an errand or exercise with friends. BCycle riders can park the bicycle easily at Morgan Square, the Rail Trail and on both Converse and Wofford's campus. Partners for Active Living believes that this new station will provide Northside residents and the community a low-cost, health-friendly transportation and leisure opportunity. Partners for Active Living has partnered with the Northside Voyagers, a resident advocacy group, to spread the word about the new station to the Northside community and ensure that all residents who have the desire to use the bicycles will not be financially deterred. We are committed to making bicycling an activity available to everyone in the Spartanburg community because the more people we have biking, the more active, vibrant and connected our community becomes.

10 YEARS OF THE TURKEY DAY 8K

2014 marked the 10th Annual Turkey Day 8k hosted by Partners for Active Living. The event began as a bet between friends and has grown from 65 participants to over 1300. The cost of entry is a canned good that is donated to a local food bank. Over the past two years over two tons of food have been donated. The event draws participants of all ages and fitness levels from across the Upstate. Partners for Active Living is proud to host an active and fun fitness event on a day in November when a healthy balance is especially helpful.

10 YEARS OF THE CRITERIUM

May 2, 2014 Partners for Active Living hosted the 10th annual downtown criterium. Cycling races and active half-time festivities make the criterium an integral part of the Bike Town Spartanburg initiative, which is spearheaded by PAL. The event is designed to showcase healthy, active lifestyles and plays an essential and visible role in community-based public health efforts by making bicycling flashy and desirable. With almost 10,000 spectators coming out to watch the races, the criterium is one of the largest annual events in Spartanburg. Our goal is to increase the number of people in Spartanburg interested in bicycling at a recreational or professional level by introducing them to the sport at the criterium. Mark your calendars for the 11th annual downtown criterium on May 1, 2015!

MEET JODIE FREE

Partners for Active Living will not accomplish our mission without support throughout the Spartanburg community. This includes the work of volunteers like Jodie Free.

Where is your hometown? I grew up in St. Albans, England, a short train ride from central London. I came to the states for school, and stayed to be with my American fiancé.

What about PAL's mission drove you to volunteer? I started volunteering in order to fill my time while I was waiting to receive my work visa, but I was drawn to PAL in particular because I am passionate about health and communities. I think it's important to reach people in a fun and friendly way, rather than lecturing others about how to live.

What is your favorite form of physical activity? I was really into aerobics during college and graduate school, but now I work out at the gym, do yoga/fitness DVDs at home, or go jogging around Hampton Heights. I also have a weird obsession with Jillian Michaels and I got really excited one time when she replied to me on social media!

The PAL team loves Spartanburg. What do you love about our community? I love that Spartanburg is so welcoming and so connected. It was really easy for me to get involved here. People are always happy to put me in touch with someone, whether it's for a professional opportunity or to make a new friend.

If you could go for a walk or bicycle ride with anyone, who would it be? Maybe Jill McCorkle! I love her writing. Perhaps she could give me some tips as we work out?



CHILDHOOD OBESITY PREVENTION



HEALTHY SCHOOL ENVIRONMENTS

Partners for Active Living is proud of our work with schools and districts. From coordinating the body-mass-index surveillance study of approximately 10,000 children, to encouraging 58 schools to participate in International Walk to School Day, PAL has established itself as a go-to community resource for creating healthy environments for students to work, play, and grow. In fact, our work in 2014 affected 12,073 students and staff members!

PAL worked with Spartanburg School District 7 to strengthen its district wellness policy, preparing the district for the implementation of federal Smart Snacks guidelines.

Through funding from Healthy South Carolina Initiative, PAL partnered with three schools in the 2013-2014 year to pilot efforts to create the healthiest school environments possible. We were honored to work with the national nonprofit Alliance for a Healthier Generation and use their Healthy Schools Framework. The pilot schools included Hendrix IB World School, Holly Springs-Motlow Elementary, and West View Elementary. Hendrix IB World School made strides in employee wellness and healthy fundraising, including implementation of a fun run, healthier snack choices from Blue Bell Ice Cream, and restricted vending. Hendrix IB World School was one of 12 schools in South Carolina honored with Bronze Recognition from the Alliance for a Healthier Generation.

To continue our successes, PAL announced the Fall 2014 Healthy School Project schools. The second round of schools includes New Prospect Elementary (District 1), Oakland Elementary (District 2), Lone Oak Elementary (District 6), and Jesse Boyd Elementary (District 7).

HEALTHY SCHOOLS SUMMIT

Partners for Active Living and the Alliance for a Healthier Generation held the Spartanburg Healthy Schools Summit on June 5, 2014 at Wofford College. This day-long conference for 100 administrators, school board members, teachers and staff, nurses, guidance counselors, parent groups, and interested community members discussed many topics such as school wellness policies, nutrition, nutrition education, employee wellness, physical education, Safe Routes to School, joint use agreements, and more.

The conference reviewed the 2013-2014 Healthy School Pilot Projects and body-mass-index survey data along with other programs and policies, and community resources. Keynote speaker Dr. Jeff Perry, Superintendent of Wise County, VA schools focused on why student wellness and brain-based learning go hand-in-hand, and should be a priority for all schools. All seven Spartanburg County School Districts participated in the training.

98.3% of participants reported that they would use knowledge gained at the Summit over the next school year. The 2015 Healthy Schools Summit is tentatively set for Thursday, June 4, 2015.



HEALTHY KIDS START EARLY!

PAL OFFERS CHILDCARE TRAININGS

Early childhood development of healthy habits is crucial, and childcare centers are working to create healthy, safe environments that incorporate healthy eating and physical activity. Each year, DSS-accredited center staff members are required to take courses in continuing education on nutrition and physical activity. In 2014, PAL began hosting the trainings in partnership with South Carolina Department of Health and Environmental Control.

BY THE NUMBERS:

- 68 CHILDCARE CENTER DIRECTORS/EMPLOYEES TRAINED
- 18 CHILDCARE CENTERS REPRESENTED
- 1,549 CHILDREN UNDER THE AGE OF 5 IMPACTED
- 3-PRONG APPROACH TO ADDRESS NUTRITION & PHYSICAL ACTIVITY
- 2 TRAININGS: *Thinking Outside the Cake Box* training, & *Promoting Physical Activity with Portable Play Equipment* training

LOVE WHERE YOU LIVE!

THANK YOU TO OUR DONORS & SUPPORTERS! Donations include those given to PAL & our programs: BCycle, Hub Cycle, Friends of the Mary Black Rail Trail, Spartanburg Regional Criterium, & Turkey Day 8K.

WINNER'S CIRCLE

Advance America
Alliance For A Healthier Generation
Brand & Laura Stille
City Of Spartanburg
Compass Group/ Chartwells
Contec
Converse College
David Proctor
Eat Smart Move More SC
Edward Via College Of Osteopathic Medicine
Freewheelers Of Spartanburg
Mary Black Foundation
Milliken & Co.
Milliken Foundation
Palmetto Posting Inc.
Robert Wood Johnson Foundation
Spartanburg Convention & Visitors Bureau
Spartanburg County Government
Spartanburg Regional Healthcare System
SRHS Foundation
The Palmetto Bank
YMCA Of Greater Spartanburg

FINISH LINE

Allegra Print & Imaging
Bess & Michael Lee
George & Patricia Sykes
Matt Lyden
NAI Earle Furman LLC
National Bank Of South Carolina
Steve & Kim Stravolo
The Arts Partnership Of Greater Spartanburg
The Judy Bradshaw Children's Foundation

HOME STRETCH

All Saints Church
Amy Baruch
Beth Cecil
Carolina Dental Alliance
Century 21: Rogers Brandt Settle
Farm Bureau: Clint Settle
Jerry & Sarah Beth Gadus
John & Carol Nichols
Lint & Alice Eberhardt
Mark & Meredith Van Geison
Mary Black Health System
Ned Morris
ProAxis Therapy
Rick & Coby Henneey
Sean & Gretchen McEnroe
Sim & Allison Skinner
Stravolo Wealth Management, LLC
Wade Crow Engineering
Will & Laura Ringo

MILE MARKER

Andrew & Kitsy Babb
Annette Haynie
Bob & Sue McEnroe
Brendan Buttimer
Cal Wicker
Crystal Stoudemire
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Eliot & Michel Stone
Erica Brown
Growler Haus
Higginbotham & Nease Orthodontics
Hodge & Langley Law Firm
James & Leigh Turmel
Jane Ovenden
Jay Coffman & Keith Shambaugh

John & Mary Kellam
John Simmonds & Nancy Raulerson-Simmonds
Mason Moorehead & Ryan McNealy
Mike & Eileen Baird
Natalia Swanson
Ned & Christy Barrett
Norman & Muffet Chapman
Page Rogers Art
Parker Poe
Phillip Stone
R.L. Jordan Oil Company Of NC, Inc./Hot Spot
Randy & Celia Cooksey
Rich & Cissy Byrd
Roger & Marianna Habisreutinger
RTO National
Sally Hammond
Sanders Lee
Sheila Cash
Spartanburg Running Club
Spartanburg Young Professionals
Stanley & Paula Baker
Thomas & Joan Barnet
Tim & Angela Gilmer
USC Upstate Alumni Office
William & Lindsay Webster
Wofford College

WATER BREAK

Andrew & Anne Waters
Ann & Ingo Angermeier
Audrey Sperry
Aundie Bishop
Boiling Springs Child Care, Inc
Craig & Lisa Bishop
Cribbs Kitchen & Catering, LLC
David & Cyndi Beacham
Dwight & Liz Patterson
Elsie Wright
Horace & Ruth Littlejohn
Hub City Press
Jay & Renee Cariveau
Jennifer Cash
John Rekers
Julia Burnett
Kerry Easler
Mack Amick
Marvin & Pattyann Hevener
Movement Fitness, LLC
Neely's Windows Doors & More
OTO Development
Pure Barre Spartanburg
Ricky & Betsy Richardson
Spartanburg Athletic Club
Spartanburg Methodist College
Steve & Abby Fowler
Thomas & Jane Abbott
Vic & Linda Bilanchone
Yogalicious

STARTING LINE

Bike Walk Greenville
Bill & Judy Stravolo
Calvin Pennington
Charles Refshauge
Chip & Margaret Green
Christopher & Lisa Giaimo
Dean & Jane Sperry
Elizabeth Kellis
Ernie Roy
Hannah Cofalka
Jarvis Jones

Jay & Ali Beeson
Jeff & Mary Ann Cleland
Joe & Ruth Lesesne
John & Nancy Holmes
Lori Boyd
Michael Rainey
Mike & Beth Hrubala
Mitch Eisner
Monitto Family
Pablo De Freitas
Patricia Walker
Paul Verticchio
Peter & Beth Neidenbach
Remsen & Rebecca Parrish
Ribault Street Eatery & Catering, LLC
Roberta Bigger
St. Matthews Episcopal Church Preschool
Sterling Draper
The Children's Museum Of The Upstate
Tom & Karyn Page-Davies
Trader Joe's
Will & Jennifer Hoy

WARM UP

Abigail Lewis
Alana Moehlman
Alex Rierson
Amy Flanigan
Amy Robinson
Amy Sanders
Arthur & Mary Freedman
Barry Burrell
Ben Montgomery
Brittany Meissner
Budge & Martha Bean
Cabe & Mary Stewart Loring
Carroll Foster
Charles Brehm
Christine Overcarsh
Culbertson family
Dale Faulkenberry
Dan Minor
Daniel Healy
Daniela Moyer
David Price
Dianne Hall
Doug Allen
Earth Run
Emily Cowan
Emily White
Erin Templeton
Evan Hammett
Ginger Snapp
Haley Hedden
Henrik Tjellstrom
Jack Bunn
Jason Belue
Jennifer Stone
Jessica Carr
Jillian Cothran
Joan Tobey
Joe Marshall
John & Joan Todd
Josh & Julie Lonon
Katherine Sperry
Katy Hone
Kenn Blankenship
Kyle Jarrío
Lamar Baehr
Lauren Ferebee
Linda Faut

Linda Jamar
Machelle Pryor
Margaret Barnes
Maria Miller
Matthew Manley
McKenna Sprouse
Megan Elmore
Megan Rudolph
Merike Tamm
Natheda Sims
Necole Miller
Paola Yaconis
Patrick Bryan
Preston McEntire
Rachael Whitmire
Rachel Sperry
Rafa Valor
Ralph Polson
Ronnie Solesbee
Sarynna Lopez-Meza
Scott Robbins
Scott Worthy
Shawna Blakenship
Sheryl Bland
Steve Smith
Suzanne Helmick
Trace Witt
Virginia Adams
William Crocker
Willie Miller
Wilton Jordan

BICYCLES & PARTS

Aaron & Cate Ryba
Bob Ireland
Brand & Laura Stille
Brian & Sue Rothemich
Charles Rebello
Cliff Junkins
Davies Reich
Doug Jensen
Earnest Thompson
Eric Nash
Frank Destefano
Get 2 It Sales
Globalbike
Hannah Cofalka
Harold Austill
Johann Cruz
Keith Mattison
Laura Buffo
Lindsay Smith
Mackay Salley
Mark Lewitt
Markishia Blair
Matt Lyden
Maurice Harlan
Michael Dickens
Mike Leonard
Paul Spence
Ralph Hilsman
Renee Johnson
Rickey Forrester
Ryan Kippeny
Steve & Marion Singleton
Steve Corson
Susan Dunlap
Tammy Miles
Timothy Gault
Wallace Campbell
Will & Laura Ringo

Are you interested in volunteering for PAL? We need your help! Contact info@active-living.org

TRAILS & PARKS

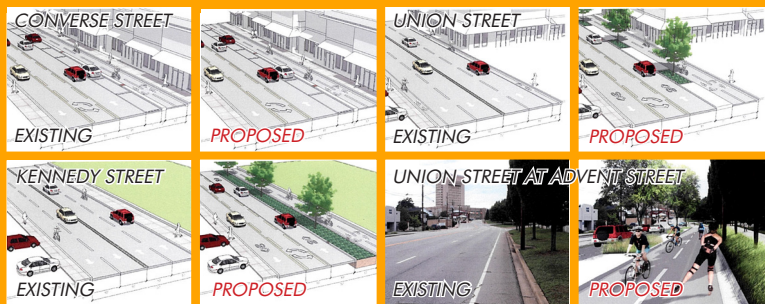
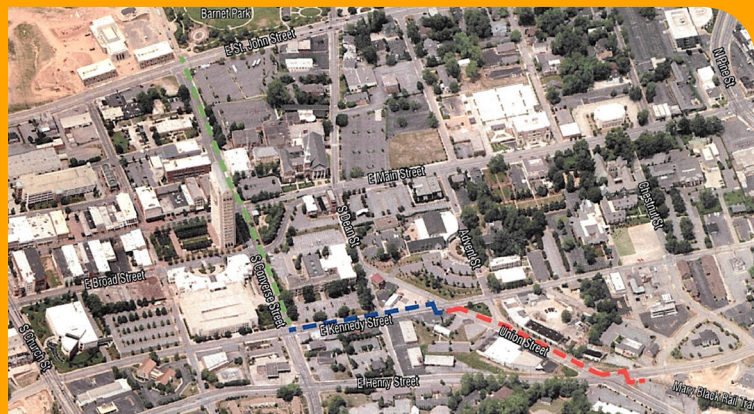
RAIL TRAIL EXTENSION

With 65,000 uses a year, the Mary Black Foundation Rail Trail is one of Spartanburg's best used recreational facilities.

But most of those users know that getting from the Rail Trail to Barnet Park, for example, is made difficult by wide roads with lots of traffic. But all that will change soon. Thanks to a partnership between PAL, Palmetto Conservation Foundation, and the City of Spartanburg, an extension of the trail will be added in 2015 that will replicate the casual feel of the Rail Trail while protecting users from automobile traffic.

See it this way: Stand at the Henry Street end of the Rail Trail, looking north and west. Union Street, with its bike lanes, heads that way, but crossing Henry Street is the first challenge. With a little restriping of the traffic lanes, and a straightening of the crosswalks, changes intended to decrease the crossing time will make the route easier to follow.

Once on Union Street Ext., more roadway changes will create a wide, multi-use lane for travel in both directions. By reducing the number of travel lanes to three (from existing five), then adding a curb, the remaining space will allow for a wide protected trail from the flow of auto traffic.

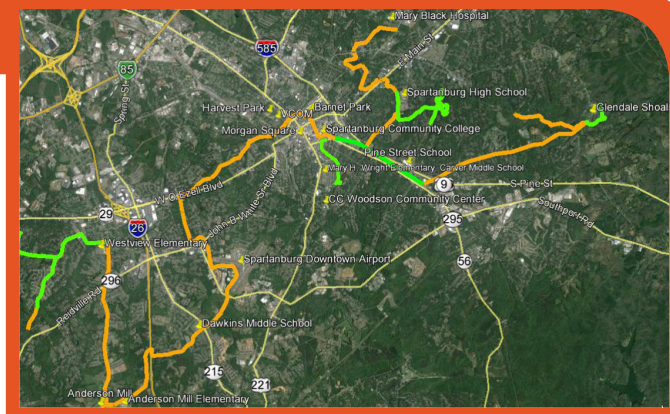


The trail will turn left on Kennedy Street, where bicyclists and pedestrians will be segregated. An existing wide sidewalk will be paralleled by a ten-foot wide, two way protected lane called a "cycle track." That trail will turn right onto Converse Street and continue on to Barnet Park.

These protected lanes—the first in South Carolina—will encourage more users and open up the downtown core and the Barnet Park/Cultural Center area. Encouraging people to walk and bike to these areas are sure ways to increase activity in the commercial core of the City.

TEN MILES

Ten miles: that's one of the goals of our five year, trails implementation plan. Ten miles of continuous trail, miles that are protected by a curb or off-road, miles that are paved, scenic, and safe. Miles that will let you ride your bike from the downtown airport to Glendale Shoals for a picnic. Miles that will connect more of Spartanburg's population with downtown. Miles that will serve many neighborhoods from Converse Heights to the Northside, from Fernwood to Woodland Heights.



FIX-IT STATION

Next time you're at the Mary Black Foundation Rail Trail, check out the new public fix-it station next to the BCycles. You will find a tire pump and basic tools for simple bike repairs. Many thanks to the Friends of the MBF Rail Trail, which is a program of PAL, who raised the money for this new amenity here in Bike Town.





partners for
active living

P.O. Box 6728 | Spartanburg, SC 29304

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UPCOMING EVENTS

MARK YOUR CALENDARS FOR THESE PAL EVENTS!

- **EVERY FRIDAY AT NOON @ MARY BLACK FOUNDATION RAIL TRAIL:**
LUNCHTIME BICYCLE RIDE
- **SECOND TUESDAY EVENING, MARCH – OCTOBER:**
TRAIL RUNS
- **MARCH 14:**
LOVE WHERE YOU LIVE & PAL 1ST VIRTUAL RUN
- **MAY 1:**
SPARTANBURG REGIONAL HEALTHCARE SYSTEM CRITERIUM
(DOWNTOWN BICYCLE RACE)
- **MAY:**
LOTS OF BICYCLING EVENTS!
- **JUNE 4:**
HEALTHY SCHOOLS SUMMIT
- **NOVEMBER 26:**
11TH ANNUAL TURKEY DAY 8K



For more information on these and other PAL events, visit active-living.org