



# *Playworks*

Playworks is an Oakland-based national nonprofit organization that creates safe, inclusive play for every kid on the playground with its team of coaches and junior coaches. Playworks is currently serving more than 380 schools in 23 cities.

Kevin Akers design + imagery has worked with Playworks for more than five years to build a visual brand that brings the joy of play to the many forms of Playworks' communication.

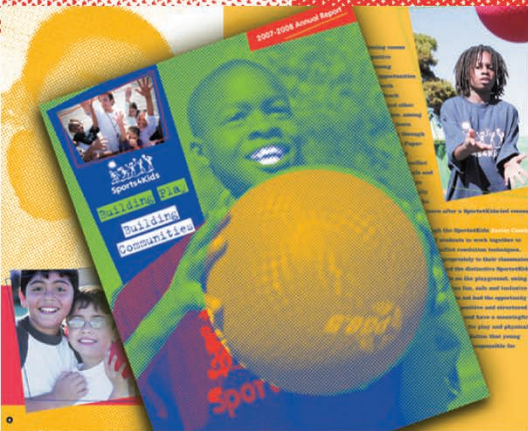
Let's see what fun looks like...





Sports4Kids expanded from a pilot project in a handful of San Francisco Bay Area schools to a national program named Playworks, that has received nearly universal accolades from students, teachers, parents and the media.

KEVIN AKERS design + imagery created a few projects for Sports4Kids before the organization experienced its phenomenal growth. When DeSantis Breindel developed a new logo and identity guidelines for a rebranded Playworks, Kevin was charged with bringing the new program to life.





# PUTTING PLAY ON THE MAP



**PORTLAND**

- Portland Trail Blazers President Larry Miller named country's **Most Playful CEO**.
- Playworks adds representation from IMA, SFINCC Training and Oregon Court of Appeals to expanded Portland Board of Directors.
- Stories about Portland Playworks appear in the media an impressive six times in 1st year of operation.

**SAN FRANCISCO**

- San Francisco takes a stake in the ground with Corporate Recreates, training more than 800 employees from Old Navy, Coverly and Safeway.
- Playworks Founder, Jill Vallet, speaks at Tech on Play, Progress and the Unreasonable Man.

**DEKLAND**

- Cultural Arts selects Playworks as beneficiary of 2010 Dinner on the Diamond fundraiser.
- More than 480 students attend the Playworks Junior Coach Leadership Conference.
- Playworks trains nearly one hundred 24 Hour Fitness employees to volunteer at schools in Oakland during first ever Fit to Play Day.

**STOCKTON**

- Canvas Safety Assistants at all 42 Stockton public K-6 schools receive Playworks training and technical support to increase design as part of district-wide initiative.

**SILVER VALLEY**

- Coach Ann Nguyen (Sagehen Elementary) named Playworks **Releaser of the Year**.
- Playworks proved to expand to serve 27 schools in eight school districts in six different cities across the valley in the 2010-2011 school year.

**LOS ANGELES**

- LA Playworks receives grant from the Atkinson Foundation to support programming in LA for one inaugural year in 2010-11.
- ABC TV's Soles 4 Souls is featured on Playworks at 601 Avenue Elementary in LA.

**REVERE**

- Revere Roll-Out in the Motor City impacts eight schools, more than 4800 students.

**ST. PAUL**

- Playworks debuts Revere Roll-Out to more than 4000 students at two St. Paul Schools.
- Star-Tribune runs feature story on Playworks at Easter Heights Elementary.

**DENVER**

- Playworks ticks twice in the Rockies with Revere Roll-Out in seven schools, serving 2300 students.
- Playworks Trainers debut Power of Play training for 201 new educators representing communities throughout the Denver metro-area.
- Education News Colorado and Colorado Matters (NPR) air stories on Revere Roll-Out.

**LITTLE ROCK**

- ABC Nightline features segment on Playworks release at Stephens Elementary.
- Playworks introduces Revere Roll-Out to eight Little Rock schools, reaching nearly 4000 students.

**NEW ORLEANS**

- Playworks teams up with the Greater New Orleans Sports Foundation for New Orleans Bowl training event immediately prior to the game.

**HOUSTON**

- Playworks introduces release to seven of its eight Revere Roll-Out schools in Houston.
- Jill Vallet, Jane Lewis (WRJF) and Jason Bilo (Gallop) present Gallop Roll-Forward at National Association of Elementary School Principals' annual meeting.
- Houston Chronicle reports on Playworks at Forest's Lab.

**NEWARK**

- Playworks Newark hosts first-ever Field Day, trains 40 Safeway employees who team with a junior coach to facilitate fun games for the entire school.
- The New York Times features Playworks at Broadway Elementary in a front-page article.
- University Heights Charter Principal Maha Simmonds named Playworks' **Most Valuable Principal**.

**BOSTON**

- Social Innovation Forum recognizes Boston Playworks as a Social Innovator.
- Junior Coaches from Heritage Elementary lead needs for state legislators at the Massachusetts State House.
- Boston Fox News 25 features segment on Playworks, taping at the Boston area schools.

**NEW YORK**

- Playworks Training partners with NKE and the National Head Start Association in New York and Los Angeles, piloting a year-long training and technical assistance program targeted at Head Start classroom teachers as well as Head Start parents.
- Chelsea Global Initiative names Playworks as a Commitment Maker.

**PHILADELPHIA**

- Playworks rolls out release to nine low-income schools and more than 3500 students in the city of Berwyn Park.
- Philadelphia Daily News and The Teacher Says (NBC Philadelphia) feature segments on Playworks.

**BALTIMORE**

- Baltimore Executive Director Jessica Kormanis speaks at "Ignite Baltimore" event, which drew an audience of 600.
- Playworks hosts forum in play with the Open Society Institute.

**WASHINGTON, D.C.**

- Playworks invited to attend Michelle Obama's Let's Move initiative briefing.
- National Education Association features article on Playworks in their May online edition of NEA Today.
- Playworks runs game stations on the South Lawn during White House Health Fair.

**MIAMI**

- NEA's Play 60 teams up with Playworks to run games and physical activity for hundreds of youth during Super Bowl week.

## ABOUT PLAYWORKS

Playworks brings play and physical activity back to the playgrounds of low-income public schools across the country. As well as our game-based approach, we have also created and implemented programs to increase teacher effectiveness, increase student academic achievement, and improve school climate. Every child has the right to play and to be physically active. Play is the best way to learn and to develop social and emotional skills. Playworks works on five important areas: teacher training, student training, parent training, school climate, and physical activity.

Playworks is a 501(c)(3) nonprofit organization. Playworks is a registered 501(c)(3) nonprofit organization.



**PLAYWORKS**

**Playworks Goes Back to School with Biggest Launch Ever!**

It's a big year for Playworks all around the country. Playworks has kicked off the 2010-2011 school year with its most ambitious launch ever. We've also launched several partnerships that will allow us to make a broader and more meaningful impact where we play. Here are some highlights.

Playworks Baltimore is putting the play back on playgrounds for more than 10,000 Baltimore City students in 25 schools in 2010-2011.

Playworks Metro Boston is starting the year with a new lead sponsor, the New Balance Foundation, partnering to provide daily opportunities for play to 10,000 kids in 27 low-income schools across Boston, Cambridge and Revere.

In Denver, Playworks has momentum. Our seven schools are off the soar, the New Balance Foundation, partnering to provide daily opportunities for play to 10,000 kids in 27 low-income schools across Boston, Cambridge and Revere. We have many others waiting in the wings. We hope to add three more schools that have already expressed interest in bringing our program to their school before the end of the year.

(continued on page 3)



FALL 2010 • [www.playworks.org](http://www.playworks.org)

**250**  
number of 2010-2011 Playworks partner schools

**15**  
number of cities served by Playworks

**100,000**  
number of students who play every day in Playworks' schools

**999**  
number of adults projected to be trained by Playworks training by 2011.

## Playworks Training – A Catalyst for the Play Movement

To serve our vision of play and expand our model beyond the cities and low-income schools served through direct services, Playworks has developed a comprehensive model of training adults who wish to provide inclusive, healthy play and promote a positive school climate. Principals, teachers and PTAs come to Playworks Training seeking a solution for playground issues that too often result in bullying, injuries and other behavior concerns that ripple into the classroom and disrupt learning.

Playworks trainers work on location with adults in schools and youth organizations throughout the country. With customized, high-energy workshops, and through coaching and support, teachers and other professionals learn how to use games, play strategies and group management techniques to teach kids how to play well; together, share, resolve conflicts and develop leadership skills.

By instilling youth development principles within each game, strategy and discussion, Playworks Training provides participants with tangible tools they can immediately implement into existing programming. Training participants



### BEYOND THE PLAYGROUND

With more experience than any other organization in bringing play to America's school yards, Playworks is uniquely positioned to partner with like-minded organizations to support the movement for play. Playworks is about much more than simply bringing a proven model to schools and students who need it; we are about supporting play as a critical element of a healthy childhood and learning experience for every child.

Local businesses and national corporations are joining our massive network of partners, including parents, kids, educators, community leaders, health professionals, advocacy groups and others who care about the health and well-being of children.

Playworks has created a full slate of opportunities for companies and organizations that share our commitment and wish to reach key audiences. We offer customizable, thoughtful partnership programs, including program sponsorships in schools, parks and community centers.

  
**PLAYWORKS**  
EDUCATION ENERGIZED

1000 Massachusetts Ave.  
Boston, MA 02115  
www.playworks.org

617-862-4190 ext. 100  
617-862-6776 fax  
info@playworks.org

**Boston**



  
**PLAYWORKS**

A flexible brochure system was designed for multiple uses.



**PLAYWORKS**  
EDUCATION ENERGIZED

**Impact**

For more than 24 years, Playworks has actively engaged kids on the playgrounds throughout the country. More than just a program made for fun, it is effectively changing school culture so that teachers can focus on the

Playworks considers any part of the school community working for the healthy play to be a focus on the playground, with teachers in the classroom. With a unique focus on social-emotional learning, Playworks empowers teachers that translate back to improved learning in the classroom. Our focus is to focus on and with fewer conflicts that cut into valuable teaching time.

In fact, many schools recognize more than 30 hours of teaching time, language arts or other instruction.

At the end of each school year, Playworks surveys principals, teachers and parents on their perceptions of Playworks' impact on the social-emotional and behavioral aspects of Playworks in their school.

Behavior during recess:

Playworks Headquarters  
3177 West 15th Street  
Oakland, CA 94612  
www.playworks.org  
510-889-4190 phone  
510-889-4178 fax  
info@playworks.org

**PLAYWORKS**  
EDUCATION ENERGIZED

**Expansion**

Playworks is making a difference in public education through a customized program that has a track record of innovation and quality commitment to children's health and well-being in the communities

education both in and beyond the classroom.

high-quality activities, hosting a company event, sponsoring a field trip, there is an opportunity to work together. Our programs allow the benefit of recreation across the country. Playworks can help you reach your goals in a number of ways:

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**PLAYWORKS**  
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**Corporate Alliances**

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**VOLUNTEER**

**PLAYWORKS**  
EDUCATION ENERGIZED

**Playworks**

Playworks offers your company a unique opportunity to partner with our nationally recognized organization where you can make a difference in your community.

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**PLAYWORKS**  
EDUCATION ENERGIZED

**Silicon Valley**

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**Playworks Helps Silicon Valley Schools**

Schools rave about the impact Playworks has on their students and staff. Playworks is a unique opportunity to make a difference in public education through a customized program that has a track record of innovation and quality commitment to children's health and well-being in the communities

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**PLAYWORKS**  
EDUCATION ENERGIZED

**Training**

Playworks offers your company a unique opportunity to partner with our nationally recognized organization where you can make a difference in your community.

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**2009 Annual Report**

**Play It Forward**

Dear Friends,

The expression "pay it forward" is used to describe the concept of adding value to the world by helping others. It is a great way to give back and make a difference in the lives of others. Playworks is proud to have been named one of the most innovative and impactful organizations in the world. We are excited to share our 2009 Annual Report with you. We hope you will find it interesting and inspiring. We are proud to have been named one of the most innovative and impactful organizations in the world. We are excited to share our 2009 Annual Report with you. We hope you will find it interesting and inspiring.

**Principal Award of the Year and Most Played CEO**

We received the 2009 Principal Award of the Year and Most Played CEO award from the National Education Association. This is a great honor and a testament to the hard work and dedication of our staff and volunteers. We are proud to have been named one of the most innovative and impactful organizations in the world. We are excited to share our 2009 Annual Report with you. We hope you will find it interesting and inspiring.

With thanks for all your own and support,

David Robinson  
Executive Director

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An array of inserts help to customize each brochure to a new audience.



**Aleigha Thompson**  
Junior Coach  
Abramson Science and Technology  
New Orleans, Louisiana

"Helping others is important because many people need help in finding the right direction in life," says Aleigha Thompson, a fifth grader and junior coach in New Orleans last year.

"Too many students were losing recess and the opportunity to be physically active at school. Many choose to follow others who are not good role models rather than listening to their own conscience or self. The best thing about being a junior coach is that I can help others. The most important thing I learned was responsibility. I need to be on top of everything because other children are watching and I want to be a positive role model."

## Putting Our Heads Together... To Create More Opportunities

### ...IN THE SCHOOLS

From the day we first set foot on two playgrounds in Berkeley, California, we've embraced the idea that a single, caring adult can make a huge difference. Over the years, we've put our heads together with AmeriCorps and formed a playful, positive partnership that benefits our schools, the staff and students and the Playworks coach.

Playworks and AmeriCorps have worked together in our communities since 2004, when our first AmeriCorps members served in 34 schools in California. The partnership has continued to grow across the country. Last year, 167 AmeriCorps members served in all 10 Playworks cities.

Our partnership also grew beyond the playgrounds, when we added AmeriCorps VISTA volunteers in our offices to engage local communities in volunteerism.

AmeriCorps has become a vital part of Playworks. The partnership enables us to recruit bright, energetic and dedicated young adults who wish to serve their communities. It has also been key to our expansion efforts by introducing Playworks' unique service opportunity to other states and communities.

### ...WITH OUR YOUTH

Playworks' junior coach program provides opportunities for the older students to lead on the playground. Last year, nearly 4,000 students at our schools were selected for this special leadership program. Under the mentorship of their Playworks coach, junior coaches learned to start up and teach games, assign playground equipment, resolve simple conflicts and engage other students in healthy play. The junior coaches served as role models for younger and peer students while also developing confidence and valuable leadership skills that will help them grow into the future.

### ...ON THE PLAYING FIELD

For many young people, too many barriers prohibit them from participating in organized sports. Playworks helps break down these barriers by providing a safe, fun and inclusive environment for all children to play. Playworks sports leagues, for many children, are the only organized sports they have access to.

Let's face it, we're all busy. But when we have the chance to help a child, we should take it. We're all busy, but when we have the chance to help a child, we should take it.

**Edith Mordil**  
Playworks Program Coordinator  
Washington, D.C.

"I've always known I've wanted to work with kids. It's something I've been doing since I was six and I love it. With Playworks and AmeriCorps, I see the joy and change that kids get through play, and I can help my community."

Edith Mordil is just one example of how Playworks and AmeriCorps partner to make a difference on the playground and in the community. A graduate of St. John's University in Queens, New York, Edith joined the Playworks team as an AmeriCorps member in our Washington, DC schools last year.

Edith grew up with an ethic of service. Playworks combined her passion to help children with a long standing commitment to serve her community.

"I wanted that connection with kids. With Playworks I get to energize and mobilize students. I can have fun and help children grow. I get to cheer for everyone."

AmeriCorps service is also an important part of the Playworks experience, she explains. "As an AmeriCorps member, you have the opportunity to get outside the box and help other people. The experience helps people who are committed to service learn more about opportunities to better the world through their communities. You never know what little thing you've done will change other people's lives."

Edith remained  
in our  
program



PLAYWORKS

# Putting Our Heads Together

2010 ANNUAL REPORT



Playworks 2010 Annual Report featured the great faces that make play work.



PLAYWORKS  
15

**2011**  
*Annual Report*

LESSONS  
from the  
PLAYGROUND



An oversized annual for 2011 celebrated 15 years with a commemorative logo.



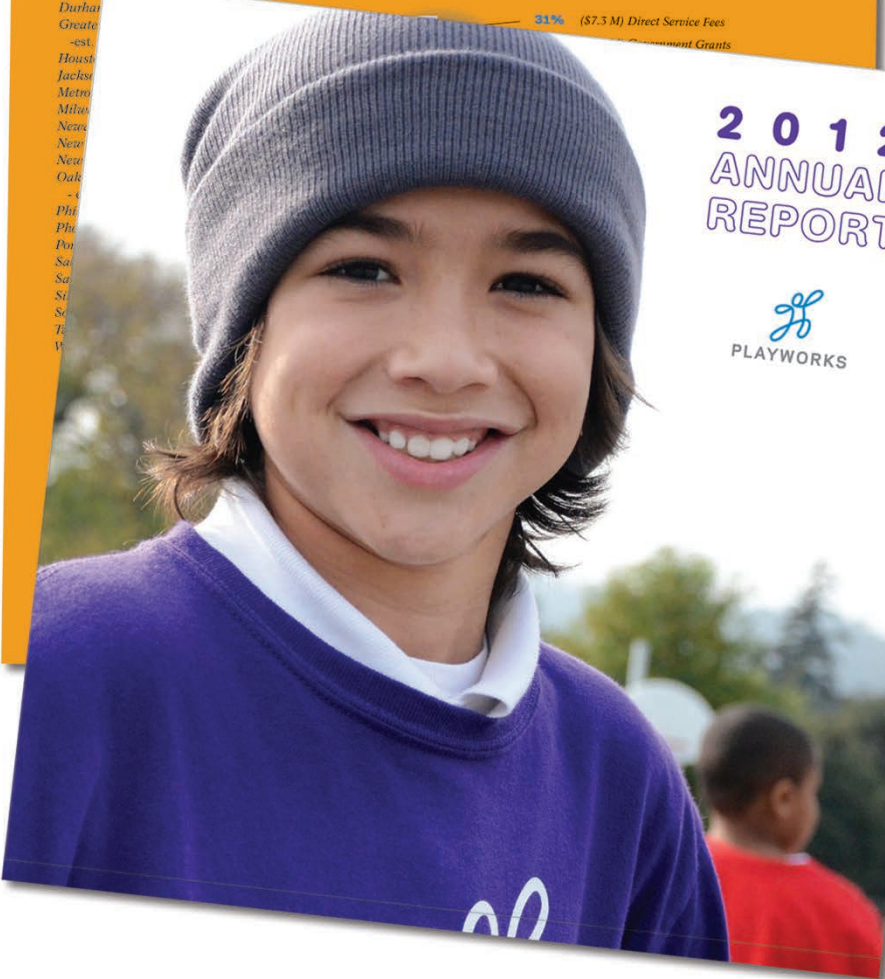
**Playworks Around  
the Country  
2011-2012**

Baltimore, MD - est. 2005  
Chicago, IL - est. 2011  
Denver, CO - est. 2010  
Detroit, MI - est. 2008  
Durham, NC - est. 2009  
Greater Boston, MA - est. 2007  
Houston, TX - est. 2009  
Jacksonville, FL - est. 2009  
Metro Atlanta, GA - est. 2009  
Milwaukee, WI - est. 2009  
New York, NY - est. 2009  
Newark, NJ - est. 2009  
Oakland, CA - est. 2009  
Philadelphia, PA - est. 2009  
Portland, ME - est. 2009  
San Antonio, TX - est. 2009  
Seattle, WA - est. 2009  
Tampa, FL - est. 2009  
Washington, DC - est. 2009

**Playworks Financials**

Playworks relies on a diversified funding model for sustainability. Schools pay for about 31 percent of the cost of the program, which contributes to a sustainable funding base for growth. The remainder of the funding comes from a combination of foundation, government, corporate and individual supporters. *Playworks had total net assets of \$9.6 million as of June 30, 2012.*

31% (\$7.3 M) Direct Service Fees  
Government Grants




**2012  
ANNUAL  
REPORT**



Playworks likes to add fun wherever it can, even in an annual report!

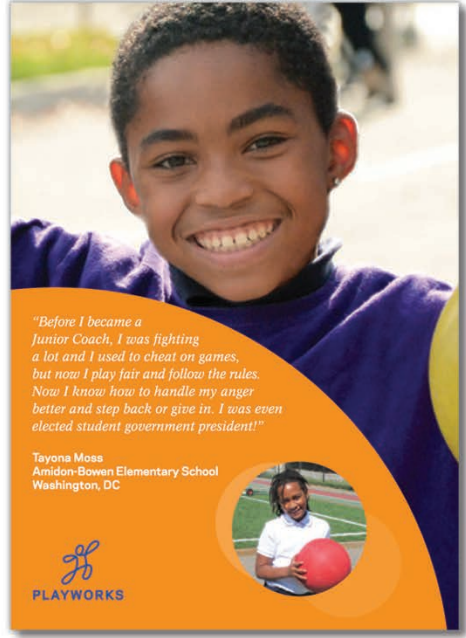




*"Being a Junior Coach has made me more responsible. You have to help other people on the playground with games and make sure no one is being bullied. Since becoming a Junior Coach I have more respect for my classmates, teachers, and myself. It's so fun playing with Coach J."*



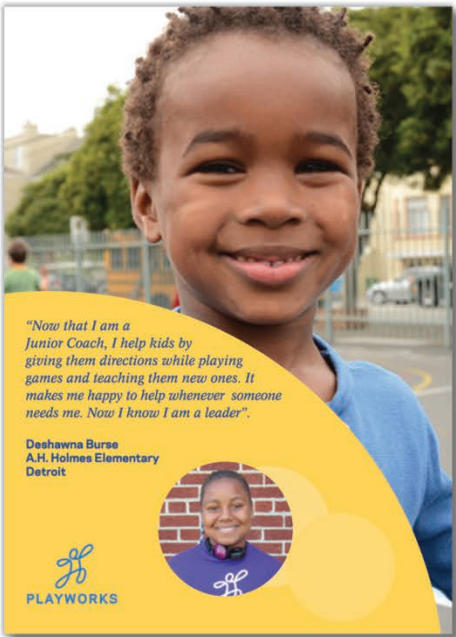
**Diego Gonzales**  
Whittier Elementary  
Denver







*"Before I became a Junior Coach, I was fighting a lot and I used to cheat on games, but now I play fair and follow the rules. Now I know how to handle my anger better and step back or give in. I was even elected student government president!"*

**Tayona Moss**  
Amidon-Bowen Elementary School  
Washington, DC

*"Now that I am a Junior Coach, I help kids by giving them directions while playing games and teaching them new ones. It makes me happy to help whenever someone needs me. Now I know I am a leader."*

**Deshawna Burse**  
A.H. Holmes Elementary  
Detroit

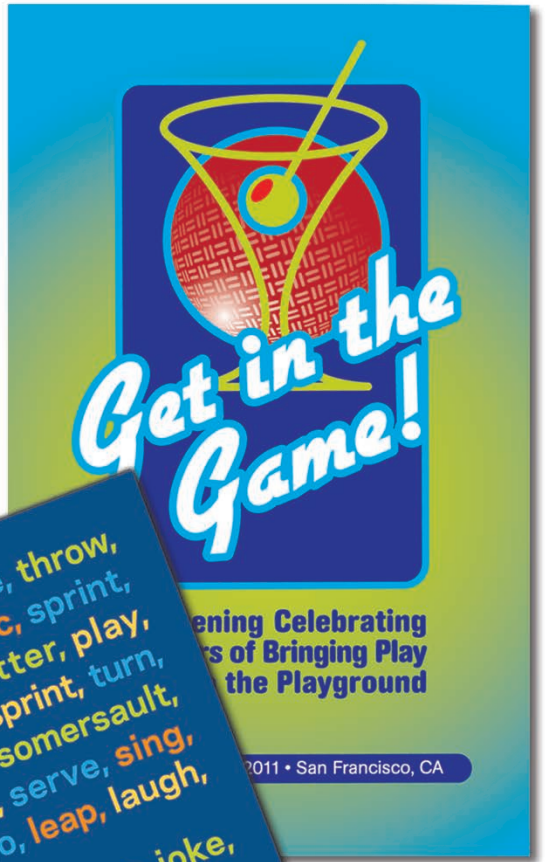




*"Being a Junior Coach gives me a sense of empowerment. When students argue while playing games I am the leader who says "Use Ro-Sham-Bo!" Coach has given me tools so I can be that leader. I feel that if I can be a leader at my school, I can be the President and lead millions one day."*

**Daniel Herrera**




Success stories of the 2013 annual appeal direct-mail campaign.



2011



2010

Save-the-Date cards for the Annual Playworks Gala—Get in the Game!





2012



2013



Get in the Game formal invitations.



Playworks believes the power of play brings out the best in every kid.





Learn more about the Power of Play at  
[www.playworks.org](http://www.playworks.org)

If you have a branding or design project on the horizon  
please run and tag:

**KEVIN AKERS design + imagery**  
at 925.735.1015  
or [kevin@kevinakers.com](mailto:kevin@kevinakers.com)

To learn more about Kevin's work,  
visit [www.kevinakers.com](http://www.kevinakers.com) and <http://issuu.com/akers>