Dear Friends,

We are driven by our purpose to foster philanthropic partnerships that empower individuals, strengthen communities and build a culture of health. Since 1981, our values of integrity, transparency and teamwork have guided our mission to serve the most vulnerable populations. We remain steadfastly committed to childhood obesity prevention and championing the future success of today’s youth.

Youth and families served by our grantees face major challenges in their pursuit of health, ranging from accessing healthy food and basic healthcare to finding safe places for recreation. These challenges make healthy eating, healthy weight, academic success and sports participation more difficult.

Our commitment to stewarding long-term partnerships focused on children and families nationwide has provided more than $120 million in grants. These efforts have allowed organizations to address the most urgent needs of their communities.

We support world-class scientific research and clinical care for obesity prevention and help underserved youth access high-quality youth development programs that support physical activity, nutrition, academic achievement and leadership development. We drive immediate and long-term impact on their pathway to lifelong health and success by supporting youth through their critical years of development. All of this work is built on a foundation of advancing social equity through increased access and opportunity.

In this New Balance Foundation Impact Report, we share New Balance Foundation’s intentional giving efforts. Through teamwork and collaboration, we can reach the whole child and drive change. With gratitude to New Balance Athletics associates, New Balance Foundation grantees, and communities worldwide, we are making a difference and are proud to share our success with you.

Warmest regards,

Anne Davis
New Balance Foundation at a Glance

OUR MISSION:
New Balance Foundation drives change in our global communities with an enduring commitment to preventing childhood obesity and championing the success of young people with a continued focus on equity.

Our philanthropy is focused on teaching youth to fuel their bodies with healthful food, to move their bodies every day and to push their limits academically so they can reach new heights beyond what they imagined possible.

$120 million donated

Over four decades

$8 million donated in 2021 to 75+ organizations
New Balance Foundation’s holistic giving strategy centers on our commitment to reverse the trajectory of childhood obesity. At its core, our strategy aims to improve the health and academic outcomes of less advantaged youth, particularly those from diverse populations, who are disproportionately affected by obesity. Our strategy, which is reflected in our Purpose Pyramid, is intentional, collaborative and positioned for the longterm. Through this, we aim to shape a generation.

Our funding is directed to science-based obesity research, treatment, prevention and care.

Science informs and shapes the array of change-making youth development initiatives, implemented collaboratively with community partners, to cultivate physical activity, nutritional health and academic success.

Our Pyramid reflects our responsibility to help remove the barriers to health that represent major hurdles for many of the people we aim to support. Stable housing, food security, access to basic healthcare and to safe places for recreation are necessary before we can truly help people on the path to lifelong health and success.

The base of our Pyramid resolutely confirms our bedrock commitment to advancing social equity among the most vulnerable children and families in our global communities by opening doors of access and opportunity to those who need them most.

We want our work to stand for generations.

Molly Santry and Megan Bloch, Co-directors, New Balance Foundation
Our Holistic Giving Strategy

Purpose Pyramid

Obesity Prevention
Research/Science, Policy, Advocacy, Clinical Care, Novel Interventions, Evidence-based Tools & Resources

Positive Youth Development
Academics, Nutrition, Fitness, Sports Access and Equity, High School Graduation, College Success, Social-Emotional Well-being, Mentoring, Leadership and Character Development

Removing Barriers to Health
Food Security, Job Training, Built Environment, Quality Healthcare, Housing, Well-resourced Schools

Built on a foundation of advancing social equity through access and opportunity

Community-Focused. Results-Driven.

The logos shown represent a partial grantee list.
Giving Highlights 2021

7.5M People served through NBF-funded initiatives

15 years Average length of partnerships

$97,600 Average grant amount

7 out of 10 Youth in fit kit programs who achieve a healthy fitness zone (compared to 4 out of 10 in the United States)

98% 12th graders participating in New Balance Foundation-funded programs who graduate high school (compared to regional average of <74%)

86% 12th graders who entered college (of approximately 300 from 20 organizations tracked)

1 Source: Childhood Obesity Facts. Centers for Disease Control and Prevention, 2021


Fast Fact

Among children and adolescents aged 2–19 years, the prevalence of obesity decreased as the head of the household’s level of education increased. ¹

Fast Fact

Having a college degree is associated with a healthier lifestyle. ²
Giving Highlights 2021

Where we serve. Who we fund.

New Balance Foundation’s Purpose Pyramid illustrates the breadth and depth of the high-impact relationships we have with our grantees. Their initiatives address the fundamental drivers of childhood obesity and are designed to sustain community partnerships across sectors for the long-term. We are proud to present a snapshot of the collective 2020-2021 achievements of our programs.
New Balance Foundation’s grantee partners—the people who put our strategy to work—are, in a word, AMAZING!

We wish we could share the story of each one of them. In the pages that follow, we are proud to showcase four that are making a difference in the lives of young people in our global communities.
At the top of our pyramid is our research partner, Boston Children’s Hospital. In 2008, we established the New Balance Foundation Obesity Prevention Center, which develops innovative and proven approaches to put youth on the path to lifelong health.

The Center created the fit kit which delivers an evidence-based set of tools to community partners, health centers and pediatricians that help change the behaviors of youth related to childhood obesity: fitness, nutrition, sedentary time, sleep and stress.
new balance FOUNDATION

Obesity Prevention Center
Boston Children’s Hospital

The results are inspiring:

• Seven of 10 children in New Balance Foundation programs achieved healthy fitness levels using the fit kit, far outpacing the U.S. average of 4 out of 10. Healthy fitness levels reduce childrens’ risk for cardiovascular disease and diabetes.

• In a study, undertaken in partnership with Move More Kids, a New Balance Foundation-funded children’s health initiative in Somerset County, Maine, the fit kit benefits academics as well as fitness. Kids participating in afterschool fit kit activities attended school more regularly than their peers, by a factor of two, and spent more time in the classroom when in attendance, by virtue of 45 percent fewer trips to the principal’s office. Kids who chronically skip school are at risk not only of poor school performance and school dropout, but also of unhealthy behaviors and poor long-term health outcomes.

The fit kit’s success is energizing adoption across New Balance Foundation’s network of community partners who are excited to evolve the impact of their programming. And now, with Boston Children’s 2021 launch of the virtual fit kit, our long-time commitment to science is poised to make a difference in the lives and health of millions more across the United States and beyond.

BOSTON CHILDREN’S WRAP-AROUND APPROACH

It’s really challenging to be a kid these days. With fast foods, screen time and stress (a hugely influential factor during the COVID pandemic), obesity can be entrenched in a child’s environment. Boston Children’s Wrap-Around approach, currently in its pilot stage, aims to support the whole child by touching all aspects of their life to enfold child and family in a culture of health.

COVID-19 is having a disproportionate impact on low-income and diverse youth who already are at greater risk of obesity. Now they are being hit with increased food insecurity, more sedentary time, reduced access to sports and to social and emotional support. This work we are doing to break the cycle of childhood obesity is more important than ever. Our young people need our help.

David Ludwig, MD, Co-director of the New Balance Foundation Obesity Prevention Center
Putting Our Strategy To Work

Since 2018, New Balance Foundation has been the lead donor to Harlem Lacrosse, an immersive, school-based program that inspires historically underserved students to rise above their challenges to reach their full potential. Our annual support to Harlem Lacrosse extends our 20-year, $3.5 million investment in youth through urban lacrosse initiatives.

With lacrosse as its motivating center and college completion as its goal, Harlem Lacrosse provides full-day, year-round support for students vulnerable to academic decline or dropout by placing a full-time staff member in partner schools. There, they maintain a constant presence in the lives of the students they serve, as tutors, mentors and coaches.

The skills, fitness, teamwork and perseverance students develop on the lacrosse field translate into classroom success, the kind of enriching spin-off effect that underpins our Pyramid strategy.

100% of Harlem Lacrosse students graduated from high school
97% 12th graders enrolled in 2- or 4-year colleges or a post graduate year
32 seniors plan to play varsity or club lacrosse in college
Putting Our Strategy To Work

New Balance Foundation’s annual $400,000 commitment, $1.6 million since 2018, and trusted partnership, has been instrumental in extending the impact of this high-caliber program. From its roots in New York City, Harlem Lacrosse has grown three-fold over five years to reach youth across 19 schools in low-income, urban communities in Boston, Baltimore, Los Angeles and Philadelphia.

Not yet satisfied, the organization is embracing Boston Children’s fit kit in the 2021-2022 school year to expand its measurement of program impacts, including its health impact. “We want to create a culture of health,” explains Harlem Lacrosse CEO, Mike Levin, “where consideration of physical and emotional well-being is included as students make decisions, not just to the end of high school, but throughout their life.”

After all, he adds, our job is to help these kids imagine a future for themselves.

“New Balance Foundation is an incredibly collaborative partner. Our growth and impact could not have happened without their leadership and long-term commitment — financially and intellectually—to our mission.”

Mike Levin, Harlem Lacrosse CEO
The New Balance Foundation Live in Motion program is the cornerstone of West End House’s efforts to improve long-term health outcomes and prevent childhood obesity among the children and youth it serves.

Co-created with New Balance Foundation in 2004, Live in Motion gets kids moving, eating nutritious meals and learning about healthy lifestyles, by:

- Providing 60+ minutes of fitness activity every day, roughly 4,000 hours completed annually
- Serving healthy dinners and snacks, prepared onsite from scratch, to the tune of 100,000+ homemade meals using 17,000 pounds of fresh produce each year
- Wrapping kids in a culture of health with cooking classes, nutritional education and food budgeting designed to give them the skills and confidence to prepare their own meals at home

98% of West End House seniors graduate high school
96% enroll in college
88% of 1st year college students persist to their second year
93% of 2nd year students persist to their third
Putting Our Strategy To Work

An important lesson from serving our members through the isolation and trauma of the COVID-19 pandemic is the absolute need to focus on a child’s whole health, from fitness and nutrition to mental health and socio-emotional well-being. Live in Motion is more relevant and critical than ever before.

Andrea Howard, West End House CEO

WEST END HOUSE BOYS & GIRLS CLUB
PROGRAM HIGHLIGHTS

- New Balance Foundation partner since 2004
- Signature Program: New Balance Foundation Live in Motion

SOCIO-ECONOMIC:
85% live at or below the poverty line

RACE/ETHNICITY:
90% African American, Latinx or multi-racial

For more information how West End House Boys & Girls Club pivoted to serve their constituents during the COVID-19 pandemic, click here.
The New Balance Foundation Healthy Living Club at the Boys & Girls Club of Lawrence champions nutrition, fitness and academics to help tackle the community’s high rate of obesity and to put the children and youth it serves on the path to success.

Conceived in partnership with New Balance Foundation in 2010, the Healthy Living Club provides kids with daily fitness activities and hands-on nutrition workshops, complete with preparation tips for healthy meals and snacks.

"New Balance Foundation is always up front, transparent and clear about expectations. Their work with the Boys & Girls Club as well as the broader Lawrence community has been transformative."

Markus Fischer, Executive Director
Putting Our Strategy To Work

New Balance Foundation Healthy Living Club at the Boys & Girls Club of Lawrence

Academic success is also a primary focus for Lawrence. Since 2003, New Balance Foundation has been a signature sponsor of the Club’s Academic Basketball Program, which engages Lawrence youth from grade five to high school completion. “We understand that if our kids want a fighting chance to break the cycle of poverty, it will come through education,” says Markus Fischer, the Club’s Executive Director. “We use our basketball program as a tool to motivate kids to do well in school.”

And well they do:

- High school seniors in the basketball program boast a 100 percent graduation rate, well ahead of the regional average of 70 percent
- Close to 100 percent go on to college

The Boys & Girls Club of Lawrence is invested in expanding the New Balance Foundation Healthy Living Club fitness and nutritional programming to benefit every one of the more than 4,000 youth who visit the Club each year. It is optimistic 2022 will provide the opportunity.

BOYS & GIRLS CLUB OF LAWRENCE PROGRAM HIGHLIGHTS

- New Balance Foundation partner since 1999
- Signature Program: New Balance Foundation Healthy Living Club

SOCIO-ECONOMIC:

86% grow up in poverty, 70% in single-parent households

RACE/ETHNICITY:

91% Hispanic, including immigrants from the Dominican Republic, Puerto Rico and South America
Alongside New Balance Foundation’s longstanding community partnerships, we respond with compassion when disaster strikes, no matter where. Since 2001, New Balance Foundation and New Balance Athletics, Inc., have pledged millions to relief and rebuilding efforts. New Balance associates have also stepped up, making unprecedented personal contributions.
AMERICAN RED CROSS ANNUAL DISASTER GIVING PROGRAM

New Balance Foundation’s annual $500,000 donation provides the Red Cross with infrastructure, volunteer training and critical resources to ensure that communities have the support they need to respond and recover quickly.

Our compassion is needed today more than ever.

In 2020, the Red Cross responded to more than one dozen major disasters globally (from wildfires, hurricanes and floods to a global pandemic) and 34 in the United States, where monthly disaster response demands have tripled in just six years.
CONTINUING TO SERVE

The COVID-19 pandemic turned the world upside down and has kept us this way for longer than we could have imagined. It’s had devastating impacts on communities and on kids.

New Balance Foundation committed $2 million in COVID-19 relief grants bringing 2020 total giving to $9 million in support of our local, regional and global communities.

Through it:

• **6.6M** individuals received services that addressed their most urgent needs including food, housing, healthcare and emergency aid

• **1M** individuals got their food needs met in the short term or on a regular basis by NBF-funded programs

• **126,000** participants stabilized or improved stress symptoms for themselves and/or their family on a short-term basis with support

GROUNDWORK LAWRENCE

With support from the New Balance Foundation, Groundwork Lawrence in Lawrence, Massachusetts spearheaded an innovative relief response providing healthy meals to people in need while directing critical dollars to support area restaurants and local jobs. The Grab ’n Go restaurant meals program in Lawrence supported 36 restaurants and provided more than 117,000 healthy meals to residents facing hunger and food insecurity. The COVID grant from New Balance Foundation also supported the purchase of locally grown apples to complement the restaurant meals. In total, the program invested over $1.34 million into Lawrence’s local economy and helped address two community needs.

For more information on our response to COVID-19 and support of remote learning hubs, watch the video here
Our Grantees

100 Mile Club
Alzheimer’s Association - Massachusetts Chapter
American Red Cross
The Barbara Bush Children’s Hospital at Maine Medical Center
Berklee College City Music
Beyond Soccer
Boston Arts Academy
Boston Children’s Museum
Boston Children’s Hospital
Boston Police Athletic League
Boston Symphony Orchestra
Boys and Girls Club of Dorchester
Boys & Girls Club of Lawrence
Camp Harbor View
Camp Sunshine
Casa Myrna
Charles River Community Health
Community Rowing
Council on Foundations
Cradles to Crayons
Dana Farber Cancer Institute
East Boston Neighborhood Health Center
Essex Art Center
Family Nurturing Center of Massachusetts
Family Services of the Merrimack Valley
The Fishing Academy
The Food Project
FoodCorps, Inc.
Franciscan Children’s
Good Shepherd Food Bank of Maine
Good Sports, Inc.
The Greater Boston Food Bank
Greater Lawrence Community Boating Program, Inc.
Groundwork Lawrence
Haley House
Harlem Lacrosse
Healthy Oxford Hills
The Home for Little Wanderers
Incompass Human Services
Integrated Center for Group Medical Visits
The Kelly S. Brush Foundation Inc.
Lawrence CommunityWorks, Inc.
Lawrence Family Development and Education Fund, Inc.
Lazarus House Ministries
Maine Appalachian Trail Club
Maine Children’s Home for Little Wanderers
MaineGeneral Health Massachusetts Wonderfund, Inc.
Merrimack Valley YMCA
M.S.A.D. #54
New York Road Runners
Penobscot Community Health Care
Philanthropy Massachusetts
Pine Street Inn
Playworks National
Playworks New England
Redington-Fairview General Hospital
Rosie’s Place
Saint Joseph Preparatory High School
Share Our Strength
The Skate Wild Foundation
Soccer Without Borders
South Lawrence East Little League
Special Olympics Massachusetts
SquashBusters
St. Francis House
Summer Search Boston
Tenacity, Inc.
The Town of Norway, Maine
Thompson Island Outward Bound Education Center
Travis Mills Foundation
Tufts University Friedman School of Nutrition
Two Ten Footwear Foundation
The Urban Food Initiative
West End House Boys and Girls Club
West Suburban YMCA
YMCA of Greater Boston - Oak Square Branch
Youth Enrichment Services