



# Contents

---



This document is best viewed through **Adobe Reader**.  
Please click this icon to access the free download.



This icon indicates the presence of deeper  
information via an interactive feature.

**A Message from Anne**

**New Balance Foundation at a Glance**

**Our Holistic Giving Strategy**

**Giving Highlights 2021**

**Putting Our Strategy To Work**

**Compassion and Agility**

**Our Grantees**

“



---

Since 1981, New Balance Foundation has been driven by a purpose to foster long-term, strategic philanthropic partnerships that empower underserved youth and families, strengthen communities, and help build a culture of good health.

# A Message from Anne

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**

---

# Our Holistic Giving Strategy



“We want our work to stand for generations.”

Molly Santry and Megan Bloch,  
Co-directors, New Balance Foundation

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.

# 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

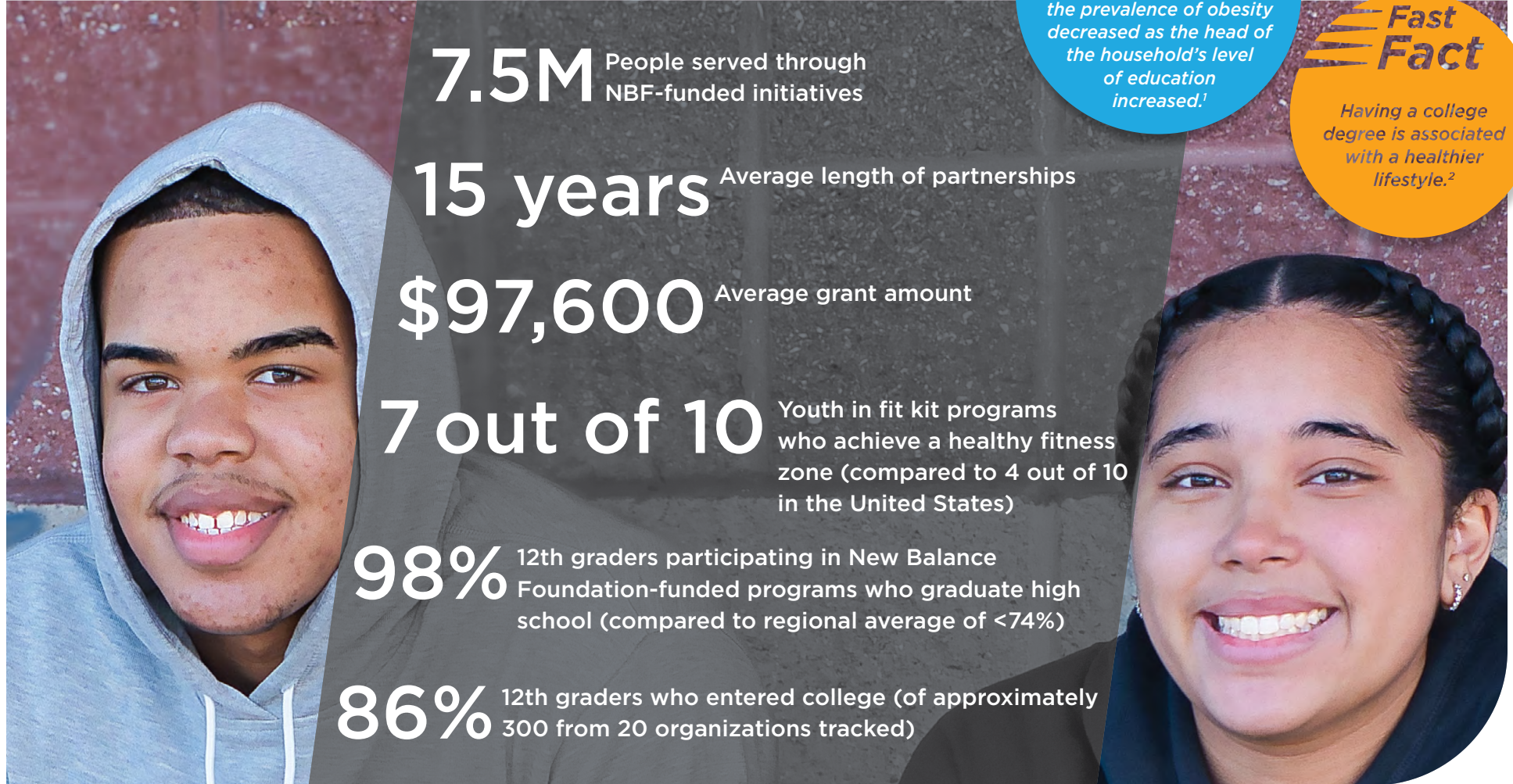
Built on a foundation of advancing social equity through access and opportunity

The logos shown represent a partial grantee list.

*Community-Focused. Results-Driven.*



# Giving Highlights 2021



<sup>1</sup> Source: Childhood Obesity Facts. Centers for Disease Control and Prevention, 2021

<sup>2</sup> Source: Education Pays 2019: The Benefits of Higher Education for Individuals and Society. College Board, 2019

# Giving Highlights 2021

[back](#) [Explore the data](#)



# Putting Our Strategy To Work

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.

# Putting Our Strategy To Work

## new balance FOUNDATION Obesity Prevention Center Boston Children's Hospital

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.

# 22 years

New Balance Foundation's commitment  
to childhood obesity prevention





# Putting Our Strategy To Work

## new balance FOUNDATION Obesity Prevention Center Boston Children's Hospital

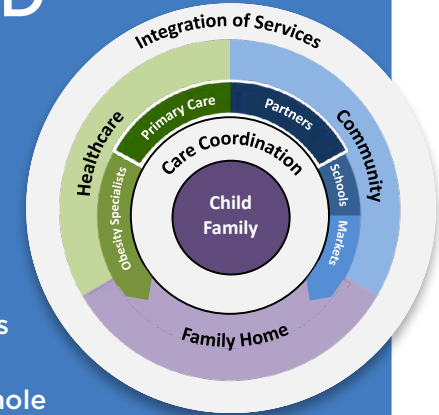
The results are inspiring:

- **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 children's 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 unfold 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

# Putting Our Strategy To Work



New Balance Foundation  
Live in Motion Program at  
West End House Boys & Girls Club

**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

## THE EDUCATION CONNECTION

Since 2014, West End House has been a leader in fostering academic persistence and completion among college-age youth.



**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

# Putting Our Strategy To Work



**BOYS & GIRLS CLUB  
OF LAWRENCE**

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

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



# Compassion and Agility

A photograph showing two men in the foreground, both wearing red t-shirts with the New Balance 'NB' logo and the words 'GIVES BACK' printed on them. They are leaning over large cardboard boxes, appearing to be packing or organizing them. The man on the right is smiling at the camera. In the background, other people, some also in red shirts, are visible in a large, well-lit indoor space with a wooden floor, suggesting a warehouse or a large community center. The overall atmosphere is one of active participation and community support.

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.



# Compassion and Agility



ANNUAL  
DISASTER  
GIVING  
PROGRAM™

## 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.



# Compassion and Agility

## 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.



# Our Grantees



10+ years with New Balance Foundation



1 Million dollars + received from New Balance Foundation



10+ years with New Balance Foundation  
1 Million dollars + received from New Balance Foundation



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

