

ACTIVE FAMILY DEVELOPMENT
"EVERY CHILD DESERVES TO PLAY"

COMMUNITY IMPACT REPORT



AUG 2024- MAY TO 2025

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Introduction

An impact report is a powerful way for Active Family Development to communicate the real-world issues we're addressing—like access to affordable youth programs, family engagement, and community wellness—and how our work is driving meaningful change.

It goes beyond simply listing our events or programs. An impact report highlights the social outcomes of our efforts, measuring how we've helped children grow in confidence, kept families active and connected, and supported communities where recreational opportunities are often limited or costly.

There are several reasons why we create and share our community impact report:

- To reflect on how our programs align with our mission to strengthen families and support youth development through no-cost, enriching activities
- To identify opportunities for improvement and evolve our approach based on what the data and community feedback tell us
- To build trust and transparency with our supporters, partners, and the families we serve
- To promote a culture of shared learning with other nonprofits and community groups pursuing similar goals
- To recognize and celebrate the incredible commitment of our volunteers, board members, and local partners
- Our impact report speaks to many different audiences, so it's thoughtfully organized to meet their interests.
- Some readers like our beneficiary families may want to know what's coming next and how to get involved. Others, like city leaders, donors, and foundation partners, might focus on funding breakdowns, cost-effectiveness, and the measurable outcomes of our programs. Meanwhile, our board and collaborators may look closely at the challenges we faced and what we learned along the way.
- At the heart of it all, this report is our way of showing how, together, we're building stronger families—one activity at a time.

Our Story So Far

Our Mission

Active Family Development was created to eliminate financial barriers that prevent children and families from participating in recreational sports and wellness programs. We aim to build stronger families and healthier communities through free, high-quality youth development programs that promote physical fitness, character building, and family connection.

What problem are we trying to address?

Many families in our community, particularly in rural or underserved areas, simply can't afford the high cost of organized youth sports and wellness programs. This often results in children missing out on critical opportunities for physical activity, social development, and community connection. Some programs claim to be nonprofit but still charge upwards of \$100–\$150 per child, pricing out families who need support the most.

What We Do

We provide completely free programming—from family field days to structured youth sports camps like “Lil' Kickers” for ages 3–5, Family Field Day and “Camp Chaos” for older kids. All our events are hosted by volunteers and guided by age-appropriate, evidence-based activity models.

We offer:

- Weekly fitness events
- Seasonal camps
- Social-emotional development activities
- Family engagement initiatives
- An engaging and upbeat environment

We also partner with local law enforcement, schools, and community organizations to ensure our programs are accessible, inclusive, and safe.

**Total cost to
families to
attend events**

\$0.00

Our 2025 Goals

1

Expand Community Outreach

Our goal is to double community reach by year's end through free family events, bilingual flyers, and partnerships with schools and housing communities. We'll attend local festivals, improve our social media presence, and collect survey data to assess needs and track growth. These efforts will ensure families from underserved areas have access to safe, enriching activities at no cost.

2

Increase Funding Sources

To keep programs free, we'll grow our funding through grants, corporate sponsorships, and monthly donor campaigns. We'll target \$50,000 in year-one funding using real impact data and compelling stories. Sponsors will receive promotional benefits, while recurring donors will be engaged through personal storytelling, social media, and behind-the-scenes content that highlights the difference their gifts make.

3

Secure Equipment Trailer

To support our mobile program model, we will launch a capital campaign to purchase and brand an equipment trailer. This trailer will serve as storage and transport for gear, improving setup efficiency and allowing us to serve more parks and communities. Local donors will be recognized on the trailer and invited to a ribbon-cutting event to celebrate this milestone in our growth and outreach efforts.

4

Strengthen Internal Operations

We will improve internal efficiency by defining board roles, implementing shared digital tools, and holding consistent planning meetings. Our website will be upgraded to feature an interactive calendar, program sign-ups, and donor options. With better systems in place, we'll expand our weekly offerings to include more youth development programs, community fitness events, and seasonal camps—ensuring we serve more families while staying mission-driven and organized.

Our 2025 Strategy

How do we measure success?

We evaluate our impact using:

- Program attendance logs
- Parental feedback and testimonials
- Volunteer engagement hours
- True cost per child per event (\$15.67)
- Community savings estimates
- Informal metrics like observed growth in teamwork, confidence, and participation from returning youth

Our biggest indicator of success?

Seeing kids come back each week smiling and bringing their friends.

What challenges did we face?

- Limited funding capacity due to being a newly established 501(c)(3)
- High demand for programs compared to our current resource availability
- Ongoing need for marketing and outreach to inform more families
- Balancing the logistics of volunteer-led operations without staff compensation

Despite these challenges, we've remained committed to staying debt-free, donation-driven, and family-focused.

| PROJECTS | DETAILS | OUTCOME |
|-----------------------------|---|--|
| AFD FAMILY FIELD DAY EVENTS | THIS EVENT IS LIKE A P.E CLASS FOR THE WHOLE FAMILY | <ul style="list-style-type: none">• FAMILY CONNECTION• ORGANIC FAMILY AND COMMUNITY BONDING• FAMILY FITNESS |
| AFD FAMILY SCRIMMAGES | ALL AGES. PARENTS AND KIDS LACE UP TO PLAY | <ul style="list-style-type: none">• ACCEPTANCE• SKILL DEVELOPMENT AND COACHING• CONFIDENCE BUILDING |
| AFD LIL' PROGRAMS | AGE 2-6 LIL KICKERS, LIL' WIGGLERS , LIL' HITTERS | <ul style="list-style-type: none">• SOCIAL DEVELOPMENT• RESILIENCE• CONFIDENCE BUILDING• FRIENDSHIP |

Founder Message

At Active Family Development, we know that impact reports speak to a wide range of people—parents, community partners, sponsors, and local leaders—so we tailor our message accordingly. The key is understanding who we’re talking to and what they care about. For the families we serve, we highlight our upcoming programs and how they can get involved. For our donors and supporters, we include clear breakdowns of how funds were used and the tangible value delivered to the community. For our board and advisors, we focus on the challenges we faced, how we responded, and the lessons we’re carrying forward. No matter who’s reading, our goal is to be transparent, thoughtful, and focused on the future—because our impact doesn’t end at the event, it’s just getting started.

LOOK AT WHERE OUR AFD KIDS COME FROM

AVERAGE NUMBER OF PARTICIPANTS PER AREA



2,460

Volunteer
hours

\$15.67

True cost per
child per event

123

Free program
sessions

What steps will we take in the future?

- Launch a recurring sponsorship campaign to support year-round programs
- Expand to nearby cities and rural communities lacking youth recreation options
- Formalize youth leadership pathways within our camps
- Invest in mobile equipment and transportation solutions to reach more neighborhoods

Estimated Market Value of Community Savings: \$110,838

Volunteer Support

- Volunteers per Event: 5
- Volunteer Time per Event: 4 hours

(Includes setup, programming, and teardown)

- Total Volunteer Hours Donated: 2,460 hours

Financial Summary

- Total Operating Expenses (Aug–May): \$18,557.74
- Estimated Market Value of Services Provided: \$110,838
- (Based on an industry average of \$38.34 per child per session)
- Net Community Impact (Savings – Expenses): \$92,280



We thank you for your ongoing support of our program



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Walmart 
#3751



Acknowledgements

Local and Partner Organizations

- Slient Donors for \$1500
- Walmart #3751- \$300 Food Donation
- Coolidge Garrett Motors- \$200
- Arizona National Guard- Derek (SRFS)-\$200 Toy Donations
- Costco (Queen Creek)- \$100 Food Donation

A huge thanks to our Board of Directors for making every event possible.
Without you, none of this is possible.

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