



FACE4Kids
Introduction Pitch

Hello, my name is Kirk Farber, executive director and founder of Fitness And Character Education, Inc. a non-profit youth leadership organization. FACE4kids motivates elementary youth to build fitness, self-esteem, and character *before* it's too late.

In 1997, I participated with an intervention program for juveniles in the Duval County jail and saw how they had to accept the consequences for their actions. I wanted to make a difference – yet catch them earlier than later. Share character values with a focus on respect & leadership while teaching cool techniques and movements to our 'next generation'. The seed was planted!

FACE4kids benefits from strategic partnerships that allow the 8-week program to be offered **FREE** during the school day throughout the year, where principals and teachers recognize the positive impact in the lives of their students. Often these students come from communities that suffer from extreme poverty, high crime rates, high unemployment and fractured homes.

This unique program combines Martial arts, jump rope, juggling, agility training and public speaking. **Fitness is Essential, yet Character Education is priceless!**

For example, the 2nd week the word is Friends. The students hear "Show me your friends, I will show you your future". The 4th week is Responsibility. They talk about their chores, and then hear "Ability to respond". To speak up when something bad happens or control your actions/emotions when you hear something you do not like. The 8th week is a graduation where family, friends, administrators, classmates, and guests watch an overview of the program and award ceremony. They all feel great about their accomplishments!

FACE4Kids has been implemented in over 50 different public-school locations throughout NE Florida since 2004 while expanding to Pennsylvania in 2012.

We hold the schools accountable with pre/post survey data metrics in 5 categories: Fitness, Confidence, School Effort, Social Skills, and Behavior Choices. The proof is in the data!

We are asking for a charitable donation that will directly impact 300 students and indirectly impact over 3000 people within a public-school district.

Please consider making a difference by investing in the success of FACE4Kids.

Thank You!

Kirk Farber