



CONQUEST

HEALTH FITNESS

FOUNDATION

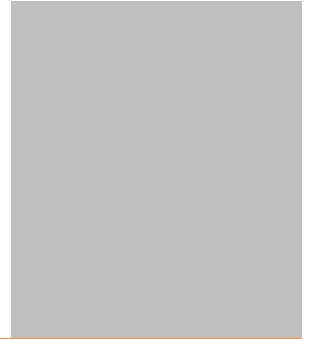
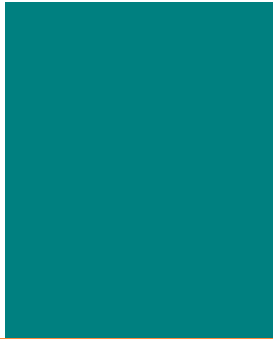
To improve the quality of life for individuals by promoting an active lifestyle through health, fitness and education



2014-2015 ANNUAL REPORT

www.chffoundation.com

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From the President and Founder

Andre Hutson

In 2015, the Conquest Health and Fitness Foundation celebrated the completion of our first fiscal year of programing and services to the Mid-Michigan community. Our commitment to bringing quality programs to those we serve showed to have a great impact in areas such as healthier eating habits and increased activity levels amongst children and adults.

All across the state of Michigan, and throughout the greater Lansing region, childhood obesity levels have shown to be extremely high in our households and even more so for those considered as low income. According to the National Center for Children in Poverty, estimates show that 45% of children living in Michigan can be considered low income.

It has also been proven that proper health and fitness has become an expensive commodity in today's society. Research shows, that in 2012 based off of government criteria, 1000 calories made up of healthy items could be up to \$4.99 more expensive than 1000 calories of less healthy items. We have also seen an increase in pay-to-play fees in schools and other recreational activities which has created great obstacles for our kids to be active.

In this report, you will find that in our first year, we were able to make an impact on these trends with programs such as the Golf Fore Kids program and the Youth Sports Summit. These two programs are only a portion of our great work but are two great examples of how we can help raise awareness about the importance of a healthy lifestyle.

The foundation believes in operating effectively and efficiently. The work that we did could not have been done without the financial support of state wide donors who gave more than \$64,000 this past year. We will only continue to grow and have bigger impacts through the continued support that is given from our communities and supporters. Thank you from all of us involved: directors, staff, volunteers, and the hundreds of families that were impacted this year.

Andre Hutson
President
Conquest Health and Fitness Foundation

Financial Statement

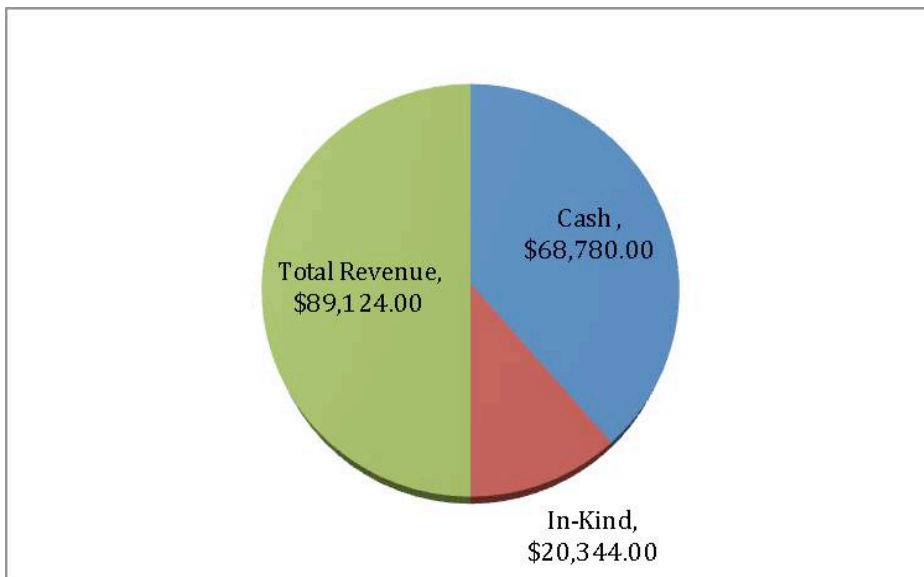
Profit and Loss Statement

Comparative as of September 30, 2015



REVENUE	
Cash Contributions	\$ 68,780.00
In-Kind Contributions	\$ 20,344.00
TOTAL REVENUE	\$ 89,124.00

EXPENSES	
Youth Scholarships	\$ 5,050.00
Program Costs	\$ 28,510.00
Operating Costs	\$ 48,218.00
TOTAL EXPENSES	\$81, 778.00





Events, Programs and Services

Andre Hutson's Bowling with Champions Fundraiser

The Conquest Health and Fitness Foundation hosted its first inaugural fundraiser to help raise awareness about the importance of a healthy lifestyle while benefiting the mission and programs of the foundation.

Andre Hutson's Family FootGolf Fundraiser

This event will allow families and friends to get outside, get active while enjoying the unique game of FootGolf and kicking childhood obesity. Other family friendly activities include an inflatable fitness course, balloon blasters, face painting, and photo booth

Jumpstart Your Health Tour

The Foundation partnered with the The Aitch Foundation and Joe D. Pentecost Foundation to provide a health advocacy day for communities in Mid-Michigan. The Foundation provided participants nutrition and health information provided by On Target Living and water bottles sponsored by Compass Health.

Hoopfest

HOOPFEST is an interactive basketball playground, held in conjunction with the MHSAA Boys Basketball tournament finals in March. The Foundation partnered with the Greater Lansing Sports Authority to provide an opportunity for Lansing School District students to participate in a field trip offering 6 interactive stations. .

5th Annual Youth Sports Summit

The Youth Sports Summit brought together some of the state's leading health, wellness and fitness experts as well as local youth organizations that encourage competition in both team and individual settings. It is designed to combat childhood obesity and promote healthy, fit, and active lifestyles for children in our community. This free program benefitted 300+ youth. Additionally, 20 youth were given scholarships.

Winter Warm Up - Blues Community Challenge

The Foundation along with other coalition partners from the Greater Lansing area partnered with Blue Cross Blue Shield of Michigan and Community Partners in Health to support a free, eight-week challenge encouraging local residents of all ages to get involved and increase their physical activity.

Conquest FUN Zone

The Foundation supported New World Flood and its annual event called The Battlefield Brawl. Battlefield Brawl is an adult flag football fundraiser whose proceeds benefit the Oldham Project. Families were able to experience jump roping, rock climbing, a bounce house, a bubble zone, and a Hula Hoop show down.

Golf FORE Kids

The Golf Fore Kids program offered an opportunity to learn golf skill techniques, basic rules, etiquette and fundamentals from golf professionals. This program was free and open to children ages 6 – 18. It was held at Hawk Hollow golf course. This was the first program the foundation brought to the community; in its second year is serving 40 area youth.

Internship Program for College Students

The internship program was developed to encourage bright and motivated individuals that are eager to learn and gain experience in program development, community outreach, and marketing research. Interns have typically been recruited from Michigan State University.

Youth Advisory Council (YAC)

The purpose of the YAC is to give 10-15 youth in grades 7-12, the opportunity to collaborate with other service-minded youth to promote the mission of the Foundation. The YAC will contribute to and inform the Board on programs while acting as ambassadors and leaders for youth service in their community.

Goldfish Swim School Safety Days

The Foundation, in effort with the Goldfish Swim School and other area youth organizations, was able to provide a day of safety and fun for local area youth in the community. Families were able to experience jump roping, bubble zone, and a Hula Hoop show down.

Board of Directors

The activities, property, and affairs of the Foundation shall be managed and controlled by the Board of Directors. The Board establishes policy and program objectives and shall have general responsibility for the finances of the Foundation, including, but not limited to, the approval of the annual budget.

Lesley Bergquist, CPA
Simplified Tax

Alex Coss
Eagle Eye/Hawk Hollow

Emily Dawson
All Grand Events

Mohamed Elnabtity, MD
Lansing Neurosurgery

Graham Filler
Michigan Department of Attorney
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Alan Haller
Michigan State University Athletics

Ann Kostin-McGill
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Association

Dan Kreft
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Edge Partnerships

Vernon Richard
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Jenn Smith
DENTCO

Julie Tadgeerson
WLNS Channel 6

Toni Thomas
On Target Living

Andy Wells
East Lansing Public Schools



Sponsors and Supporters



The support of our sponsors has been humbling. It has given the foundation financial support and confidence to execute several programs planned for 2014.

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Hubbard Law Firm, P.C.
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The Print King
The Summit Sports and Ice Complex
Tripp's Automotive
TWO MEN AND A TRUCK
United Shore
WLAJ – Lansing/Jackson
WLNS – Lansing/Jackson
Young Automotive Group



Meet the Staff

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