

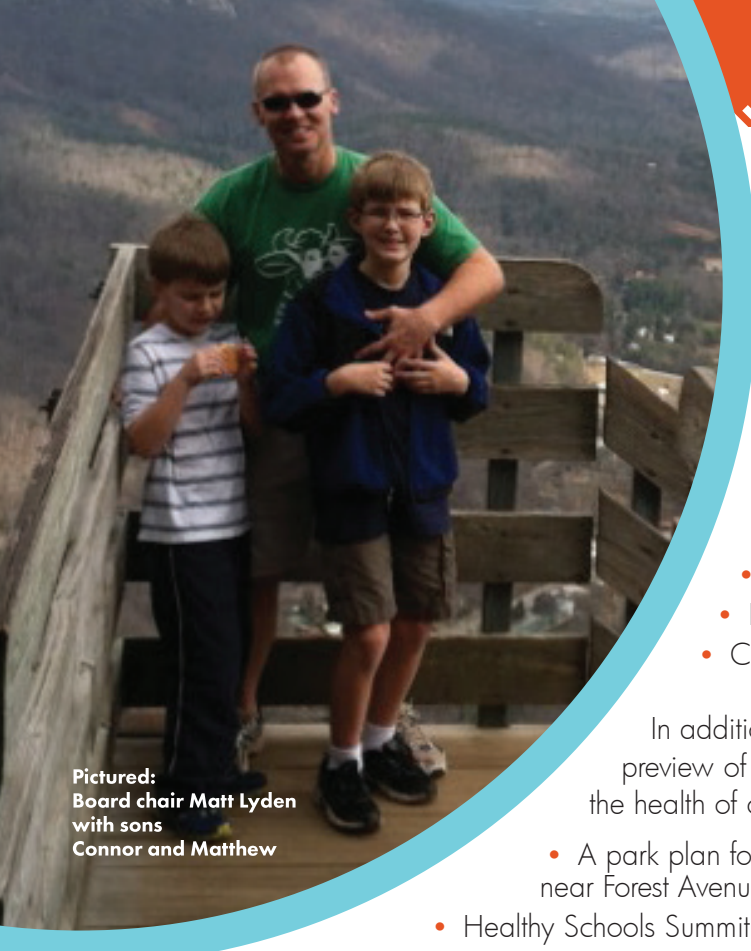
partners for active living

making an active life a way of life.



partners for
active living

2013 ANNUAL REPORT



Pictured:
Board chair Matt Lyden
with sons
Connor and Matthew

dear friends:

2013 was a banner year for active living in Spartanburg! Thank you for your time, passion, and investment in creating a healthier and more active community. Without your support, our community would not be as vibrant.

Included in the Partners for Active Living second annual report, you will find highlights outlined through our focus areas:

- Trail development
- Bike Town Spartanburg
- Childhood obesity prevention

In addition to celebrating our key 'wins' over the last year, below is a brief preview of what is planned for 2014. Five projects that will be impactful to the health of our community and our organization:

- A park plan for the seven acre lot on the Mary Black Foundation (MBF) Rail Trail near Forest Avenue
- Healthy Schools Summit in June
- The launch of the 5th B-cycle station at the Healthy Food Hub
- Connecting the MBF Rail Trail into downtown Spartanburg
- An updated Partners for Active Living website and brand

We look forward to briefing you on our progress throughout the coming year. We appreciate your partnership and support in creating a healthier Spartanburg.

Partners Active Living is dependent on donations to continue our work. We hope you will consider giving 'the gift of health' so that we can continue advocating for a healthier, more active community.

Forward!

Matt Lyden
Board Chair

Laura Ringo
Executive Director



mission:

Partners for Active Living transforms Spartanburg County into a vibrant, healthy, connected community where we live and grow.

vision:

In Spartanburg, active living comes naturally. It is fun, easy, and safe because we are connected . . . to our community . . . to each other . . . to nature. We utilize our vast natural resources, waterways, trails, and parks routinely. We walk through our neighborhoods and play with our families in our front yards, and we bike to work and school. We embrace our wonderful quality of life. We get out, and we go. We are healthy.

pal staff

Laura Ringo
executive director

Ned Barrett
trails coordinator

Hannah Cofalka
healthy community coordinator

Miguel Espina
bicycle mechanic

Rebecca Parrish
healthy kids coordinator

Anne Piacentino
active lifestyles coordinator

partners for active living - board of directors

Front Row: (left to right): Matt Lyden, John Kellam, Laura Stille, Page Rogers, Annette Haynie, Mary Mathes, Muffet Chapman, Jennifer Cash

Back Row: Sterling Anderson, Mike Baird, Ralph Hilsman, Steve Stravolo, John Nichols, Phillip Stone, Wayne Rice, Rick Henneey



Strategic goals

1. Increase and diversify Partners for Active Living's funding
2. Improve connectivity in Spartanburg County
3. Grow access and opportunity for bicycling

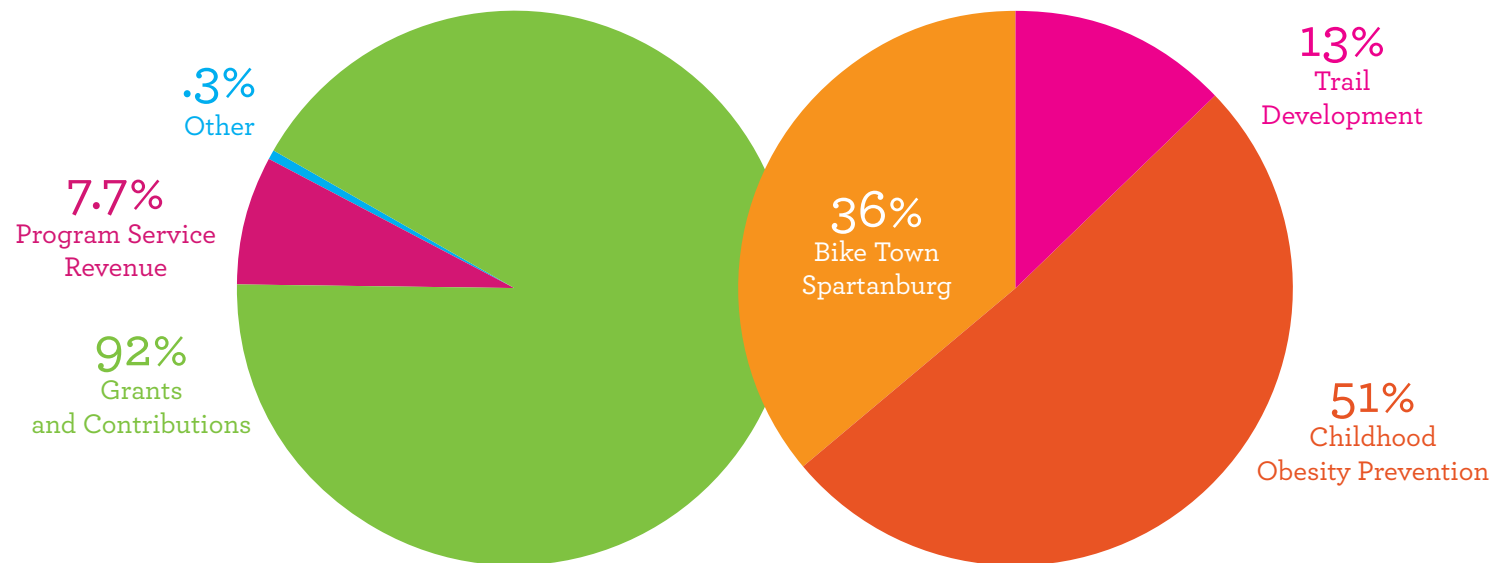
pal financial report

October 2012 - June 2013

Income \$485,145 • Expenses \$483,184 • Net \$1,961

92% goes to programs and PAL's mission • 8% to fundraising and management expenses

PAL recently adopted a new fiscal year start date of July 1. The financials are based on a nine month year.



income sources

expenses by strategy

trail development

Did you know that Spartanburg County currently has over 100 miles of trails? It may not feel this way because the trails are not adjoined to one another. In early fall 2012, Partners for Active Living hired a consulting firm to create a greenways and trails plan focused on closing gaps in our system. The plan, funded by the City of Spartanburg, Spartanburg County, and the Healthy South Carolina Initiative, includes 13 priority projects.

The development of the plan came through the convening of a variety of interested stakeholders. Connecting the Mary Black Foundation Rail Trail to downtown on one end and to Glendale on the other, better connecting the Westside and the Eastside, and bringing the Boiling Springs area into the trails system are included as important pieces to make biking and walking safer and easier throughout the county.

To learn more, visit www.spartanburgtrails.org



mary black foundation rail trail and wadsworth trail

From 2009 – 2012, PAL commissioned a report to formally assess the use of the Mary Black Foundation Rail Trail and Wadsworth Trail. The study documents perceptions about the facilities.

Results for MBF Rail Trail include:

- From 2006-2009, 24,820 users annually
- In 2012, 65,449 users annually, resulting in a 163% increase in trail users
 - Even split between male and female users
 - 11% children and teens, 75% adults, 14% seniors 30% were non-white
 - Winter and spring are the most popular times of use
 - Maintenance and condition of the Rail Trail are considered good

Results for the Wadsworth Trail include:

- In 2010, approximately 6,615 users
 - In 2012, approximately 7,665, resulting in a 16% increase in trail users
 - Even split between male and female users
 - 16% children and teens, 66% adults, 18% seniors
 - 11% were non-white: 843 users
 - Fall and spring are the most popular times of use

Over the last three years, PAL and many community partners planned events, created marketing campaigns, and advocated for infrastructure improvements along both trails, which aided in the increased use. A few of the efforts included:

- A dog park, water fountain, Bcycles, and wayfinding signs on the MBF Rail Trail
- Trains on Trail scavenger hunt presented by Women Giving of Spartanburg
- "I love the Wadsworth Trail" clean up events
- Creation of Friends of the MBF Rail Trail group and logo
- Mailing of a map of the Wadsworth Trail to 6,300 residents living close to the Trail

partnership is the name of the game

As recommended in the Spartanburg Greenways and Trails Plan, two formal groups have been established to oversee trail development and improvement throughout our community.

The first is a partnership between the groups that are building, maintaining, and programming trails. Members include Tyger River Foundation, Westside Neighborhood Association, and Palmetto Conservation Foundation. This group will coordinate resources, signage, system connections, and volunteers.

The second is a trails advisory committee made up of trail users, elected officials, and community leaders. This group advocates for funding, meets with property owners near trails, and helps prioritize projects.

To further this process and to help ensure its implementation, Spartanburg County and the City of Spartanburg have helped fund a trails coordinator position at Partners for Active Living. With staff dedicated to trail development, coordinating the various moving parts involved will be more effective.



childhood obesity prevention

Since 2009, Partners for Active Living has made childhood obesity prevention a top focus.

Childhood obesity rates have tripled in the past 40 years. The epidemic is related to the fact that most communities do not include a physical environment that supports healthy physical activity.

One national best practice that addresses the lack of physical activity is now gaining traction in South Carolina, opening school playgrounds and athletic facilities to the community during non-school hours, like weekends and holidays. This “joint use” or “shared use” agreement increases the number of places to play for children and families.

Partners for Active Living facilitated city and school district conversations to make Spartanburg the first community in the state to sign an official agreement, opening facilities in District 6 and District 7 schools in the City of Spartanburg. The City Parks and Recreation department has provided some programming at the parks, and PAL will continue to lead and implement best practice policies and places to enhance opportunities for all children, leading to physical activity and healthier lives.



goodforyouspartanburg.com

Good for You Spartanburg is a branding campaign created by the Spartanburg Childhood Obesity Taskforce as part of the fight to reduce childhood obesity by 2018. The mission of Good for You Spartanburg is to capture the broad-based grassroots, nonprofit, institutional, and governmental support for the development of a healthy Spartanburg County. The campaign features an interactive, comprehensive website (www.goodforyouspartanburg.org), partnership program, and staff support provided by Partners for Active Living.

Launched in January 2013, Good for You Spartanburg is an online guide to encourage eating healthy and moving more in Spartanburg County. It equips worksites, places of worship, schools, and others with resources to be healthier.

Visitors to the website will find helpful information on the prevention of chronic diseases such as obesity, diabetes, heart disease, and stroke. The website also features a Healthy Living Events Calendar, Healthy Living Places/Facilities database, and the Good for You Partnership Program. Good for You partners with 28 organizations including restaurants, hospitals, preschools, and others.



thank you to our donors and supporters!

Meet the McEnroe family. This awesome, active family supports PAL. And like so many, they are the key to our success.

"We are so lucky to have Partners for Active Living in Spartanburg. Our family loves to be outside and active. PAL's programs like Walk and Bike to School, Bike Town, and BCycle help get our community moving. We live near the Mary Black Foundation Rail Trail. We count the red BCycle bikes going past. Seeing all of those active people is a real motivator. Thank you PAL for getting Spartanburg moving!" Sean McEnroe

Donations include those given to PAL and our programs: B-cycle, Hub Cycle, Friends of the Mary Black Rail Trail, Spartanburg Regional Criterium, and Turkey Day 8K.

\$1,001+: Winner's Circle

Active Living By Design
Bill and Valerie Barnett
Carolina Alliance Bank
City Of Spartanburg
Eat Smart Move More SC
Freewheelers Of Spartanburg
JM Smith Foundation
Judy Bradshaw Children's
Foundation
Mary Black Foundation
Milliken & Co.
National Bank Of South Carolina
The Palmetto Bank
Phifer Johnson
Pivotal IT
Robert Wood Johnson Foundation
South Carolina Cancer Alliance
Spartanburg Convention and Visitors
Bureau
Spartanburg County Government
Spartanburg Regional Foundation
Spartanburg Regional Healthcare
System
Brand and Laura Stille
George and Patricia Sykes
United Way of the Piedmont
USC Upstate Foundation
Vic Bailey Subaru/ Volkswagen
Wofford College

\$501-\$1,000: Finish Line

Anonymous
Vic and Linda Bilanchone
Parker Poe
ProAxis Therapy
David and Lynn Proctor
Steve and Kim Stravolo
Stravolo Wealth Management, LLC
Wade Crow Engineering

\$251-\$500: Home Stretch

All Saints Church
W. Sterling Anderson II, LLC
Attorney At Law
Compass Group/ Chartwells
Randy and Celia Cooksey
Rick Hennecy
Jerry and Sarah Beth Gadus
Johnson, Smith, Hibbard and
Wildman Law Firm, LLP
John and Mary Kellam

Longleaf Holdings USA, LLC
Sean and Gretchen McEnroe
Melotte Enterprises/ Bella Latte
NAI Earle Furman LLC
Drs. John & Carol Nichols
Onsite Computer Solutions, LLC.
Cate and Aaron Ryba
John and Charlotte Verreault
Wakefield Buick-GMC-Suzuki

\$101-\$250: Mile Marker

Anderson, Lapham and Moore, LLC
Andrew and Kitsy Babb
Stanley and Paula Baker
Mike and Eileen Baird
David and Cyndi Beacham
Carolina Dental Alliance
Muffet and Norman Chapman
Jay Coffman and Keith Shambaugh
Lint and Alice Eberhardt
Alex and Jennifer Evins
The Fresh Market
Sally Hammond
Growler Haus
Annette Haynie
Marvin and Patricia Hevener
Junior League Of Spartanburg
Live Fit Now
Matt Lyden
Walter B. and Mary Mathes
Jack McBride
John and Belle Montgomery
Mason Morehead and Ryan McNealy
Neely's Windows Doors & More
Palmetto Posting Inc.
Remsen and Rebecca Parrish
Anne and John Piacentino
Will and Laura Ringo
Will and Carey Rothschild
Spartanburg Young Professionals
Jennifer Stone
R. Phillip Stone
Crystal Stoudemire
David and Tammy Stokes
SunTrust Bank
Yogalicious

\$51-\$100: Water Break

Tom and Jane Abbott
Mack Amick
Tom and Joan Barnett
Julia Burnett
Richard Byrd
Jay and Renee Cariveau
Jennifer Cash

Justin and Anna Converse
Tom and Karyn Davies
Kirsten and Levon Eastin
Nicholas Fleming
Larry Hart
The Hawkins Law Firm
Higginbotham & Nease Orthodontics
Ralph Hilsman
Hodge Carpets
Hub City Health Studio
Joyce and Roddy Jeffers
Jim Brady Automotive
Sanders Lee
Lydia Nichols
John Rekers
Michael Rainey
Ricky and Betsy Richardson
The Scrub Shop
Louis J. and Carter Smith
Eliot and Michel Stone
Dean and Beverly Stribling
Anne and Andrew Waters
Elsie Wright

\$26-\$50: Starting Line

Ann Fesperman Angermeier
Anonymous
Ned and Christy Barrett
Jay and Ali Beeson
Julia Anne Blythe
Bear and Jamie Boyd
Lori Boyd
Travis and Jennifer Dewyca
Randall Edwards
Mitchell Eisner
Steve and Abby Fowler
Chip and Margaret Green
Kate and Edwin Haskell
Linda Jamar
Chavis Jones
Joe and Ruth Lesesne
Mary McAbee
Kirsten Miller
Ben Montgomery
Peter and Beth Neidenbach
Jeffrey Poley
Michael Rainey
Wayne Rice
John and Barbara Scherberger
Jo Sosbee
Bill and Judy Stravolo
Carolyn Smith
Stuart Smith & Co.
Travis and Elizabeth Vaughn
Angela Viney
Mary Helen and Gregg Wade

\$0-\$25: Warm up

Budge and Maritha Bean
Chase and Meredith Biber
Fritz and Lori Butehorn
Michelle Child
Lydia Collins
Gina Cornwell
Pablo De Freitas
Tammy Gilbert
Evan Hammett
Dexter Harvey
Nancy and John Holmes
Bess and Michael Lee
Horace and Ruth Littlejohn
Dr. and Mrs. Caleb Loring IV
David and Lucia Meeks
Steve and Jennifer Parker
K and C Quillen
Larry Richards
Page Rogers
Todd Stephens

Bicycles & Parts

Mike Baird
Doug Baker
Scott Brunner
Randy & Celia Cooksey
Ted Cummings
Johann Cruz
David Drum
Miguel Espina
Dennis Evans
Rickey Forrester
Craig and Kellie Foster
Doug Gabbert
Shelley Gregory
Jennifer Hartley
Joe Harrison
Mike Hrubala
Chris and Monya Jennings
Gary Kyle
Wendy Mayrose
Ben Montgomery
Michael Paschal
Todd Picou
Courtney Phillips
Gary and Connie Purinton
Brian Rawlinson
Charles Refshauge
Christopher Riehle
Audrey Rose
Jason Stedman
Steve and Kim Stravolo
Jelissa Suarez
Chris Welch
George D. Wright
YMCA Of Greater Spartanburg

October 1, 2012 - December 31, 2013

bike town spartanburg - more bicycling and walking



HUB CYCLE
 SPARTANBURG BICYCLE LENDING
 An initiative of Partners for Active Living

hub cycle:

Since 2007 dozens of bicycles have celebrated their second lease on life with Partners for Active Living's community bicycle program, Hub Cycle. In the last 6 years, there have been over 700 rentals of one of our refurbished bicycles. Through Hub Cycle, Partners for Active Living increases the availability of and access to bicycles in Spartanburg.

For a refundable \$15 deposit, a renter receives a bike, lock, and helmet for 3 to 6 months. Borrowers often use the bicycles for varying purposes like transportation, recreation and leisure but all lead to increased activity levels. By providing these bicycles, Partners for Active Living increases accessibility to an affordable option for physical activity and transportation.



2012-2013 hub cycle by the numbers

27	deposits donated back to the program
52	donations of parts and bicycles
57.5	volunteer hours
60	wheels in bike shop
80	inner tubes purchased
100	mechanic hours
106	rentals (each includes bike, helmet, lock)
\$164	cost to PAL per rental
273	bicycles in the fleet
400	Hub Cycle hours

- Almost 40% of our users reported using their Hub Cycle bicycle for transportation,
- 57% of users said that while renting a Hub Cycle bicycle, their physical activity level had increased,
- 45% of renters used the bike 5 or more times per week,
- Almost 40% said they used the bike for 30 or more minutes each time they rode, which meets the Centers for Disease Controls recommendations for adult moderate to vigorous physical activity per day,
- 70% of users make under the median income level for Spartanburg County and 51% make under \$20,000 in household income.

SPARTANBURG **B** cycle

www.spartanburg.bcycle.com

Partners for Active Living runs the Southeast's first bicycle sharing system. In April of 2013, Spartanburg B-cycle expanded from two to four stations. The two new stations are on the Converse College and Wofford Colleges campuses. This expansion was made possible by the generous contributions of Spartanburg Regional Foundation, JM Smith Foundation, private donors, and both Colleges.



"The B-cycle program is a wonderful avenue for students to get involved within the community and within their schools as well. By bringing this to the college communities you bring the opportunity for physical activity and involvement in the Spartanburg community!"

Briana Bateman, Converse College Class of 2014, SGA President 2013-2014

"As a Wofford student, I feel that the B-Cycle program opens a lot of doors, both on campus and out in the Spartanburg community. It's been a great opportunity to explore and live a more active lifestyle."

Christopher Novak, Campus Union President, Wofford College '14

www.active-living.org

Save the date!

Saturday March 15 & Saturday March 22:

Spartanburg Soaring Kite Flying Days

Saturday, April 26:

Mary Black Foundation Y to Y Half Marathon

May:

Opening of the B-cycle station at the Healthy Food Hub

Friday, May 2:

Spartanburg Regional Criterium in downtown Spartanburg

Thursday, June 5:

Healthy Schools Summit

Thursday, November 27:

Turkey Day 8K

And many more! Visit www.active-living.org

