



Be A *Leader* in Community Health Initiatives



WWW.ENERGIZEDBYEXERCISE.COM

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Executive Summary

The aspiration to live physically and emotionally healthy is deeply rooted within us. Nevertheless, fear of judgement and “gym-timidation” overpower our desire to create the healthy lifestyle we desperately crave. We believe that when we can experience judgement-free fitness training, we can forget our insecurities and discover the fun of fitness.

We also recognize that balancing work with a hectic family schedule is hard. Our FUN, come-as-you-are virtual fitness classes allow you to workout from the comfort of your own home, so you can get dinner cooking, dishes cleaned, and laundry washed-- all while attaining the health-focused lifestyle you've been longing for.



Background

In 2017, FitPHX, the city of Phoenix's healthy living initiative, launched the FitPHX Fitness Party Series through generous grant funding from AARP of Arizona. Originally an outdoor community fitness event, the purpose of this program is to prove that fitness is for everyone regardless of age or fitness "level," to expose participants to a wide variety of unique fitness modalities and prove that fitness can (and should) be FUN!

Amid the Covid-19 pandemic, the program shifted to a virtual series garnering increased and robust interest from participants nationwide. Participants work out virtually in real time, receiving direct coaching and motivation without anyone (besides their teacher, and only if they want) seeing them! A variety of fitness professionals trained in teaching students of all levels of fitness lead an array of workouts impossible to access within one big box gym.



To Date



- 500+ participants since shifting to virtual programming
- 94% of participants reported stronger connection, greater level of trust, and heightened loyalty to the program's sponsor.
- 88% of participants reported enhanced mood and mental health
- 92% of participants reported positive overall changes in their physical health.

“I felt like I needed to get into better shape before I could even step into a gym or attend a fitness class.”

– Sarah H.

“I was afraid I wouldn’t be able to make it through the warm-up without needing a break.”

-Carla L.

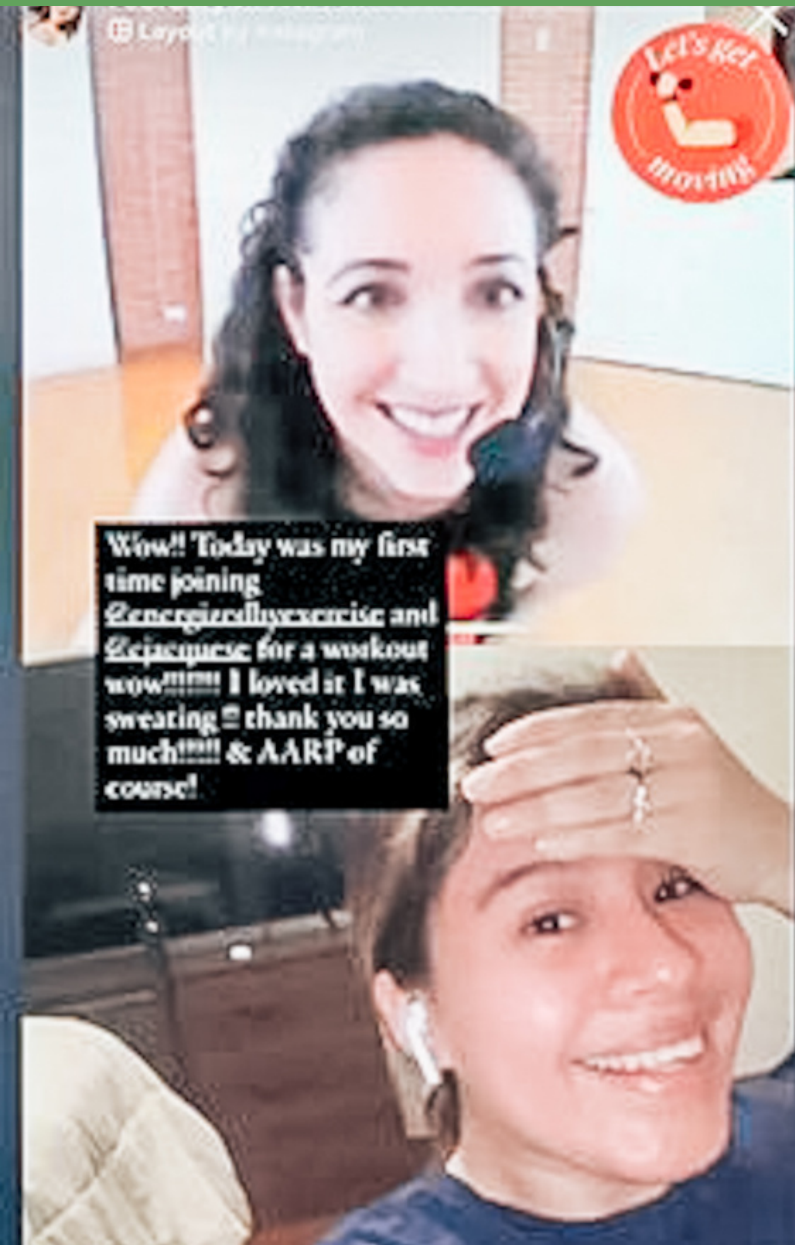
Challenges

Our participants crave a health and fitness routine that allows them to live a physically and emotionally healthy life. The problem is, fitness is hard, uncomfortable, and to many: boring.

Prior to starting our live virtual fitness series, our participants reported feeling clueless, inadequate, and judged when they engaged in traditional fitness endeavors.

“I had no idea how to workout on my own. I needed someone to tell me what to do, how to do it, and push me to keep going when things got tough. Yet, at the same time, I didn’t want anyone to watch me.”

-Chris. M.



Who We Help

Because we believe fitness is for everyone, we created programming that appeals to a wide demographic of fitness levels. Our inclusive, community-style programming truly attracts...everyone!



The full-time “nine-to-fiver” who fits in fitness all while dinner is in the oven, laundry is in the wash, and the kids are doing homework.

Victims of “gym-timidation” who’ve suffered far too long from “gym-junkie judgement” and exercise related insecurities.

Gym-rats who see fitness as a vital and non-negotiable priority.

How We Help



“I want to say how GRATEFUL I am for the FitPHX Fitness Party Series! The hour of fitness has truly sculpted my body and replenished my confidence! I am a stronger and more accomplished person for exercising with others who are on the same journey towards healthier, fuller lives! I believe in this program SO much, I made my mother and friends believers and we all finished this season together! These classes are the beginning of eating better, working in better moods, and having better chances at leading a fuller life! Thank you SO much to our AWESOME and ENERGETIC instructors who led and encouraged and worked us forward!” -Eboni W.

**“Before I joined FitPHX, I had only been doing simple easy cardio stuff. I have a sunken living room and I was just stepping up and back up to 30 minutes while listening to my Spotify playlist. When I first started with FitPHX, I couldn't do most of the moves and certainly couldn't participate for more than 10 minutes. But months later, I can do a lot more stuff and I've increased the time I work out with you. I can now move with your moves for close to 60 minutes. That is amazing.”
- Jewell H.**

“I learned about this program at a time of transition and stress in my life, not feeling good about myself, and I thought why not give it a try! I talked one of my girlfriends into going with me, and after we shared how much we enjoyed it, another couple of friends joined. Now we all look forward to these classes. This is a wonderful way to promote fitness to the community. I know it gave my girlfriend and I the motivation to join a gym, and even though we can take many classes there that are included in our membership we still look forward to the virtual fitness class every Tuesday!” - Allison B.



**“The instructors are amazing! I have gone from zero activity to doing some type of workout everyday due to your abilities to motivate and making fitness fun. Some Tuesdays were rough, but we pushed through it. Thank you! ”
– Patty A.**

“I love these classes because I don't need to drive anywhere, they are free and there's a variety of formats! They've definitely helped keep me accountable with my fitness during these challenging times. I am pushed to work out more consistently and harder when others can see me on video and it's motivation to keep going!” – Chelsey W.

“I have been a proud member of the #FitPHX family from the beginning. Each season the program gets better and better!!! We've created an awesome little community and I'm genuinely excited to “see” all my friends and favorite instructors. After getting sick last year, I struggled to return to my normal routine, but these virtual classes have been a blessing in getting me back to feeling good again. Big thanks to AARP and all instructors and everyone that keeps this program going!!!” -- Viv. Y

“These classes have helped me stay in shape. Last year I started my weight loss journey and lost 45 lbs!!! I usually was super motivated to workout but with this pandemic it got so hard and lost motivation! Once I found out about this program I was so excited!! It keeps me motivated and helps me stay on track with my workouts! Plus it's FUN!!! Thank you thank you thank you for it!!!!!! – Katia F.



"I can't thank AARP enough for sponsoring the Tuesday fitness classes. It's been a joy just staying active and meeting new friends. It's an incentive for me to keep moving! I hope this program will continue to in the future. Thanks to the instructors for their excellent programs, encouragement, stamina, and overall exuberance. AARP, thank you for this amazing program!" -Madeline E.

**"To continue the progress I've made through this program, I have enrolled into a gym to continue this healthy lifestyle. AARP, I thank you for this program so much, from the bottom of my heart!"
- Carolina M.**

**We just wanted to let someone/anyone know how appreciative we are of AARP for sponsoring the FitPHX workouts. It is amazing that we can participate in something that is so good for us! THANK YOU, THANK YOU, THANK YOU!!!"
- Nicki D**



Results

Return On Investment

Future Plans

Prioritizing our physical health *shouldn't* have to feel like a battle.

Caring for our loved ones and caring for ourselves *shouldn't* have to feel like an ultimatum.

Attending to our physical and mental well-being *shouldn't* be a secondary concern.



Our unique and innovative live virtual fitness programming has allowed our sponsor, AARP of Arizona, to build trust and confidence in program participants, engaging with the community while making a lasting impact on public health.

Since July of 2020, our groundbreaking live, community-focused virtual fitness series has attracted 500+ participants, serves a broad demographic, and has a 92% retention rate. The longer our participants remain in the program, the more exposure, trust, and loyalty they hold towards AARP, allowing them to engage and interact with the community at large, helping end the destructive effects of inactivity.

Our virtual fitness classes are FUN! Participants eagerly wear their branded swag and rave about AARP's trailblazing virtual fitness program all over social media, bringing the organization into a more visible space when it comes to public health initiatives.

As Seen On...



Engage and **interact** with your community.

Make a **lasting impact** on public health.

End the **destructive** effects of inactivity.



We believe fitness is a vital and non-negotiable priority, irrespective of one's age or current fitness "level." That's why we design FUN, entertaining group fitness programming allowing each individual to fully participate while adapting the workout to their personal needs. Because fitness should be achievable for everyone.



SCHEDULE A CALL TODAY!

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