BACK ON MY FEET
2018 ANNUAL REPORT
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Message from Our CEO

Dear Friends,

It was another impactful and transformative year at Back on My Feet as we continue to push our program’s reach and help as many members experiencing housing insecurity or homelessness as possible. We announced our 13th chapter, Denver, and we hired another Back on My Feet alumnus in New York City as our second Alumni Coordinator to engage and provide additional career development resources for alums. We were honored to welcome another National Partner to our ranks, Aramark. We ran a successful (and fun!) Giving Tuesday campaign with Outdoor Voices. We also launched a new website, bringing all of our chapters together under one digital umbrella, and we received accolades in multiple major media outlets – Boston Magazine, Christian Science Monitor, the New York Times and the Wall Street Journal.

We also took a deep dive during 2018 to find more ways we can put our program first, investing more time, resources and energy into what we do best — transforming lives. The fruits of our 2017 large-scale pro bono project with Accenture are leading us to push ourselves into new territory, and our involvement in the Stand Together Foundation’s Catalyst Network provided resources needed to look at how we can continue to improve our programmatic impact to support more members as they move their lives forward.

Of course, nothing we do would be possible without the drive and passion of our dedicated staff. They work one-on-one with our members to chart their journeys forward; they run with our members in the morning; they hold workshops for them in the evening. I am ever grateful. To our countless volunteers, our corporate, foundation and non-profit partners, as well as our Local and National Boards — thank you for continuously supporting our mission to transform peoples’ lives. It’s because of you that we are able to provide the support, trainings, employment opportunities and housing resources these individuals need to achieve a life of independence.

With your support, we look forward to continuing to innovate, build new transformative partnerships and change even more lives, one mile at a time.

With Gratitude,

[Signature]

Our Impact at a Glance:

2007 – 2018

890K+ Miles run

2,500+ Members achieved training and education

6,500+ Members employed and housed

“Back on My Feet got me back in the race, but this time I’m prepared with dedication, vision, goals, and the ancillary soft skills needed to keep me in it.” — Gerald, Member
Mission and Program

MISSION
Back on My Feet combats homelessness through the power of running, community support and essential employment and housing resources.

PROGRAM
Operating in 13 major cities coast-to-coast, Back on My Feet uses running and community to motivate and support individuals every step of the way, from homelessness to independence. Our success is measured not only by the health impact of miles run, but also by how many individuals obtain education, employment and housing.

Back on My Feet recruits program participants (“members”) at transitional homeless shelters and addiction treatment facilities around the country. Members’ participation begins with a commitment to run three days a week in the early morning. After 30 days in the program, members with 90% attendance earn the opportunity to move into the second phase of the program called Next Steps, which provides educational support, job training programs, employment partnership referrals and housing resources.

15% of Back on My Feet members are veterans, 17% are women, and in three cities we work with youth facilities for young adults (18-24) experiencing homelessness.

“Being a volunteer, you are able to see members every day who are fighting for their lives and growing in positive directions.” — Meghan, Volunteer
Back on My Feet Program Timeline

At Back on My Feet, running is the catalyst. Employment and housing are the endgame.

<table>
<thead>
<tr>
<th>DAY 1–30</th>
<th>DAY 31–100</th>
<th>DAY 100+</th>
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</thead>
<tbody>
<tr>
<td><strong>RUNNING</strong></td>
<td><strong>NEXT STEPS</strong></td>
<td><strong>ALUMNI</strong></td>
</tr>
<tr>
<td>With new shoes and gear, members run with volunteers in the early morning.</td>
<td>Running continues. Members receive educational support, job training, employment and housing resources.</td>
<td>Newly employed and housed, program graduates stay involved through the Alumni Program.</td>
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**RUNNING**

**PHASE 1**
Day 1 – 30
- **Morning Runs** – Teams meet outside homeless shelters and residential facilities early in the morning multiple days a week and run or walk 1-3 miles
- **New Gear** – Back on My Feet gives members new shoes and gear
- **Community** – Volunteers join morning runs and build our community
- **Dedication** – Members must maintain 90% attendance to advance to Next Steps

**NEXT STEPS**

**PHASE 2**
Day 30 – 100 (typically)
- **Workforce Development** – Members attend workforce development trainings delivered in partnership with Accenture Tools for Success
- **Financial Literacy Education** – Members attend financial literacy workshops provided through banking partners including ACE Cash Express, Wells Fargo, TD Bank and Bank of America
- **Training & Certifications** – Back on My Feet provides financial aid to support members seeking specific training or certification courses such as culinary arts or forklift certification
- **Education** – Members earn financial aid for attending or returning to school
- **Employment** – Members are referred to our local and national employment partner network
- **Housing** – Members are referred to housing partners, are helped in navigating affordable housing opportunities and may receive financial aid for a security deposit or first month’s rent

**ALUMNI**

**PHASE 3**
Day 100+
With employment and housing, members become Alumni. Our Alumni Program provides:
- **Community** – Monthly Alumni meetings and events to maintain community support
- **Health & Wellness Education** – Cigna sponsored workshops on nutrition, stress management, and general health
- **Career Coaching** – One-on-one support for career advancement
- **Leadership Opportunities** – Alumni become leaders, mentoring new members and serving on our Boards

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**I want to shed light on how easy it is to just run alongside someone who has hit hard times and just be their friend.” — Chelsea, Volunteer**
Our Impact in 2018

COMMUNITY IMPACT

1,400+ MEMBERS
3,000+ VOLUNTEERS
150,000+ SUPPORTERS

OVER 70% of our members who start in the running component of the program advance to the Next Steps phase of the program.

ECONOMIC

Every $1 invested in Back on My Feet returns $2.50 to the local community through economic output from employment and reduction in costs for shelter, medical services, incarceration and addiction treatment.

HEALTH

Members are 2.5x more likely to report high self-esteem than the general urban homeless population.

LONG TERM

The federal minimum wage is $7.25/hr. Our members start on average at $12.75/hr. Within 6 months, 44% of our Alumni receive a raise, and 83% maintain employment after 15 months.

"I really didn’t want a job, I wanted a career and Back on My Feet helped with that. Now, instead of me needing a job, the job will need me." — Chris, Member
Meet Our Members

“Because of Back on My Feet, I am more motivated to see my future as positive.”

Elvis struggled with sobriety and had insurmountable fines on his license, preventing him from working. Homeless and without options, he entered the Bowery Mission and learned about Back on My Feet. He embraced the program, from morning runs to Next Step classes. Elvis used Back on My Feet financial aid to remove the fines on his license, getting him back to work. Not only is he now successfully employed full-time as a plumber, but he owns his own business and has employees of his own!

“Back on My Feet embraced me, and after twenty-some years, I’m employed. I have a good job. I’m in a housing program. Back on My Feet gave me more in a year than I gave myself in a lifetime.”

Lowanna came to Back on My Feet in early 2017 after struggling with substance abuse for most of her life. Since joining the team, Lowanna has found the support she needed to turn her life around and maintain sobriety. From help applying to and starting a job at a Back on My Feet employment partner, where she recently received a raise and promotion, to learning technical skills at a computer literacy class, Lowanna is truly back on her feet.

DEMOGRAPHICS

Gender

| Gender | 83% Male | 17% Female | 15% of Our Members Are Veterans |

Race/Ethnicity*

- Asian: 11%
- Black: 33%
- Hispanic: 16%
- White: 46%
- Other: 10%

Level of Education

- Less than 8th Grade: 25%
- Some College, No Degree: 27%
- Less than HS/GED: 16%
- HS Diploma: 15%
- Associate’s Degree or higher: 4%

*Values may add up to be over 100 due to individuals choosing multiple categories.
Game Changing Partners

NATIONAL PARTNERS

I am honored to help support the great work that Back on My Feet does, and I am very excited about the efforts underway to expand our reach to help more people to combat homelessness across our existing chapters and into new cities. The work the talented local and national Back on My Feet staff do every day to help our members is truly inspiring.”

— Dave Guilmette, President, Global Employer & Private Exchanges, Cigna

SELECT LOCAL AND REGIONAL PARTNERS

I started a career with an amazing company, moved into my own place, and celebrated a year of clean living. All of this would have never been possible without Back on My Feet.”

— John, Member
Financials

Back on My Feet relies on corporate investors, individuals and foundations to partner with us in the important work of empowering individuals to overcome homelessness. Diversified funding and sustainable growth are top organizational priorities, locally and nationally. With 6% growth from 2017 to 2018, we continue on a positive path to serving more members and serving them at a deeper level. We are grateful for the thousands of donors who make this work possible.

**SOURCES OF INCOME**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$6,986,055</td>
<td>$6,635,306</td>
<td>$350,749</td>
</tr>
<tr>
<td>2017</td>
<td>$7,887,996</td>
<td>$7,807,529</td>
<td>$80,467</td>
</tr>
<tr>
<td>2018</td>
<td>$8,377,891</td>
<td>$8,011,611</td>
<td>$366,280</td>
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FUNDRAISING

**Galas and Breakfasts**

In 2018, we hosted 9 galas and 3 breakfasts nationwide that raised more than $1,750,000. Hundreds of business and community leaders attend each event to hear from members and support the mission, all while having a great time.

**FundRacing**

Nearly 1000 supporters FundRaced for Back on My Feet through the Bank of America Chicago Marathon, TCS New York City Marathon, the Boston Marathon, the Virgin Money London Marathon and more, raising more than $1,000,000 to support our program.

**Races and Treadmill Challenges**

Back on My Feet owned and operated 11 races and 6 signature Treadmill Challenges nationwide in 2018, raising more than $750,000. Whether at our Philadelphia 5-Miler, our Baltimore Sneaks Come Out at Night Relay or on a treadmill at one of our Treadmill Challenges, Back on My Feet events allow thousands to run with us and our members.

“"My plans for the future are coming true because I strive for success and I'm improving the quality of my life. Back on My Feet is awesome!” — Dianne, Member
Our Leadership

NATIONAL BOARD OF DIRECTORS

David Guilmette
Cigna Corporation,
President, Global Employer &
Private Exchanges,
Board Chairman

Greg Douglass
Accenture,
Senior Managing Director, Accenture
Strategy Global Lead for Comms,
Media and Technology

Anne Berkowitch
Bionic,
Co-Founder,
Board Vice Chairman

Eric J. Foss
Aramark,
President & CEO

Peter B. Cole
Marriott International,
CEO, Design Hotels,
Board Vice Chairman

Beth Ann Kaminkow
Geometry Global,
Global CEO

Charlie Constable
Brown Advisory,
Partner,
Board Treasurer

Vince Melchiorre
Bimbo Bakeries USA,
Senior Vice President

Andrew R. Mariniello
Morgan, Lewis & Bockius, LLP,
Partner,
Board Secretary

Jay Shipowitz
ACE Cash Express,
Chairman & CEO

Jeff Adams
Marathon Tours & Travel,
President

Brent Wyper
Ernst & Young,
Assurance Partner

Jeni Bell
Warner Bros.,
Senior Vice President of
Corporate Synergy

Whether I am with my Back on My Feet crew in Dallas or visiting the Chicago, San Francisco or Washington D.C. teams, I meet amazing folks who inspire and drive me.” — Scott, Volunteer

back on my feet
TRANSFORMING LIVES ONE MILE AT A TIME
Meet Our CEO

Katy Sherratt leads Back on My Feet as Chief Executive Officer. An award-winning social innovation leader, Katy has taken Back on My Feet from early stage startup to sustainable organization with the integration of new holistic success measures for the program, consistent double digit financial and programmatic growth YOY, and geographic expansion of operations across the US. Katy has been recognized by The Economist’s Philanthrocapitalism program as a leader in social innovation and cutting-edge non-profit management and named among Authority Magazine’s 2019 ‘Female Disruptors’ and Women’s Running Magazine’s ‘Top 20 Game-Changers.’ Most recently, she was named a winner at the Social Innovation Awards. Katy and her work have been featured across multiple media and news outlets including the Wall Street Journal, Washington Post, Forbes, New York Times, ABC, NBC, CNN, Fox News, Inc.com, Entrepreneur Magazine, Thrive Global, Popsugar, Runners World and numerous women’s health magazines. Prior to joining Back on My Feet, Katy led global projects for Accenture in their UK and US-based Strategy Practices working with corporate clients, NGOs and nonprofits with clients ranging from leading Financial Institutions to the United Nations.

“I’m honored to lead such a unique, dynamic and growing organization,” said Katy. “You don’t have to be a marathoner, or even a 5K runner, to feel the power of what we do on the morning runs — the community we build for individuals experiencing homelessness is the critical missing link and the reason why we’ve had such huge success in enabling our members to transition out of homelessness and maintain that transition.”

Back on My Feet not only gave me the community and physical activity I so desperately needed, but I stand taller now. I have more hope for my future because of the support they continue to give me.” — Shawn, Alum
2018 NEWS AND PRESS

February • *Outside Online*
Can a Running Club Help Fight Homelessness?

March • *Independent Sector*
Feeling the Virtual Life-changing Power of Running

March • *Christian Science Monitor*
She Gives a Sense Of Community And Purpose To Homeless Through a Running Club

April • *Boston Magazine*
Nonprofit Helps the Homeless Change Their Lives by Starting to Run

April • *The Wall Street Journal*
A Run to Get a Buddy Back on Track

September • *The New York Times*
Running, on the Way to Personal Recovery

“It feels good to know that I’m part of an organization that supports me as long as I’m willing to help myself. It gives me the freedom to try.” — Joe, Alum
Ways to Get Involved

RUNNING WITH OUR TEAMS
- Morning runs
- Evening weekday runs
- Weekend training runs for members training for half marathons/marathons
- Community fun runs

PROGRAMMING SUPPORT
- Job Training Classes (curriculum provided by Accenture and other corporate partners)
- Financial Literacy Training (curriculum provided by local corporate partners)
- Health & Wellness Classes (curriculum provided by Cigna and other corporate partners)
- Hire our members and become an employment partner

LEADERSHIP ROLES
- Serve on our local Advisory or Young Professional Boards
- Board members drive the success of our organization through their time, financial support, expertise and connections

FUNDRAISING
- Run alongside our members at local races while raising funds to support the program
- FundRace and gain access to race entries for all major marathons/half marathons, local 5Ks/10Ks in all markets
- Sponsor a Back on My Feet race and get employees running and volunteering together

EDUCATIONAL BROWN BAG LUNCHES
- Hear an inspiring speech from Back on My Feet leadership and local members on the profound impact of our program and how we help solve the challenges of homelessness

EVENT VOLUNTEER SUPPORT
- Join a planning committee or provide day of support for our local events such as annual Galas, Back on My Feet races or Treadmill Challenges

It’s been incredible to see how transformative running has been in some people’s lives. Getting to know people who live it is a gift I’ve received from this community.”
— Saralyn, Volunteer
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“...To be part of Back on My Feet broadened my view of what was possible. Back on My Feet is family. I was lost, alone and doors were closing all around me and I was about to give up. It feels so good to be in this part of my life.” — Sam, Member