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Dear Friends,

Back on My Feet continued to innovate in 2017, driving tremendous growth and success for our members experiencing housing insecurity or homelessness. We achieved double-digit financial and programatic growth, securing more members than ever before. In San Francisco, we celebrated a successful first full year of operations, while in Baltimore, we hired a former Back on My Feet member as our first Alumni Coordinator, engaging and providing additional career development resources for alums. We also teamed up with new partners like the Golden State Warriors, and due to the generosity of Samsung and Outer Realm, we were one of the first nonprofits to create a virtual reality video of our program, allowing viewers to experience a morning run with us on Skid Row. All of these ventures have helped drive new donor engagement, supported new partnership development and generated new media attention, leading to an exciting first for our organization — a front-cover feature in Women’s Running with Back on My Feet member Helenia Bragg.

2017 was also a year to dig in. We took time to look at the big picture, and with our national partner Accenture, we began a large-scale pro bono project to deep dive into our impact, working to determine where focused investment can yield the greatest results for those in need. Examination of our data is allowing us to make necessary changes to operate more effectively nationwide, improving our programmatic impact to support more members as they move their lives forward.

None of these efforts would be possible without our devoted staff who give so much of themselves to this organization, working and running alongside our members through every barrier and milestone. I am ever grateful for their passion and dedication.

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.

“Back on My Feet helped me physically and financially, but more importantly helped me build confidence; I am more than my homelessness or my addiction. Back on My Feet has opened up possibilities for me, introduced me to some amazing people and showed me that being 43 doesn’t mean I can’t change. Wherever I end up, I know that I will find a community of runners and advocates for the forgotten members of society, and I will always be grateful that they found me.” - Ben, Back on My Feet Alumni

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,

Katy

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**OUR IMPACT: 2007 – 2017**

- **700K+** MILES RUN
- **5,500+** MEMBERS EMPLOYED & HOUSED
- **83%** MEMBERS MAINTAIN EMPLOYMENT
- **100K+** VOLUNTEERS & SUPPORTERS

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*The hopelessness I felt was far worse than being homeless. Back on My Feet gave me hope again.” — Jeremy, Indianapolis*
MISSION AND PROGRAM

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

VISION
Back on My Feet seeks to revolutionize the way our society approaches homelessness. Our unique running-based model demonstrates that if you first restore confidence, strength and self-esteem, individuals are better equipped to tackle the road ahead and move toward jobs, homes and new lives. For all in need, we aim to provide: practical training and employment resources for achieving independence; an environment that promotes accountability; and a community that offers compassion and hope. For all with the capacity to serve—volunteers, donors, community and corporate partners—we seek to engage you in the profound experience of empowering individuals to achieve what once seemed impossible through the seemingly simple act of putting one foot in front of the other.

PROGRAM
Operating in 12 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 homeless shelters and residential facilities around the country and 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.

21% of Back on My Feet members are veterans, 23% are women, and in three cities we work with youth teams for young adults (18-24) experiencing homelessness.

"Back on My Feet helped me more in six months than the three years in other programs." — Joel, New York City
**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 every M/W/F 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>
</tr>
</tbody>
</table>

**RUNNING**

**PHASE 1**

*Day 1 – 30*

- **Morning Runs** – Teams meet outside homeless shelters and residential facilities every M/W/F, between 5:30–6:00 AM, and run or walk 1–3 miles
- **New Gear** – BoMF 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 to help return 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** – 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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A year ago, I would have called you crazy if you told me I would have a great job and I would get it, because of running. But, it’s true...Back on My Feet changed my life.” — Mark, New York
**OUR IMPACT IN 2017**

**COMMUNITY IMPACT**

1,400+ MEMBERS**

3,000+ VOLUNTEERS

100,000+ SUPPORTERS***

<table>
<thead>
<tr>
<th>2017</th>
<th>SINCE LAUNCH</th>
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<tbody>
<tr>
<td>900+</td>
<td>5,500+</td>
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<tr>
<td>150+</td>
<td>2,100+</td>
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</tbody>
</table>

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 national minimum wage is $7.25/hr. Our members start on average at $13.43/hr. Within 6 months, 44% of our Alumni receive a raise, and 83% are still employed after 15 months.

After 60 Days

- 48% High Blood Pressure
- 41% Obesity
- 13% BMI

"I received life training and skills, job training, financial literacy and support to help me get back on my feet. It’s helped me a lot in moving my life towards success.“ — Abi, Washington, DC
Meet Our Members

Growing up, an immigrant from Honduras, Norma was bullied for her differences, and in her early teens, she suffered from severe lack of self esteem. In her terms, she called it “self-hatred.” To cope, she turned to drugs at age 12. With drugs came lying, stealing and eventually prostitution. Norma found herself homeless and wanting to make a change. She started her road to recovery at Team Rosie’s Place in Boston, where she found Back on My Feet.

As she entered the Next Steps portion of Back on My Feet’s program, she devoured whatever resources she could, attending courses and classes in financial literacy, life skills, nutrition and goal setting. Norma credits Back on My Feet for helping turn her life around. “Back on My Feet taught me how to set goals,” she says, “and to celebrate each success no matter how small...even just waking up at 5:30am for a run was reason to celebrate.” She goes on to say, “Those goals and successes start to grow and next thing you know, you are graduating from HARVARD!” Norma graduated from Harvard with a degree in psychology and is working full time.

Derek grew up in group homes and juvenile detention centers. “The people who were supposed to take care of us didn’t.” In an effort to get away and find structure, he enlisted in the US Army, but was met with more pain and mental trauma from service. He was honorably discharged from the army, but struggled with substance abuse, incarceration and homelessness.

Derek hit a turning point when he became a father and entered the 43rd St Veterans Program in New York City. He was emotionally and spiritually broken; “I felt like a complete failure.” Derek turned to Back on My Feet for help. One mile turned into three, three turned into five, and the trend continued. “I’m thankful for all of those miles, some of them very painful, because being on the team reminded me that it was more about what I was trying to do than what I had done.” Back on My Feet helped Derek get visitation of his daughter, move out on his own and get a job at Marriott. He continues to be active at morning runs, mentors new members and runs ultras and marathons in his spare time.

Demographics

Gender

- **77%** Male
- **23%** Female
- **21%** of our members are veterans

Age

- 18–26 (Youth)
- 27–39
- 40–49
- 50–59
- 60+

Race/Ethnicity

- White
- Black
- Hispanic
- Other
- Asian

Level of Education

- HS Diploma
- Some College, No Degree
- Associate’s Degree or Higher
- Less than HS/GED
- GED
- Less than 8th Grade

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

If you can get up at 5:30 in the morning to run, you can get up at 5:30 in the morning and go to work.” — Kenny, Philadelphia
Game Changing Partners

National Partners

“Investing in the health and well-being of our members will help them sustain a pathway out of homelessness and continue to live a productive life. I am honored and passionate about Back on My Feet, and I look forward to helping our team combat homelessness by giving people the confidence and courage to return to housing, employment, productivity and wellness.”

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

“Homelessness is a major issue in the Bay Area and our hope through Project Rebound is to help encourage those in the Back on My Feet program to complete the program and help prepare them for the next phase of their journey.”

— Rick Welts, President and Chief Operating Officer, Golden State Warriors

Select Local and Regional Partners

Sometimes people just need a boost in their life to get themselves back on the right track and I think that’s exactly what Back on My Feet has done.” — Senior HR staff at the Indianapolis Marriott Downtown
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 13% growth from 2016 to 2017, 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>Sources of Income</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Corporate</td>
<td>47%</td>
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<tr>
<td>Individual</td>
<td>46%</td>
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<td>Foundations</td>
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<table>
<thead>
<tr>
<th>Year</th>
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<th>Expenses</th>
<th>Net</th>
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<tbody>
<tr>
<td>2015</td>
<td>$6,115,199</td>
<td>$5,883,689</td>
<td>$231,510</td>
</tr>
<tr>
<td>2016</td>
<td>$6,986,055</td>
<td>$6,635,306</td>
<td>$350,749</td>
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<tr>
<td>2017</td>
<td>$7,887,996</td>
<td>$7,807,529</td>
<td>$80,467</td>
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</tbody>
</table>

FUNDRAISING

GALAS
In 2017, we hosted ten galas and two breakfasts nationwide that raised more than $1,500,000. Hundreds of business and community leaders attend each gala 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
Back on My Feet owned and operated 11 races nationwide in 2017, raising more than $700,000. Whether our Philadelphia 5-Miler, Chicago Mardi Gras Chaser 5/10K or Baltimore Sneaks Come Out at Night 15K Relay, Back on My Feet races allow thousands to race with us and our members.

“I kept saying ‘I can’t’ but Back on My Feet financial aid opened me up to the opportunity of saying ‘I can!’” — Trevis, New York City
Our Leadership

National Board of Directors

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

Anne Berkowitch
Bionic, Co-Founder
Board Vice Chairman

Peter B. Cole
Marriott International, Managing Director, Business Integration
Board Vice Chairman

Eric Kraeutler
Morgan, Lewis & Bockius, LLP, Philadelphia Litigation Practice President
Board Secretary

Charlie Constable
Brown Advisory, Partner
Board Treasurer

Jeff Adams
Marathon Tours & Travel, President

Jeni Bell
AT&T Mobility, Vice President Corporate Strategy

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

Eric Foss
Aramark President & CEO

Beth Ann Kaminkow
Kantar Consulting, CEO Brand & Marketing Americas

Vince Melchiorre
Bimbo Bakeries USA, Senior Vice President

Jay Shipowitz
ACE Cash Express, Chairman & CEO

Larry Solomon
Epam Systems, SVP, Chief People Officer

Brent Wyper
Ernst & Young, Assurance Partner

Back on My Feet taught me responsibility, professionalism, and dedication.” — Mike, Washington, DC
MEET OUR CEO

Katy Sherratt leads Back on My Feet as Chief Executive Officer. An award winning social innovation leader, Katy has been instrumental in increasing Back on My Feet’s programmatic impact by over 75% and introducing new and important measures to demonstrate the holistic impact of the program. Under her tenure, Back on My Feet has gone from early stage start up to a sustainable organization, and continues to grow, with plans to launch in every major city in the US. Funding has increased by over 50% thanks to the growth of existing, and cultivation of new, partnerships and fundraising streams and the geographic expansion of operations along the East and West coasts. Katy has been recognized across multiple media and news outlets including by The Economist’s Philanthrocapitalism program as a leader in social innovation and cutting edge nonprofit management. In 2016, she was also named among Women’s Running Magazine’s “Top 20 Gamechangers” and most recently a winner at the Philadelphia Social Innovation Awards. Katy brings over 15 years of leadership experience across both the for profit and nonprofit sectors. 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 or going through recovery 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.”

OUR OPERATING MODEL

Back on My Feet is one national 501(c)(3) nonprofit organization with chapters nationwide. Back on My Feet’s Headquarters manages the local chapters and provides overall strategic direction, program, marketing and operational guidelines. They also define growth strategy and provide functional services to the chapters including Human Resources, Finances, Data Management and Communications. This allows the local teams to focus on delivering their local program and building local relationships. This business model seeks to build a consistent and successful program, brand and experience in each chapter as well as benefiting from shared services and economies of scale.

“...When you are homeless you feel like people don’t care and no one knows where you are, but Back on My Feet found us.” — Valerie, Philadelphia
2020 VISION

In early 2016, Back on My Feet completed a Strategic Plan to guide us in our mission over the coming years. Our 2020 Vision has four major objectives:

**Deepen Programmatic Impact**
- Enhance Workforce Development, Veteran and Youth Programming
- Develop New Employment Partnerships
- Establish New Housing Partnerships
- Expand Alumni Programming

**Maximize and Increase Funding Sources**
- Create New National Corporate Partnerships
- Implement Strategic Individual Giving Program
- Increase Foundation Support
- Expand FundRacing Program & Pilot New Fundraising Programs

**Expand Existing Markets**
- Grow Existing Teams
- Launch New Shelter and Facility Partnerships
- Expand Recruitment Channels
- Broaden Member Demographic

**Launch New Markets**
- Establish a Chapter in San Francisco in 2016
- Focus on Regional and “Viable Market” Growth 2017 and beyond
- Establish an International Chapter

Find Back on My Feet’s full strategic plan at [www.backonmyfeet.org/mission-vision](http://www.backonmyfeet.org/mission-vision)

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**NEWS AND PRESS**

**dc refined**
- **01.16.17** • D.C. Redefined
  How running is helping the D.C. homeless one mile at a time

**The Philadelphia Inquirer**
- **05.07.17** • The Philadelphia Inquirer
  'Back On My Feet' saves formerly homeless Broad St. Run racers

**FOX 29**
- **5.23.2017** • WTXF (FOX29 Philadelphia)
  For Goodness’ Sake: Fox29 Visits Back on My Feet Morning Run

**Weight Watchers Magazine**
- **July 2017** • Weight Watchers Magazine
  "Running Strong"

**Women's Running**
- **08.30.17** • Women’s Running
  Helena Bragg Thanks Running For Getting Her Back On Her Feet

**PopSugar**
- **11.02.17** • PopSugar
  How running helped this woman experiencing homelessness get back on her feet

“That first day, it kicked my butt. I am not a morning person, but that’s what I needed... to be a part of the community again.” — Remmy, Dallas
WAYS TO GET INVOLVED

RUNNING WITH OUR TEAMS
• Morning runs (5:30–6:00 AM Mon/Weds/Fri)
• 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

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 individuals achieve self-sufficiency

EVENT VOLUNTEER SUPPORT
• Join a planning committee or provide day of support for our local events such as annual Gala, Back on My Feet race or Treadmill Challenge
CONTACT INFORMATION

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