Back on My Feet is not organization but a family that has believed in me and provided me with respect, encouragement and support even when I have not believed in myself. Through their workshops, generosity, and caring they have lifted my spirit, given me motivation, taught me the importance of teamwork and family and most importantly they have continued to stand my by my side.

Will
BACK ON MY FEET ALUMNUS
Dear Friends,

I am proud and grateful to share with you how transformative and unprecedented 2019 was for Back on My Feet. We received our largest single gift to date — a $550,000 investment from the Stand Together Foundation. We also launched our 13th chapter in Denver. We welcomed new partners to our circle — HOKA ONE ONE® and Solgar, a division of Nature’s Bounty, to name a few. We received some accolades from major news outlets — The Guardian, Forbes.com, The New York Post, yahoo.com — and were even featured on CNN’s Great Big Story video channel. Most exciting to me, we took our learnings from 2018 and really focused on our program to achieve amazing results. In 2019 we employed more than 700 members, a 35% YOY increase, something we are incredibly proud of.

To accomplish and deliver such impact and results took hard work. In 2019 we challenged ourselves to make bold changes in our organizational processes and structures. We evolved into a new operating model that puts investment in our program — and our members — first. We better defined and leaned into clear core values, and we focused on our mission: sustainably employing as many members as possible. Ever dedicated to our members, our success would not be possible without our staff’s drive and passion. From one-on-ones to runs to workshops, they provide members with guiding support in times of uncertainty and help them chart their journeys forward. I am ever grateful for all that they do.

To our countless volunteers, our corporate, foundation and non-profit partners, our National Board and all our supporters and donors — thank you for continuously supporting our mission to transform peoples’ lives. It is because of you that we can provide the community, trainings, employment opportunities and housing resources our members 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.

With Gratitude,

Katy Sherratt, CEO, Back on My Feet

“

For the first time in my life, I am confident, and I have completed something on my own to fulfill my passion. I’m taking those skills with me as I look for a job in a company that is the right fit for me to build and grow my career.

Patrick
BACK ON MY FEET MEMBER

Left top: Katy spending time with our members in our San Francisco chapter after a morning run.
Left bottom: Patrick speaks to the Back on My Feet community at our 2019 Denver Gala.
Right: Staff and members get ready for our first ever run in Denver.
II. Mission + Vision

The state of homelessness in the U.S.

Individuals and families can lose their homes for a variety of reasons that are often interconnected: lack of affordable housing, limited economic opportunity, sudden or long-term medical problems and domestic violence, just to name a few. According to the Federal Reserve’s 2018 Survey of Household Economics and Decision Making report, 40% of Americans would struggle to come up with $400 to pay an unexpected bill. Simply put, too many among us are living on the brink of poverty.

At the end of 2018, approximately 568,000 men and women were homeless in the United States at any given time. 35% (198,800) were sheltered individually (not part of a family with children) in emergency, transitional or long-term facilities. In 13 cities across the country, Back on My Feet partners primarily with transitional homeless facilities that offer those experiencing homelessness temporary shelter for anywhere from 3-18 months. The cycle of poverty and homelessness can be hard to break, but not impossible. It is clearer than ever that we must connect individuals to the tools, skills, opportunities and community that will set them up for sustainable, long term success.

Transforming lives one mile at a time.

Back on My Feet combats homelessness through the power of running, community support and essential employment and housing resources. In 13 cities across the US, we use running and walking as tools to create and build communities that provide the support, resources and crucial social fabric that empower individuals experiencing and at risk of homelessness to achieve sustainable employment and stable housing.

We believe our members are capable of meaningful and sometimes extraordinary work, but they experience barriers beyond homelessness and housing insecurity that impact their ability to get back on their feet: the criminal justice system, poor credit, lack of opportunity, addiction, mental health services and more. We are here to help them navigate those challenges, helping to remove barriers while providing support from an engaged and enthusiastic community.

Success at a Glance

70% MEMBERS HOUSED + EMPLOYED
83% MEMBERS MAINTAIN EMPLOYMENT
44% RECEIVE A WAGE INCREASE WITHIN THE FIRST 6 MONTHS

We are so grateful for our partners and supporters who helped us grow and evolve this year, so that we can offer as many individuals as possible the opportunity to transform their lives. We are thrilled to be active in Denver, our 13th city.

Ashley Kilpatrick
VICE PRESIDENT OF DEVELOPMENT

Transforming lives one mile at a time.

Back on My Feet leverages the power of community to move our members forward, helping them overcome these obstacles and build healthier, more stable lives. We know the road is not always easy, but with the right tools and right people by their side, our members prove time and time again that we can break the cycle of homelessness.
III. About Our Program

Labels don’t define human potential.

“Homelessness” does not define our members. We know that an experience does not define a life.

At Back on My Feet, we look beyond the label to see the person, to see the potential every single member possesses — and we help them harness it.

We work with members at transitional homeless shelters and addiction treatment facilities in 13 cities across the US. Members’ participation begins with a commitment to run or walk with volunteers and staff three days a week in the early morning. After 30 days and 90% attendance, members move into Next Steps, our workforce development program, which provides educational support, job training programs, employment partnership referrals and housing resources.

The end goal? Helping our members achieve sustainable employment and stable housing.

Program Timeline + Phases

- **DAYS 1-30**
  - **COMMUNITY**
    - 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

- **DAYS 31-100**
  - **NEXT STEPS**
    - Running/walking continues. Members receive educational support, job training, and housing resources.
    - 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 our partners
    - Training & Certifications - Back on My Feet provides financial aid to support members seeking specific training or certification courses
    - 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
    - Financial Aid in Next Steps - Members can earn financial aid for work clothes/materials, tuition, transportation, security deposits or other items that may be barriers to employment or housing. This is unique in the homeless services space and affords us the ability to have a direct impact. The funding is provided not to the member, but to the third party entity, i.e. a landlord for a security deposit on an apartment.

- **DAYS 100+**
  - **ALUMNI**
    - Newly employed and housed, program graduates stay involved through the Alumni Program.
    - With employment and housing, members become alumni. Our Alumni Program provides:
      - Continued Community - Monthly alumni meetings and events to maintain community support
      - Health & Wellness Education - Partner 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

Left: A Back on My Feet member works with an employment partner to practice interview skills. In our workforce development workshops, members are educated in resume building, job hunting, financial literacy, and other valuable skills that lead to long-term independence and stability.
Our Programmatic Impact

In 2019
- 900+ Members secured jobs and a home
- 300+ Members completed training and education programs
- 160K+ Miles run by members

Since Launch
- 7,500+ Members secured jobs and a home
- 3,000+ Members completed training and education programs
- 890K+ Miles run by members

Our Community Impact

- 1,400+ Members enrolled in our Program in 2019
- 150,000+ Supporters, donors, partners and other essential community builders and members
- 3,000+ Volunteers whose service actively creates and holds space for community

IV. Our Impact

Social Impact

Our members are 2.5x more likely to report high self-esteem than the general urban homeless population. After 90 days of running with Back on My Feet, they experience:

- 97% of members take a more positive attitude toward themselves
- 72% of members find their life to be more meaningful
- 86% of members feel more satisfied with their lives

Health Impact

After 60 days of running with Back on My Feet, members experience important health benefits, including:

- 48% Reduction in High Blood Pressure
- 13% Reduction in BMI
- 41% Reduction in Obesity
- 58% Reduction in Nicotine Usage

“2019 was a year of exciting growth and impact for our program. It’s an honor to work with such a passionate community of members, alumni, volunteers, and staff and to witness the transformational power of community as our members achieve their goals and move their lives forward.”

Elizabeth Manning
VICE PRESIDENT, PROGRAM & EVALUATION
V. Meet Our Members

Laverne got her degree.

Laverne first came to Back on My Feet in 2007. At that time, we helped her move out of a homeless shelter, find a sustainable job and reunite with her family. But her involvement with Back on My Feet didn’t end there.

After all this time she has remained an active part in our community, walking with volunteers and new members and attending Back on My Feet alumni events and workshops.

Even losing her job could not dampen Laverne’s unstoppable spirit. She went back to school and graduated this fall with a Certificate in Medical Billing and Coding, all with Back on My Feet in her corner every step of the way.

“Being in a shelter was hard — I was sad and depressed, but Back on My Feet brought me so much joy. It was incredible to know somebody was there to talk to me, to help me, to cheer me on — the community really wanted me to succeed. Back on My Feet gave me reasons to be proud of myself — something I’d never felt before.”

Angie reunited with her family.

At the center of Angie’s world are her children — Jennifer, Mark and Nathaniel.

But it has been a hard few years. One of her children has special needs, requiring significant medical care that comes at a high cost. Things became even harder after Angie lost her job. With no family to help, Angie was forced to give up her home and enter a shelter. There she found Back on My Feet.

With Back on My Feet behind her, Angie got the support she needed to tackle the road ahead. She obtained a professional certification to advance her career prospects and found a new job and housing. Most importantly, she was able to reunite with her children.

Angie BACK ON MY FEET ALUMNA
VI. Partners

Companies ranging from large international firms to local mom-and-pop businesses offer an array of support to our organization. They hire members, conduct trainings, provide meeting space and help us create the community that propels our members forward. Here are just four organizations who helped us in 2019:

In January, the Stand Together Foundation committed $550,000 to Back on My Feet — our largest foundation gift to date. The funding is part of a series of investments from Stand Together during National Poverty Awareness Month to expand the work of organizations in its Catalyst Network, a growing group of more than 100 innovative organizations that are transforming communities across the country and helping people break free of the cycle of poverty.

Back on My Feet was excited to partner with HOKA ONE ONE®, a division of Deckers Brands (NYSE: DECK), in 2019. HOKA donated $30,000 to Back on My Feet’s program and committed community engagement as well as shoe donation in 2020.

Cigna has been a longtime supporter of Back on My Feet, and in 2020 they continued to help deliver impact around the country. They connected members to free dental services in Los Angeles, sponsored healthy cooking and nutrition classes in multiple markets, and provided computers to our chapters nationwide to help with member training.

The Ace Cash Express Community Fund, part of Populous Financial, provides crucial support to our programs in Los Angeles, Baltimore and Dallas. They also teach classes in Financial Literacy, helping our members learn about basic banking, budgeting, and skills for financial success.

We take a well-rounded approach to help members move towards self-sufficiency, and we ask our national partners to do the same. Game-changing partners literally alter the course of our organization. Our partners impact member success nationwide through employee engagement, programmatic support, financial support and board engagement.

Evan Feinberg
EXECUTIVE DIRECTOR, STAND TOGETHER

Back on My Feet’s truly unique model is transforming lives all across the country. We’re excited to be able to deepen our relationship with this inspiring organization and see even more individuals find strength and self-reliance through the power of community and commitment.

National Partners

Select Local and Regional Partners

We are grateful for the support of our national and local partners. They play a significant role in helping us achieve our mission.
VII. Financials

Back on My Feet partners with corporations, individuals, and foundations to invest in our mission and empower individuals to overcome homelessness. Diversified funding and sustainable growth are top organizational priorities. With 6% growth from 2017 to 2018, we continue on a positive path to support more members, at a deeper level. We are grateful for the thousands of donors who make this work possible.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>REVENUE</th>
<th>EXPENSES</th>
<th>NET</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>2019</td>
<td>$7,911,748</td>
<td>$7,875,598</td>
<td>$36,149</td>
</tr>
</tbody>
</table>

Your economic impact

Every $1 invested in Back on My Feet returns nearly $2.50 to the community through increased economic activity and cost savings in just three years. The economic impact includes: increased economic output from employment, cost savings from housing stability, and reduced costs associated hospitalization, incarceration, and substance abuse treatment. The economic impact results have been validated by PA Consulting Group.

When you go into the shelter system, you feel alone. No one understands. How this going to get better? By joining Back on My Feet, you see people’s progress. You have people that will cry with you, share your happiness, your little successes and your big ones. And that’s meaningful.

Ava
BACK ON MY FEET ALUMNA

Sources of Income

<table>
<thead>
<tr>
<th>Sources of Income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>47%</td>
</tr>
<tr>
<td>Individual</td>
<td>42%</td>
</tr>
<tr>
<td>Foundations</td>
<td>11%</td>
</tr>
</tbody>
</table>

Staff Leadership

“’I love running because you are totally in control. You decide how far you run, how fast you run and where you run. You own everything about the process — especially the success and feeling of accomplishment when you’ve run farther than you ever thought you could’”

Elizabeth Manning
VICE PRESIDENT, PROGRAM & EVALUATION

“’I love Back on My Feet. When we stay present and focus on the next right action, with a community of support, we can move mountains. We do that with our members here at Back on My Feet, and I am incredibly proud to be a part of it.’”

Melody Westen
SENIOR VICE PRESIDENT OF DEVELOPMENT

“’I’m honored to lead such a unique, dynamic and growing organization — 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.’”

Katy Sherratt
CHIEF EXECUTIVE OFFICER

“’I continue to be amazed by the bond that forms between Back on My Feet’s members and volunteers by simply running together. While we know that running and community help members get their lives back on track, there is still something almost magical about what we do.’”

Paul Hilger
CHIEF FINANCIAL OFFICER

Right: Two Back on My Feet members meet up at Philadelphia’s City Hall.
INVEST IN HUMAN POTENTIAL

National Board of Directors

VIII. Contact Us

Katy Sherratt  
Chief Executive Officer  
katy.sherratt@backonmyfeet.org  
@katysherratt

Melody Westen  
Senior Vice President of Development  
melody.westen@backonmyfeet.org

Back on My Feet Headquarters  
100 S. Broad Street, Suite 2136  
Philadelphia, PA 19110  
215-772-1080  
info@backonmyfeet.org

“Back on My Feet helped me with discipline, responsibility, and confidence. Running with the team helps me feel so much better about myself and led to a full-time job at Accenture!”

Carole  
BACK ON MY FEET ALUMNA
IX. News + Press

"What makes Back on My Feet different from other care agencies is not the wraparound services provided by the staff, but the committed relationships deepened through physical exercise and sweat equity.

The Guardian
CLICK TO READ FULL ARTICLE

CEO Katy Sherratt joins Lance Armstrong to talk about their mission and how they get homeless folks into running. They are joined by Shawn Livingston to talk about his success with the program.

The Forward Podcast
CLICK TO READ FULL ARTICLE

"Each run starts at 5:45 a.m. and starts with a hug. Once you’ve made the commitment to run three days a week for 30 days you get access to the next step, which includes tips on how to get a job, managing money, wellness tips and much more.

WPIX11 NYC
CLICK TO READ FULL ARTICLE

"The nonprofit is currently in talks with at least one major foundation to expand into 30 cities by 2023 (a $5 million proposal), [Katy] Sherratt said. Back on My Feet also has a four-year strategic plan to open chapters in another five cities without some form of investment.

Forbes.com
CLICK TO READ FULL ARTICLE

"Harris has experienced spates of homelessness and fought the demons of drug addiction on and off for 20 years, he told The Post. But while getting straight in 2014, he began running and competed in the marathon one year later. Training became a key part of his recovery, he said.

New York Post
CLICK TO READ FULL ARTICLE

"No personal record or goal I set stands a chance because Back on My Feet has shown me how to keep pushing forward and finish strong — on the road, and in life.

Ned
BACK ON MY FEET MEMBER

WHAT DID PEOPLE SAY ABOUT BACK ON MY FEET IN 2019?

"On Giving Tuesday, Hoka One One has announced a $30,000 donation to Back on My Feet, a nonprofit that helps combat homelessness. The grant will directly support members of the organization who are either living without a home or in addiction or treatment facilities.

Yahoo.com
CLICK TO READ FULL ARTICLE