

# PLAYWORKS NORTHERN CALIFORNIA ANNUAL REPORT

## 2023-24



PLAYWORKS

# A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Playworks Northern California Community,

It is with great pride and gratitude that I invite you to celebrate with us the impact of Playworks Northern California's 2023-2024 program year. In a world where children face unprecedented challenges, the joy and development derived from play continue to be essential. This year, we reached over 69,000 children across Northern California, providing them with opportunities to build social skills, foster teamwork, and develop leadership qualities through play.

Throughout the year, I collected countless stories of our impact in school and out-of-school time spaces. I'll share just one below, funny enough it's from the very first day of programming. I think it speaks to the power of play: If Coach Nick was able to accomplish this in one day, imagine the cumulative impact he had at this school after a whole year.

*"Positive review on day 1, from me! I saw Coach [Nick] helping students learn how to problem solve and play fairly. Students waving him down in the halls, eager to please at morning recess. And at the dinner table this evening, [my son] shared that he was invited to play soccer today with "new kids" and "it was the funnest recess I've ever had." [He] has always struggled to join other children in free play like recess, but today it was facilitated, healthy, and he says he can't wait for recess tomorrow! This coach is a positivity magnet. Celebrating this as both a parent and as a teacher. Thanks so much for bringing this in!"*

Thank you for being part of our community. Together, we are making a lasting difference in the lives of children and creating a brighter, more playful future.

With gratitude,



Laura



# THE YEAR IN REVIEW: BUILDING FOR THE FUTURE

The theme of the 2023-24 program year was “building momentum.”

At every level, our team worked to enhance capacity, resources, and best practices that will help us expand our impact in the Northern California region.

Some highlights:



1

## New partnership tools:

Two dedicated groups of program, partnerships and development team members collaborated for 8 months to create a school prioritization tool and a service match assessment that will allow us to better cultivate long-term partnerships and encourage multi-year engagements.

2

## Collaborative strategic planning

Staff input including, managers and direct service providers, guided our long term goal setting. They identified district systems change and out-of-school time partnerships as strategic priorities and were the key drivers of the initial research and learnings which will inevitably shape our upcoming strategic plan.

3

## Board led initiatives:

Regional Advisory Board Members helped identify new geographies for programmatic expansion including rural spaces like Butte and Shasta County as well as agricultural spaces like Fresno and Madera County. They also brainstormed how to better leverage our digital services to bring safe and healthy play to more students.





## OUR IMPACT

**69,447**

# students served

**815**

# of youth leaders

**150**

Total # of School and  
Community-Based Organization  
Partners

**41**

# of schools receiving Coach,  
Relay or Team Up

Every year, Playworks surveys our partner schools to learn about the impact of our programs and find ways to improve. Here are a few highlights from educators surveyed this year:

**95%**

of educators reported  
Playworks **increases the**  
number of students that are  
physically active

**97%**

of educators that agree that  
Playworks helps create  
**opportunities for inclusion of**  
diverse groups of students.

**93%**

of educators reported Playworks  
helps students **develop the skills**  
to succeed in their learning  
community.

**96%**

of educators agree that  
Playworks helps **create an**  
environment of belonging



# CELEBRATING OUR PARTNERSHIP WITH THE WARRIORS COMMUNITY FOUNDATION

As we close out this school year, we reflect on the incredible impact of our partnership with the Warriors Community Foundation. Their unwavering support has not only strengthened our programs but also brought immense joy and growth to the children we serve. Here's a look at the profound contributions made by the Warriors Community Foundation and the lasting memories they have helped us create.

The cornerstone of this year's support was the generous Hoops for Kids grant of \$75,687. This substantial contribution is instrumental in ensuring that our programs can continue to thrive and expand, reaching even more young people with the power of play.

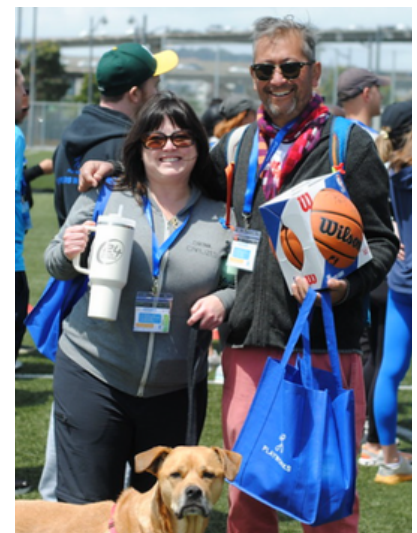
The Warriors Community Foundation's generosity also shone brightly at our Spark Play event. Their donation of giveaway goodies was a major hit and added a special touch to the event, with many happy winners taking home prized items.



Another memorable moment of the year was the basketball clinic hosted at the Warriors Oakland Facility for the students of Berkley Maynard Academy (BMA). Basketball is a beloved sport at BMA, and the students were thrilled to participate. This experience was especially meaningful as the principal of BMA is a former Playworker. The clinic provided a day of excitement, learning, and connection, leaving a lasting impression on the young participants.

The partnership between Playworks and the Warriors Community Foundation is far from transactional; it is a collaboration rooted in a shared commitment to the communities we serve. Their support has made a tangible difference in the lives of countless children, and we are profoundly grateful.

As we look ahead to the upcoming school year, we are excited to continue this partnership and achieve even greater heights together. The Warriors Community Foundation's support has been a cornerstone of our success, and we can't wait to see what we will accomplish together in the future.



# UP NEXT: BEYOND THE BAY



During the 2023-24 program year we continued to leverage strategic partnerships to expand our impact beyond the Bay Area. Our collaboration with Madera Unified School District is just one example of these successes:

Madera’s climate is the perfect metaphor for the rest of its story. Hot and dry, with little rainfall, nutrients don’t go deep into its soil. For something to work in Madera it must be adaptive and creative. Playworks’ partnership with Madera Unified School District was exactly that.

Unable to hire a fleet of recess staff for every school, Madera Unified cleverly leveraged its resources to instead hire two full time staff positions, Student Advocates, to be the holders and drivers of Playworks' tried and true recess practices.

Playworks trained Madera’s Student Advocates and worked alongside the Culture and Climate Department to equip them with the tools and resources they needed to implement safe and healthy play through the district. Through this collaborative partnership we were able to pour recess resources into Madera’s community.

As we look towards the next program year, we look forward to a continued partnership with Madera USD and to many new partnerships beyond the bay.



# Thank You to Our Partners in Play!

Playworks Northern California extends immense gratitude to the generous support of all our individual donors and volunteers. Our impact is the result of our collective investment and commitment to Playworks' mission to bring safe and healthy play to every kid.

## Our Direct Service Partners

Alameda Unified School District  
Alisal Union Elementary School District  
Auburn Union School District  
Brentwood Union School District  
Campbell Union School District  
Cupertino Union School District  
Davis Joint Unified School District  
Dixon Unified School District  
Fairfield-Suisun Unified School District  
Hayward Unified School District  
Monterey Peninsula Unified School District  
Moreland School District  
Mountain View Whisman School District  
Mt. Diablo Unified School District  
Oakland Unified School District  
Pacifica School District

Palo Alto Unified School District  
Pleasanton Unified School District  
Ravenswood City School District  
Sacramento City Unified School District  
San Francisco Unified District  
San Mateo-Foster City School District  
Soledad Unified School District  
South San Francisco Unified  
Spreckels Union Elementary School District  
Sunnyvale Unified School District  
The Fairfield-Suisun Unified School District  
Ukiah Unified School District  
Vacaville Unified School District  
Washington Unified School District  
West Contra Costa Unified School District

## Our Foundation and Corporate Partners

Bernard E. & Alba Witkin Charitable Foundation  
Blue Shield of California  
Brickyard Berridge Fund  
City and County of San Francisco:  
Department of Children, Youth and Their Families  
Dodge & Cox  
The Eucalyptus Foundation  
El Camino Health  
El Camino Healthcare District  
Fenwick Foundation

Franklin and Catherine Johnson Foundation  
Kaiser Permanente Northern California  
Community Benefit  
LinkedIn  
Marsh & McLennan Agency  
Quest Foundation  
Rakuten USA  
Saw Island Foundation  
Sidney Frank Family Foundation  
Warriors Community Foundation

## Northern California Regional Advisory Board Members

Nick Nieto, Board Chair  
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Jackie Fusco

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Lauren Lightbody  
Trinity Martin  
Miriam Rollock  
Christopher Sovell

