



2018



ANNUAL REPORT

A message from

Our CEO & Board of Directors Chair



A safe place to play isn't a nice-to-have; it's a necessity.

KaBOOM! is working to address the fundamental needs of every kid, making sure they have access to great playspaces that enable them to soar. We do this by bringing together communities and partners to tackle the systemic inequities that deny kids a healthy environment in which they can thrive.

Our work is driven by three guiding values:

- **Community:** When people come together and are focused on putting the needs of kids first, communities can be transformed.
- **Equity:** Play is the center of childhood. And far too many kids live in communities that have experienced decades of disinvestment, leading to inequitable access to playspaces that disproportionately impacts communities of color. We must work to overcome the systemic barriers that get in the way of kids playing.
- **PLAYce:** Kids need safe, stimulating places to play where they live and learn and throughout their communities.

This year, KaBOOM! has built new playspaces in 328 communities, addressing inequitable disparities in play infrastructure and bringing people together to increase the chances for kids to grow up happy, healthy and resilient. Throughout this annual report, you will read stories of impact and partnership, from Chicago to rural Colorado, as we work alongside communities to create great places to play in neighborhoods challenged by disinvestment.

Every kid should have an amazing playspace near their home, at their school and in their community. We have a lot of work to do to make this vision a reality. We are grateful for our wonderful, inspiring partners who roll up their sleeves with us to close the playspace equity gap and to build a brighter future for kids, families and communities.

A handwritten signature in black ink that reads 'James Siegal'.

James Siegal
CEO

A handwritten signature in black ink that reads 'Stephanie Gaillard White'.

Stephanie Gaillard White
Board of Directors Chair

Equity ● Community ● PLAYce

By the numbers

618,000

Kids who now have a safe, great place to play

328

Communities with new playspaces

29,000

Volunteers engaged



Who we are



KaBOOM!

is the national nonprofit that works to ensure every kid in every community has equitable access to quality, imaginative playspaces. We believe that play is not a luxury, but an essential part of childhood that helps kids grow up happy, healthy and resilient.

Far too often, play is hard to come by because communities have experienced decades of disinvestment that has led to inequitable access to playspaces, disproportionately impacting kids of color.

These and other circumstances often make it more challenging for many kids to play and get the critical cognitive, social,

emotional and physical benefits they need to thrive.

We are committed to tackling systemic play inequities by unifying diverse partners and supporting communities around a singular goal on which everyone should agree: every kid has the right to play and just be a kid.

Joining together with schools, parks, public housing communities, transportation systems, corporations, foundations, city officials and child-serving non-profits, KaBOOM! has collaborated to build or improve more than 17,000 playspaces, engaged more than 1.5 million volunteers and provided more than 10 million kids with a great place to play and an opportunity to soar.



A safe place to play isn't a nice-to-have; it's a necessity.





COMMUNITY

**THE WELL-BEING OF OUR COMMUNITIES STARTS WITH THE
WELL-BEING OF OUR KIDS**

When people come together and are focused on putting the needs of kids first, communities can be transformed through promoting social cohesion, creating a safer environment in under-resourced neighborhoods and encouraging resiliency and healing for kids and families in the wake of a disaster, crisis or tragedy.



COMMUNITY
CUSTOMER SERVICE
COLLABORATION
COMMUNICATION

HOUSING

Improving health outcomes through play



Our partnership with The Colorado Health Foundation is designed to have a cross-generational impact on the health outcomes of all Coloradans by strengthening bodies, minds and communities through more equitable access to dynamic and innovative physical activity. The Foundation has committed \$2.4 million toward reducing barriers that prevent some of the state's most vulnerable residents from living their healthiest lives.

The Pioneer Play Path Project

In 2018, The Colorado Health Foundation continued its partnership with KaBOOM! to build state-of-the-art PLAYces in rural communities across Colorado – including new playgrounds, adult fitness equipment, multi-sport courts, adventure courses for teenagers and Play Everywhere installations.

For one of these projects that provide opportunities to play all along the way, we collaborated with the Morgan County School Board to create a playful path connecting the Landmark Mobile Home community to Pioneer Elementary School.

The Pioneer Play Path project was designed to meet the needs of the diverse community of kids and their families who live within walking distance of Pioneer Elementary School. Over the past decade, many of these families have immigrated to the United States from the Congo, El Salvador, Ethiopia, Mexico, Guatemala, Somalia, Tanzania and other countries. The neighborhood around Pioneer Elementary consists of single-family homes, apartment complexes and mobile home parks, most of which have extremely limited play or recreational options.

The Play Path turned an existing walking path that connects students' homes to the

**THE FOUNDATION
COMMITTED OVER \$2.4
MILLION IN FUNDING FOR
HEALTHY LIVING IN
COLORADO**

school into an engaging, exciting and playful experience. With musical instruments, a balance beam, colorful painted games, mazes and way-finding signs, the Play Path offers the entire community, but most especially students on their way to and from school, an opportunity to play everywhere. The Play Path is also helping Pioneer Elementary School improve health outcomes for their students, enhancing the school's ability to serve the community academically, socially and physically.



Helping communities rebuild after a disaster



“Whenever they get to play, they don’t have to think about their past - they get to just focus on being kids. This playground will be a safe haven for them. Knowing their stories and hearing them laugh again, it’s just amazing. Their resilience is inspiring.” - Nikki Morton, FamilyLink

Following Hurricane Harvey, many kids throughout Southeast Texas lost homes, lost loved ones and lost routine. And in 2018, nearly a year after the storm, some families – especially those most in need – still struggled to find convenient, safe spaces to play. KaBOOM! began a partnership with the Rebuild Texas Fund to create 35 playspaces in communities impacted by Hurricane Harvey in Southeast Texas, providing new opportunities to play for more than 87,500 kids over the next generation.

On the anniversary of Hurricane Harvey, KaBOOM!, the Rebuild Texas Fund and more than 200 volunteers came together to help build a playground for the kids of FamilyLink at Legacy Ranch, a foster and adoption center in Gonzales. During the hurricane, the team at FamilyLink worked tirelessly to make sure the kids, who had already experienced so much in their young lives, felt safe, despite the rising water, flooding and debris caused by the storm. The devastation that a hurricane can bring to a community impacts everyone, and for kids, the experience can be especially stressful.

When faced with devastation and uncertainty after a disaster, play is a way to restore normalcy in the lives of the kids and gives the community a tangible way to make a difference. The work continues in Southeast Texas to restore joy in the lives of kids impacted by Hurricane Harvey.



EQUITY

WE ARE FOCUSED ON CLOSING THE PLAYSPACE EQUITY GAP FOR GOOD

Play is the center of childhood. For far too many kids, play is hard to come by because their communities have experienced decades of disinvestment that has led to inequitable access to play, which disproportionately impacts kids of color. By approaching our work through a racial equity lens, we can address the barriers that make it more challenging for many kids to play and get the critical cognitive, social, emotional and physical benefits they need to thrive.



Supporting community transformation



For years, the Pullman neighborhood on the South Side of Chicago had experienced long periods of gun violence, leaving many of the residents – both adults and young kids – longing for safer streets. Sherman Scullark has lived in the neighborhood for his entire life and decided in 2018 to do something to address the violence that permeated his community. To help drive momentum toward change and peace, Scullark connected with Detective Vivian Williams, a trusted police officer and community-pillar who has lived in the neighborhood for 32 years, to enlist her support in helping to bring peace to the neighborhood and put an end to the violence.

This effort resulted in a truce between two rival groups that collectively decided to put down their weapons as part of a larger commitment to non-violence in the community. After helping to negotiate the truce, Scullark worked with Chicago CRED (Creating Real Economic Destiny) and a group of young men from the community to brainstorm ways to improve their neighborhood and promote safer streets for kids and families. The Chicago CRED participants, led by Scullark, came up with the idea of creating a new playground for the young kids – a gathering place for play, but also an important symbol for building a new and more peaceful future for families in Pullman.



In summer 2018, this vision turned into a reality when residents of the Pullman neighborhood, the leadership we brought together and staff from Chicago CRED, including former Secretary of Education Arne Duncan, Chicago Park District and the Chicago White Sox, created a safe place to play for some of the city's most vulnerable kids.



“The building of this park represents how everybody can continue to come together and work together and make something out of it...”

- Sherman Scullark

Partnering for system-wide impact



Like many industrial cities across the country, Detroit has experienced a long history of community disinvestment, including chronic under-funding of the parks system. With a systems-level approach, KaBOOM! is driving public-private partnerships to bring diverse partners together to help address the needs of kids in the community. As a part of this work in 2018, KaBOOM! partnered with the City of Detroit, the Ralph C. Wilson, Jr. Foundation, the Skillman Foundation, General Motors, Quicken Loans and the Cody Rouge Community Action Alliance to respond to the community need for a destination and gathering place for kids to play in Stein Park, located in Cody Rouge neighborhood.

This project serves as a complement to the comprehensive redevelopment strategy being led by the City of Detroit and the Cody Community Action Alliance that implements neighborhood solutions to directly benefit the lives of kids and families within the community. By joining this effort, volunteers helped lead solutions to improve their community and support further community engagement for kids and families living in the Cody Rouge neighborhood and throughout Detroit.



PLAYce

EVERY KID NEEDS A QUALITY, IMAGINATIVE PLACE TO PLAY

For kids to thrive, they need safe, stimulating places to play at home, at school and everywhere in-between. KaBOOM! is working to address the critical needs of all kids, making sure they have a place to play and to feel like they belong, regardless of their zip code or skin color.



COMMUNITY
CUSTOMER SERVICE
COLLABORATION
COMMUNICATION

HOUSING

BALTIMORE
www.HABC.org
H.A.B.C. VOLUNTEERS

Extending childhood for all kids

Having a place to play is a critical part of childhood. KaBOOM! believes that kids are being asked to grow up too fast, and older kids need safe spaces to just be kids too. By building multi-sport courts and adventure courses for teens, we are helping to extend childhood by providing play and activity opportunities for a broader age range of kids. Both provide a space where kids and teens can be active with peers and serve as a gathering space in the community.





← Adventure Courses

In September of 2018, we built a 13,000-square-foot, state-of-the-art, community-designed playspace that included a challenging obstacle-course style adventure course in Salamanca with the Ralph C. Wilson, Jr. Foundation, the Rural Revitalization Corporation, the Salamanca Youth Bureau and local community members and local leaders. Families are now traveling from an hour-and-a half away to this community to experience this one-of-a-kind playspace.

Multi-Sport Courts →

In June of 2018, KaBOOM! collaborated with ESPN and Disney to complete a multi-sport court at Rosa G. Maddock Elementary School in Burbank, Illinois. The project resulted in a multi-use space that can be transformed for a variety of sports, including basketball, volleyball, soccer and more choices so that more kids can find something they can enjoy.





Engaging teens

In the process of designing and developing multi-sport courts and adventure courses, older kids can impact positive change within their community by helping to decide how the existing space will be transformed, taking on leadership roles in the planning phase and ultimately contributing to the creation of a vital community hub – a valuable experience today and in the future as they prepare for careers, higher education or other endeavors.

KaBOOM! Adventure Courses are providing older kids with special places where they feel they belong and can enjoy being active with peers and engaging with their community in a meaningful way. This investment in older kids demonstrates to them that they as leaders can make a positive impact, and that they as kids matter and are supported by caring adults who want to ensure they are getting opportunities to grow up happy and healthy.

Play Everywhere



We know that far too many families are challenged by not having the time or natural moments during the day where their kids have the opportunity to play.

Play Everywhere responds to this need by introducing unique, convenient playspaces that help transform everyday spaces and make play an easier choice for families and kids. Since the Play Everywhere program's inception, KaBOOM! has successfully collaborated with national partners, Keurig Dr Pepper, Ralph C. Wilson, Jr. Foundation and Target, and local communities to bring play to kids in unexpected places across the country – from Western New York to California, and many other communities in-between. Through our partnerships, we've seen local organizations transform bus stops, sidewalks, waiting rooms, parking lots, hiking trails and beyond into creative playspaces for kids and gathering spaces for the community. These projects are lasting and impactful, and help communities breathe new life into everyday physical spaces and daily routines by reclaiming forgotten, blighted or avoided spaces.

Play Everywhere: LA Watts Playspace



Through the first city-specific Play Everywhere Challenge, Let's Play Everywhere LA, powered by Keurig Dr Pepper's Let's Play initiative, awarded ten local organizations with funding to create play opportunities in unexpected, every day places. One of the 10 winners, Grant Housing & Economic Development Corporation, revealed a new, creative design installation called "LA Watts Playspace," created to provide more play opportunities for kids in the Watts community, transforming underutilized spaces outside of the Los Angeles Public Library into a fun and interactive playspace that encourages kids and families to read and learn in their own community. The "LA Watts Playspace" provides outdoor seating and interactive play elements that serve more than 1,000 kids.

KaBOOM! has a long-standing commitment to working with municipalities and city leaders to help support and promote community-driven change locally. Through this project, KaBOOM! and Keurig Dr Pepper collaborated closely with Mayor Eric Garcetti and the City of Los Angeles to help transform the ten spaces across LA County into a unique destination PLAYce to serve kids and families. "LA Watts Playspace" was introduced in LA with a grand unveiling event that brought together city officials, local and partner representatives and families to celebrate the power of investing in kids.



The Let's Play Everywhere LA projects provide stimulating experiences for more than 11,000 kids to play, learn, grow and just be kids across various neighborhoods in Los Angeles County, including Watts, Little Tokyo and Boyle Heights.

2018 financial activities

REVENUES

Contracted Program Services	\$18,354,797
Contributions & Grants	\$10,826,363
In-Kind Contributions	\$614,500
Total Revenue	\$29,795,661

EXPENSES

Programs	\$23,849,509
Development	\$2,147,606
Management and General	\$1,247,880
Total Expenses	\$27,244,995

NET ASSETS

Change In Net Assets from Operations	\$2,550,666
Invest Income/(Loss), net	(\$498,185)
CHANGE IN NET ASSETS	\$2,052,48
Net assets: beginning of year	\$14,183,021
Net assets: end of year	\$16,235,502



To learn more about our income, expenses, and assets you can view our financial statements at

kaboom.org/about_kaboom/financials.

Great Moments of 2018



Special thanks to our National Partners



Partners in play

AbbVie Foundation
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Rebuild Texas Fund

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