



KABOOM!

**2019
Annual
Report**



A Letter From

Our CEO & Board Chair

As we look back to 2019, it's hard not to think about how much our world has changed since then. We could have never predicted how the dueling crises of the COVID-19 pandemic and racial injustice would change our lives and the lives of kids and families across the country. And it has unmasked the inequities that exist and have been exacerbated through the crises.

Access to quality places to play is vital to kids' emotional, social and physical health. Kids need it to thrive – especially during stressful times. Too many kids in America, though, have no safe place to play. While there's been a lot of progress as evidenced by the work we are highlighting in this report about communities across the country, there's still a lot of work to be done to ensure every kid has access to a great place to play.

At KABOOM, we are committed to amplifying the power of communities to spark unlimited opportunities for every kid, everywhere. We remain steadfast in our focus to address the inequities that hinder kids' abilities to thrive, and we won't stop until we end playspace inequity for good.



Lysa Ratlif
KABOOM! CEO (Acting)

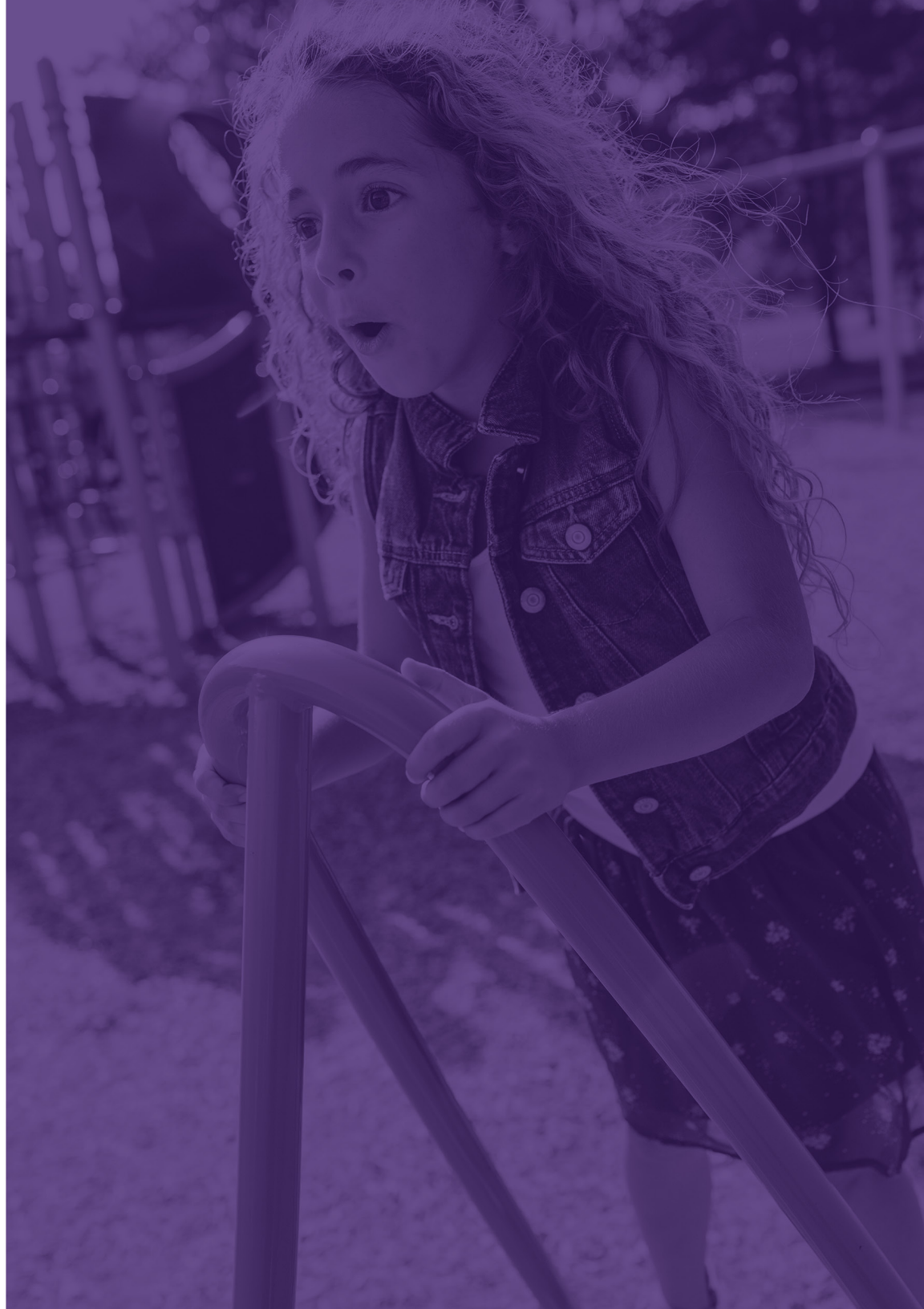


Stephanie Gaillard White
KABOOM! Board Chair



Addressing Playspace Inequity through Municipal Systems

Baltimore, Maryland





Partnering With Baltimore City Public Schools

Over the past several years, **KABOOM!** has been spending significant time in Baltimore to test new approaches to address playspace inequity on a systems level. To build a deeper understanding of the disparities that Baltimore neighborhoods face, we have engaged with city leaders, community members, local organizations and kids to ensure that we diagnose what has led to a lack of access to quality playspaces, which disproportionately affects kids and communities of color in the city. This work is an outgrowth of our internal racial equity journey, and our strong commitment to applying an equity lens to where we work, what we build and how we partner with communities.

In 2019, we formalized a long-standing partnership with the Baltimore City Public Schools System (BCPSS) to work together to address playspace inequity across BCPSS's entire system. The ultimate goal of the partnership is to identify and address the need for safe, high-quality playspaces across BCPSS, in an effort to enable every kid in Baltimore to thrive. In November of 2019, KABOOM! assessed 71 playspaces across 54 elementary and elementary/middle schools to better understand their condition and quality. We are gathering additional information from school leaders and community stakeholders to understand the need and vision for playspaces; once completed, the findings of the assessment will be used to build a roadmap for prioritization and make the case for solving the playspace inequity issues at scale.

To support the partnership with BCPSS and other projects in Baltimore, KABOOM! received its first significant grant of public funding - \$500,000 - from the Baltimore Children and Youth Fund (BCYF), a \$12 million fund to support Baltimore's children, youth, and young adults. That grant supported four playspace projects across the city of Baltimore, including playgrounds at two elementary schools, one at a housing development and a first-of-its-kind adventure course for teens at a South Baltimore park.

KABOOM! received its first significant grant of public funding - \$500,000 from the Baltimore Children and Youth Fund (BCYF)

Using the flexible funding from BCYF, we piloted a new way of engaging with communities by extending the community planning process with residents in the Westport neighborhood of South Baltimore. Through this engagement, we learned important context about historic disinvestment in the community, including about a playspace that was removed decades ago by the City and never replaced. Given a long history of broken promises, we found it challenging to earn the trust of residents.

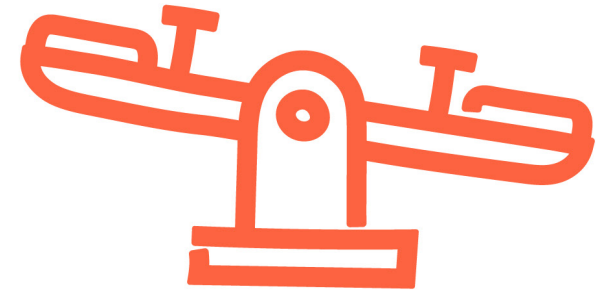
Through collaboration with community members, our work was informed by important context about historic disinvestment in the community, the impacts of systemic racism and the unique needs and desires of residents. While working with community members in Westport, residents noted that older kids often care for younger siblings and it would be helpful to have areas where they can all play together. They also highlighted a desire to bring back a youth sports program to nearby Florence Cummins Park. Our initial project plan shifted to meet these needs, building in a playground with equipment for kids 2-12 and an adventure course where teens can also have an outlet to be active and engage with peers.

Two residents of Westport, Shannon and Ike, attended almost every planning meeting, and by the end of the project, Shannon had established herself as a community leader and was nominated to be President of the Westport Homes Tenant Council. We hope the return of the newly revived Council will serve as an asset to continued programming for residents there.





The



Colorado

Health

Foundation

Inspiring a focus on
community needs



KABOOM! and The Colorado Health Foundation (TCHF) have partnered together since 2013 to create more than 20 custom playspaces in rural communities across Colorado. The Foundation’s vision is focused on ensuring Coloradans have all they need to live healthy lives. Through this collaboration, KABOOM! and TCHF are thinking differently about how we partner with local communities, with a focus on being flexible and responsive to individual community needs.

KABOOM! and the Foundation work with communities to understand how playspaces can be a resource to address the unique health concerns a community may be facing. Each community has the opportunity to select the play infrastructure that best fits their needs, from playgrounds for young kids, to multi-sport courts and adventure courses that provide engaging and challenging activity options for older kids and teens.



This approach fosters high quality playspaces that are designed factoring in the specific needs of each community.

As a part our work together, communities are also encouraged to set their own fundraising goals and determine how raised funds are ultimately applied to the project, whether for capital investments, Build Day planning or maintenance. This approach engages community members in a way that builds stewardship, leadership and cohesion, ultimately addressing unique needs at a local level.

Las Animas County

Besides its past as a historical mining region, Las Animas County is known for their large fairgrounds. With ample playspaces for younger kids, the County lacked opportunities for older youth to play. The fairgrounds were in need of a safe space where teens could gather, be social and exercise. Kids, families and other community members worked together to design a space that provided a location for teens to build community and spend time with friends, while also serving as a fun way for teens to focus on their health and fitness.

Our project with Las Animas County was uniquely community-driven in how teens were engaged in the planning process. We were able to meaningfully engage 11 teenagers in the designing, planning and

building of the adventure course alongside their parents and other community leaders. On Design Day, the teens brainstormed resources and playspace layouts with the adults. They recruited peer volunteers during the planning phase and were able to take on hands-on roles during the construction process on Build Day. To add to the excitement of this particular project, Wolfpack Ninja members Ian and Matt Dory, joined us on-site to mix concrete and sign autographs over lunch.



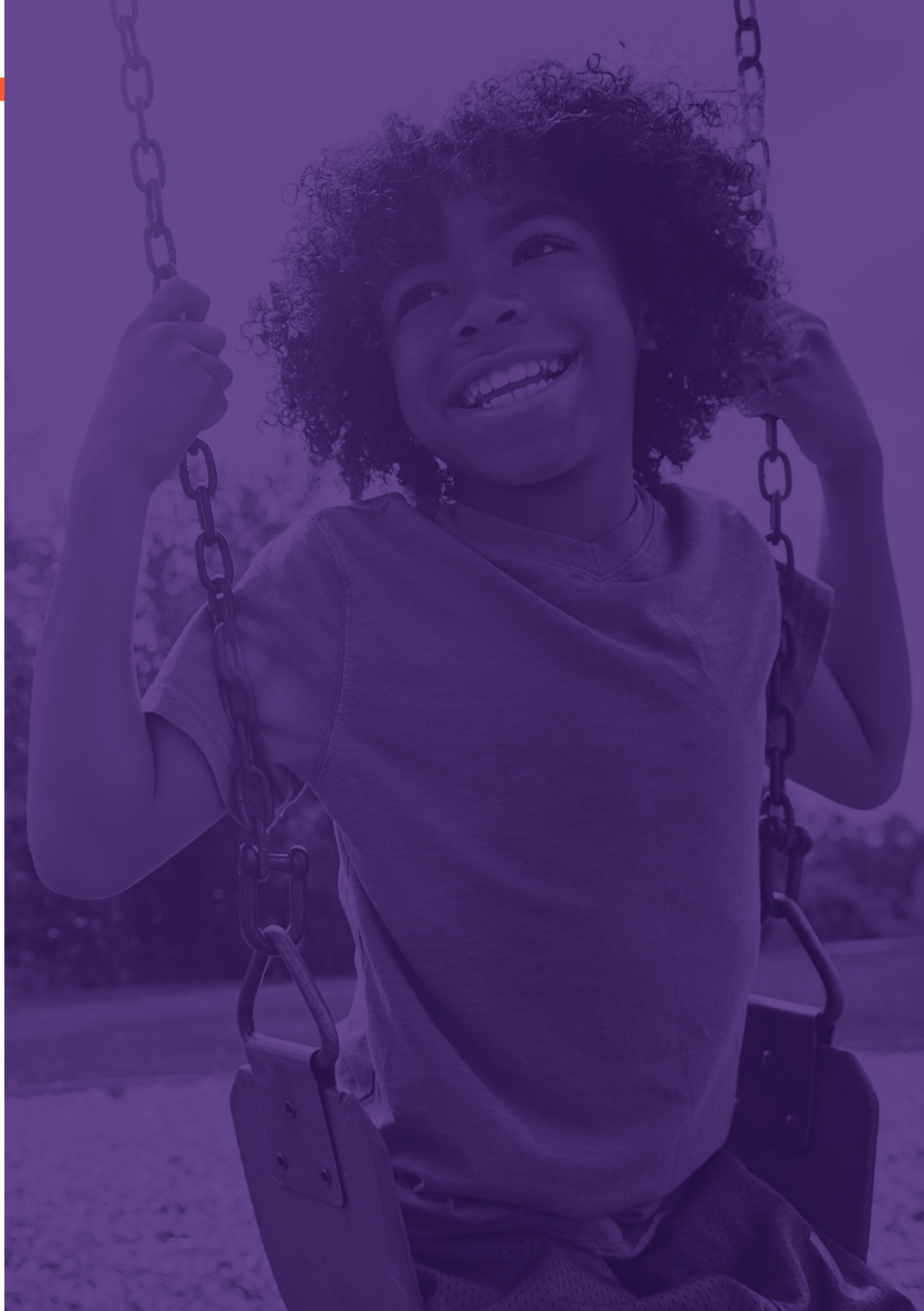
Las Animas County is one of many examples of how communities in Colorado are supported to develop a vision for their project and mobilize their local networks. Play brought the residents together to harness innovation at the local level and ensure they were equipped with the unique tools they needed in order to have healthier outcomes. These shared spaces at the fairgrounds gave teens a place to be active and also gave families the opportunity to unite, gather and connect — directly addressing a community need and providing an immediate, tangible way to improve health and overall quality of life.





Park East Neighborhood

Akron, Ohio

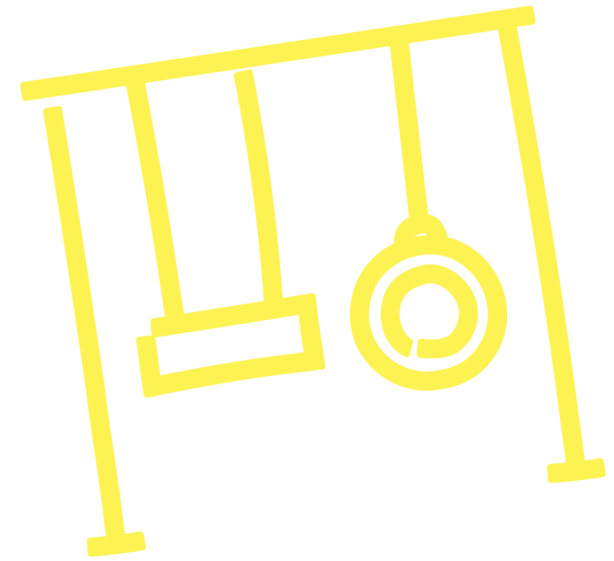


KABOOM! further tested our model of community engagement and need-based design through our work in the Park East neighborhood of Akron, Ohio. To gain a deep understanding of the history of the neighborhood, we built partnerships with several local community organizations, including United Way of Summit County, the City of Akron, Alpha Phi Alpha Homes and Akron Civic Commons. The team also brought in the Knight Foundation and Keurig Dr Pepper to build a playspace with the Ohio and Erie Canalway Coalition that meets the unique needs of the community.

We tailored our process to allow for deeper engagement with the community, ensuring that they have a voice in the ideation, design, and construction process of the playspace from beginning to end. They wanted a state-of-the-art, multi-generational playspace to promote physical activity for all ages and build a community gathering space for Akron residents.

Together, partners built a playground, an adventure course and a multi-sport court to meet the needs of a wide range of kids.

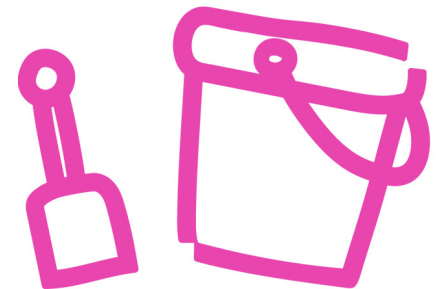
Building a playspace in the Park East neighborhood with community at the center, allowed KABOOM! to adopt a more responsive model, resulting in an inclusive space that incorporates play solutions for kids and families of all ages.





Play Everywhere

Let's Play Everywhere Allegheny County
Play Everywhere Challenge supported
by the Ralph C. Wilson Jr. Foundation



Allegheny County

Through Let's Play Everywhere Allegheny County, Pittsburgh Parks Conservancy revealed a new, creative play everywhere installation called "Ping Pong in the Plaza," helping to promote greater access to play opportunities for kids and families in Pittsburgh.

This project, designed in part by local artists, enhanced a part of the existing plaza as a community gathering space that encourages kids and families to socialize and have fun together. The community was invited to view and experience the new ping pong table at a fun, family-friendly event, hosted in partnership with the Pittsburgh Penguins. This new playspace will bring joy to an estimated 125,000 kids and families annually.



Ping Pong in the Plaza was made possible by the play everywhere design competition, Let's Play Everywhere Allegheny County, led by Keurig Dr Pepper and KABOOM!, to encourage creative solutions to make play a way of life in everyday and unexpected places, including on sidewalks, in vacant lots, at bus stops, in open streets and beyond – especially in communities where kids often have limited access to playspaces. As part of this initiative, the combined projects will provide stimulating experiences for more than 133,000 kids to play, learn, grow and just be kids across various neighborhoods in the County.



125k

**Families and kids will enjoy
a new playspace annually**

Play Everywhere Challenge

supported by the Ralph C. Wilson Jr. Foundation

In July 2019, KABOOM! and the Built to Play Initiative, supported by the Ralph C. Wilson, Jr., Foundation, announced new winners of the second Play Everywhere Challenge. **The Challenge awarded a total of \$1 million for 22 projects across Western New York and Southeast Michigan to bring play into public spaces in unconventional ways** – such as implementing swings at bus stops or play zones at laundromats – and bring communities together. Example winners include:

- A half-mile **Chadakoin Adventure Trail** (Jamestown, NY) linking an elementary school with a local park and featuring climbable animal figures, tunnels and tree trunk steppers.
- An installation called **Heat Islands** (Buffalo, NY) with rock-like structures with an inner photovoltaic warming/cooling element that maintains temperature over time providing an interactive outdoor learning space
- **Playful Dragon** (Orion Township, MI) a climbable art piece featuring a dragon tongue slide, 'lava' balance pieces and a 'burnt forest' of climbing logs and stumps.
- A musical playspace **Good Fun & Sound Abounds Downtown** (Pontiac, MI), transforming an empty lot with instruments like a xylophone and chimes along with a pop-up stage for events.

43k

**Kids who now
have a safe,
great place
to play**

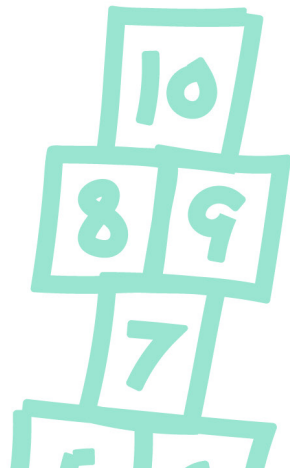
Throughout 2019, KABOOM! also worked closely with our 2018 Play Everywhere Challenge winners to track, support and document project implementation. The playspaces built over the course of this partnership (both 2018 and 2019) will provide more than 43,000 kids with opportunities to play each year.





Disaster Recovery

Evolving how we support
communities after disaster



Disasters and crises often exacerbate the inequities that communities are already experiencing, due in part to inadequate funding for rebuilding in the aftermath of disaster.

Following a natural disaster, families are often severely impacted emotionally and physically, and could be temporarily or permanently displaced, causing stress and emotional impacts on adults and kids. Access to places to play is a key component of building resilience in kids to mitigate toxic stress and help provide a sense of normalcy following a disaster, but unfortunately, playspaces are rarely a part of the recovery efforts.

KABOOM! works with communities, city leaders, corporations and foundations to help rebuild — or create — places for kids to play in the wake of disasters and crises. KABOOM! built or restored more than 270 playgrounds, provided more than 74 creative play products — Imagination Playground and Rigamajig — and engaged 60,000 volunteers to give 404,700 kids in disaster-impacted communities a new place to play.



270

Playgrounds
built or
restored

74

creative play products
Imagination Playground
and Rigamajig

60k

engaged
volunteers

405k

kids in disaster-impacted
communities have a new
place to play.



KABOOM! supports communities after a disaster or crisis by building resiliency in three key ways.

- **Child-Focused Resiliency:** Ensuring kids have access to safe, quality places to play following a disaster or crisis.
- **Social Resiliency:** Uniting communities around a shared goal (creating a playspace together) to help build social cohesion, a critical asset in healing from crisis.
- **Environmental Resiliency:** We know playspaces can help build environmental resiliency, withstanding the effects of weather-related damage with features that can help retain water to mitigate flood effects after extreme weather.



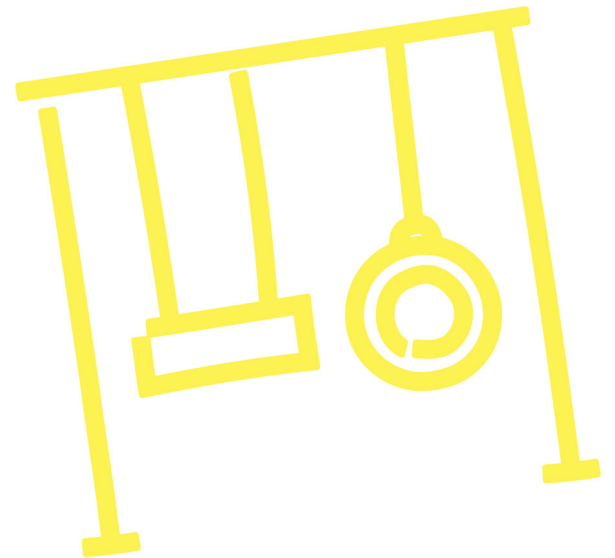
In **November 2019**, KABOOM! and Rebuild Texas Fund teamed up with Atkinson Elementary and the community to build our first environmentally resilient playground. The new playground will help provide a safe and sustainable playspace for kids and families impacted by Hurricane Harvey in Houston.

This playground project was part of a broader effort led by the Rebuild Texas Fund and KABOOM! to work with communities affected by Hurricane Harvey by ensuring kids can get back to the business of childhood. KABOOM! is assessing the environmentally resilient playground pilot from 2019 to learn if the design approach can be applied to other projects, especially at schools, in disaster-prone



Abbott House

Irvington, New York



Abbott House is a non-profit agency that supports nearly 2,800 children in foster care, unaccompanied immigrant children and other vulnerable populations while providing a place for restoring hope and safety.

In June 2019, KABOOM! and Morgan Stanley teamed up with Abbott House in Irvington, NY to transform a run-down and unsafe playground into a beautiful, inspiring playspace where more than 500 kids and their families can find a peaceful space for healing and joy.

The community came together on Build Day for this special project, committed to making a difference in the lives of kids who've experienced trauma at a very young age. We know that having a place to play is critical to help build resiliency and restore normalcy as kids deal with lost homes, lost loved ones and lost routine following a crisis. Giving kids a place to play supports the healing process and makes it easier for them to just enjoy being a kid again.



500

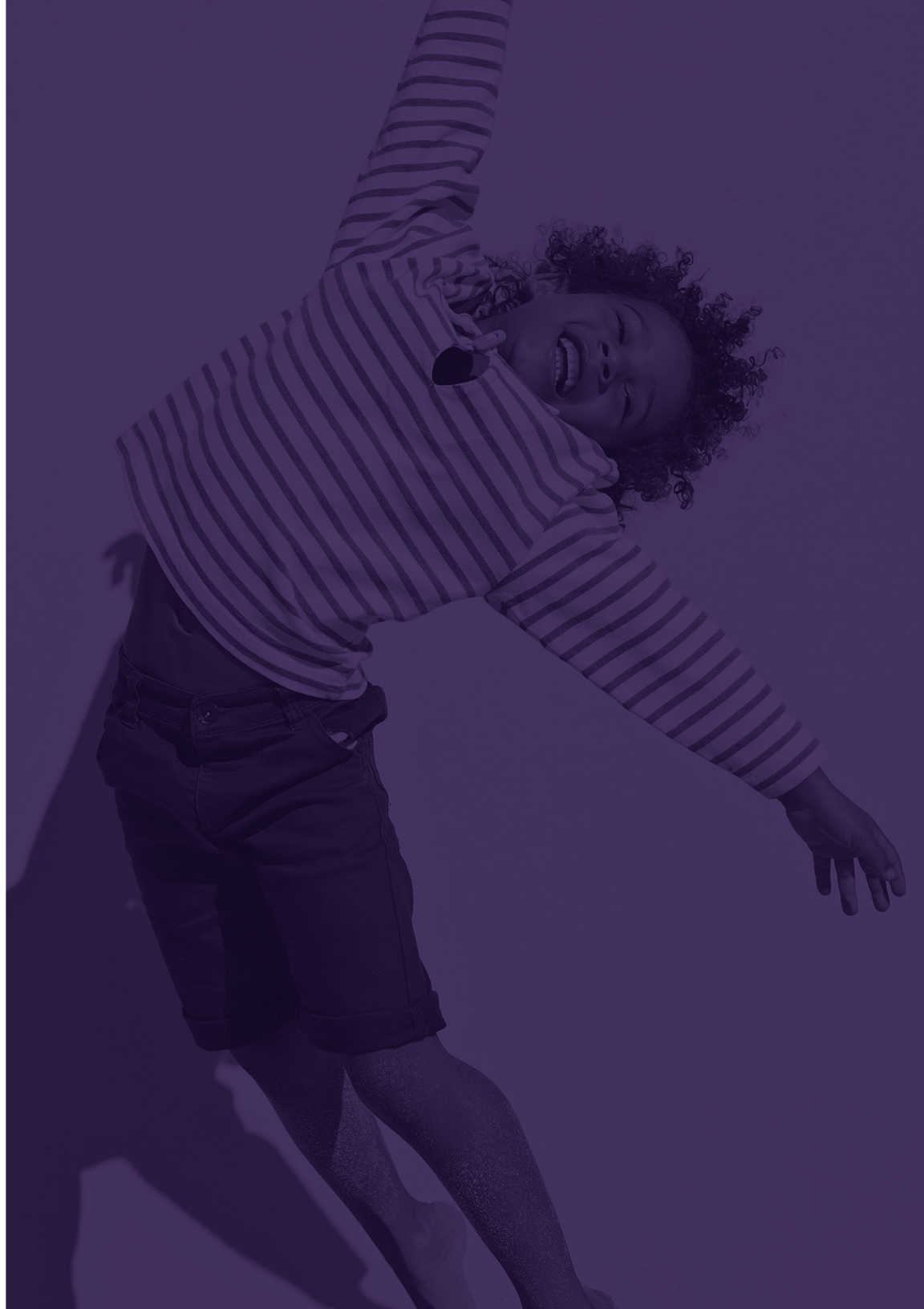
Kids who now have a safe, great place to play



At the end of the day, volunteers stood silent, fighting back tears, as a small group of unaccompanied minor children, recently transported to Abbott House, gathered to get a first glance at their brand new playspace, eyes lighting up, excited about at a space where they can just be kids.



**Great
Moments
in 2019**



LSI-Partner in Play



Parks and Recreation-Alamosa, CO



City of Anaheim-San Francisco, CA

Innovation in Playspace Design



Komensky Elementary School, Brewyn, IL

Landscape Structures (LSI) officially became the KABOOM! “Partner in Play” to help support the building of incredible, kid-designed playspaces that help give kids in every zip code the opportunity to thrive.

As our primary supplier of playground equipment, LSI is committed to helping us build high quality playspaces across the United States and Mexico with the hope of instilling a sense of pride and ownership that’s important for communities to thrive.

400

Playspaces will be built together in the next several years alone

LSI is a leader in providing innovative equipment to actively engage kids, youth and their families, and is deeply committed to joining KABOOM! in our efforts to build playspaces that are responsive to the unique desires and needs of communities. Through this partnership, the partners are aligned to ensure that every kid in every community has equitable access to a place to play.

Through this partnership, 400 playspaces will be built together in the next several years alone.

Ninja Take Over



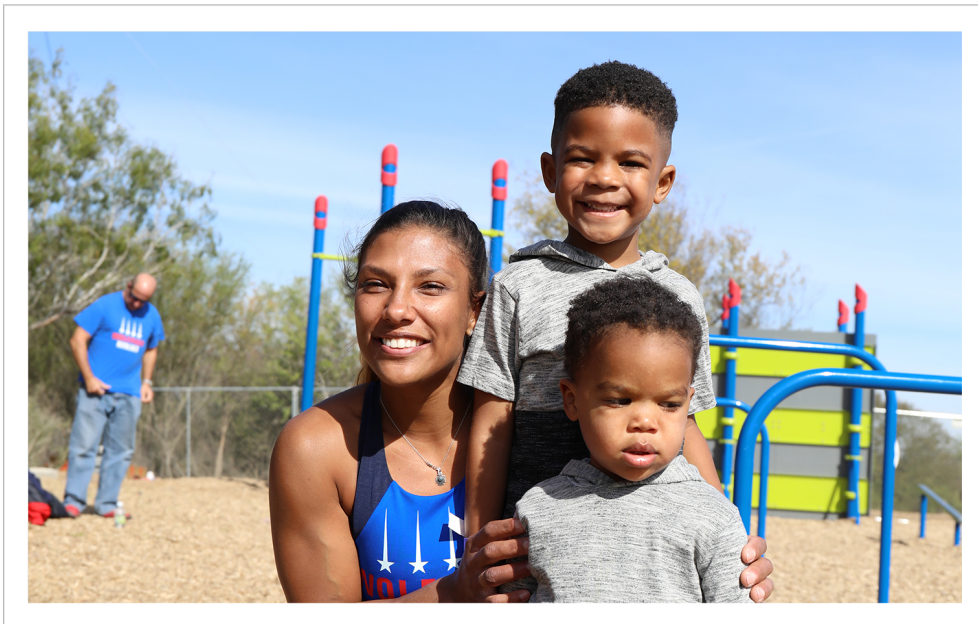
KABOOM! knows that having a place to play is a critical part of childhood. Yet as kids grow into teens, many find that there are few, if any, places to call their own, where they can gather with their friends, be active and just be kids. Adventure courses are helping to fill that gap for teens by offering a well-rounded range of innovative, engaging and challenging activity options. KABOOM! developed adventure courses in response to the demands of kids and communities looking to engage older kids and teenagers and provide safe, active opportunities for them to enjoy. In November 2019, KABOOM! partnered with the San Antonio community to activate a new adventure course at Pearsall Park, providing a place for teens to be active and spend time with their peers.

Ninjas Take Over San Antonio: Creating Adventure Courses for Teens



The Pearsall Park Adventure Course Challenge: San Antonio featured some of the biggest stars and professional athletes within “ninja” sports entertainment, many featured on the hit show, American Ninja Warrior. The Wolf Pack Ninjas, a group of the top ninja athletes from all over the world, were on-site to officially open the new KABOOM! Adventure Course, demonstrate their skills and coach and encourage and inspire local teens as they also tried out the new obstacle course.

It was an action-packed, stunt-filled day in the park, as the kids and teens in San Antonio tested their “ninja warrior” skills with their favorite members of the Wolf Pack Ninjas. Local teens were also hands-on and assisted in building the playspace. Professional athletes, local Junior Ninjas, community members and kids came together to provide an outlet where teens feel they belong and can enjoy being active with friends. Thanks in part to the commitment and partnership of the City of San Antonio and Foresters Financial, the Adventure Course at Pearsall Park was one of five Adventure Courses built in 2019.



Partner Spotlight: Krispy Kreme

In continuing to innovate around how we work with partners to address playspace inequity, KABOOM! teamed up with Krispy Kreme on the national “Dough-nate for a Doughnut” FUNdraising campaign. The \$65,500 raised during the campaign will help support the co-creation of inspiring playspaces that spark unlimited opportunities for every kid, everywhere.

KABOOM! and Krispy Kreme also partnered to build two kid-designed playgrounds with the City of Monclair, CA and East Voyager Academy in Charlotte, NC.



Cause Marketing Campaign with Krispy Kreme

\$65,500

Raised during the campaign to help support inspiring playspaces that spark unlimited opportunities for kids



Extreme Makeover: Home Edition

HGTV's *Extreme Makeover: Home Edition* premiered its newest season with an episode featuring the construction of a new duplex and a new KABOOM! playground for two military families and their community in Palmdale, CA.

We were honored to be part of this project with Homes 4 Families, and to help build a new community for veterans. The playground will make it easier for veterans transitioning back to their families, as well as help military kids who experience significant emotional impact when a parent deploys and returns home from military service.





Our

Partners



Special Thanks to Our Leadership and Signature Partners



Partners in Play

AbbVie Foundation
ACON Investments, L.L.C.
Amway
Arizona Coyotes
Aurora United Methodist Church
Baltimore Children and Youth Fund
Beach House Group
Blue Cross and Blue Shield of North Carolina
Blue Shield of California
City of Akron Office of Integrated Development & Akron Parks Collaborative
City of San Antonio Parks and Recreation
Cox Enterprises
Delta Air Lines, Inc.
Discover Financial Services
Disney Parks & Resorts
Duquesne Light
Fairytale Brownies, Inc.
Fiesta Bowl Charities
Finish Line Youth Foundation
Foundation For The Carolinas
Foresters Financial
General Motors
Giving Together
Google Adwords

Health Care Service Corporation, dba: Blue Cross and Blue Shield of Montana
Blue Cross and Blue Shield of New Mexico
Blue Cross and Blue Shield of Texas
Funding Partner's support was for the purpose of serving residents of the Funding Partner's local service area.
J. Willard & Alice S. Marriott Foundation
JetBlue
JM Family Enterprises, Inc.
Keurig Dr Pepper
King & Spalding
Krispy Kreme
Landscape Structures, Inc.
Major League Baseball Players Trust
Mead Family Foundation
Monumental Sports & Entertainment Foundation
Morgan Stanley Foundation
Nashville Predators Foundation
New York Mets Foundation
Newell Brands
Nike Adventure Club
Perfetti Van Melle
Pure Storage
Quicken Loans
Quicken Loans Community Investment Fund
Radio Flyer

Ralph C. Wilson Jr. Foundation
Rebuild Texas Fund
Reedy Industries, Inc.
Robert Wood Johnson Foundation
President's Grant Fund of the Princeton Area Community Foundation
St. David's Foundation
Tarsadia Foundation
The Blue Fund
The Car Max Foundation
The Colorado Health Foundation
The Home Depot Foundation
The Humana Foundation
The Michael & Susan Dell Foundation
The Sharks Foundation
The Skillman Foundation
The Smile Generation
The TJX Foundation, Inc.
Travelers
United Way Summit County
UnitedHealthcare
W.K. Kellogg Foundation
Warner Music Group
Washington Football Charitable Foundation
William Penn Foundation
Wells Fargo Chicago
Wells Fargo Central Florida
Yokohama Tire Corporation



2019

Financial Activities



Financial Activities

Revenues

Contracted Program Services	\$15,048,967
Contributions & Grants	\$10,394,621
In-Kind Contributions	\$ 423,545

Total Revenues **\$25,867,133**

Expenses

Programs	\$23,114,342
<i>Direct Impact - \$20,827,811</i>	
<i>Thought Leadership - \$ 2,286,531</i>	

Development	\$ 2,259,178
Management and General	\$ 1,502,369

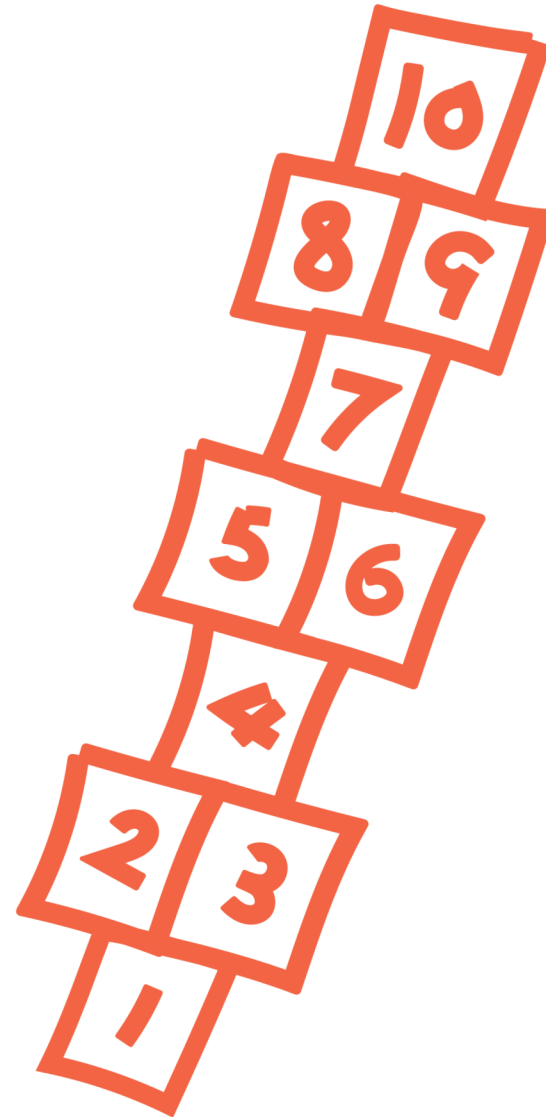
Total Expenses **\$27,185,889**

Change in Net Assets from Operations	(\$ 1,318,756)
Investment Income/(Loss,) net	\$ 2,592,845

Change in Net Assets **\$ 1,274,089**

Net Assets at 2019 Start	\$16,235,502
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Net Assets at 2019 End **\$17,509,591**



Board of Directors

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VP, Human Resources
WestRock

BOARD VICE CHAIR



Sharon Price John

CEO
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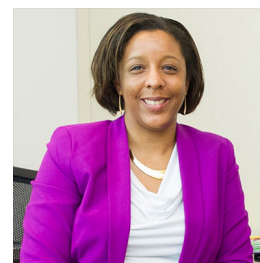
Ron Lumbr

Regional Leader,
Americas
Heidrick & Struggles



Udaya Patnaik

Founder & Principal
Jump Associates LLC



Lynn Ross

Founder & Principal
Spirit for Change
Consulting



Jake Siewert

Global Head of
Corporate
Goldman Sachs



James Siegal

Ex-Officio Member of
the Board

CEO
KABOOM!



**Spaces to Play.
Sparks for Change.**