



FACE4Kids
Introduction Pitch

Hello, my name is Kirk Farber, executive director and founder of Fitness and Character Education, Inc., a non-profit youth leadership organization. FACE4Kids inspires elementary youth to build fitness, self-esteem, and character *before* it's too late.

In 1997, I participated in an intervention program for juveniles at the Duval County jail, where I witnessed the consequences, these young individuals faced for their actions. This experience fueled my desire to make a difference by reaching children earlier, teaching them character values with a focus on respect and leadership, alongside cool techniques and movements. That's how FACE4Kids was born!

FACE4Kids benefits from strategic partnerships that allow us to offer our 8-week program **FREE** of charge during the school day throughout the year. Principals and teachers recognize the positive impact this program has on their students, many of whom come from communities plagued by extreme poverty, high crime rates, high unemployment, and fractured homes.

Our unique program combines martial arts, jump rope, juggling, agility training, and public speaking. **Fitness is essential, yet character education is priceless!**

For example, in the 2nd week, the focus is on "Friends," with students learning the phrase, "Show me your friends, I will show you your future." In the 4th week, the focus shifts to "Responsibility," where they discuss their chores and hear the phrase, "Ability to respond," teaching them to speak up when something bad happens or control their actions and emotions in difficult situations. The 8th week culminates in a graduation ceremony where family, friends, administrators, classmates, and guests celebrate the students' accomplishments.

Since 2004, FACE4Kids has been implemented in over 50 different public-school locations throughout NE Florida and expanded to Pennsylvania in 2012. We hold schools accountable with pre/post survey data metrics in five categories: Fitness, Confidence, School Effort, Social Skills, and Behavior Choices. ***The proof is in the data!***

We are seeking charitable donations that will directly impact 300 students and indirectly affect over 3,000 people within a public-school district.

Please consider making a difference by investing in the success of FACE4Kids. Thank You!

Kirk Farber