



## FACE4Kids– A Youth Leadership program

### **Summary**

Fitness And Character Education, Inc. (FACE) is a nonprofit youth leadership organization helping today's youth become tomorrow's successful leaders. FACE4kids motivates elementary youth to build fitness, self-esteem, and character *before* it's too late. Investing within FACE4Kids will leave an imprint that will last a lifetime. FACE programs have been shared at over 60 different public elementary locations in Northeast Florida since 2004, while expanding to Phoenixville PA during 2012 school year.

### **Introduction**

Fitness and Character Education (FACE) is a cutting edge program resulting in improved agility, coordination, focus, and timing. FACE incorporates self-esteem building and character education through public speaking on a specific word or theme within every class session. This arrangement allows FACE to enhance both academic and life skills development. FACE includes a strong focus on fitness to help reduce obesity in kids. While fitness training for young people is important, character building is equally essential. FACE helps at-risk and often troubled students, become classroom leaders. Since its inception in 2004, FACE has reached more than 25,000 students through both its core program and assembly presentations.

### **Mission**

Motivating elementary school children to build fitness, self-esteem and character *before* it's too late. **FACE4Kids**: Helping today's youth become tomorrow's successful leaders.

In 1997, Kirk Farber responded to a request to be part of a youth leadership program in Jacksonville Florida, started by Ms. Peggy Johnson. It was for the juveniles in jail, who made a

mistake (incarcerated) and were generally missing a 'father figure' or mentor. The program used the toastmaster's protocol of public speaking, while using the mentoring and character education discussions by two male athletes (Kirk Farber - Martial Arts, Almon Gunter - Track).

**They did not think of the consequences,  
yet were old enough to suffer the consequences.**

In 2003 Kirk developed FACE (Fitness And Character Education) for elementary children. He took the best of his martial arts, jumping rope and juggling training and added the public speaking and character education portion from the jail program while focusing on a “preventive maintenance” philosophy – earlier than later!

**Goals & accomplishments of the organization**

The three main beneficial aspects of FACE4Kids are seen in the changes that take place in the life of the individual student. Teachers and faculty have observed the following:

- 1) Increased self-esteem. As students reach new levels of skill coordination and complete exercises in character building, such as public speaking, they are “promoted” with different color t-shirts, certificates and ribbons denoting their accomplishments. This is reinforced through praise and reflection upon how much they have accomplished, with focus on being a leader.
- 2) Increased self-confidence. This is exemplified both inside the classroom where students are less afraid to participate in learning activities and outside the classroom where students interact more positively with others.
- 3) Aggression Management. Students prone to disciplinary problems find physical and emotional outlets through exercise, mental stimulation, and accomplishment.

*Background / Conditions*

FACE benefits from strategic partnerships that allow the program to be offered in schools where principals and teachers recognize the positive impact FACE makes in the lives of their students. Often these students come from communities that suffer from extreme poverty, high crime rates, high unemployment, and fractured homes. FACE work in the lives of these students and the resulting community engagement are best reflected in the large number of schools that continue to request FACE each academic year. Some 50+ schools can be found at [www.face4kids.org](http://www.face4kids.org)

**Objectives and Evaluations**

FACE metrics (Pre/Post survey) on each student in 5 different categories (Fitness, Confidence,

School Effort, Social Skills, and Behavior Choices). Though testimonials and requests for FACE to return each year is documented, the Metrics align with the focus in the following areas:

1. Attendance – Teachers cannot educate students who are not in class. FACE creates incentives for students to attend school to participate in the program.
2. Homework Completion – A high percentage of students do not complete their daily homework assignments. This high percentage creates obvious difficulties for teachers. FACE participants will be required to complete their homework to successfully remain in the program.
3. Disciplinary Incidents – Using teacher evaluation metrics, students participating in FACE will be monitored for decreased incident rates relative to their peers.

The proof is in the Data – as every school has improved from Pre survey scores to Post survey scores in over 200 different FACE4Kids sessions since initiating the Metric surveys in 2015. We hold each school accountable with both Pre and Post Surveys from the teachers, and details can be viewed at [www.face4kids.org/Metrics](http://www.face4kids.org/Metrics)

### **Strategy**

*Holding students accountable for their actions.* They graduate with awards (T-shirts, diplomas and various prizes) when they meet the goals which are discussed with teachers. FACE4Kids works as a unique combination of fitness while focusing on character education from a mentor perspective for the youth.

### **Treatment / Solution**

FACE strives to improve the lives of the children through effective and holistic solutions, while holding students accountable for their actions. With FACE4Kids in every community across the country, every child can have access to fitness, leadership and character skills that will last a lifetime. With your partnership, FACE has an opportunity to provide a solution with a solid foundation to empower at-risk children while monitoring their academic improvements and data metrics. Please consider making a difference by contributing to the success of FACE4Kids.

Kirk Farber, Executive Director  
Fitness And Character Education, Inc.  
[www.face4kids.org](http://www.face4kids.org)