



Empowering the city of Trenton to use fitness as a self-development tool by creating structured fitness programs, coaching, and foster an environment that promotes success

EXECUTIVE SUMMARY

Our mission is to empower Trenton to use fitness as a Self-Development Tool. Our vision is to make Trenton known as the most Active City in the State Of New Jersey. Through the theological and scientific benefits of fitness, our strategies have impacted many lives throughout Mercer County. By creating structured fitness progress, coaching, accountability, and an environment that promotes success, we complement the overall initiative of making Trenton a premier economic and cultural center.

Many factors are correlated to an individual's activity level. Income level has a huge impact on how active one is. A nationwide study, conducted during the 2016 calendar year by Sports Marketing Surveys USA, found that 33.4% of individuals in households making between \$25,000 and \$49,999 annually were inactive compared with just 18.3% of those in homes making more than \$100,000. In respect to the City of Trenton, the Median Income of Families with Children was \$31,788 in 2017. It went down from \$33,582 the year before. However, the median income of Families with Children in Mercer County goes up every year, as recorded between 2013-2017. In 2017, 30% of Trenton's Population lives below poverty level. Also, there's has been 80 Homeless Students in the Trenton Public School System during the 2017-2018 school year. In contrast to those statistics, the Median Income of Families with Children in the entire County of Mercer, in 2017, is \$99,991. This provides those specifics families with the necessary financially resources required to include fitness as part of their overall lifestyle. This includes, but not limited to, access to high-quality training facilities, high-quality coaching, and high-quality training programs. We want to provide Trenton access to these high-quality dynamics within the world of fitness.

Elevating the median, if respect to fitness, is our role. We will educate the County's median under a 90-Day strategy (every quarter of the year), while giving it time to reflect positive effects in other areas of their lives. For those who are a part of the upside of Mercer County's Median Income of Families with Children, this dynamic has helped them perform better in their careers, improve relationships with their families, and become better members of our society. We look forward to playing a lead role in making Trenton a premier economic and cultural center.

We've partnered with The City of Trenton Department of Health & Human Services and The Community Centers that are responsible for Senior Citizen Activities. With 15+ years of experience in the fitness industry, our participants will receive the best-of-the-best coaching and training experience.

BUDGET NARRATIVE

EBFIT INC's request to the Friends Foundation for the Aging is \$2,000 for the period of September 19th – December 11th, 2022

EQUIPMENT – The Stick Mobility will be a foundational tool for our Senior's Fitness Program. According to the National Academy of Sports Medicine (NASM), some of the normal physiologic and functional changes associated with aging include reductions in the following: Maximum attainable heart rate; Cardiac output; Muscle mass; Balance; Coordination (neuromuscular efficiency); Connective tissue elasticity; Bone mineral density; and Anabolic hormones. With the use of The Stick Mobility tool, our focus during the first 12 weeks is to improve Balance, Coordination, and Connective tissue elasticity in our Seniors. Thus, reducing the risk of injury, joint pain, and osteoporosis. We will evaluate our participants progress during weeks 5, 9, and 12. With the expectation of 20 participants per fitness session, every Senior will utilize their own Stick Mobility. A bundle of 3 STICK MOBILITY Tools from Amazon is \$273. Seven bundles will equal up to 21 STICK MOBILITY Tools. The Grand Total will 21 STICK MOBILITY Tools from Amazon is \$1,911 + Shipping.