



Our mission is to ignite a transformative journey for the city of Trenton, harnessing the power of fitness as a self-development tool.

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Organization: EBFIT INC

Tax ID: 84-3436043

Contact: Eric Wall – (609) 339-7887

Address: EBFIT INC, 407 W. State St., Suite 102, Trenton, NJ 08618

Project Title: Strong Healthy Communities: Neighborhood Features that Promote Health and Safety

Amount Requested: \$10,000

Summary Description

Our mission is to ignite a transformative journey for the city of Trenton, harnessing the power of fitness as a self-development tool.

1) What is the problem you have identified?

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2) What is the solution you propose to address the problem?

Many factors are correlated to a senior citizen's activity level. In the state of NJ, income level has a huge impact on how active one is. Data from America's Health Rankings shows a direct, positive correlation between income and exercise rates among New Jersey seniors. While 37% of seniors with a household income of over \$75,000 exercise, only 26% of those earning less than \$50,000 do. The prevalence of physical inactivity is more than twice as high among New Jersey adults aged 65 and older who have an annual household income of less than \$25,000, compared to those earning \$75,000 or more. This provides those specific affluent families with the necessary financial 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, high-quality training programs, as well as high-quality and cutting-edge fitness tools. We want to lead the forefront of providing Trenton with access to these high-quality dynamics within the world of fitness.

3) What actions will you take?

Training program is once a week. We track progress every 12 week by utilizing the overhead squate assessment to measure progress. (Program Description is attached.)

4) Describe the population to be served.

We're serving the population of the age of 60 years and over with a median household income of \$50,000 or less and over who reside within the city of Trenton.

5) Describe the population to be served. Are there partners/collaborators for implementation or funding-who? Has the solution been tried by other organizations?

We've partnered up with the city of Trenton and Demarco Training Systems. We implement programming at local community centers – while expanding our services to Demarco Training Systems to provide a more comprehensive training experience.

6) How will you know your actions are having an impact? How will you measure outputs and outcomes?

We've been honored to create impact thus far. Participants have shared that they would never exercise without the accountability of the weekly sessions. They have more mobility, energy, and higher sense of vitality. In terms of measuring outputs and outcomes, we use the overhead squat to assessment our participants. The overhead squat is a quick, holistic screening tool for assessing an individual's kinetic chain health, identifying muscle imbalances, flexibility limitations, and core stability issues by observing how a person moves through a full-body squat with their arms overhead. (We also attached our logic model.)