2015 was a time of new beginnings that brought growth and exciting opportunities. We continued to make a positive impact in thousands of communities as we furthered our mission of ensuring every kid in America—especially those growing up in poverty—have access to play. And as we celebrate the 20th anniversary of our first build, we feel especially grateful to our partners who see how valuable this work is and invest in play as a critical part of a healthy childhood.

The end of the year marked a major milestone as our extraordinary founder Darell Hammond announced his intention to transition from the CEO role. Though bittersweet, the thoughtful transition plan the leadership team implemented left KaBOOM! poised for success. We have redoubled our efforts to build playgrounds in cities across the U.S., ensuring that kids have the opportunity to play no matter where they live.

As our country faced unfortunate crises and disasters, we have worked with cities and communities to demonstrate how play can enable communities to heal. Over the past ten years, we have remained engaged in the Gulf Coast, building playgrounds and ensuring that kids have a safe place to play in the wake of disaster. In the decade following Hurricane Katrina, we have built 194 playspaces with sixty-six partners, which are providing 293,929 Gulf Coast kids with the opportunity to play.

In the aftermath of the unrest in Baltimore in 2015, we launched a new initiative, Play More B'More, that enlists Baltimore youth as a critical part of the solution to ensure the next generation of Baltimore kids have the opportunity to play.

As we reflect on 2015, we are proud of the work we have done and grateful for the possibilities ahead. Of course, it is our Founding Partners (Foresters Financial, Dr Pepper Snapple), National Partners (Annie E. Casey Foundation, Bezos Family Foundation, JetBlue, The CarMax Foundation, The Walt Disney Company) and all of our Partners in Play that help make this a reality. We will continue to strive to ensure all kids get the childhood they deserve filled with play because our kids’ and nation’s future depend on it.

James Siegal
CEO

Ron Lumbra
Chairman of the Board
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In 2015, our CEO James Siegal had the honor of speaking at TedxMidAtlantic about reimagining cities with kids in mind. In the same way cities are becoming more walkable and bike-friendly, James pointed out the significance of building play directly into kids’ daily life. Embracing playability can help cities focus on kids and families and reclaim childhood in the process.
The well-being of society begins with the well-being of kids. KaBOOM! is the national non-profit dedicated to giving all kids in America the childhood they deserve, filled with balanced and active play so they can thrive. Over the past 20 years, KaBOOM! has been working to achieve this in cities across the U.S. by building great playspaces, engaging communities to support play and driving the national discussion around the importance of play in developing healthy, happy kids.

Kids in the U.S. are playing less each day than any previous generation, and research shows that only one in four kids get the recommended 60 minutes of physical activity or active play each day. As epidemics such as obesity, toxic stress and lack of critical 21st century skills contribute to unhealthy and unhappy kids, KaBOOM! has led the charge on ensuring that kids get the play they need to thrive—and counteract these conditions. Play serves as a solution to these and many other issues kids face today, and KaBOOM! is committed to providing safe playspaces for kids—whether it’s in the form of a playground or infused into the urban fabric of a city bus stop.

This year was momentous for KaBOOM!. The organization celebrated the 20th anniversary of the first KaBOOM! playground build, while also gaining momentum on cities embracing playability, so that it is easy for all kids to get balanced and active play. From partnering with the TODAY Show to bring a new playspace to Passaic, NJ, to launching the Play More B’More effort in Baltimore to accelerate community healing through play, KaBOOM! led national efforts to focus on the well-being of kids.

In 2015 alone, KaBOOM! built 150 playgrounds and brought play to 1,035,862 kids across the United States. KaBOOM! is implementing play and playability as the solution to the many barriers to healthy development that kids in the U.S. face—especially the more than 13 million living in poverty.
1,035,862 kids served in 2015 via KaBOOM! initiatives
It’s clear that parents are worried that kids are playing less these days. In a study comparing mothers to their kids, 70 percent of mothers said they played outside every day when they were young, while only 31 percent said their kids did the same. Moreover, 85 percent said kids today play outside less often than kids of even just a few years ago. To ensure strong families and communities for the future, more time must be dedicated to playtime.

In order to encourage play, it is critical that kids have safe places to play. Without it, the strength and resilience of the community is compromised. Not all kids have access to play, and the availability of playspaces is far more restricted in low-income neighborhoods. Play with caring adults is a great way to build strong bonds between adults and kids that help kids learn and grow. It can help unleash kids’ creativity and encourage them to take on challenges.

To encourage family play time, Foresters Financial, a KaBOOM! Founding and National Partner, sponsors Foresters Family Fun Zones, a place to engage kids and families on-site at a playground build project. While adults and youth volunteers work together to build the community’s “Dream Playground,” school-aged children who volunteer on-site have a space for arts & crafts, games and activities, and kid-friendly projects that will serve as part of the final playspace created through a day’s hard work. Creating a space for kids to participate in the build day activities demonstrates Foresters’ deep commitment to family time and the importance of play everywhere, even during the construction of a playground! Since 2006, Foresters has invested over $10 million with KaBOOM!, and by September 2015, they reached their milestone goal to build over 120 playgrounds across the U.S. and Canada, providing more than 4 million kids and their families with great spaces to play.
A 26% higher chance of being obese for kids without neighborhood access to parks or playgrounds.
“At Foresters Financial volunteer events, families have the opportunity to spend quality time together while helping to strengthen their communities,” says Kasia Czarski, Senior Vice President, Chief Membership and Marketing Officer, Foresters Financial. “The Foresters Family Fun Zone is a great way to involve young children in volunteerism through projects like building bird houses, beautifying park walls with artwork and painting concrete tile walkways that lead to the playground structure. It also gives parents the chance to teach their kids about the importance of giving back—all while having fun!”
CASE STUDY

VILONIA, ARKANSAS
Addressing community needs through play

KaBOOM! responded quickly with Kimberly-Clark, the City of Vilonia, and residents of Vilonia, Arkansas in April 2015 to help rebuild a community devastated by tornadoes that destroyed homes, businesses, playgrounds and ball fields in the area. The revitalization of this park with a KaBOOM! playground helped to restore a sense of joy and community to residents and it now provides a great place to play for more than 2,100 kids.
37,756

volunteers activated for KaBOOM! projects in 2015
A well-rounded school day must include play. Play helps kids adjust to school settings, enhances their learning readiness and contributes to kids learning academic skills in school by mitigating behavioral problems and increasing academic engagement. A 2009 study published in the Journal of Pediatrics found that 30 percent of kids surveyed had little to no recess in their school day—nearly one in three kids. Despite research, such as a Gallup poll indicating that elementary school principals overwhelmingly believe recess has a positive impact on the development of students’ social skills, achievement, and classroom learning, recess is neglected in too many schools.

KaBOOM! sought to provide an outlet for parents to join together in support of recess. The KaBOOM! Playmaker Network is a resource for individuals who support play to connect with one another, share ideas and make a difference in their local area and beyond. Across the state of Florida and city of Seattle, the Playmaker Network was able to support and amplify the efforts of groups of parents who were determined to make play a priority in school through recess. These parent groups were able to share their movement with other groups across the country and inspire them to take action in their communities.
30% of kids have little to no recess in their school day
“Our partnership with KaBOOM! has been fulfilling and inspiring every step of the way. Our associates love to build playgrounds with people from the community because they know how important it is for kids to have a safe place to be active, use their imaginations, and have fun. We are proud to help give kids across the country the play-filled childhood they deserve.”

Craig Cronheim, President, The CarMax Foundation
CASE STUDY

THE RECESS MOMS

Amy, Angela, and Heather, three moms in Orange County, Florida, began questioning why their kids were coming home with little to no recess on their schedules. What started as petitions circulating around their schools to get recess back led to the start of a local grassroots recess movement called Recess for All Florida Students. After working with their local School Board on a resolution, which included a compromise of 20 minutes of daily recess on non-PE days (2–3 days of the week), “The Recess Moms,” as they are now known, decided to elevate their cause further by putting a Statewide Recess Bill in the Florida House and Senate. They partnered with a member of the Florida House of Representatives to sponsor a bill that would require 20 minutes of daily recess at all elementary grade levels. The bill received overwhelming support in the House and passed unanimously in all three subcommittees. They have elevated the conversation around play, engaged more parents, and will continue working to ensure kids get the play they need to thrive.
KaBOOM! and Gymboree partnered to bring balanced and active play into the daily lives of kids. Gymboree donated a percent of the proceeds from the sale of their clothing line Hop’n’Roll to KaBOOM!, and encouraged customers to join the cause through personal donations as well. The goal was to raise enough money to give 10,000 kids active play opportunities every day.
grants given for playspaces and play opportunities
KaBOOM! pushes for play far beyond the playground through our Creative Play and Build it Yourself (BIY) grants. Many communities may not have the space or resources to build a playground, but through these grants, we are able to offer a variety of ways to incorporate play into the daily lives of the kids who need it most. Balanced and active play is the foundation for combating obesity and promoting healthy living that starts during childhood and continues into adulthood—and it is a necessary component of strong development for kids, whether a playground is nearby or not. These special grants make play possible despite a lack of community resources.

KaBOOM! promotes hands-on learning and play through our Creative Play grants: Imagination Playground and Rigamajig. Imagination Playground is a collection of custom-designed, giant blue foam parts that promote the creative and active play critical to child development. Rigamajig is a large-scale construction kit made up of wooden planks, wheels, pulleys, nuts, bolts and rope that empowers kids to think three-dimensionally through hands-on play.

Both of these exciting play products are innovative designs in play equipment that encourage creativity, communication and collaboration. KaBOOM! offers grants to organizations serving low-income communities who demonstrate how the creative play product will increase access to play and exhibit a plan for integration of the products into existing and future programs for kids.

Build it Yourself grants allow for the creation of a play area in a community with motivated individuals who can lead the project on their own with guidance from KaBOOM!. These grants typically offer $15,000–$20,000 toward the construction of a new playground and are designed to augment or complete local fundraising efforts already underway. Grants are made to communities serving low-income neighborhoods demonstrating a lack of play opportunities for kids who need them the most.

The Build it Yourself grants are offered through Dr Pepper Snapple Group's Let's Play initiative. In 2015, 67 Build It Yourself grants were awarded, in addition to 47 Imagination Playground and 10 Rigamajig grants. These grants allow communities and organizations to customize the type of play that is best for the kids they serve.
70% of kids in the U.S. get less than
the recommended 60 minutes
of active play everyday
CASE STUDY  
METTER, GEORGIA  
Play gets better in Metter

In 2014, the rural community of Metter, Georgia was struggling to provide play opportunities for their young residents. Schools had moved farther away, which curbed walking and made playgrounds harder to reach. The county ranked high in childhood obesity and low in exercise access. Funding was tight.

With a $15,000 Let’s Play grant from the Dr Pepper Snapple Group, KaBOOM! inspired and guided 18 volunteers and local officials to build a brand new playground. Now, Metter has a safe playspace for kids that also serves as a public venue for family picnic days and community activities.
Morgan Stanley partners with KaBOOM! to help ensure kids have safe places to play and be active. As a part of their Healthy Cities initiative, Morgan Stanley is coordinating wellness, nutrition, and play resources that are needed for a kid’s healthy start in life.
150

new playspaces built in 2015
All kids deserve the smiles, joy, and real benefits of balanced and active play—especially those impacted by trauma. Finding ways to create a sense of normalcy is critical in the rebuilding process after a crisis happens. KaBOOM! has served approximately 200 communities across the country through our relief efforts of building new playgrounds and providing new play opportunities for nearly 500,000 kids.

Community members shared that having a KaBOOM! community-led playground build enables people to believe that “things don’t have to stay the same.” Playgrounds provide kids a safe place to positively cope with the stress of recovery and reclaim the playful childhood they deserve. Play is a first step towards normalcy for kids, particularly when a playspace is created as a safe, caring environment.

Furthermore, play helps rebuild communities. Play helps build resiliency because it can teach kids how to come to terms with their surroundings. It also encourages families and community members to come together—in both helping build the playground and taking the kids to play.
of mothers say kids today play outside less often than kids of even just a few years ago
CASE STUDY

PLAY MORE B’MORE

Responding to civic crisis

The unrest in Baltimore in April 2015 highlighted the need to address opportunity disparities for Baltimore youth struggling to connect with school and work who do not have access to the people, organizations or experiences that can help build the skillset and sense of purpose required to thrive as adults.

With catalytic funding from the Annie E. Casey Foundation, KaBOOM! mobilized a multi-sector partnership to put kids first, giving youth apprentices in Baltimore a chance to be a part of the solution by creating play opportunities for Baltimore kids. The Play More B’More initiative is designed to leverage KaBOOM! playground builds to catalyze a purpose-driven career development program for Baltimore youth, in partnership with Baltimore Corps and The Family League of Baltimore. Play More B’More addresses city challenges that are not unique, but utilizes solutions that can inspire other cities to discover ways that play can be a catalyst for positive change in their communities.
As a result of their involvement with Play More B’More, apprentices have reported change in the following areas:

- **60%** state they have greatly improved readiness for succeeding
- **90%** state they have greatly improved leadership skills
- **100%** state they have greatly improved confidence that they can take control of their future
Responding to natural disasters

Ten years ago, when Katrina devastated the Gulf Coast’s roads, homes, schools and businesses, KaBOOM! launched Operation Playground to help restore normalcy in the lives of the kids impacted by the storm. Through Operation Playground and the years following, KaBOOM! has channeled more than $271 million and mobilized 43,791 volunteers into the Gulf Coast to build playgrounds and restore childhoods. KaBOOM!, alongside tens of thousands of volunteers, built over 194 playgrounds in the Gulf Coast, serving 293,929 kids. Foresters Foundation, The Home Depot Foundation, The Walt Disney Company, DJR Foundation, NBA Cares, W.K. Kellogg Foundation, The J. Willard and Alice S. Marriott Foundation, Fannie Mae, ING Direct, Starbucks, and many others continue to invest in the region to this day.
KaBOOM! has made a significant impact in the Gulf Coast over the past 10 years:

194 playspaces built in neighborhoods that needed it most

43,791 volunteers mobilized to help rebuild communities

293,929 kids with new opportunities to play
92% of KaBOOM! playgrounds in the Gulf Coast are still open and in good condition or have improved.
Our nation’s future is tied to the future of kids in cities. Over 80 percent of Americans live in urban areas, including over 13 million kids who live in poverty. This is just part of the reason why cities are so critical to provide a playful and promising future for kids.

With constrained state and federal budgets, most of the key decisions that impact play are happening at the local level—whether that means investment in infrastructure, changes to policy or resources for programming. Municipal governments are becoming hotbeds of innovation on a wide range of issues, from climate change to livability. We urge cities to bring that same innovation to solutions for kids and families. This is particularly important for kids growing up in poverty.

The city initiatives work at KaBOOM! encompasses a range of programs and ideas designed to help cities adopt innovative solutions that ensure kids get the play they need to thrive. There is tremendous opportunity to reimagine cities with kids in mind.

Playful City USA is a key component of our city initiatives programming. Launched in 2007, Playful City USA is a recognition program to honor forward-thinking cities that choose to invest in kids through play. These cities demonstrate a focus on implementing infrastructure, policies and programming that increase access to play within their communities.

Cities can become Playful City USA communities by showing significant collaboration among non-profit partners, foundations, municipal agencies, the mayor’s office, business communities and residents; exhibiting local leadership on the cause of play; and by demonstrating the ability and commitment to use of data to increase opportunities for play.
22% of urban kids live in poverty
(that’s 13.2 million kids)
CASE STUDY
PASSAIC, NEW JERSEY
Shining a light on play

Far too many kids are not getting the balanced and active play they need to thrive simply because they do not have access to playspaces. For the kids and families living in the diverse and densely-populated city of Passaic, New Jersey, this was a challenge they faced in their neighborhoods. So, KaBOOM! teamed up with TODAY Show anchors Matt Lauer and Savannah Guthrie to help the city of Passaic reimagine the town square with kids and families in mind. Together with The CarMax Foundation, Microsoft and Mattel, they transformed an empty lot into a vibrant family-friendly city center for play in just one day, giving more than 33,000 kids in Passaic the opportunity to play. After seeing the impact just one new playspace can have, the city of Passaic was inspired to expand efforts to prioritize play in other neighborhoods and, for the first year, was recognized as a KaBOOM! Playful City USA.
In April, we built our 60th—and largest—playground with The Walt Disney Company, in celebration of the 60th anniversary of the Disneyland Resort. The playground is inspired by drawings created by kids in the Anaheim Achieves after-school program, and includes many playful elements like a disc golf course, a giant “fun web” and swings!

Over 700 volunteers came together to make the magic happen, including Disney VoluntEARS, volunteers from the Anaheim Family YMCA and Anaheim residents. The 26 companies that are a part of the One Orange County initiative were invited to participate as well. The Walt Disney Company’s continued support has helped to transform communities across the country, and we are proud to count them as a partner for bringing the magic of play to kids and families!
241 cities designated as a Playful City USA
THANK YOU

To our partners in play

Without the support of our partners, our work would not be possible. At KaBOOM! our partners have helped make play a possibility for millions of kids across the country. KaBOOM! is proud to recognize and thank the following partners.

50 Fund
AbbVie Foundation
Adobe
AMC Theatres
Amway
American Academy of Orthopaedic Surgeons
Amneal Pharmaceuticals
Annie E. Casey Foundation (Baltimore Program)
Anthony Bucci
Aurora United Methodist Church
Baltimore Gas and Electric
Bank of America—Tampa Bay
Berkadia
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Good Neighbor Pharmacy/AmerisourceBergen
Google Adwords
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Health Care Service Corporation, dba: Blue Cross and Blue Shield of Illinois
Blue Cross and Blue Shield of Montana
Blue Cross and Blue Shield of New Mexico
Blue Cross and Blue Shield of Oklahoma
Blue Cross and Blue Shield of Texas
Humana
J. Willard and Alice S. Marriott Foundation
Jake Siewert
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JM Family Enterprises, Inc. Johnson & Johnson
Kate B. Reynolds Charitable Trust
Kimberly-Clark Corporation
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Medical Properties Trust, Inc.
MetLife Foundation
Michael & Cathleen Corey Charitable Fund
Microsoft
Milton & Dorothy Samoff Raymond Foundation
Monumental Sports & Entertainment Foundation
Morgan Stanley
Nashville Predators Foundation
Nathan’s Famous
New Balance Shoes
New York Knicks and Chase NRG Energy
Office Depot Foundation
Pacific Dental Services
Pacific Gas and Electric Company
Pacific Life Foundation
Phillips66 Alliance Refinery
Playworld
PSEG Foundation
Quotient Technology (formerly Coupons.com)
Radio Flyer
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Sharon Price John
Skadden, Arps, Slate, Meagher & Flom LLP
Steele Foundation
Stephanie White
Strike, LLC
Tampa Bay Rays
The CarMax Foundation
The Cornerstone Professional Group
The Heinz Endowments
The John S. and James L. Knight Foundation
The Mead Foundation—Key Bank
The Toro Company and the Minnesota Vikings
The Walt Disney Company
Tim Fesnemeyer
TPG Capital
Udaya Patnaik
UnitedHealthcare
Valpak
Verint Systems
Viking Global
Washington Redskins Charitable Foundation
Washington Redskins Charitable Foundation and The Bender Foundation
Wells Fargo
Williamsburg Health Foundation
Yokohama Tire Corporation
YPO Chicago
Zynga.org
KaBOOM!

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Global Head of Corporate Communications
Goldman Sachs

List is current as of December 2015.
## CONSOLIDATED STATEMENT OF 2015 financial activities

### REVENUES

- **Contracted Program Services** $20,551,573
- **Contributions & Grants** $6,529,655
- **In-Kind Contributions** $1,599,884
- **Investment Income/(Loss)** ($88,703)

**Total Revenue** $28,592,409

### EXPENSES

- **Programs** $21,371,810
- **Development** $1,889,823
- **Management and General** $1,802,235

**Total Expense** $25,063,868

### NET ASSETS

- **Change In Net Assets** $3,528,541
- **Net Assets—Beginning of year** $9,431,988

**Net Assets—End of year** $12,960,529

We feel a great responsibility to our donors, large and small. That is why we are proud of our efficient operations. In 2015, eighty-five percent of our budget went directly to fund programs that bring play to kids. Only eight cents of every dollar was spent on fundraising, and seven cents per dollar went towards administrative costs.

*KaBOOM! meets all 20 of the BBB Wise Giving Alliance’s standards for Charity Accountability.*

To learn more about our income, expenses, and assets you can view our consolidated financial statements for 2015 and 2014 at kaboom.org/about_kaboom/financials.
KaBOOM! is the national non-profit dedicated to giving all kids—particularly those growing up in poverty in America—the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,300 playgrounds, engaged more than one million volunteers and served 8.1 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters and why cities are embracing #playability: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.