

EBFIT INC

E.very B.ody



F.inds I.nner T.enacity

Annual Report 2025

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**Strategic Plan for
EBFIT INC
Current as of January 2025**

Executive Summary

The strategic plan for EBFIT consists of the following high-level objectives and action steps:

Objectives:

Pave the way in helping the City of Trenton become the most active city of the United States.

Action Steps:

Meet with Corporations. Meet with community leaders. Develop a Marketing Strategy through social media. Attend community events within the City of Trenton.

Vision Statement

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 lived below poverty level. Also, there have 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 specific 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.

Mission Statement

The Our mission is to ignite a transformative journey for the city of Trenton, harnessing the power of fitness as a self-development tool. We do this by offering structured fitness programs, coaching, and fostering an environment that not only promotes success but also inspires and motivates every resident to reach their full potential.

Business and Team Summary

The primary business of EBFIT consists of the following:

Training & Fitness Programs

The core team members of EBFIT are as follows:

1. Eric Wall
Executive Director
Overseeing and directing general fundraising activities and grant applications. Acting as a source of everyday operations for members on the board; Supervising and directing non-profit staff; Overseeing

the non-profit's budget and financial transactions; Ensuring compliance with organizational and government regulations; Preparing financial reports and statements detailing the status of organization funds.

2. Jason Haykin
Program Coordinator
Managing the administration of non-profit programs; Promoting the non-profit organization; Overseeing program staff/volunteers.

Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths & Opportunities

STRENGTHS: Our programming has been documented and proven to show results. It's also easily scalable and translatable to other niches/industries. We have a strong presence engaging the community.

OPPORTUNITIES: We're in a billion-dollar industry with constant innovation being added to it. Health Equity is a key topic for data collection and for presentations. There's an unlimited number of conversations that can come from Health and Equity – as two entities coming together as one.

Weaknesses & Threats

WEAKNESS: There's a lack of space for Elite-Level Sports Performance Training and Corrective Exercise Strategies.

THREATS: Health, and what it means to others, continually evolves. We'll need to adapt, stay true to our values, and have open conversations through the evolution of Health. There's an opposing initiative that is driving our community away from being Health-Conscious. It's happening very discreetly through our cell phones.

Analysis of Industry and Competitors

The current state of fitness industry is as follows:

The current state of our industry is very disorganized. There are many fitness trainers who claim to be professionals but lack leadership and experience. There are a high number of people who are intimidated by fitness. They don't know where to start. There are also fitness influencers who think they are professionals because they've taken themselves through a workout.

The competitors of EBFIT in the fitness industry include:

- Planet Fitness
- Crunch Fitness
- YMCA

Analysis of Marketing Strategy and Target Customers

The marketing strategy of EBFIT consists of the following elements:
 Going into the community and introducing our programs to the community. Create a strong digital presence in the community and involve our youth participants. We've partnered up with organizations throughout the City Of Trenton to increase brand awareness.

Target customers include:

- Seniors
- Adult
- Youth Student-Athletes who have an aspiration to pursue higher education as Health & Fitness Professional

One-Month Goals

Offer Scholarships to a 20 Youth Athletes/Aspiring Health & Fitness Professionals in Our Community	
Strategy	Meet with potential funders/stakeholders; follow necessary protocols for data collection; create impact
Financial Projections	\$6,667
Execution Person(s)	5
Evaluation Person(s)	2
Evaluation Criteria	Fitness Evaluations and Assessments after the first month

Quarterly Goals

Offer Scholarships to a 20 Youth Athletes/Aspiring Health & Fitness Professionals in Our Community

Strategy	Meet with potential funders/stakeholders; follow necessary protocols for data collection; create impact
Financial Projections	\$20,000
Execution Person(s)	5
Evaluation Person(s)	2
Evaluation Criteria	Fitness Evaluations and Assessments every 4 weeks

One-Year Goals

Have 80 Scholarships for our community	
Strategy	Meet with potential funders/stakeholders; follow necessary protocols for data collection; create impact
Financial Projections	\$80,000
Execution Person(s)	5
Evaluation Person(s)	2
Evaluation Criteria	Every quarter, we select 20 new Trenton Youth to participate

Three-Year Goals

Impact 260 people in our community through fitness programming	
Strategy	Meet with potential funders/stakeholders; follow necessary protocols for data collection; create impact
Financial Projections	\$240,000
Execution Person(s)	10
Evaluation Person(s)	4
Evaluation Criteria	Impact 80 people during the first two years. During year three, we'll select an additional five participants each quarter. As a result, impact 260 Trenton Youth by the end of our third year

TESTIMONIALS



The city of Trenton

We would like to thank the city of Trenton for believing in our mission. They provided us with a \$50,000 grant, as part of the Trenton American Rescue Plan. We were able to use the funds as a way incur the financial strain and revenue loss during Covid. Considering 75% of nonprofits reported a negative impact on their revenue streams and fundraising ability, we were honored to receive the grant. Strong, healthy communities is the theme of the grant. We're honored to fulfill the obligations required of it.

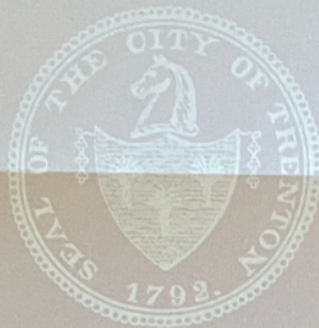
The city also gave us an opportunity to facilitate programming during the city's Fun & Fitness Program, held during the summer. We provided the community with safe, evidence-based, impactful programming for all ages. We thank the Department of Recreation for hosting the Fun & Fitness Program



CITY OF TRENTON

No. 291581

REFERENCE/DESCRIPTION		NET AMOUNT
Vendor: EBFIT005 EBFIT INC PO: P4-06623 DESC: INV: 337		49,999.00
AMT:	49,999.00	
Check Date: 11/01/24		Check Amount: \$*****49,999.00



DETACH BEFORE DEPOSITING

THIS DOCUMENT HAS A COLORED BACKGROUND AND FLUORESCENT FIBERS • SEE ADDITIONAL SECURITY FEATURES ON REVERSE SIDE • MISSING A FEATURE INDICATES A COPY



CITY OF TRENTON
NEW JERSEY



Wells Fargo Bank, N.A.
420 Montgomery Street
San Francisco, CA 94104

No. 291581

VOID AFTER 180 DAYS 11-24

DATE
11/01/24

CHECK NO.
291581

AMOUNT
\$*****49,999.00

Forty Nine Thousand Nine Hundred Ninety Nine AND 00/100 Dollars

TO THE
ORDER
OF

EBFIT INC
407 WEST STATE STREET
SUITE 102
TRENTON, NJ 08618

AUTHORIZED SIGNATURE MP

⑈ 291581 ⑈ ⑆ 121000248 ⑆ 2100015424579 ⑈

TruDoulas



Generally, studies indicate that physical activity tends to decrease during pregnancy. We partnered up with TruDoulas of New Jersey to address the limited specific data available on the physical activity levels of maternal women in Trenton, NJ. We provided a fitness program for TruDoulas and its maternal woman participants. The program has helped to reduce the risk of complications, improving mood, and aiding in postpartum recovery.



Career Day at Mott Elementary School



In celebration of National Physical Fitness and Sports Month, EBFIT visited Mott Elementary School for Career Day. While promoting higher education as the normal next step, we shared with the students a glimpse of what it's like to have a career in the Health & Fitness Industry. They learned some basics of anatomy, human movement science, and health & fitness etiquette

We've upkept our relationship with the West End Little League. During the Spring, we've prepared all the athletes with a much-needed preparation program, known as Injury Prevention Prep. Injuries are a major concern for parents who approve of their child(ren) participating in sports. To address this issue, EBFIT developed an injury prevention program that's used by top athletes in the nation. It opened a new dialogue for the league, positioned our youth to strategically think "Safety First", built a dynamic sense of community, and participants testified to having developed positive attributes in their character.



Prep, Planning, and Injury Prevention Program with the West End Little League



Senior's Fitness with the City of Trenton

The adults on our on-going Programs are limber, experience less pain in their bodies, and have loads of energy. We're continuing with our partnership with Sam Naples and Jenny Stubblefield Senion Center.



FAITH N FAMILIES

Mother & Son Dance



BACK TO STREETS SUMMER EVENT

CITY OF TRENTON & SFF

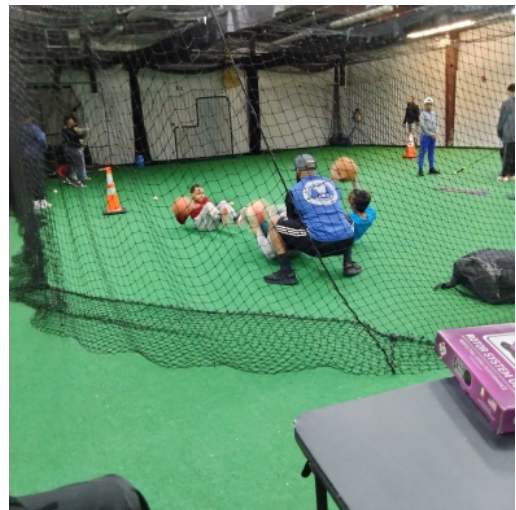


VONZELLA'S CROWN ANNUAL WOMEN'S EMPOWERMENT EVENT



OTHER HIGHLIGHTS









FY 2024 Operating Budget

📅 Dates	@January 1, 2024 → December 31, 2024
📊 Revenue	\$136,463.00
📊 Expenses	\$113,430.00
📊 Profit	23033
📊 Profit %	0.16



Prepared on @February 27, 2025 by:

Eric Wall (Executive Director & Founder)

Revenue

Source	Actual to Date	Forecast
Foundation Grants & Contracts	\$11,500.00	\$11,500.00
Government Grants & Contracts	\$49,999.00	\$49,999.00
Corporate Contributions	\$500.00	\$500.00
Endowments	\$0.00	\$0.00
Board of Directors	\$4,647.00	\$4,647.00
Events & Fundraisers	\$4,117.00	\$4,117.00
Individual Contributions	\$12,304.00	\$12,304.00
Memberships	\$0.00	\$0.00
Program Revenue	\$0.00	\$0.00
Sales	\$46,353.00	\$46,353.00
Interest Income	\$0.00	\$0.00
Miscellaneous	\$7,043.00	\$7,043.00

Expenses

Source	FY24 Actual to Date	FY24 Budget
Staff Salary and Benefits	\$897.00	\$897.00
Occupancy (Rent and Utilities)	\$35,600.00	\$35,600.00
Insurance	\$1,140.00	\$1,140.00
Legal & Accounting	\$6,089.00	\$6,089.00
Equipment	\$6,609.00	\$6,609.00
Supplies	\$6,057.00	\$6,057.00
Printing & Copying	\$0.00	\$0.00
Telecommunications	\$1,569.00	\$1,569.00
Travel & Meetings	\$14,643.00	\$14,643.00
Marketing & Advertising	\$1,116.00	\$1,116.00
Professional Development	\$6,370.00	\$6,370.00
Contract Services	\$250.00	\$250.00
Technology	\$4,316.00	\$4,316.00
Depreciation	\$0.00	\$0.00
Program Expenses	\$0.00	\$0.00
Fundraising Expenses	\$0.00	\$0.00
Bank Fees	\$6,288.00	\$6,288.00
In-Kind Distributions	\$0.00	\$0.00
Employee Benefits	\$0.00	\$0.00
Interest Expenses	\$5,459.00	\$5,459.00
Grants and Donations	\$3,322.00	\$3,322.00
Audit and Evaluation	\$0.00	\$0.00
Outreach	\$7,328.00	\$7,328.00
Other	\$6,187.00	\$6,187.00