



“ It Sometimes Takes A Community To Raise A **P.H.I.T.** Child”



SHARE YOUR  TM
VICTORY FOR YOUTH A 501(C)3 ORGANIZATION

“The desire to share your heart is the result
of your heart acting in love...”

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NON-FOR PROFIT 501(C)3 ORGANIZATION

History

PHIT FOR KIDS project was founded on the principle that an educated and motivated community raises a fit child. All of us grew up within a social network and PFK's goal is to define those leaders and inspire them to promote change and community action. Our project symbolizes several things.

It represents the limitless people we serve, for it doesn't matter who you are, where you live or what you do...obesity affects everyone. It also signifies the invisible definition of what 'being fit' really is, for your size and body development depends on your genetics and personal background. Everyone is beautiful – our goal is to help other's re-discover the beauty within them.

God Bless.

Mission and Vision

PHIT FOR KIDS is a public benefit, non-profit project, fitness education organization dedicated to inspire underprivileged and unhealthy children and families to be fit, active and inspired by positive, healthy role models in their home, school and communities.

Our Promise:

1. To inspire underprivileged and unhealthy children and families to be fit, active and inspired by positive, healthy role models in their home, school and community.
2. To educate community leaders with fitness and health education.
3. To promote fitness activities, community unity and parental involvement.

Obesity Related Statistics in America

Did you know?

1. Obesity is the #2 cause of preventable death in the United States
2. 60 million Americans, 20 years and older are obese
3. 9 million children and teens ages 6-19 are overweight
4. Being overweight or obese increases the risk of health conditions

Obesity in Youth - Diabetes, hypertension and other obesity-related chronic diseases that are prevalent among adults have now become more common in youngsters. The percentage of children and adolescents who are overweight and obese is now higher than ever before. Poor dietary habits and inactivity are reported to contribute to the increase of obesity in youth.

Today's youth are considered the most inactive generation in history caused in part by reductions in school physical education programs and unavailable or unsafe community recreational facilities.

- Overweight prevalence is higher in boys (**32.7 percent**) than girls (**27.8 percent**). In adolescents, overweight prevalence is about the same for females (**30.2 percent**) and males (**30.5 percent**).

The prevalence of obesity quadrupled over 25 years among boys and girls:

Board of Directors



**Rolando (Roly) Gonzalez Executive Director
Victory For Youth Corp**

Victory for Youth Corp is a non-profit 501c 3 organization established in 1998 to provide teens and young adults and their families regardless of race, color or religion, with the knowledge of programs, services and opportunities available to them.

Victory for Youth has done this by reaching out to those who are facing problems, and bringing resources together such as healthcare organizations, state and county agencies, youth groups, faith-based organizations, and providing career opportunities through work placement and job training.



**Kevin McIntyre President & CEO
P.H.I.T. Personalized High Intensity Training**

As founder of P.H.I.T. and the Director of Operations. Kevin's passion for fitness and his relentless energy started at the early age of six years old with boxing. A graduate of Ashworth College with a Degree in Sports Psychology, Kevin uses his knowledge of human psychology to design programs that allow clients to achieve maximum results while helping them maintain motivation and desire for results. Kevin merges his love of fitness and business in-order to provide customers and clients with the very best services that the company has to offer and as a perfectionist, he takes a hands on approach ensuring that he personally meets and interacts with every customer/client that PHIT has the pleasure of serving.



**Raymel Llerena Director Of Fitness
P.H.I.T. Personalized High Intensity Training**

As Co-founder of P.H.I.T. Ray a.k.a. "Rayguns" brings with him the vast experience that he has gained over the years as a trainer. He has traveled the world and trained the who's who of Hollywood. With a huge background in sports and fitness, Ray directs the day to day activities of all the trainers and staff involved with the program.

As a father and husband, Ray knows first hand the power a love of health and fitness can have in combining a family.

"Once you experience achieving your goals and knowing your family was with you step by step there is no greater bonding factor"



The Weight Problem in Kids

With childhood obesity becoming an increasing concern, it is more important than ever to teach children and families about the importance of an active lifestyle. There is an **80%** chance of an obese adolescent becoming an obese adult. **WE HAVE TO TAKE ACTION NOW!**

The longer a child is overweight or obese, the more they will struggle with weight issues as an adult. We help children to first understand their exercise requirements and eating habits, then we help the kids to lose weight , get in-shape, be active & feel amazing.



The Solution

With **PHIT FOR KIDS**, a solution to this problem exists. Our vision at **PHIT FOR KIDS** is to make the journey for family, kids and "fitness", a fun, positive experience. Our programs are designed to help give our children confidence in their physical abilities, increase their motor skills and give them a head start on understanding the importance of leading a healthy lifestyle. Whether it be for weight loss, weight gain, speed, strength, or just general health, we have decided to dedicate our focus **JUST** for family and kids.

We are **NOT** a childcare facility nor do we 'baby' kids at **PHIT FOR KIDS**. While keeping the activities light and fun...we teach them discipline, confidence, self-respect, and the value of being held accountable for their actions. We have seen that families apply this knowledge to other areas of their lives, whether it is fitness based, academically based or just making better choices for healthy living. We also expect a level of **RESPECT** and responsibility.



Why Choose PHIT FOR KIDS

PHIT FOR KIDS combines knowledge and creativity To ensure maximum results with utmost motivation. Our staff are highly skilled and experienced in Providing kids with information they can carry with them wherever they are as well as teaching the benefits of activity. They are creative in their workouts and utilize every minute available for the benefit of

YOUR child. We have a vast selection of equipment and gadgets to entice children into getting the most out of their workout activities. From bands to medicine balls, ropes to imaginations.... At **PHIT FOR Kids** we are sure you will find the results you are looking for as a parent.

Programs

Our programs are designed to promote fitness education, instill healthy eating habits, and unite communities towards achieving a active healthy lifestyle.



PHIT 4 kids is our signature program and sends a unique, proactive message to our community role models including parents, teachers, principals and pastors to be leading examples. Besides utilizing '3' as the instructive number in our fitness programs, our name also insists that everyone become healthy role models and 'try fitness' for the kids.

Our Three Initiatives target the following three modules:

- Three Community Players
- Three Fitness Components
- Three Healthy Food Ingredients

This program is a referral based program. So how does it work? A community leader Principal, Teacher, Pastor etc. refers a family or child in need of health and fitness services. Once the referral is excepted a P.H.I.T. representative makes contact with the family and schedules a health and fitness assessment.

Once clear for service, the family or child will receive 30 days of free fitness services provided by a certified and insured personal trainer and fitness consultant.

Our goal is to instill a collaborative effort between community leaders, parents and children to engage in fitness activities to improve overall health and physical fitness standards. Our objective is to provide 20-30 families with an opportunity to achieve their fitness goals through programs, nutritional workshops and parental participation.



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Family Transformation Program: PFK understands that in order to make long-term change, it's vital to target the home environment. In this program, families commit to a 60-day, educational and exercise intensive boot camp. This has been PFK's most successful program so far, with many working out together and making fitness strides as a family. This program usually begins in early January, when momentum to achieve fitness goals are high. A fitness instructor meets with the group once a week and a consultant works with their diet and exercise planning throughout the week.



How You Can Help

Online Donation

Visit us at [victory for youth.org](http://victoryfor youth.org)

98% of all **PHIT FOR KIDS** funds are used to institute our fitness programs. Your donations are put to work in the most efficient, sustainable and transformative way.

For ways to maximize tax benefits from your charitable giving

Honorary Gift

Honor a friend or loved one with a special gift to PHIT FOR KIDS in their name. Your generosity will help a child have a chance to grow to be a healthy, successful, role model and have real hope for the future.

Phone Mail Fax

Donate by Mail:

Please send check or money order to:

Victory For Youth

ATTN: PHIT FOR KIDS

7178 SW 47TH ST

Miami FL, 33155

Donate by Fax: 305 667 2386

Donate By Phone:

Call us at 786 286 4814 and we'll assist you!

Volunteer we are always seeking...

- Volunteering/Mentoring
- Donating Equipment
- Partnering with our Programs
- Sponsoring a Child/Community
- Providing Professional Services

For questions about helping or hosting PFK in your community, please email us at: info@victoryforyouth.org

