

Lincoln Youth Fitness Initiative

The Youth Fitness Task Force was established with a grant from the Community Health Endowment of Lincoln with the mission of equipping young people with lifelong, sustainable skills that promote health and physical fitness. From 2010 to 2017, we saw significant improvements in elementary student fitness, including steady gains in PACER scores. After 2017, fitness levels began to drop. Additionally, the COVID-19 pandemic caused a dramatic decline in youth fitness levels, with the greatest impacts seen among young girls and Black and Hispanic students.

The YMCA, the Nebraska Sports Council, and Partnership for a Healthy Lincoln are raising funds to bring **All Kids Bike Strider Bike Kits** to elementary schools across Lincoln Public Schools, as well as Lutheran and Catholic schools, with the goal of ensuring every child learns to ride a bike by the end of second grade.

Each kit includes 25 bikes, helmets, and a progressive learning system that begins with balance bikes before introducing pedals, helping students build confidence and learn more quickly. Dr. Matt Avey, Curriculum Specialist with Lincoln Public Schools, is also helping integrate a bike education curriculum into elementary physical education classes. Beyond learning to ride, the initiative includes bike safety education, bike rodeos, Bike Kitchen programming, and Tour de Elementary events to reinforce riding skills, safety, and lifelong active transportation habits.



For more information email Matt O'Rourke at MORourke@HealthyLincoln.org , call him at 402-802-7670, or visit HealthyLincoln.org/AllKidsBike

ALL KIDS BIKE - SPONSORSHIP LEVELS & BENEFITS

VISIONARY SPONSOR - \$50,000

- TV, radio, newspaper articles/ads (50)
- Mention in all news releases
- Logo/Link with premium size/placement on website homepage
- Mention in all email messages
- Monthly social media shares
- Mention in announcements at schools (20)
- Opportunity to present kits to schools (10)

COMMUNITY CHAMPION SPONSOR - \$25,000

- TV, radio, newspaper ads (25)
- Mention in select news releases
- Logo/Link on website homepage
- Bi-monthly social media shares
- Mention in announcements at funded schools (10)
- Opportunity to present kits to funded schools (5)

TRAILBLAZER SPONSOR - \$10,000

- TV, radio, newspaper ads (10)
- Mention in select news releases
- Logo/Link on website homepage
- Quarterly social media shares
- Mention in announcements at funded schools (2)
- Opportunity to present kits to funded schools (1)

SCHOOL FRIEND SPONSOR - \$5,000

- Mention in select news releases
- Logo/Link on website homepage
- Bi-annual social media shares
- Mention in announcements at funded school
- Opportunity to present kit to funded school

CYCLING ADVOCATE SPONSOR - \$2,500

- Mention in select news releases
- Logo/Link on website homepage
- One social media share
- Mention in announcements at funded school
- Opportunity to present kit to funded schools

FIRST PEDAL SPONSOR - \$1,000

- Mention in select news releases
- Listing on website
- One social media share
- Mention in announcements at funded school

DONOR - \$10 - \$500

- Listing on website

