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*We're more than a fun run. We build leaders.*

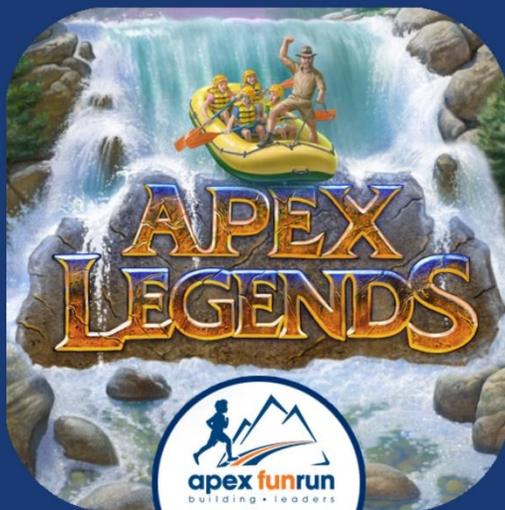
## Introducing our 2016-17 Leadership theme: APEX LEGENDS

Apex Fun Run is committed to building leaders, not just with students, but also with the teachers and staff we encounter everyday. Our goal is to share with others how we can positively impact the world on a daily basis. The theme for the 2016-2017 school year is: **L-E-G-E-N-D**

### Legendary leaders:

- Learn
- Engage
- Give
- Empower
- Never Quit
- Do

A legendary leader is always **learning** and not just at school. We can learn at home, soccer practice, church, even in the car riding from place to place. Always seek to learn and improve yourself at every opportunity.



A legendary leader is **engaged** in everything they do. When we are engaged we can do our very best. Focus on the task at hand, and participate.

A legendary leader gives of themselves. To **give** does not always imply a material thing. The best gifts in the world are given of ourselves and

we call these things the 3T's of Giving: Time, Treasures and Talents.

A legendary leader **empowers** others. We all need a boost sometimes - students will practice using power boost statements that give others confidence: "I believe in you. You are a great reader in class. You're an awesome friend to me."

A legendary leader **never quits**. We all fall down sometimes, but we can't let the fall define us. What defines us is when we get back up and move forward. Here at Apex we like to say "Never quit, roll with it".

The last step to becoming a legendary leader is to go out and **DO**. Leave Your Mark **and become an Apex Legend!**

### **WHAT'S YOUR STORY GOING TO BE?**

## Inside this Issue

- Why do schools and PTO/A's continue to use Apex?
- Apex Testimonials
- 2015-16 Year in Review

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## We're the most all-inclusive FUNdraiser

We don't want any student to feel left out, regardless of financial participation.

- Every student in the school receives a character message silicone bracelet daily during the program.
- Every student in the school receives a race day lap counter.
- All students participate in the class rewards as the class reaches each level on their team poster.
- We teach an amazing character and leadership curriculum, all hosted by a local team of Apex athletes.

## We raise more money for schools than product sales can (avg. 70% more), more than most school organized runs, and more than other Fun Run companies! But How?

- It's SIMPLE! The program we run, the investment we make in your school, the relationships we form, and the system and processes we have in place consistently raise more for our schools than other fundraisers can.
- We're locally owned and operated - it's powerful to be able to tell parents that you use a local company for your major fundraiser. We get a lot of parent support.
- We serve not just the students but also the teachers.

## Our Client Service is #1 in the Industry!

- We're not a large corporation with an out of state office and thousands of schools to manage. We are local franchise owners, and our whole team is dedicated solely to your school for the duration of the program.
- We don't have hidden fees, and everything is included in our program.
- Our teams are highly trained in how to deliver an engaging leadership and character curriculum and they're paid like roaming PE teachers. We don't hire fundraising experts to work in your school; we hire people that have a passion for working with youth. We invest in training and development of our teams to give you only the best!

**The fact is, other companies don't offer most of those things, and with Apex it's more than just a fundraiser, it's a whole school experience.**

## Giving back to our community

Did you know that every day 1 in 5 American children struggle to find 3 meals? This year Apex partnered with the Will Play for Food Foundation in an effort to help end childhood hunger. Each time a student reached the \$10 per lap level, we made a donation (on our dime). Those contributions helped provide over 600,000 meals distributed through food banks in the local communities we serve.

**WILL PLAY FOR  
FOOD FOUNDATION  
GIVEBACK**



*The Apex Team showed character, integrity and quality. During the daily lessons our students were engaged and excited about the character traits & fitness tips they were learning. They provided such enthusiasm that we were continually motivated and inspired. They came ready with all the information needed to encourage student & teacher participation. Jammin' Jake established a rapport with staff members quickly and it was obvious he was committed to making this the best experience for everyone involved,*

**PTO President  
Imagine Rosefield**

*The sense of unity & excitement that the Apex team can bring to a classroom is one every child thrives on! On several occasions I had the pleasure to witness the Apex team bring joy to the students. Although children with special needs face many challenges, it is often the simple, quick & enthusiastic interaction with the team that put smiles on their faces and truly brightens their day! At the end of the school year the positive experiences during the fun run events were still being raved about as some of the year's highlights!*

**Special Needs Teacher  
Scottsdale Unified School District**

*Apex Fun Run brought fitness, leadership, but more importantly, record funds to our school. The Apex team was second to none, and they are the ONLY locally-owned fun run company, which means a lot to our leadership team and school.*

**PTO President  
Kyrene Monte Vista**

*Apex Fun Run is great in so many ways! As a teacher I love the lessons on character, as well as the team building. I love the teams that come and work with the kids. They are always positive and enthusiastic! As a parent, I love that getting the pledges helps my daughter communicate with our family and it helps her to get excited about the fitness part. I love this program and the money that it brings into our school and classrooms.*

**Teacher of the Year from  
Eagle Ridge Elementary**



**APEX DREAM TEAM**

**TODAY I SHALL  
BEHAVE  
AS IF THIS IS THE DAY  
I WILL BE  
REMEMBERED**

DR SUESS