



**NEVER GIVE
UP TRAINING**

IMPACT STRATEGY

20

22

A Message from Leadership

The past two years have been trying times globally, right here at home in our Manayunk neighborhood, and within our own community at Never Give Up Training (NGU). Businesses of all sizes have been met with challenges they never could have imagined, and society has been forced to face realities that are difficult to comprehend. Small businesses have been especially affected, and your team here at NGU takes none of the support received from our loyal community for granted.

As we reflect on the recent months, we are also looking to the future - the future of NGU, the future of our planet, and the future of our children. The future is nothing without action in the present, and we see it as our duty to move the needle towards positive change. The fitness industry is unique in its ability to motivate, inspire, and bring individuals of all backgrounds together to pursue their pursuit of health, and these qualities have never been more essential.

This strategy is just the start of NGU's commitment to establishing our purpose and understanding of how we can best change the world for the better. Come along with us as we grow as a community and as individuals, and learn with us along the way. We will make hit hurdles, but we will come out stronger, as we always do.

We appreciate your commitment and our community more than words can say, and we hope this strategy is successful in providing a picture of NGU moving forward, inside our studio and beyond.

To an impactful year ahead,

Ali Cook Jackson
Ali Cook Jackson



Driven by goals.
Charged by passion.
Powered by community.

Our Mission & Vision

NGU workouts are always dynamic, never boring. We offer a variety of highly-effective, results-driven group classes in an intimate, encouraging setting. Our 1-on-1 services include personal training, nutrition counseling, sport-specific training for high school and college athletes and training plans for races, marathons and triathlons. With a creative mix of classic and innovative training techniques, our talented trainers bring something different to each session to keep workouts fun and effective. However you work out, we promise to do everything we can to help you become your best self. Your goals are our goals.



OUR MISSION & VISION

Never Give Up Training is relentless about helping clients achieve their best fitness. No matter your starting point, we'll help you get to where you want to be. We strive to be a place for personal growth, and know that physical strength translates into inner strength - and ultimately a healthier, happier you.

Introduction

At Never Give Up Training (NGU), we are approaching our 10th year of operations. With that, we recognize the role we have played in our community of Manayunk thus far, and we are in the process of determining the role we will play over the next 10 years and beyond. In addition to serving as a place for our community to improve its health and become strong individuals, ensuring we make an impact in areas important to our staff and clientele is central to our mission moving forward. With that in mind, NGU is excited to introduce our inaugural 2022 Impact Strategy.

Via staff and leadership surveys, we identified four key areas in which we feel we can - and have an obligation to - make an impact: 1) Diversity, Equity and Inclusion; 2) Youth Development; 3) Mental Health and Wellbeing and; 4) Sustainability. By way of the programs, points of impact, and commitments outlined in this document, we set out to accomplish specific, measurable goals for the coming year. NGU will devote our available resources to achieving these goals through community partnerships and volunteerism, education and awareness building initiatives, and the reimagining of our current procurement and business strategies.

OUR NEIGHBORHOOD, OUR PRIORITY

Community is at the core of our Strategy, and our Impact work is intended to incorporate and align with the broader Manayunk social engagement calendar. We welcome participation from staff, clients, families, local businesses, civil society organizations, and anyone who wishes to be involved.



Our Goals: 2022

NGU has set four, targeted and measurable goals in alignment with our strategic impact themes for 2022:



1 - PUTTING OUR COMMITMENT INTO WRITING

NGU develops a formalized workplace policy for diversity, equity, and inclusion by the end of 2022.



2 - PARTNERING FOR YOUTH DEVELOPMENT

NGU formalizes partnership(s) with at least 1 local youth advocacy organization and commits to ongoing engagement by the end of 2022.



3 - SCHEDULING SELF-CARE

NGU establishes a portfolio of dedicated offerings aimed at promoting and facilitating self-care within our catalogue of training resources by the end of 2022.



4 - ENVIRONMENTALLY RESPONSIBLE SOURCING

75% of newly-produced clothing and accessories sold at NGU's studio are sourced ethically and produced in an environmentally-conscious manner by the end of 2022.

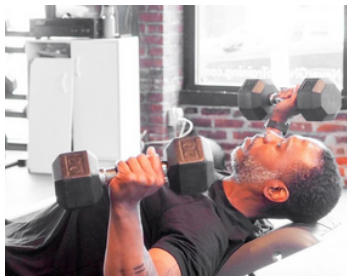
Diversity, Equity & Inclusion

At NGU, **we harness our diversity to elevate our experience together.** 2020 and 2021 were years of reckoning around racial and social injustice nationwide. We understand our influence, and our ability to drive positive social change within our community and beyond.

We start within our own studio, ensuring that it is a place in which our staff and community feel safe, supported, and represented, allowing them to be their best and work their hardest. This respect extends to our entire team, regardless of race, age, education level, gender, orientation, religion, and political affiliation. NGU prides itself on maintaining a vibrant community through our hiring process and in attracting clientele, and we espouse a zero-tolerance policy protecting staff and clients against discrimination in any form. We embrace the eclectic culture of our neighborhood, Manayunk, and will do so further in 2022 by supporting the many DEI events throughout the year.

2022 COMMITMENTS

- Continue to build a team of experientially diverse trainers and leaders
- Embrace flexible scheduling options for staff to ensure their commitments in-studio suit those out-of-studio
- Invest in diverse creators and suppliers for merchandise and services
- Participate in Manayunk-wide events recognizing underrepresented voices



OUR GOAL Putting our Commitment into Writing
NGU develops a formalized workplace policy for diversity, equity, and inclusion by the end of 2022.

Youth Development

At NGU, we are all about empowering the next generation to take ownership over their health, and **our tiny clients are some of our favorite clients**. Youth of all ages thrive most when they belong to a strong, uplifting community, yet many don't have access to such. With a special focus on underserved and marginalized youth within and around the Manayunk area, NGU is committed to fostering the next generation of health enthusiasts, and to being a safe space for them to explore the world of fitness as they grow as individuals.



POINT OF IMPACT | NextGen NGU

In 2022, we make a commitment to turn youth participation at our studio from happenstance to deliberate practice through NextGen NGU. We will continue to offer special parent-child fitness classes, throughout the year and welcome little ones to sit in while their parents train. We will expand our youth development commitment to include partnerships with nonprofit organizations, extending physical wellness and our NGU community to local, underserved youth that otherwise lack the opportunity to become involved.

2022 COMMITMENTS

- Offer training options to ensure flexibility around childcare constraints
- Actively promote youth development within the Manayunk community, specifically by working with underserved youth
- Extend fitness training services to further include and cater to younger athletes



OUR GOAL **Partnering for Youth Development**

NGU formalizes partnership(s) with at least 1 local youth advocacy organization and commits to ongoing engagement by the end of 2022.

Mental Health & Wellbeing

Physical health plays a vital role in mental health, and vice-versa, and NGU is committed to being a place that promotes and enables wellbeing in all respects. Stress and anxiety in adults have increased more than fourfold since 2019, globally, and mental wellbeing is increasingly important for people of all ages, and all backgrounds. NGU, through existing programs such as **WEvolve**, encourages and enables staff and clients to make time and space for their mental health by creating a community that fosters open conversation around the topic and provides resources for those who need them.



POINT OF IMPACT | WEvolve

Through WEvolve, NGU will take a multifaceted approach to promoting mental wellbeing. In-studio, we will invest in self-care, a culture that promotes it, and offerings that enable it. We will ensure that our team is equipped with the tools to recognize and combat unnecessary stress among our colleagues and clients. Within our community, we will foster connection and trust through open dialogue, facilitate education, and engage in campaigns and community-wide awareness efforts.

2022 COMMITMENTS

- Enable a smooth distribution of work, ensuring our trainers aren't overextended
- Nominate mental health champion(s) from our staff to lead experience-sharing and promote WEvolve programs and events within the community
- Partner with local organizations promoting mental health awareness



OUR GOAL **Scheduling Self-Care**

NGU establishes a portfolio of dedicated offerings aimed at promoting and facilitating self-care within our catalogue of training resources by the end of 2022.

Sustainability

As climate change races full-speed ahead, water, land, biodiversity, and our other natural resources are increasingly threatened. NGU believes that business has a responsibility to combat this reality and ensure all of these essential natural resources remain accessible and bountiful for future generations.

POINT OF IMPACT | GEAR

We love seeing our community in our gear almost as much as we love the environment around us, and NGU is dedicated to ensuring that the former doesn't put the latter at risk.

In 2022, NGU will focus on revamping our supply chain, and investing in local suppliers. We commit to doing our part while keeping your closets stocked with teal and black all year round.



2022 COMMITMENTS

- Support local suppliers that are committed to sustainability
- Embrace and spotlight practices such as up-cycling & slow fashion
- Promote sustainable athletic-wear brands amongst our staff & clientele



OUR GOAL **Environmentally Responsible Sourcing**
75% of newly-produced clothing and accessories sold at NGU's studio are sourced ethically and produced in an environmentally-conscious manner by the end of 2022.

Summary

NGU's impact efforts will be complimented by a monitoring and evaluation system, ensuring that our work results in true change, and that we can pivot as-needed. The programs detailed are just the start of our efforts to make our community, and our world, a better place. We can't wait to get started.



DIVERSITY, EQUITY & INCLUSION

A cornerstone of our strategy, and a commitment that NGU will formalize this coming year.



YOUTH DEVELOPMENT

Welcoming youth into our studio through targeted programs and partnerships involving local, underserved children through NextGen NGU.



MENTAL HEALTH & WELLBEING

Prioritizing emotional wellbeing and creating an enabling environment to do so through our WEvolve initiative.

SUSTAINABILITY

Rethinking our supply chains and harnessing the creativity of local, environmentally-conscious suppliers.

Acknowledgements

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We thank you for your continued support in our efforts to contribute to the local Manayunk community.

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