

JUMPING AHEAD OF CHILDHOOD OBESITY & ACES

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COMPANY OVERVIEW



JUMPING AHEAD OF CHILDHOOD OBESITY

MISSION

Healthy kids begin at Jump Kids Health

Jump Kids Health is a outpatient mental health, nutrition and fun-fitness network. Our mission is to reverse ACEs and combat childhood obesity through competitive jump rope and other fun fitness activities.

Our vision is to clinically treat our youth so that they may blossom into future leaders.

OUR JOURNEY

OVER 23,000 KIDS IMPACTED SINCE 2015

2017 - Founded Jump Kids Health to implement mental health services and nutritional counseling. Hosted its 3rd Annual national competition in Atlantic City with over 250 jumpers

2018 - Jump Kids Pilot program established with Mastery Charter Schools and Philadelphia Recreation Department.servicing 200 children

2019 - Founded NADDO- Africa (1500 jumpers participated in a 3 day double dutch workshop)

2020 - launched a virtual wellness and jump rope program titled JUMP ROPE AND SMOOTHIES to keep children active and eating healthy during the quarantine. This program was also designed to help children cope with the abrupt changes they've endured due to Covid-19. Servicing 100 children and their families.

2021 - JKH opens its 2nd location in East Orange, NJ with over 60 children signed up in the first week.

2024 - Landed a partnership with Planned Parenthood, The Devils Foundation and The City of Newark

2025 - Launched Home Skool Jump - a movement and SEL program for Home School Families

OUR NEW STRUCTURE

Double Dutch Dynasty - A consulting service hub that provide inclusive services to ALL youth in every urban community throughout the US with NJ as the flagship hub.

AFROJUMP EVENTS

Double Dutch competitions
and training workshops

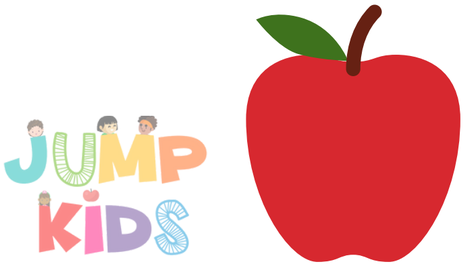
Jump Kids Health
Nutrition, fitness and mental health therapy

PROBLEMS

Children in the black and brown community are more likely to become obese. These same children suffer from ACEs/trauma at a higher rate, but most importantly ignore the significant effect it has on their short and long term lives.

Don't have access to healthy food choices and most do not know how to eat healthy.

HEALTH





FITNESS

Don't get enough exercise due to technology, social media, etc.

Don't get to address mental and emotional health with professionals.

LIFESTYLE





1 OF 6

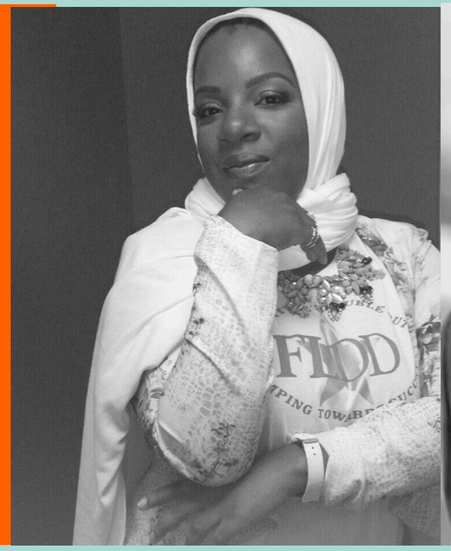
CHILDREN AND TEENS ARE OBESE

Jump Kids Health aims to combat Childhood obesity and Adverse Childhood Experiences while making exercise and therapy cool.

“Childhood obesity issue is critically important to me because it's critically important to the health and success of our kids, and of this nation, ultimately.”
Michelle Obama

JUMP KIDS HEALTH

TEAM



Mrs. Laila Little-Omosawe
"The Double Dutch Queen"
Founder, CEO



Justin Artenant
Director of Finance &
Strategic Partnerships



Andrea Berez, RDN
Dietitian



Dr. La'Tesha Sampson
Chief of Mental Health
Services

Our team of licensed practitioners, dietitians, and various fun-fitness specialists takes an innovative approach to educating students, providing clinical care, and conducting research to ensure maximum results. Jump Kids Health’s goal is to use competitive double dutch to combat Childhood Obesity and ACEs (Adverse Childhood Experiences).

ANNUAL PROGRAM



Black & Brown Girls & Boys

Age: 5-12, 13-16, 18-21+

Located in Essex, Burlington & Union County, New Jersey

Our primary focus is on Black and Brown families who face challenges in accessing affordable healthcare and engaging in physical activities that promote equitable improvements.



SOLUTIONS



01 Outpatient 1-on-1 (mental health and nutritional counseling)

02 Outpatient Group therapy (mental health and nutritional counseling)

03 Double Dutch-Private Lessons/Sessions/team

04 After School Program

05 Summer Camp

06 Primary Care - Healthcare Screenings

07 Outdoor Activities in the Parks

ANNUAL CHAMPIONSHIP/HEALTH FAIR

We provide our athletes with an opportunity to tour college campuses, eat amongst college students and gather information about college life and higher education.



2015-RUTGERS UNIVERSITY-NEWARK

2016-CORNELL UNIVERSITY

2017-LINCOLN UNIVERSITY

2018-ATLANTIC CITY BOARDWALK

2019- ST. THOMAS UNIVERSITY (CANCELED DUE TO PANDEMIC)

2021- JUMP KIDS HEALTH-UNION

2022- JUMP KIDS HEALTH - MT. HOLLY

2023 - EXPRESS NEWARK BECOME JUMP KIDS HEALTH HOME

2024 - NADDO TAKES 10 AMBASSADORS TO THE PARIS-OLYMPICS

Saint Barnabas Medical Center | RWJBarnabas HEALTH

CITY OF PLAINFIELD NEW JERSEY

NJTRANSIT The Way To Go.

East Orange City Council

JUMP KIDS

WellCare Beyond Healthcare. A Better You.

FINI HEALTH AND WELLNESS

FACT FAMILIES & COMMUNITY TOGETHER

American Heart Association.

AT&T

TARGET MARKET

Age: 5-12, 13-16, 18-21+

African American & Latinx

Low income/Underrepresented/Uninsured

Essex, Union, Burlington & Camden County (New Jersey)

Obese, Anxiety/Depression, Introvert & Trauma affected kids (ACES)



JUMPING AHEAD OF CHILDHOOD OBESITY

STORIES OF SUCCESS



HEALTH

A. Williams

After enrolling in Jump Kids Health, she loss 15 lbs. has learned to choose healthier foods. She is proud to say a specific fast food restaurant is no longer her favorite choice.



FITNESS

S. Smith

A current 5th grader who weighted in at 150 lbs. in July. In 8 weeks she weighed 134lbs. and had gained self confidence after participating in Jump Kids Fun-Fitness Summer Camp



LIFESTYLE

I. Trotman

She registered with low self-esteem, bashful and very introverted. After 60 days, she earned the title of team captain and has become the spokesperson for the exhibition team.

FUNDING GOAL

IMPACT GOAL: 50 new KIDS per year

ANNUAL BUDGET

Annual Program Operations: $700K
Executive Director, Supervisor, Project Manager, Therapists, Nutritionist, Supplies, Marketing/PR, Transportation, Food and miscellaneous expenses.

Double Dutch Competition Cost: $6,000/per athlete
Uniforms - $800 (Practice & tournament gear)
Travel cost - $3200
Tuition - $2000

COST BREAKDOWN

Mental Health Sessions: $760/month per kid	**$9,120/year per kid**
Nutrition Sessions: $760/month per kid	**$9,120/year per kid**
After School Program: $300/month per kid	**$3,000/year per kid**
Summer Camp: $210/week per kid (Total 8 wks)	**$1,680/year per kid**
Double Dutch Team: $200/month per kid (10 months)	**$2,000/year per kid**
ANNUAL COST PER KID	**$30,920 per year**

PROGRAM OUTCOMES

FIRST 12 MONTHS

- Children will have a better understanding of self awareness
- Build up the confidence needed to discover new gifts and talents.
- Establish better communication skills to excel.
- Walk away with a new perspective of health & hygiene.
- Have the opportunity to building better relationship with health professionals
- Improve overall fitness with fun fitness activities
- Have the tools needed to address and manage conflict.
- Obtain the experiences needed to blossom into future leaders.

FIND US ON SOCIAL MEDIA!

YOUTUBE

FACEBOOK

INSTAGRAM

TWITTER

WATCH Video!
The Dynamic Dance of
Double Dutch
#BESE #Smartwater





LEARN MORE AT doubledutchdynasty.org

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