

The New Beginnings Center Executive Summary

Transforming lives through strength, fitness and health



Tennessee is a beautiful state, with towns, cities, neighborhoods and natural amenities that give many of its 6.6 million citizens a wonderful quality of life. Yet, far too many Tennesseans' health and well-being are in danger.

- Currently, nearly 40 percent of Americans are obese, and one in two people have at least one chronic disease 1. This means we are spending a lot of money on problems associated with highly preventable diseases. Nearly 85 percent of the \$3.2 trillion we spend in healthcare in the U.S. each year goes towards treating chronic disease, and research shows that more than 80 percent of chronic diseases are preventable through diet, behavior, and lifestyle changes.
- The national statistics on obesity are worse for minority women and for children. The health landscape they reveal is dire: 56.9 percent of black women and 45.7 percent of Latinas are obese; one in three children between ages two and nineteen are either overweight or obese; and one in four children under the age of eighteen are being raised by single women on an income of less than \$35,400
- The correlation between obesity, chronic disease, and poverty is difficult to deny. And here in Nashville, where the poverty rate is edging up on 20 percent 3, the bad news is that our hometown is now ranked the fourth unhealthiest large city in America.

Improving women's health and futures

- The New Beginnings Center (TNBC) has been devoted to helping low-income women fight obesity and the chronic diseases related to obesity for more than six years. Our mission is about giving women of limited means the resources to help themselves, and in the process we have realized that we are also helping solve a serious national problem.
- TNBC's holistic model of providing fitness, nutrition, and behavior-change training has a proven track record of creating positive and sustainable outcomes for low-income women. Graduates of TNBC's 12-month program achieve an average 7.2% percent reduction in weight, and 50 percent of women taking prescription medication for hypertension or type 2 diabetes reduce their dosage or stop taking it altogether.
- Based on pre-to-post BMI reduction, women in the TNBC program save between approximately \$900 and \$9,000 per year in future medical expenditures, or an average of \$3,750 per year. And data collected from graduates of the TNBC program indicate that they have a positive impact on three to five other people because of what they have learned at TNBC.

- All of these positive results lead us to see real and lasting value in expanding the TNBC program to include not only low-income women, but also members of their families. We want to enlarge the TNBC tent, to increase our direct impact on women and their dependents in the low-income community.

Seeking support for proven results

- The New Beginnings Center is established as a 501(c)(3) non-profit organization and is seeking support from individuals, corporations and foundations committed to improving the health and well-being of women in Tennessee.
- The center continues to build strategic partnerships across the state with other organizations and agencies. Through referrals and other communication channels, New Beginnings identifies women willing to establish goals and objectives for their own health –and willing to commit to our programs for one year. In return, New Beginnings provides strength training, nutritional education and behavioral change classes aimed at helping each woman recognize her own potential and abilities.
- New Beginnings has many resources to draw on in assisting women who aspire to benefit from its services. Strong community backing from corporate and individual financial support, and skilled volunteer and staff support provide the center with a solid base from which to grow. Grant support provides additional cash flow, and market rate clients generate another source of income.



The inspiration, impetus and vision for New Beginnings are the result of 21 years experience and expertise. Its methodology and programs have been successfully applied to over 700 clients under president and CEO Natasha Weddle's direction. Weddle's programs demonstrate a core competency in engineering a holistic approach to building individual wellness via fitness, nutrition and personal empowerment coaching. The results of these programs have been measured by her work with hundreds of clients at the University of Tennessee, Vanderbilt, Kent State and Purdue University.

New Beginnings is breaking new ground in setting ambitious goals to make proven programs that improve women's health, strength and wellness available to those who typically have no access to such expertise. By incorporating a research driven nutritional coaching model, sensibly progressed exercise programs, homework and wellness goals for clients, New Beginnings' work results in long-term sustainability of wellness for clients, strengthening their body, mind and spirits.



PARTNERING WITH NEW BEGINNINGS

We are actively pursuing partnerships and support, and seek input, engagement and ideas.

Please contact:

Natasha Weddle – President and Chief Executive Officer
509 Craighead Street, Suite 100 | Nashville, Tennessee 37204
o 615.946.1305 c 615.734.9687
tweddle@tnbcenter.org | thenewbeginningscenter.org

NEW BEGINNINGS PLAN FOR SUCCESS

1 Improve its positioning through broader and deeper communication

- Highlight impact of the holistic approach to wellness for low-income women and the elderly
- Increase promotion of affordable wellness programs' accessibility, regardless of income level through state and local funded programs
- Develop and promote scholarship programs to support low-income clients through market client and donor support
- Design matrix of wellness coaching partnerships with qualified volunteers in support of broad agency wellness programming
- Development of communications related to the measurable outcomes of client success

2 Leverage its existing strengths to grow its core business by:

- Partnering with non-profit organizations serving at-risk populations
- Partnering with local health care providers
- Partnering with local women-centered support agencies
- Partnering with local elderly-centered support agencies
- Partnering with local government agencies
- Partnering with local corporations and universities
- Converting volunteers to donors
- Increasing value to clients through creative programming and individual attention

3 Expand profitable enterprises through reinvestment

- Facility expansion
- Market client development and growth
- Volunteer mobilization

4 Sustain its long term viability by diversifying revenue streams

- Endowment model
- Market client support

We project that these changes will bring the valuation of the organization to \$1 million in fiscal year 2020. Over the next 10 years, cash flows available to provide wellness programs under the proposed strategy will reach \$5 million. These improvements will result in thousands of clients served successfully per year. Finally, our recommendations will result in decreased reliance on external funding sources as cash flows grow from partnerships, the endowment and planned giving donations