



Investing in a Healthier Future

A case for support

Executive Summary

FeelFit Foundation exists on the belief that physical and mental health should never depend on a person's ability or their income. We build confidence, wellness, and essential life skills in youth and adults through three connected pillars: in-person community events, a data-driven mobile platform called FeelFit Studios, and an AI-guided mental health program, all delivered by a volunteer-powered network of coaches, trainers, and therapists. We are seeking partners who want their giving to translate directly into another person's better health.

Why This Matters

Too many people are shut out of good health, not because they lack the will to improve it, but because coaching, mental health support, and community are often priced, located, or designed for people who already have access. FeelFit Foundation was built to close that gap: to reach people wherever they are, on a trail, in an app, or in a quiet moment of needing someone, or something, to talk to, and meet them there without regard to ability or socioeconomic background.

Our Model: Three Ways We Reach People

Getting Moving, Together (In-Person Programs)

About twice a month, we organize community events open to everyone: group runs, hikes, hiking trail reconstruction, tree planting, water restoration events, and park and trail cleanups. These events are often a person's first point of contact with FeelFit, and a first step toward a healthier life.

FeelFit Studios (Digital Platform)

Through our free mobile app, the people we serve, known as FeelFitters, share telemetry including steps, heart rate, nutrition, stress levels, and sleep patterns. That data feeds a specialized health algorithm that assesses each FeelFitter's current health, and trained human coaches use it to build and adjust personalized programs. The app also broadcasts live virtual sessions with volunteer yoga instructors and physical trainers.

Caring for the Mind (AI Therapy Program)

Our AI therapy program draws on a FeelFitter's health telemetry and what they choose to share about their mental state to provide guidance toward a personal mental health goal. The program is designed to know its limits: when a FeelFitter needs more than digital support, it recommends additional physical therapist assistance.

How We Operate

FeelFit Foundation runs on two engines working together: technology and people. Every coach, physical trainer, and physical therapist in our network is a volunteer, and our volunteer base has grown almost entirely through word of mouth, drawing both people who want to work directly with FeelFitters and people who want to build the platform, particularly in data analytics and algorithm design. This volunteer-powered model means a gift to FeelFit Foundation goes toward the people and programs it was intended for, not overhead.

Where We're Headed

We began with a pilot of roughly a thousand FeelFitters. Our goal is to grow that to hundreds of millions of people using FeelFit Studios worldwide, supported by tens of thousands of coaches and volunteers across the globe, working toward a healthier future workforce.

Looking further ahead, we intend to deepen what our platform can see, with each FeelFitter's consent, by incorporating richer telemetry such as bloodwork and DNA-based insights. Paired with our coaching and AI guidance, this would let us point FeelFitters toward specific programs and nutrition choices before a chronic disease takes hold. We want to be precise about what this is and is not: it is not a promise to eliminate chronic disease. It is a commitment to help people improve their health, and meaningfully reduce or delay that risk, wherever we can.

The Opportunity for Support

We welcome partners at every level, from grants and gifts in the tens of thousands of dollars to seven-figure commitments, because at every level, a gift to FeelFit Foundation is grounded in the same promise: it funds the health improvement of a real person who needed it. Support from a foundation or major donor allows us to expand our event calendar, grow FeelFit Studios and the algorithms behind it, extend our AI therapy program, and bring on the coaches and volunteers needed to serve more FeelFitters, without ever charging the people who need us most.

We would welcome the opportunity to talk with you about how a partnership with FeelFit Foundation can be structured around the outcomes you care about most.

To discuss a gift or grant partnership, please reach out through feelfitfoundation.org.