

FEELFIT FOUNDATION

Health shouldn't depend on where you start.

This is the story of why we started, the people who make it real, and where we hope to go together.

OUR MISSION

To make physical and mental health accessible to everyone, regardless of ability or socioeconomic background. We do it by building confidence, wellness, and essential life skills, through community events, technology, and a volunteer-powered network of coaches, trainers, and therapists who show up because they care.

OUR VISION

A world where good health doesn't depend on where someone starts. Where every person has a coach who believes in them, a community that shows up, and the tools to care for their body and their mind.

Three ways we show up for people



On the Ground

In-person group runs, hikes, trail-building days, and community cleanups. About twice a month, led by volunteers who love showing up for their neighbors.



FeelFit Studios

Native Android and iOS apps that turn everyday activity into challenges, progress, and a coaching relationship that actually feels personal.



Caring for the Mind

AI-guided, safety-first conversations, backed by a network of volunteer mental health professionals who genuinely care.

PILLAR ONE: ON THE GROUND

Showing up together, about twice a month

Group runs & hikes

Volunteer-led sessions open to everyone, no fitness level required, no one left behind.

Trail-building days

Hands-on projects that build community infrastructure alongside fitness.

Community cleanups

Local service events that turn showing up into a neighborhood you're proud of.

Every one of these events is led by volunteers. No paid staff, just neighbors who care enough to show up.

PILLAR TWO: FEELFIT STUDIOS

A native app that keeps the coaching relationship going



Challenges & progress

Tuned to each person's own baseline, not a one-size fitness bar.



Wearable sync

Health Connect on Android, HealthKit on iOS. Activity flows in automatically, so tracking never feels like a chore.



13 languages

Shipped in the app so it meets people in the language they think in.

Built natively for each platform, Kotlin and Compose on Android, Swift and SwiftUI on iOS, because the people using it deserve an app that feels like it was made for them.

PILLAR THREE: CARING FOR THE MIND

Mental health support, built with a safety net underneath it



AI-guided conversations

Structured, supportive check-ins, there whenever someone needs to talk.



Built-in safeguards

The system knows when a conversation needs more than an app can give, and it never pretends otherwise.



A human on the other end

Escalation paths hand off to our volunteer network of licensed therapists who are ready to listen.

WHO POWERS THIS

100% of our coaches, trainers, and therapists are volunteers

Licensed where the role requires it. Supervised, always. Showing up because they want to, not because they're paid to.



Coaches



Yoga instructors & trainers



Mental health
professionals



Physical therapists

How we turn volunteers into coaches people trust

01

Apply & screen

Background checks, license verification for therapists and PTs.

02

Learn the framework

Reading steps, heart rate, nutrition, stress, and sleep signals.

03

Shadow a senior coach

Hands-on time with someone who's already done the job.

04

Certified & matched

Matched to FeelFitters by goals and availability.

05

Ongoing supervision

Staff and senior coaches stay involved after certification.

BEHIND THE SCENES

Applications move through four tracked stages: Assessing → Enrolled → Training → Certified.

TEAM SIZE

Every certified coach sets their own caseload, up to 15 FeelFitters, because we trust them to know what they can carry.

Challenges that start where you already are

New members start with approachable challenges, no eligibility checks required. From there, every challenge is calibrated against each person's own 28-day activity baseline, because progress should feel like your own, not a target someone else set for you.

Challenge	Goal	Difficulty	Points
First Steps	Walk 15,000 steps this week	Easy	50
Keep Moving	Walk 35,000 steps over two weeks	Easy	75
Steady Start	Walk 75,000 steps this month	Moderate	100

RECOGNIZING VOLUNTEERS

Showing up shouldn't cost people money



Refer a friend

A one-time thank-you when someone you referred completes onboarding, because good people bring good people.



Expense reimbursement

Tax-free reimbursement for volunteer-related expenses, up to a monthly cap.



Swag & recognition

Campaign-based swag, tracked from selection through delivery.



Logged volunteer hours

Coaching time is tracked automatically, not left to memory or paper.

Many of our partner companies also match volunteer time and donations through their own giving programs, and it means a lot every time one of them says yes.

HOW IT'S BUILT

The tools behind the mission

Layer	What we use
Member app	FeelFit Studios, built natively for Android (Kotlin, Jetpack Compose) and iOS (Swift, SwiftUI)
Volunteer app	A parallel native pair for coaches: training, caseload, timesheets, reimbursements
Wearables	Health Connect (Android) and HealthKit (iOS) integration for activity data
Backend	ASP.NET Core APIs and a Blazor volunteer & admin portal
Identity & privacy	Per-volunteer scoped tokens ensure a coach can only ever see their own FeelFitters
Reach	Shipped in 13 languages, including Hindi, Tamil, Telugu, Bengali, Marathi, Chinese, Spanish, French, Arabic, and Portuguese

WHERE WE ARE TODAY

A small pilot, and a promise we intend to keep

1,000+

FeelFitters in our
founding pilot

100%

of coaches, trainers &
therapists are volunteers

2x

community events
every month

13

languages shipped in the app

Registered as a 501(c)(3) nonprofit. These are pilot-stage numbers. Proof that the model works, and that we're just getting started.

WHERE WE'RE GOING

We started with a pilot of about a thousand FeelFitters. We're building toward hundreds of millions worldwide, supported by tens of thousands of coaches and volunteers.

1,000+ —————> **Hundreds of millions**

That's not a headline. It's a promise we intend to keep, one FeelFitter and one coach at a time.

Help us get there

Technology carries the data. People carry the mission. If you've read this far, some part of you already wants to help carry it too.



**Nonprofit governance
& strategy**



Fundraising & donor relations



**Health & mental-
health expertise**



Technology, data & finance

We'd love to hear from you: support@feelfitfoundation.org