



2020

IMPACT REPORT



DEAR FRIENDS,



IT IS ONCE AGAIN THE TIME OF
YEAR WHEN WE REFLECT on the
work the just keep livin Foundation
has done, the impact we have made
and the goals we have for the
upcoming year.



It goes without saying that 2020 was a year unlike any other, and like all of you, we have worked hard to adapt and pivot. We are proud of the ways we have continued to serve our students and teachers throughout the country during a time when they've needed us more than ever.

We do not do this work alone. Led by our Foundation staff, Board of Directors and Advisory Board, and our incredible teachers, and supported by our corporate partners and individual donors, we were able to serve 3,000 high school students at 39 programs in 13 cities this year. As we come to the end of 2020, we wanted to thank you for your continued support of our mission of empowering high school students to lead active lives and make healthy choices for a better future.

When COVID-19 first led to school closures back in March, we began fundraising to address two urgent community needs: meals and access to technology. Working with organizations such as Green Dot Public Schools, LAUSD, Boys & Girls Club and No Kid Hungry, and thanks to generous donations from our supporters, we were able to raise \$300,000 to provide 35,000 meals and 700 computers to students in need.

As the pandemic has continued, we have been able to develop effective communication strategies to stay connected with our students and to continue to provide them with the programming and support they need. We've held online yoga sessions, calisthenics workouts, healthy recipe demonstration videos, and hosted virtual guest speakers who have inspired and encouraged our students as well as provided them with the tools they need to nurture their mental health during this trying time. Through it all, our students have continued to give back to their communities in safe ways, such as participating in virtual voter registration drives and writing thank you cards to essential workers.

We thank you for your dedication and passion for what we do to help make all of this possible. Cheers to a brighter and healthier 2021 for us all.

just keep livin,

CAMILA AND MATTHEW McCONAUGHEY

MISSION

The just keep livin foundation was founded by Matthew and Camila McConaughy with the mission to empower high school students by providing them with the tools to lead active lives and make healthy choices for a better future.

OUR FOUR PILLARS



NUTRITION



FITNESS



SERVICE



GRATITUDE

TABLE OF CONTENTS



Program Components



"jkl taught me what I was missing – the importance of eating right, setting and achieving personal goals, and experiencing the world outside of Southeast D.C."

—EARL

Mental Health and Wellness



"During jkl, I would remind myself of my goal to cherish my two hours away from home. During an emotionally tumultuous time, I was able to escape. **just keep livin is and will always be my home away from home** and I am eternally grateful for it."

—MAGGIE



Our COVID-19 Relief Efforts

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ABOUT

The just keep livin Foundation is a 501(c)(3) non-profit organization that implements after-school fitness programs in 39 inner city high schools. In our programs, we encourage students to make positive life choices that improve their physical and mental health through exercise, teamwork, gratitude, nutrition, and community service.

Participating students have a safe place to enhance their lives with fitness coaches and health experts. The results have been incredible. Participants get in shape and gain confidence while also improving their grades, attendance and behavior. Friendships are built and fears are overcome. At our j.k. livin after school programs, kids learn self-reliance and get a healthy start today, so they can make a better tomorrow.





"Joining the jkl program came at such a crucial time in my life. Last school year, I was battling depression. I remember always going to school and I would cry early in the mornings before going to class because I knew the hard knock life my family was accustomed to facing. Despite the fact that I pushed myself so hard in school to stay focused, nothing seemed to help.

But going to jkl every Tuesday and Thursday after school and listening to people share about problems they faced and noticing the smile on their faces as they told us how they overcame their own problems made me feel inspired that I could also overcome my depression. By the end of each session, we all would gather together as we formed a Gratitude Circle saying what we are thankful for. The Gratitude Circle helped change my frame of mind. Yeah, I could complain about the obstacles that I faced but instead it shifted my thoughts to what I'm thankful for in my life.

This past November, my family experienced a devastating fire and we lost everything. Just keep livin was there for me and my family whether it was sending me new wrestling shoes so I did not miss my wrestling match or helping provide my family with gift cards to buy clothes and other necessities.

jkl is so much more than just an after school program. I believe it brings out the power within you, by showing you leadership, love, gratefulness and teamwork."

—JONIESHA

PROGRAM COMPONENTS



Good nutrition results in a sense of emotional well-being and serves to stabilize mood. Unfortunately, however, 33% of adolescents in the United States are overweight or obese.

THE PRESCRIPTION: **NUTRITION**

94%

of jkl students make healthier eating choices



RECIPES

Preparing healthy meals on a budget



OUTINGS

Restaurants and farmers markets



COOKING DEMOS

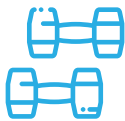
Chefs, nutritionists, and food banks



HEALTHY SNACKS

Snacks and water at each meeting

Regular exercise has been proven to reduce stress, anxiety and depression, yet 70% of high school students don't meet the recommended daily amount of physical activity.



LEARNING

How to use weights and exercise equipment



GOAL SETTING

Setting and achieving safe and realistic goals



TEAM BUILDING

Group sports and group activities



INSTRUCTION

Guided group workouts: yoga, Zumba, and more

THE PRESCRIPTION:
EXERCISE



95% of students in our program get more exercise



PROGRAM COMPONENTS

Being healthy is not just about an active body, it's also about an active mind. This component encourages students to gain an understanding of the mind and body connection.

THE PRESCRIPTION: GRATITUDE

90% of jkl students feel increased gratitude



GRATITUDE CIRCLE

A place to be grateful for accomplishments



GUEST SPEAKERS

Actors, athletes and others inspire and inform students



JOURNALS

Help students to set goals and reflect



CONNECTION

Students support each other during and after the program





Our community service aspect encourages students to give back in their own communities. Contributing to the well-being of others is empowering and increases feelings of dignity and self-worth.

THE PRESCRIPTION: **GIVING BACK**



7200+ hours of service performed each year

94% increased participation in community service



BEAUTIFICATION

Beautifying schools in conjunction with City Year



CLEANUPS

Cleaning up local beaches with Heal The Bay



CARE PACKAGES

Troop care packages with Operation Gratitude



HOLIDAYS

Packing holiday food boxes with regional food banks



DIGGING DEEPER INTO MENTAL HEALTH

**“Because of just keep livin, I’ve realized
how important it is to take care of
my mental health.”**

— DESEAN



WELLNESS

We operate in Title 1 schools, which have a large concentration of at-risk and low-income students. Though the students we work with come from highly disadvantaged backgrounds, science now affirms that you can use your knowledge and understanding to change the way you harness the power of your mind to create wellness, joy, and connection in your life.

The skills that students develop in jkl help them to create a better tomorrow and thrive throughout the rest of their lives. We cultivate a sense of community and provide a safe place to grow, combating isolation. Studies show that social interactions and emotional support help to decrease stress, anxiety and depression, while increasing calmness and happiness. Maggie, a just keep livin student, explains,

“just keep livin provides me with a wide range of possibilities to improve both my mental and physical health, [but] the most valuable thing it has given me is a community.”



THE REALITY IN THE SCHOOLS WE SERVE

UP TO **50%**
dropout rate

83%
students eligible for
free or reduced lunch

5 TIMES
higher rate of child abuse

1 IN 8
students will have had 4+
Adverse Childhood Experiences
(ACEs) by adulthood

DOUBLE
risk of heart disease due to trauma

4 TIMES
more likely to suffer from depression

12 TIMES
more likely to take their own life

Social Emotional Learning (SEL)

The jkl curriculum supplements our students' education with life skills critical to building a happy and healthy future that are not often offered as part of the traditional high school curriculum. Studies have shown, for example, that Social Emotional Learning (SEL), which helps students learn how to regulate their emotions and become more socially aware and responsible, is an even greater predictor of lifelong success than academic grades.

The just keep livin program is a whole child approach:

SEL helps students learn how to regulate their emotions and build positive relationships

Emotional intelligence is an greater predictor of lifelong success than academic grades alone

SEL RESULTS

DECREASED

Dropout rates, classroom behavior issues, drug use, mental health issues, criminal behavior

INCREASED

Ability to manage stress and depression; better attitudes about self, others and school





march lessons



Respect & Trust Yourself

Introduction:

The **j.k. livin** Foundation was started by Matthew McConaughey and Camila Alves to help teenage kids lead active lives and make healthy choices so they can become great men and women. The foundation works with our nation's schools to reach the maximum number of children with the most need.

Monthly Goals:

During the month of **March**, students will learn the importance of being curious and exploring the world around them. The following quote from Matthew McConaughey provides our jumping-off point.

Monthly Quote:

RESPECT AND TRUST YOURSELF...you cannot respect others unless you respect yourself...you cannot trust others until you trust yourself...
RESPECT AND TRUST YOURSELF.

Gratitude Circle:

Gather in your Gratitude Circle either at the beginning or end of class. Remind the group that being grateful for what we have is an important part of leading a happy and fulfilling life. Go around the circle and have each person say something he or she is grateful for in life.

Week 1: Lesson Plan Activity

1) Get started by distributing journals in your class. Point out that respect and trust are not just admirable values—they are daily goals to work toward.

2) Explain that life has many obstacles. However, unless students want to admit defeat at the outset, these obstacles will have to be confronted head-on. In addition to requiring hard work, overcoming obstacles requires the right mind-set, including respecting and trusting yourself and others.

3) Remind students of the importance of goal setting, a key element of progress. After one sets a goal and begins working toward it, the next step is to monitor the progress, making sure to move toward his or her goal a little bit every day. Once a person has accomplished his or her goal, it's time to set a new one. It's critical that students know to respect and trust themselves enough to set an ambitious (but achievable) goal.

4) Activity: Have students begin heart-rate training. Start by explaining that monitoring their heart rate during exercise is a big part of a good workout. Keeping one's heart rate high guarantees a good cardiovascular workout. Instruct them to track their heart rate during a workout by using a stopwatch or a monitoring device. Have them write down their heart rate every five minutes during their workout in their journals.

5) Explain that other important elements of a good workout are proper breathing and flexibility. Proper breathing ensures that enough oxygen is getting into their bloodstream to fuel their muscles; flexibility ensures that the body is prepared for the movements it undergoes during a workout.

6) Activity: Have students perform an attitude check. Explain that respect and trust are essential values for conducting yourself properly in school and in life. Instruct students to

give themselves an attitude check:

First ask if they respect and trust themselves. Next ask if they respect and trust others. If the answer to either question is "no," reread the quote and stress the importance of starting by respecting and trusting yourself.

Week 2: Guest Speaker

As part of the **j.k. livin** program, you'll feature a different guest speaker each month. Prepare students for the speaker by following these steps:

- **Before** the event, give students information about the guest speaker and ask them to write two to three questions that they would like to ask him or her.
- **During** the event, distribute the **March** Student Worksheet. Have students ask their questions and note answers on the worksheet.
- **After** the event, have students summarize what they learned from the guest speaker, using the worksheet as a guide.

Week 3: Nutrition Tip

Be healthy from the inside out. Just as exercise improves your body's ability to move, run, play—whichever activity you love—eating well improves your body's ability to operate efficiently. Remind students that a good breakfast is a smart start. Review the nutrition tips and recipe on the nutrition handout and encourage students to share with their families.

Week 4: Quote Reflection

1) Ask students if they think their heart-rate measurements in their journals will help their workouts.

2) Suggest that students encourage each other to respect and trust themselves. Ask them, "Have you applied Matthew's quote to your life?"

3) Conclude by having students form a circle. Have them give a reason why the student next to them should respect and trust himself or herself.



Nutrition Tip and Recipe

Nutrition tip by Rachel S. Beller, MS, RD, Beller Nutritional Institute. Recipe courtesy Guy Fieri, 2011.

Cool Beans!

Can you guess what the least appreciated super-food is? It's super-easy and deserves a big part in your meals: Beans! Whether you're grabbing takeout or getting a quick fix at home, you can't go wrong with the perfect mix of fiber, protein, calcium, and nutrients that only beans deliver. Beans are easy to cook, but if you're in a rush, take advantage of some of our "fast-food" solutions: Pop open a can of the stuff (rinse to cut the salt), or swing by a fast-food burrito place and pick up a to-go pint to throw into meals at home.

Naked Tostada

Here is a simple recipe for your students to try:

Ingredients:

- 2 cups mixed greens
- 1 cup pinto or black beans
- Fresh tomatoes or salsa
- 2 tablespoons guacamole
- Pinch of cheese

Directions:

The two cups of greens are the "tostada" base of your meal—low in calories with a boost of antioxidants. The beans fill you up with fiber and protein, while the tomatoes or salsa add a zest and tons of extra nutrients. Top off with a touch of guac and cheese (you don't need to glob 'em on to taste 'em), and you've got a last-minute solution that's as delicious as it is nutritious—a total no-brainer!



Banner background photo: © tomograf/Stockphoto.

  Name _____ Date _____

march

worksheet

Name of Speaker: _____

Occupation: _____

Topic of Discussion: _____



What I Learned

Write down at least five facts or pieces of information that you learned from today's speaker.

Following Advice

Write down a lesson or piece of advice given by the speaker that you want to try to follow in your life. Then write about why you want to follow that advice.

Connection to Quote (Respect and Trust)

In what ways does the guest speaker relate to this month's quote? Write a paragraph about how the two connect.



j.k. livin' Student Workout and Exercise Activities

Developed by Maurice Harris, Alissa Magrum, Missy Shepherd, and Teri Warner

Workout #1

Warm-up Drill

Winner's Choice

Divide students into pairs and have them do "Rock-Paper-Scissors" to choose who will decide what the warm-up will be. The winner decides which four-minute warm-up the pair will do. Remind them that the warm-up should get the heart rate up and the blood pumping.

Main Workout

I'm the Coach

Respect and trust is a two-way street when it comes to students and coaches. Have students choose a partner and flip a coin to see which one will be the coach for this workout. The winner will choose a fitness exercise or skill to teach his or her partner. The coach should try to choose a skill that the partner doesn't know or one that he or she has trouble doing properly.

After the coach has taught the skill, the "student" should then demonstrate that he or she has learned the skill performing it a select number of times (determined by the coach). After the demonstration, switch roles and instruct the "students" to become the "coaches." The new coaches should then proceed to teach an exercise or skill of their choice.

When students have played both roles, have them identify one thing that their partner did or said during coaching that really helped them learn the skill.



Workout #2

Warm-up Drill

Do What You Know

Have students do 100 jumping jacks while thinking positive thoughts about the upcoming workout. Have them say positive statements out loud about themselves, their abilities, and their upcoming efforts. Tell them to smile as they jump! If they need more of a warm-up, have them close their eyes and do another 100 jumping jacks.

Main Workout

Guessing Your Mile

Equipment needed: stopwatch, sheet of paper, pencil

Have students assemble on the track (or one-mile running route) and tell them to guess how long it takes them to run a mile. Have them write their predictions down on the sheet of paper.

Students will run one mile and compare their actual time to their predicted time. While they are stretching, remind students to respect their own abilities and to trust themselves to meet their goals. Point out that it is essential in life to respect and trust themselves.

Have students start their miles at 30-second intervals so that a designated timekeeper can record their times. Ask students how close they got to their predicted times and if they are surprised by the results.



Workout #3

Warm-up Drill

20 Yards or Bust

Have students line up on the field-goal line of the football field. Students should do each of the following drills to the 20-yard line and then back to where they started.

- Run forward, then run backward
- Skip down, then run back
- Hop down on the right leg, then run back
- Hop down on the left leg, then run back

Main Workout

Respect & Trust Run:

Divide students into pairs. Try to match students with a partner of a different fitness level. Each pair will complete a two-mile run/walk together.

Pairs must remain within arm's reach of each other at all times. Students will have to respect each other's differences while completing the course. They will have to trust themselves and their abilities, as well as each other, to cross the finish line successfully.

After all teams have completed the course, lead a discussion about the challenges each team experienced. Have them reflect on the values of respect and trust in the workout.



**“Keep the big picture in
mind one step at a time.**

Dreams aren't accomplished with one big leap...
many steps in the right direction achieve dreams.

Enjoy the journey.

Set your goals to reach your dreams.”

— MATTHEW McCONAUGHEY



COMMUNITIES SERVED

LOS ANGELES, CA

Animo City of Champions
Animo Inglewood Charter High School
Animo South Los Angeles Charter High School
Fairfax High School
Fremont High School
Hamilton High School
Heart of Los Angeles (HOLA)
Huntington Park High School
LA Promise Charter High School
Manual Arts High School
Learning Works Charter
Venice High School

SAN DIEGO, CA

Morse High School

AUSTIN, TX

Akins High School
East Austin College Prep
Juan Navarro High School
Northeast High School

DALLAS-FORT WORTH, TX

Carter High School
Eastern Hills
Pinkston High School
Sam Houston High School
Sunset High School

"I'm grateful because my disability does not stop me from being a part of j.k. livin!"

— GISELE

Ballou High School, Washington D.C.

jkl impacted you
39 communities in

"I am grateful for having a place to go after school
and to make friends, because I have struggled in
the past with finding friends before jkl."

— AMBER
Akins High School, Austin



LONGVIEW, TX

Longview High School

HOUSTON, TX

Cesar Chavez High School

Carver High School

NEW ORLEANS, LA

Warren Easton Charter
High School

Landry Walker High School

Cohen College Prep

NASHVILLE, TN

Antioch High School

Maplewood High School

DUBLIN, GA

East Laurens High School

CLEVELAND, OH

Glenville High School

John Adams High School

CHARLOTTE, NC

West Charlotte High School

WASHINGTON, D.C.

Anacostia High School

Roosevelt High School

Ballou High School

NEW YORK, NY

Brooklyn School for Social
Justice

New Visions Charter High
School

uth throughout
n 13 cities in 2020

PARTNER ORGANIZATIONS

Thank you to all
of our national
corporate sponsors
who believe in the
work that we do.

As the jkl Foundation continues to increase the number of at-risk children impacted each year with our afterschool programs, we have been able to successfully build relationships with corporate partners. Our goal is to increase our ability to serve over 3000 kids each year while delivering value to our supporters by increasing their visibility and aligning themselves with the trusted and respected just keep livin brand.



SEVERAL PRIVATE FAMILY FOUNDATIONS/INDIVIDUALS



PROGRAM BUDGET

PERSONNEL	\$15,000
Fitness/Wellness Coach/Supervision	
Instructor	\$5,000
Instructor	\$5,000
Instructor	\$5,000
<hr/>	
TEACHER TRAINING/BONUS/OUTSIDE SERVICES	\$1,500
Yoga teachers, fitness instructors, bonuses, etc.	
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SUPPLIES/MATERIALS	\$4,500
Equipment, maintenance, etc.	
T-shirts, journals, wristbands	
Supplies for recipes - groceries, blenders, etc.	
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FIELD TRIPS/PROGRAM EVENTS/SPECIAL ACTIVITIES	\$3,000
End of semester events - buses, food, drink, etc.	
Races and extra activities - registration, etc.	
<hr/>	
PUBLICITY/PROMOTION	\$500
Banners, posters, printing, etc.	
<hr/>	
COMMUNITY SERVICE	\$1,500
At least two projects per semester - buses, food, drink, etc.	
<hr/>	
OPERATIONAL/MISCELLANEOUS	\$3,000
Payroll fees, data collection, etc.	
<hr/>	
ESCROW	\$1,000
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TOTAL	\$30,000

Student Demographics

3000+

high school students

42%

Black/African American

42%

Latino/Hispanic

5%

Two or more races

2% Asian/
Indian

8% White/
Caucasian

1% Other

54%

Female Students

43%

Male Students

3% Choose not
to identify

13%

Special Education
Students

54%

Single Parent
Households

83%

Eligible for free
or reduced lunch

28%

9th Graders

27%

10th Graders

21%

11th Graders

24%

12th Graders

"jkl has had a positive impact on our school environment, as our kids have somewhere positive that they can be after school. Many of our students are not in a hurry to go home, as there is often not much positive to go home to. For four hours a week, they can at least participate in positive activities and have fun in a safe environment with a family atmosphere. Many of our students will never travel outside of their immediate neighborhood in which they live. **jkl field trips and community service activities have brought great pleasure to our students, as they get to experience new events and places that they would not otherwise get to visit.** I always have kids stopping me in the hallway asking, 'What are we doing in jkl this week?' or 'Where are we going this month?'"

— MR. MARK FINLAY

jkl Teacher, Eastern Hills High School,
Fort Worth, TX



2020

BY THE NUMBERS

20,000+

TOTAL YOUTH SERVED
SINCE INCEPTION

39

Locations

20

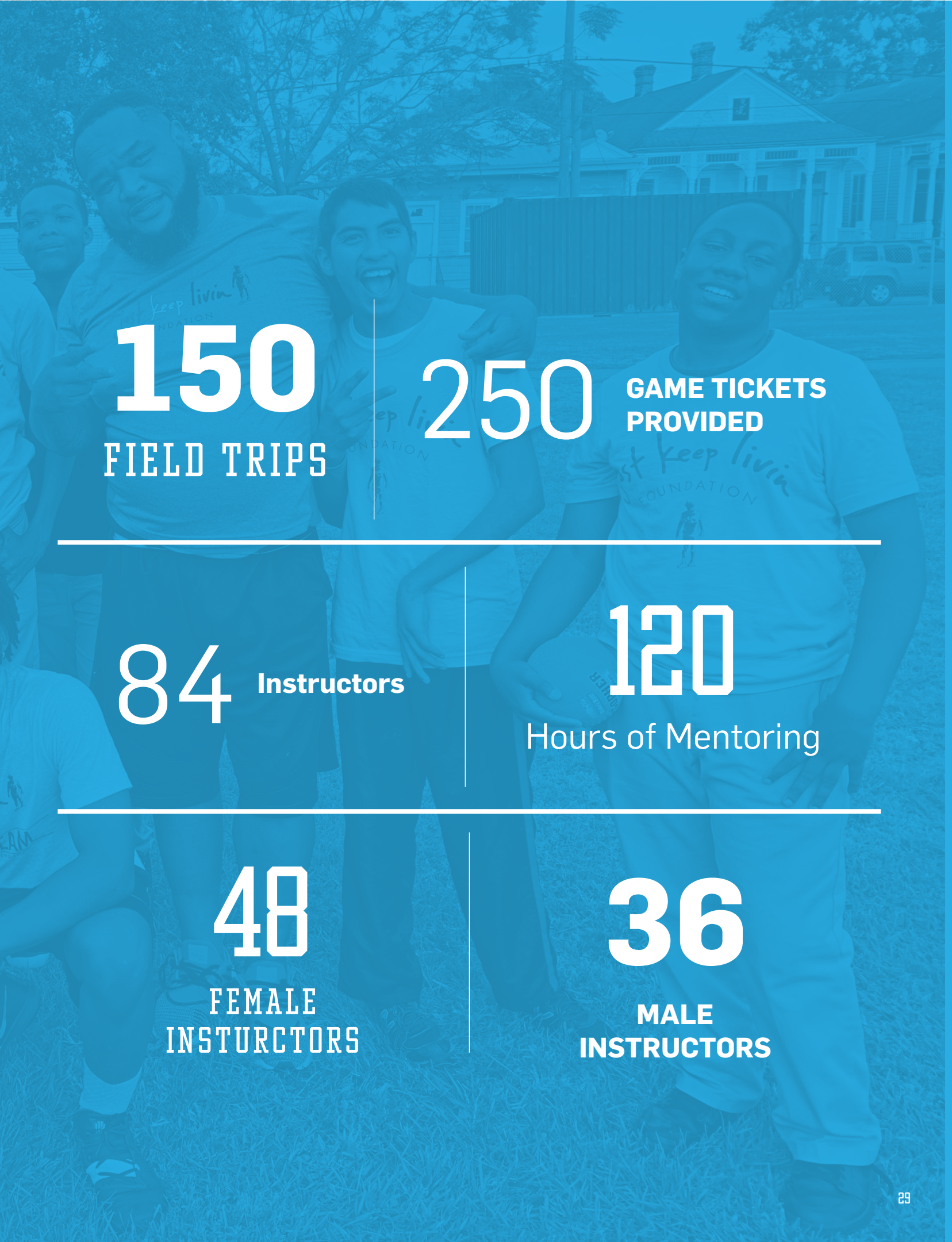
Program
Sponsors

300

VOLUNTEERS

7,200

HOURS OF
COMMUNITY SERVICE



150
FIELD TRIPS

250 GAME TICKETS
PROVIDED

84 Instructors

120
Hours of Mentoring

48
FEMALE
INSTRUCTORS

36
MALE
INSTRUCTORS

2020 BY THE NUMBERS

In 2020, the Foundation took a significant step forward in our continued efforts to evaluate the long-term impact of our programs on the youth we serve.



SINCE JOINING JKL...



86%

improved school attendance



94%

improved or maintained grades



97%

improved school behavior



94%

made healthier nutritional choices



95%

got more exercise



90%

increased gratitude in daily life



94%

participated in more service



86%

developed more confidence



100%

of jkl students stay in school



100%

of 12th graders graduate



"I thank jkl for helping me get out of my shell, as **when I first started the program I felt uncomfortable now it feels like a family.**

It keeps me out of trouble outside of school because I have something to do before I go home and do homework instead of having all that time just to goof around. It keeps me focused."

— MALIK



"Through the jkl program, I met a group of leaders who have become my support system. **just keep livin is a place where bonds can be established**

and as the years go by, the fact that gratitude has played such a big part in our lives, has shaped us into the people we will become."

— ALYSSA



A Student's Story

Q&A WITH JKL ALUM MARIA GUTIERREZ WATSON



WHAT WAS THE MOST IMPACTFUL PART OF YOUR EXPERIENCE WITH JKL?

"One of the things I am most grateful for from JKL was the exposure it gave me to different ways of living. Although my parents loved and cared for us the best they could, the reality is they were often busy working to ensure we had a home, food, and school supplies. jkl was my introduction to this idea of 'self-care.' Before jkl, I had never been given the opportunity to practice yoga, to go on a camping trip, try a ropes course, or to run around the block with my teacher just for fun. While they were small moments, they had a larger impact as I moved forward. Being a part of this program built a new type of self-confidence and curiosity. For me, it planted the first seeds in understanding self-care, both physically and mentally, and exposed me to different ways that people were not just actively creating change in their individual corners of the world but finding fulfillment in doing so."

WAS YOUR EXPERIENCE DIFFERENT FROM WHAT YOU EXPECTED? IF SO, HOW?

"Through my teenage years I had come to understand exercise as punishment: punishment for being 'fat' and for the 'bad' foods I ate. With jkl, I began building a new narrative. I learned that being active could take many forms, even what I considered weird exercise like yoga, Pilates, hiking, or marathon running. Most importantly, I began thinking of exercise as something to look forward to, a way to make friends, and as a way of being compassionate to my body. jkl gave us room to think about our bodies, to be grateful for our ability to practice exercise, and as a result also think about how we choose to nourish these amazing bodies we have."

CAN YOU SHARE A MEMORABLE JKL EXPERIENCE?

"A very memorable experience was sitting in a just keep livin Gratitude Circle for the first time. I had never really been asked to reflect, much less publicly share, what I was thankful for. The term 'mental health' did not exist in my vocabulary. As I became more used to Gratitude Circles, I began to like how I felt when I had time to think in a quiet space, when I had time to reflect and be heard. This introduction to wellness influenced how I saw emotions and my own mind. Thanks to jkl, gentleness and self-awareness became strengths and not weaknesses."

"HAD IT NOT BEEN FOR CAMILA, MATTHEW, AND THE JKL ORGANIZATION, I WOULD HAVE NEVER BEEN ABLE TO FIND A WAY TO MAKE IT TO COLLEGE, GRADUATE, AND BE WHERE I AM TODAY."

WHAT WOULD YOU WANT OTHER PEOPLE TO KNOW ABOUT JKL?

"Looking back now, jkl filled a critical need fostering essential wellbeing skills that have systemically been denied to low-income communities. When there were no counselors, there were journals. When there was no one at home because our parents were working, we learned to identify healthy snacks just from reading the label. When there were no parks or funding for team sports, our jkl teachers ran around the block with us. When we all felt the need to escape our community, we were reminded to give back. What makes jkl so unique is how all students are welcomed. You don't need to be a star student to join, you are not your GPA, you are not your trauma, you are not your insecurities, or your home life. jkl gives you the chance to just be you."

IS THERE SOMETHING YOU WANT TO SHARE ABOUT MATTHEW AND CAMILA AND YOUR EXPERIENCE WITH THEM? WHAT DID THEIR INVOLVEMENT MEAN TO YOU?

"I am very grateful for all of the work jkl does in the community. I think the jkl program fills a need that has been ignored and I tie it to the larger fight for educational equity. Had it not been for Camila, Matthew, and the jkl organization, I would have never been able to find a way to make it to college, graduate, and be where I am today. As the oldest in my family, and the first one to go to college, Robin, Tobin and the entire jkl team supported me and provided me with mentorship and cheered me on as I was able to attend UCLA. Inspired by the change people can make for others, I graduated and joined Teach for America in Chicago where I teach 3rd grade in schools that were just like mine and in communities just like the one I came from."



Even before Matthew McConaughey hit his milestone 50th birthday last November, he started pondering his legacy. "It's fun and interesting for me to go, 'What will they say at your eulogy?'" he says. While he's not done with his acclaimed film career, McConaughey has started thinking outside Hollywood. Last year he and his wife, Camila Alves, 37, and their children Levi, 11, Vida, 10, and Livingston, 7, moved to his home state of Texas, where he teaches a film class at the University of Texas at Austin and runs his Just Keep Livin' foundation. (He's also creative director for Wild Turkey Bourbon and created his own Longbranch whiskey.) Before an onstage appearance at HistoryTulsa, a traveling series of live events, he talked with People about his world now and the question he finds himself asking: "Can I live a life where I can look forward to looking back?"

How did turning 50 feel?

My wife made a big deal out of it. I won't tell you exactly what we did, but we had 100 of my close friends

for 82 hours in one place. It was in a place far, far away from electricity and everything. It was great. I was happy to go. "You know what? I guess I feel 50 because I'm 50."

The 40s were a wonderful decade, not just for myself but for a lot of my peers.... It's a really customizing decade for men and women. I didn't turn 50 and go, "I'm thinking about the second half." But subconsciously, I'm sure, it had something to do with it.

What have you learned from teaching a film class at your alma mater, the University of Texas at Austin?
That I knew more than I thought I did! It seems like four years ago that I was in class, but it was a lot longer than that. I guess I gathered a

'I enjoy the making of them more than watching them. But I still smile at most of them'

—ON REVISITING HIS MOVIES



2020 HIGH



HIGHLIGHTS



A VIP Evening in Austin

On January 15, 2020, 100 just keep livin students from our four after school programs in Austin enjoyed a special evening with our Founders, Camila and Matthew McConaughey. The high schoolers were pampered with a Braid Bar, Glitter Bar and Mobile Barbershop before their private screening of Star Wars! Matthew and Camila were on hand to welcome the students as they hopped off the bus, and Matthew spoke to the kids about the importance of “staying curious,” which was the Monthly Quote for January. And what’s a movie night without some yummy snacks? The kids flipped for the assortment of mini cupcakes from Sprinkles, the delicious popcorn provided by AMC Theatres, and the boxes of chicken sandwiches and coleslaw generously donated by Raising Cane’s which they grabbed for the bus ride home. We ended the night with a moving and heartfelt Gratitude Circle.



Mack, Jack & McConaughey Goes Virtual

Mack, Jack & McConaughey (MJ&M) is the annual fundraising event we do every spring in Austin in partnership with Mack Brown (Head Football Coach of UNC-Chapel Hill and Texas coaching legend) and Jack Ingram (country music artist). It's our opportunity to come together each year and raise funds for just keep livin and other charities that empower children in our communities. Because of the COVID-19 virus and the need for temporary social distancing to preserve public health measures, we decided to call an audible – make a pivot – improvise and shift MJ&M 2020 to a virtual event, on the same date as originally planned: Thursday, April 23, 2020. Along with our co-hosts of this event, Mack & Sally Brown and Jack & Amy Ingram, Matthew and Camila hosted a small virtual event for our loyal guests and partners. It was a special evening featuring an incredible lineup of music including Grammy Award-Winning Singer/Songwriters and a live performance by Luke Combs, who was scheduled to headline the MJ&M event in Austin. We enjoyed songs by artists who have supported MJ&M throughout the past eight years including Toby Keith, John Mellencamp, Butch Walker, Bobby Pinson, Jon Randall and Jessi Alexander, Lori McKenna and Eric Church, and we brought some new friends into the MJ&M circle such as Ryan Bingham, Waylon Payne, Emerson Hart and Wade Bowen. The evening was capped off by four songs performed LIVE by CMA Male Vocalist of the Year Luke Combs, and, as is tradition with M&M, our very own Jack Ingram playing his song, "Goodnight Moon."



We were fortunate
enough to raise
OVER \$2.5M
for children in
need during these
challenging times!

NBA Player Kevin Love Teaches jkl Students that “Dreams Don’t Have Deadlines”

As we began to adjust to the new social distancing norms, we started hosting regular Zoom calls to check in on our students and faculty, and one of our most special calls included five-time NBA All-Star Kevin Love of the Cleveland Cavaliers. During a Zoom session with our Cleveland just keep livin students and teachers, Love shared words of inspiration and encouragement. An especially touching moment came when he shared his list of “160 dreams,” telling our students that “dreams don’t have deadlines” and sharing with them the importance of “falling in love with the journey” of creating goals! Love’s words motivated our students on every level, inspiring them to “attack each day” while also focusing on maintaining balance. We LOVE working with the Kevin Love Fund and are so grateful his foundation sponsors the jkl program at John Adams High School.



jkl Students Make History

Two jkl graduates from Landry Walker High School in New Orleans, Keisean Garnier and Shane Sterling, made history on campus in 2020 as the first male students to graduate from their school as Valedictorian and Salutatorian, respectively. Keisean and Shane are cousins who have been inseparable since birth. They consider themselves to be best friends who have always push each other to succeed in school and reach their greatest potential. Shane explains, “Being cousins and the top two of our class is an honor because of the rarity of the feat. We never thought that we would make history in the Landry Walker books, but I’m glad that we could set the foundation for more young men to graduate at the top of their class. I’m fortunate for this milestone and very thankful to God for guiding us through our high school journey.” It’s been an honor to watch these young men grow in the just keep livin program at Landry Walker High School, sponsored by Brittany and Drew Brees’ Brees Dream Foundation, and we look forward to seeing what the future has in store for them both.



“I’M GLAD THAT WE COULD SET THE FOUNDATION FOR MORE YOUNG MEN TO GRADUATE AT THE TOP OF THEIR CLASS.”

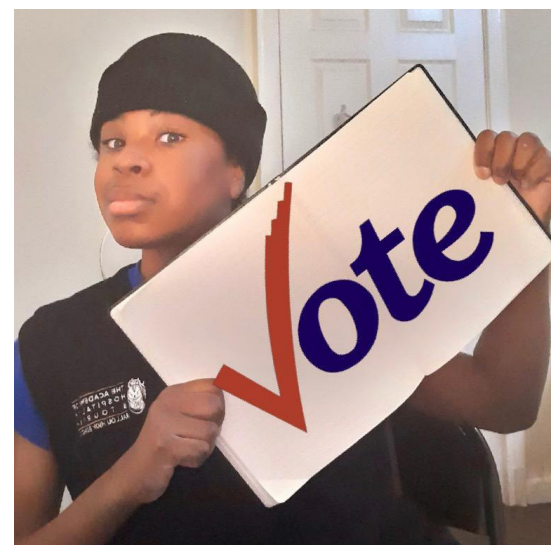


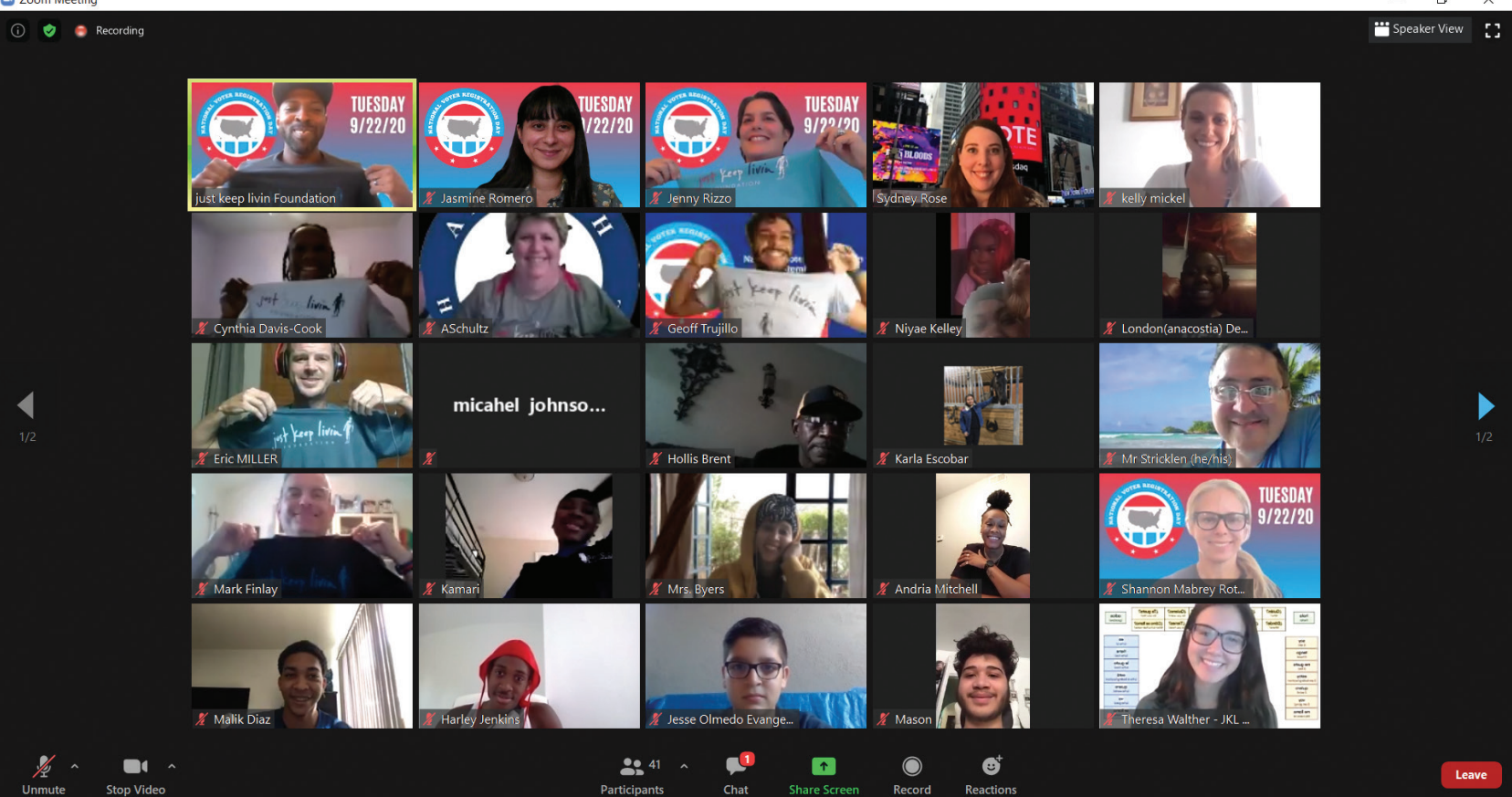
just keep livin Featured in *Town & Country's* Annual Philanthropy Summit

In July 2020, Camila and Matthew McConaughey were included in *Town & Country* magazine's Philanthropy Summit with a mission to spread hope, celebrate heroism, and better the world by effecting positive change. We are so grateful to everyone who tuned in and so proud to share our 360 approach to our jkl afterschool fitness and wellness program, providing a safe place for our youth where they can learn the tools for a better life. During the summit, our very own Program Manager, Leon Clayborne had a great conversation with jkl Alum from Animo Inglewood Charter High School in Los Angeles, Maria Gutierrez Watson. Maria was recently featured in *Town and Country's* Philanthropy Issue alongside Matthew and Camila. She has since graduated from UCLA and is now a teacher in Chicago. We are honored to have had the opportunity to share the incredible work of our foundation and so proud of Maria for all of her accomplishments.

jkl Students Help Get Out the Vote

This past Fall, we wanted to make sure that our just keep livin students knew that their voices matter! Our goal leading up to the election was to make sure our jkl community was equipped with the information and resources they needed to ensure that all eligible students and teachers were registered to vote. We also encouraged our younger students to help use their social media networks to spread awareness on the importance of voting as well as pledge to vote once they turn 18. To this end, we had the pleasure of hosting as a virtual Guest Speaker, Sydney Rose from Vote.org, who led a great presentation to our students and teachers on easy-to-use online voter tools and how to access local voter information. We also joined forces with the organization I Am A Voter and the CAA Foundation to hold a virtual training for our jkl community in Texas on how to get #VoteReady in preparation for the election.





COVID-19 Relief Efforts

When COVID-19 hit and schools started to close, jkl immediately jumped into action, starting with raising funds to provide the communities we serve with (over 35,000!) meals and (700) computers in order to help meet some of our students' most immediate needs. We then began holding virtual JKL programming – through Zoom and Instagram Live – to help our students stay active, healthy and maintain a sense of community while they are isolated in their homes. We hosted yoga sessions, calisthenics workouts, and hip hop classes, and featured healthy recipe demonstration videos. We held virtual guest speaker sessions with everyone from clinical psychologists sharing coping tips to NBA player, Kevin Love, talking to our students about how to stay motivated at home. We've been providing resources such as access to free online workouts, meditation playlists, and breathing videos.

We're proud to say that student participation increased by 77% from April to May 2020! Many of our new systems worked so well that we were able to develop a successful model for program continuity in the virtual realm.



77% INCREASE in student participation from April to May 2020

The just keep livin Foundation runs afterschool programs in



39 INNER-CITY HIGH SCHOOLS

DUE TO COVID-19, MANY OF THESE SCHOOLS WERE CLOSED

OF THE STUDENTS WE SERVE:



On average,

83%

DEPEND ON THE FREE MEALS THEY GET DAILY AT THEIR SCHOOLS



Up to

80%

DID NOT HAVE A COMPUTER AT HOME WHEN THIS CRISIS HIT

We worked hard to provide meals and computers for the students and families we serve to help make these challenging times a little easier for them.

\$286,448

 Total Funds Raised

35,000+

Meals Provided



700

Computers Donated



20

 Community Organizations Supported

Multiple Cities

- No Kid Hungry

Austin, Texas

- Boys & Girls Club

Cleveland, Ohio

- Project ACT
- Positive Education Program

Dallas, Texas

- Food for Soul

Houston, Texas

- Urban Harvest

Longview, Texas

- DreamCenter

Los Angeles, California

- LA Students Most in Need
- Green Dot Public Schools

Nashville, Tennessee

- Antioch HS Resource Center
- Second Harvest

New Orleans, Louisiana

- Giving Hope
- FirstLine Schools

New York, New York

- City Harvest
- Food Bank for New York City

San Diego, California

- Feeding San Diego
- Stepping Higher

Washington, D.C.

- Black Swan
- Martha's Table
- D.C. Central Kitchen



FITNESS

Workouts on the 2nd and 4th Wednesday of each month. Featured instructors include:

- jkl Program Manager (and Hip Hop Dance Instructor) Leon Clayborne
- Various jkl instructors and alumni including Coach Nasara from Morse High School in San Diego
- jkl Fitness Expert Brendan Cosso leading Calisthenics Workouts
- Yoga Sessions from Kirschen Katz and The Tree South LA

GUEST SPEAKERS

Workouts on the 2nd and 4th Wednesday of each month. Virtual guest speakers:

- Raphael Ortiz - National Co-Captain of the Black Men Run Organization
- Suze Yalof Schwartz - CEO and Founder of Unplug Meditation
- Dr. Erica Rozmid, Ph.D. - Clinical Psychologist who led a mini-workshop on Zoom for our JKL community, Coping during COVID-19: Tips & Tricks to Thrive in Quarantine.
- Coach Dana Cavalea - High Performance & Executive Leadership Coach and the former Director of Strength & Conditioning and Performance for the New York Yankees
- Kevin Love - NBA Player for the Cleveland Cavaliers
- Ryan Tillman - Police Officer and Founder of Breaking Barriers United, an initiative which addresses current issues between law enforcement and the communities they serve
- Ben Reynoso - City Council Candidate in San Bernadino County, CA

At the start of the 2020-2021 school year, we committed to continuing to provide our students with quality, consistent video content so they can remain engaged with jkl on a deeper level while away from their school campuses. To that end, we decided to hold virtual nationwide jkl sessions in addition to each program's individual jkl programming calendar.



COMMUNITY SERVICE

- Students make cards for nurses, doctors, EMT, firefighters on the front lines
- Students become pen pals (virtual and through letters) with the elderly
- Students participate in virtual voter registration drives

MENTAL HEALTH

We hold "Mental Health Mondays" on the last Monday of each month, which are Zoom sessions with licensed therapists to help promote mental health and provide students with coping strategies for stress and anxiety. In addition to the live Zoom sessions, we feature 5 minute prerecorded wellness tips.



NUTRITION

Nutrition tips on Tuesdays and live recipe demo sessions featuring nutritionists and chefs



"I was saved by just keep livin. I thought I was lost and was scared of what would happen. I was able to become a better person, a man, and the caring person that I am today. The most important thing was that I was able to forget all the problems that I had for a few hours while at jkl. Because of it, I survived. Now I love the activities we do, from dancing, to our gratitude circle, to yoga and smoothies, and learning something new every day. I was able to improve my grades. **jkl helps me make each day be a good one, even when negative things happen. This is the type of encouragement I need to keep going every day.** jkl is the best thing EVER. This is a program where kids can come to get away from their problems and have a chance in life that many do not get."

– YORDIS

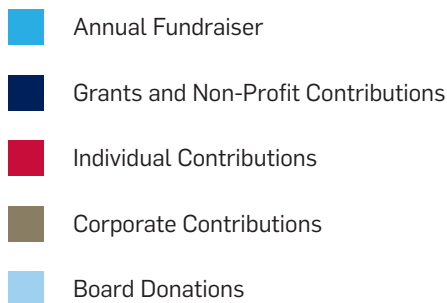
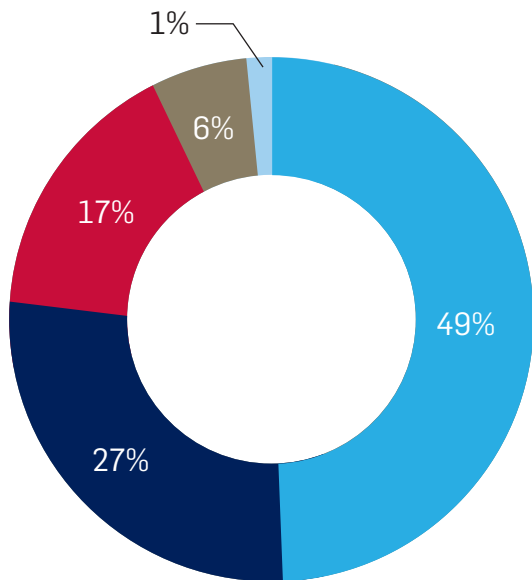


"just keep livin has given me a platform where I am able to grow as a person. **Thanks to jkl I was able to break out of my shell and apply myself not only at school but in my community.** Thanks to this program I understood the true meaning of gratitude. Thanks to jkl I have made the absolute best effort to give back and appreciate everything in my life. just keep livin gave me hope that everything will be okay in my life because I have a support system."

– MIRIAM

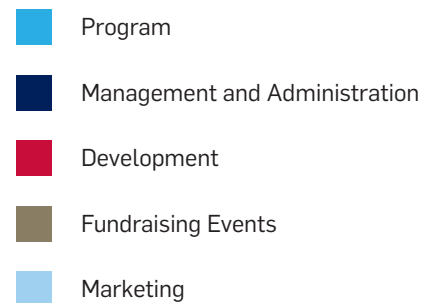
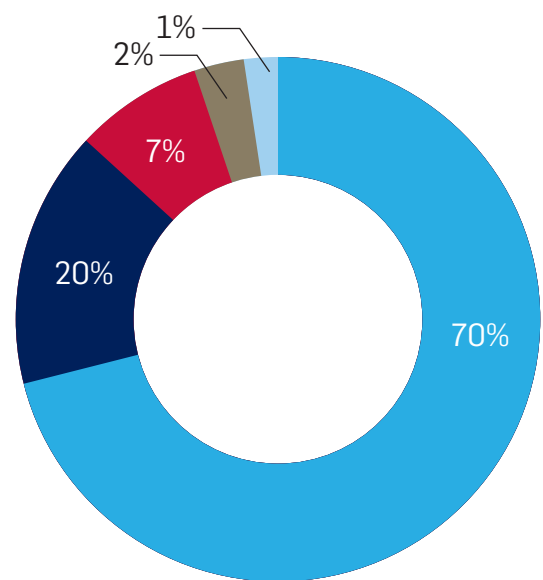
Fiscal Year 2020

TOTAL OPERATING REVENUE



Annual Fundraiser	\$635,000
Individual Contributions	\$213,000
Corporate Contributions	\$75,000
Grants and Non-Profit Contributions	\$353,000
Board Donations	\$10,000
TOTAL	\$1,286,000

TOTAL OPERATING EXPENSES



Program	\$769,000
Management and Administration	\$221,000
Development	\$80,000
Fundraising Events	\$22,000
Marketing	\$12,000
TOTAL	\$1,104,000

\$1.3M RAISED

to support our afterschool programs thanks to the support of corporations, foundations and individuals



HOW YOU CAN HELP

There are many ways you can help the just keep livin Foundation. Your financial support will allow us to continue to offer important programs for underserved youth.

DONATE ONLINE

It's easy! Make a tax-deductible donation online at jklivinfoundation.org. Give today to help the just keep livin Foundation continue to provide after-school fitness and wellness programs in high schools across the nation. With your help, we can impact even more underserved youth in our communities and give them the tools to build healthier lives.

MATCH YOUR GIFT

Contact your company's human resources department to find out if your employer matches charitable donations, and you could double your investment.

PLANNED GIVING

Regardless of your age or the size of your estate, there are many vehicles that allow you to balance your own income needs, the needs of your family and your philanthropic interests.

EVENT SPONSORSHIPS

Sponsor one of our many special events throughout the year. Contact our office at 310-857-1555 for more information.

VOLUNTEER

If you are interested in volunteering with a just keep livin program, please contact us at 310-857-1555 or jklfoundation@jklivin.net, or fill out this form. We have different opportunities available such as being a Guest Speaker at one of our programs or participating at one of our Community Service Day with our j.k. livin students.



OUR LEADERSHIP

We are so grateful for our Board's ongoing commitment to the students we serve. They champion the cause, invite others to learn more, and invest generously. You are changing lives. Thank you for your support!



BOARD OF DIRECTORS

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Camila McConaughey

Rick George

Blaine Lourd

P. Kevin Morris

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MEET OUR TEAM

Our prescription is to prevent so we don't have to cure later in life. Our program meets kids at a critical time and empowers them to make healthy choices for a better future.

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Erica Doyle

PROGRAM DIRECTOR

Jenny Rizzo

PROGRAM MANAGER


Leon Clayborne

SPECIAL PROJECTS DIRECTOR

Kelly Mickel

DEPARTMENT COORDINATOR

Jasmine Romero

A photograph of a man and a woman in a warm embrace. The man, on the left, is wearing a dark patterned blazer over a white shirt. The woman, on the right, is wearing a light blue button-down shirt and glasses. They are both smiling and looking at each other. The background is blurred with warm, golden light.

“After being in this program, there are many changes with how I perceive myself and others. jkl has allowed me to build my




self-esteem, become more open-minded to try new things and avoid having a fixed mindset. jkl makes me want to travel and collaborate with people with different cultures and backgrounds and make healthier decisions. I am so grateful for the jkl program and the opportunity to experience things I never would have had the chance otherwise.”

— ROSHAWNDA

CONTACT US

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310-857-1555
jklivinfoundation.org

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-



THANK YOU FOR YOUR SUPPORT!

"Give thanks. Appreciate what you DO have.

The more we give thanks, the more we receive to be thankful for.

Gratitude is the gift that always gives back."

—MATTHEW McCONAUGHEY

