



2022

IMPACT REPORT

just keep livin' 
FOUNDATION

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.

Dear Friends,

2022 was a wonderful year for the just keep livin Foundation, as evidenced by all the data that's been compiled in the pages of this report that we're happy to share with all of you who help to make our work possible.

In 2022, our JKL students had the opportunity to experience many exciting "firsts" from camping trips to Hollywood movie premieres – and they showed their gratitude by giving back to the tune of 7,200 hours of community service! We were, once again, able to expand our footprint and launch additional programs, including one in Matthew's hometown of Uvalde, Texas. We also celebrated the 10-year anniversary of our annual Mack, Jack & McConaughey fundraiser; marking the milestone by raising more than \$10 million to empower kids.

2022 also served as yet another reminder that we cannot predict the ways in which our service will be needed. In May 2022, we were devastated by the news of the mass shooting at Robb Elementary School in Matthew's hometown of Uvalde, Texas. As we spent the better part of a week sitting and talking with all the families who lost loved ones, our grief turned into motivation "to make the loss of these lives matter." We traveled to Washington, D.C. where we strongly advocated for the Bipartisan Safer Communities Act, which was, subsequently, signed into law on June 25th. We also opened a JKL program at Uvalde High School in order to provide students with a safe haven and a healthy way to come together, and set up the Uvalde Relief Fund to help the Uvalde community with grief counseling and other immediate and long-term needs. We set up the Uvalde Heart Scholarship as a means of honoring the young lives lost in the Uvalde tragedy by keeping their spirits and dreams alive, and we will continue to do everything in our power to make America's schools and our children safer.

We could not do this work alone. We have so much gratitude for the incredible team that makes our work possible: our Foundation staff, our Board of Directors and Advisory Board, all of our incredible teachers, our 17 incredible corporate partners and a great number of individual donors. Because of the collective efforts of our wonderful team, the just keep livin Foundation was able to serve over 3,000 high school students at 43 programs across 15 cities in 2022.

Thank you once again, from the bottom of our hearts, for your commitment to our mission and to the students we serve. We truly consider it a privilege to be able to do this work with you and we look toward the coming year with grateful hearts. In the meantime, and at all times...

just keep livin,



CAMILA AND MATTHEW McCONAUGHEY



MISSION

The just keep livin Foundation was founded by Camila and Matthew McConaughey 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



COMMUNITY SERVICE



WELLNESS

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◀ Program Components

"The JKL program has impacted my life in a positive way because it has provided me with role models and staff that have influenced me to succeed and have a healthy mind and body."

—JAYLEN

Mental Health and Wellness ▶

"The JKL program has helped me become more confident in dealing with situations that I struggled with. Mental Health Mondays have really allowed me to use the things taught to deal with stress."

—JORDAN



◀ A Student's Story

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ABOUT

The foundation is a 501(c)(3) non-profit organization that implements after-school fitness programs in 43 inner city high schools. In our programs, we encourage students to make positive life choices that improve their physical and mental health through fitness, teamwork, wellness, 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.



"I am a Junior at East Laurens HS. I am a spirit sideline cheerleader and a member of just keep livin, Fellowship of Christian Athletes, and Beta Club. Since joining JKL, I have not been eating as much junk food. My mother and I have continued to eat at home making healthy meals instead of eating out.

I knew my friend Avery, prior to JKL. However, JKL brought out some experiences we both faced and were able to help each other deal with those issues. We both have very busy days, but our friendship continues.

I have met new people in JKL, but some I already knew, but knowing them through JKL helped me have a greater bond with them outside of JKL.

My favorite part of JKL is the community service. When we collected items for the WINGS shelter or Ronald McDonald House it is good for my soul to know that I am helping others- even if the people don't know who bought the item or where it came from."

—RILEY



At the heart of our after-school program are four key components: fitness, wellness, community service and nutrition.

THE PRESCRIPTION: NUTRITION

94% of jkl students make healthier eating choices

THE PRESCRIPTION: FITNESS

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



95% of students in our program get more exercise



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



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:
WELLNESS



90% of JKL students feel increased gratitude



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:
COMMUNITY SERVICE



7200+ hours of service performed each year

94% increased participation in community service



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



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



"I am grateful to JKL for giving me a **sense of belonging during an isolated time.**"

— TANIA

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 a
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



Finish!

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 **November**, students will learn the importance of finishing what they start and how best to complete their goals. The following quote from Matthew McConaughey provides our jumping-off point.

Monthly Quote:

FINISH
Ninety-five percent of people don't finish what they started. However small the task, only when you finish it, can you be proud. No matter what the outcome...
FINISH.

Week 1: Lesson Plan

1) Get started by telling students that setting goals is a key part of living a productive and fulfilling life. Accomplishing short-term and long-term objectives can be difficult without setting firm goals and working toward them in an organized way.

2) Discuss how people frequently do not finish what they start. Ask for volunteers to share a story about a project or task that they started but did not finish. Encourage every student to share a story. Point out that failing to finish is common, so it's OK to talk about it. Topics might include exercising, nutrition, studying, playing a musical instrument, finishing homework, or doing household chores.

3) Ask students to brainstorm a list of three tasks or projects that they would like to accomplish in the near future. The goals can include things done for fun, such as hobbies or sports, or for necessity, such as schoolwork or fitness. Once students have a list of three possibilities, have them choose the best option. Remind them that the goal should be realistic and achievable.

4) Have students create a "game plan" for achieving their goal. Each plan should include the following:

- Description of the task or project
- Motivation for achieving the goal
- Due date for completion
- List of help or support available to achieve the goal
- List of daily steps necessary to achieve the goal

Once students have their plans on paper, they can get started! Throughout the month, touch base with each student to make sure that he or she is focused on achieving a goal and taking steps to reach it.

5) Emphasize key concepts of setting goals: rationality, perseverance, fearlessness, and support. Rationality is useful in laying out your steps and being organized. Perseverance is key to staying focused and motivated. Fearlessness is crucial to tackling your challenges with the knowledge that you can achieve your goal. Support gives you a helping hand to get you where you want to go.

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 **November** Student Worksheet. Have students ask their questions and make note of the 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

Remind students that a productive day starts with a good breakfast. Here is a simple recipe for your students to try:

Pita-n-Cheese Pocket

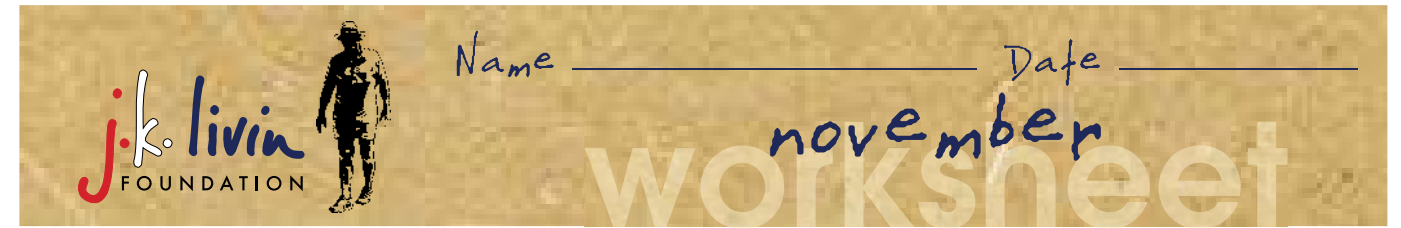
Ingredients:
5 pita breads, halved
5 eggs
¼ cup milk
½ teaspoon salt
¼ teaspoon pepper
5 slices cheese, halved

Directions: Bake the pita halves on a baking sheet at 300° F for 5 minutes. In a bowl, beat eggs, milk, salt, and pepper. Pour onto a lightly greased pan. Cook over medium heat until the eggs are completely set. Place a ½ slice of cheese and ⅓ cup of eggs into each pita half.

Week 4: Reflection & Conclusion

1) Ask students who have completed their goals to share their stories. For those who have not yet finished, encourage the group to offer assistance.

2) Point out to students that setting and reaching goals is not just good for individuals but also great for groups, and that the key is to *finish!*



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.

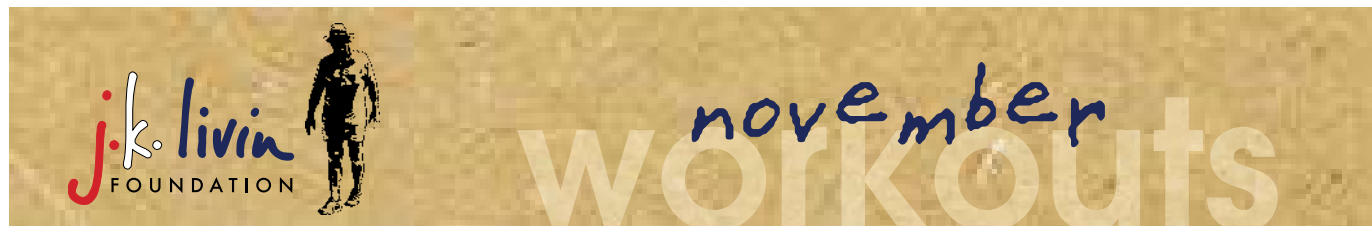
Following Advice

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 (Finish)

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

Calisthenics:

Each student should complete the following:

- 50 abdominal crunches
- Jog the track for two minutes
- One long pass (or two short passes) of Frankenstein walk. Instruct students to put their arms out straight in front of them at shoulder height, like they are sleepwalking. They should walk forward and, with each step, touch their knee to their arm near the elbow, and then kick their foot out to touch their hand. During the drill, make sure students bring their knee and foot up and DO NOT bring their arm down or bend over at the waist.
- One long pass (or two short passes) of carioca. Face sideways and carioca down and back. Make sure the knee of the crossover leg is above the waist and used in a snapping motion.
- One long pass (or two short passes) of jumping up with both feet together. Have students do 20 jumps as high as they can.

Main Workout

Using Workout Cards:

Equipment needed: exercise machines, index cards, pens/pencils

Each student will complete five exercises, using five different muscle groups (legs, chest, back, shoulders, arms, core). They will record their results on index cards to track how they are doing.

- Girls should do approximately 15–20 reps per machine; boys 10–15 reps. Individuals may adjust the number of reps they complete.
- New students should perform 1–2 sets, and students who are more advanced may do 3–4 sets of each exercise.
- Students should record the weight and reps performed on their individual workout index cards.

Each student must FINISH his or her workout at his or her own pace.

***Note:** If you don't have access to exercise machines, use free weights for similar results.



Workout #2

Warm-up Drill

Jump Rope Activity:

Equipment Needed: jump ropes

- Each student jumps rope for one minute, counting how many jumps they complete.
- Students repeat the task for one minute. This time they try to increase the number of jumps completed.
- Students jump rope 100 times without stopping. If they miss, they should continue from where they stopped counting.

Main Workout

10 Small Tasks to FINISH!

Equipment needed: jump ropes, stairs or bleachers, open area, wall

1. Divide students into 10 groups.
2. Assign each group to a station.
3. Groups will do the activity at each station for a minute and a half and then rotate to the next station until they have been to all stations.

Station #1: Push-ups

Station #2: Crunches

Station #3: Burpees

Station #4: Jumping jacks

Station #5: Jump rope

Station #6: Wall squats

Station #7: 50-yard sprints

Station #8: Stair run

Station #9: Squat jumps

Station #10: Walking lunges (50 yards)

Workout #3

Warm-up Drill

Relay Race Activity:

Equipment needed: 4 cones and 15 batons, running track

This exercise involves running relay races around a track in teams of four students.

- Place one cone every 100 yards around the track.
- Students divide themselves into teams of four and decide who will run first, second, third, and last.
- First student runs and hands off the baton to teammate waiting at the first cone. The second student then runs and passes the baton to the third student on the track, etc., until all four teammates have completed and finished 400 yards around the track.
- As a team, each group of four students does a cooldown lap together.

Main Workout

Adventure Hike:

Equipment Needed: trail with somewhat challenging terrain*, water, sturdy shoes/sneakers

Choose a trail. The trail should be a distance and terrain that is challenging. Each student should complete the entire hike even if they must go slowly and rest along the way. The goal is to FINISH the entire hike.

***Note:** The trail should be chosen based on the fitness level of your group.



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
- IDEA Montopolis Charter High School
- Boys & Girls Club

DALLAS-FORT WORTH, TX

- North Crowley High School
- Eastern Hills High School
- Pinkston High School
- Sam Houston High School
- Sunset High School

UVALDE, TX

- Uvalde High School

"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



"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.

LONGVIEW, TX

- Longview High School

HOUSTON, TX

- Cesar Chavez High School
- Carver High School

NEW ORLEANS, LA

- Warren Easton Charter High School
- L.B. Landry High School
- Cohen College Prep

NASHVILLE, TN

- Antioch High School
- Maplewood High School
- Hillwood High School
- Stratford 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

CHICAGO, IL

- CICS Northtown Academy

jkl impacted youth throughout
43 communities in **15 cities** in 2022

PARTNER ORGANIZATIONS

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

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.

To expand the reach of services and resources available to young people, JKL leverages the value of partnership with these incredible organizations.

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



SEVERAL PRIVATE FAMILY FOUNDATIONS/INDIVIDUALS

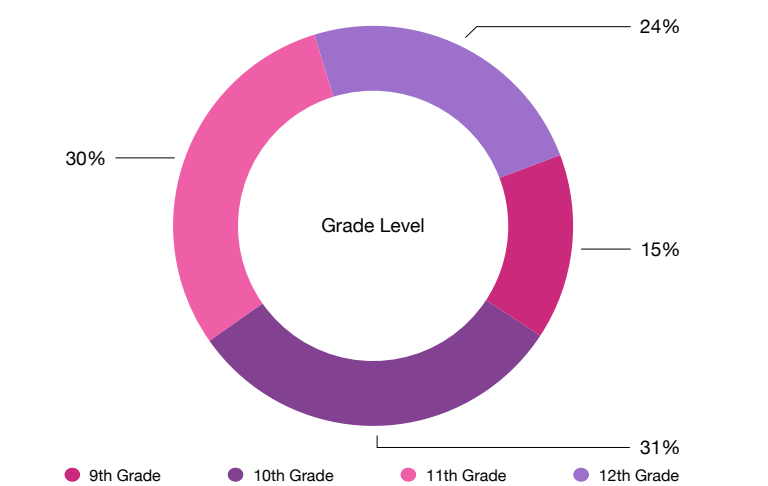
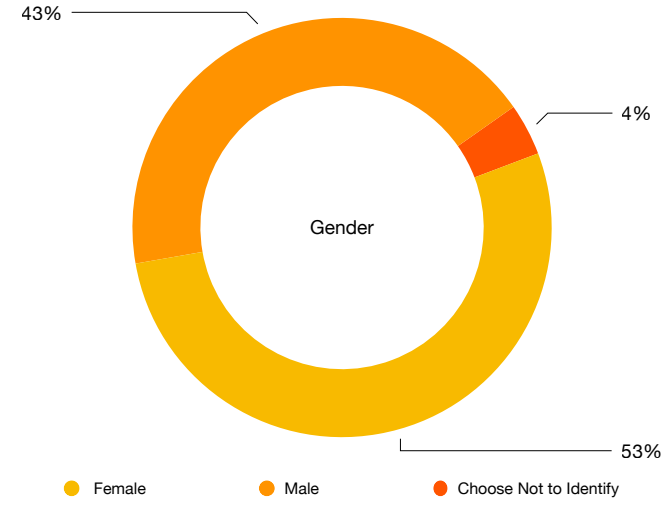
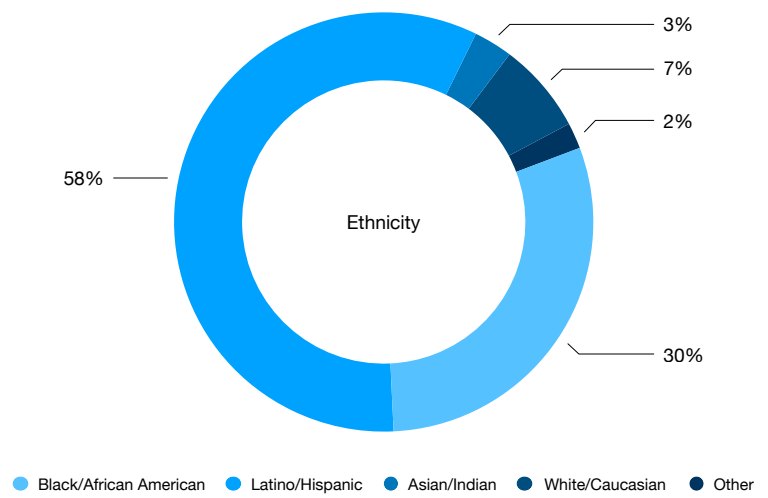


PROGRAM BUDGET

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

Student Demographics

The just keep livin Foundation serves
3000+
 high school students in Title 1 schools throughout the country



JKL STAFF GENDER BREAKDOWN
56 Female instructors | **36** Male instructors

SPECIAL EDUCATION (SPED) JKL STUDENTS
8% SPED Students | **91%** Regular Population

23% of jkl students come from Single-Parent Households

23% of jkl students are eligible for Free or Reduced Lunch



“I am grateful for this program. I joined the program in Venice High School because I needed community service hours but I didn’t see the potential of this amazing program. Now every Wednesday and Thursday I go after school and I do the gratitude circle, I help a lot, I do my exercise, something that I need to do at home because at home sometimes I don’t do a lot. I do work around the house but it’s good to be doing something after-school than just being at home. And for the guest (Jesse Labreck), thank you so much for your speech and answering my questions. Really, I never expected in my life to meet an American Ninja Warrior. I know those people are so amazing at jumping and climbing and today I’m just like “oh my god!” Your speech was so inspiring how you spoke about passion, how difficulty can get you to advance. This is something that I need to focus on in myself so in the future I can achieve my goals. Thank you very much.”

— VICTORIA EISENSTEIN
 Venice High School, Los Angeles

2022

BY THE NUMBERS

22,000+

TOTAL YOUTH SERVED
SINCE INCEPTION

43

Locations

170

FIELD TRIPS

400

GAME TICKETS
PROVIDED

20

Program
Sponsors

300

VOLUNTEERS

95

Instructors

120

Hours of Mentoring

7,200

HOURS OF
COMMUNITY SERVICE

56

Homeg
FEMALE
INSTRUCTORS

36

MALE
INSTRUCTORS

3

CHOSE NOT TO
IDENTIFY
INSTRUCTORS

2022 BY THE NUMBERS

In 2022, the Foundation stayed true to our commitment to evaluate the long-term impact of our programs on the youth we serve.



SINCE JOINING JKL...

 **75%**
improved school attendance

 **82%**
improved or maintained grades

 **99%**
improved school behavior

 **81%**
made healthier nutritional choices

 **95%**
got more exercise

 **98%**
increased gratitude in daily life

 **94%**
participated in more service

 **93%**
developed more confidence

 **100%**
of jkl students stay in school

 **100%**
of 12th graders graduate



"JKL has changed my life over the past 4 years because I have been stressing and having problems with school, **but every day when we have a JKL meeting, it has helped me to stop, reflect and relax**, if only for a second to forget about my problems and help others. I am not as stressed and I don't have problems that stress me out as much. Mental Health Mondays are great and have contributed to keeping my mental health in check. **JKL is the Best!**"



— JOSUE

"JKL isn't just what it stands for and the community it continues to build; for me, **it's been the bonds I've made with my teachers and friends, all the memories we've made, and the progress we've made as people.**"



— SAM

A Student's STORY

JUAN NAVARRO HIGH SCHOOL
CLASS OF 2022 - KIMBERLY ROMERO



My name is Kimberly Romero, I am a senior at Navarro Early College High School and a member of the Just Keep Livin Foundation Program. Before I joined this program I was a very shy person, I would always keep to myself and ignore the world around me. I didn't have an interest for school or cared to get involved in the different activities happening at my school. I didn't spend quality time with anyone and just went on about my day.

The JKL program was brought to my school to help students get more involved not only with their lives around them at school but also at home or outside of school. Joining this program has really allowed me to blossom. I heard about this program through a friend at the beginning of the school year.

When the program first started I was still a shy person and only communicated with the people I already knew. I'm not going to lie and say I was ready to talk to everyone I was actually a little hesitant and rethinking the idea of joining. As days went by the amount of students joining the group started to grow. I saw faces I had never seen before or seen around the halls. Yet to this day I still can't believe that if I wouldn't have joined this program I would have never met or spoken to them.

This program has helped me not only better myself but it has also helped me stay on track with my attendance and grades. This program focuses on student's health from mental health to physical health. We are given opportunities I never knew I would have like helping around in the community and feeling good about it.

JKL has had a big impact on me. I have gained so much confidence in myself and they help me understand I should also be okay with my flaws. I really appreciate and love how my instructors allow us to take a moment and reflect on our mental health this is something we call Mental Health Monday's, during this we are allowed to think about our mental health and write it down in our notebooks. This is a great way of leaving everything aside and focus on us for a minute. They allow us to express ourselves without being judged. We are given the opportunity to do outside activities and interact with one another. I have made a large group of friends that I no longer just consider friends

"I HAVE MADE A LARGE GROUP OF FRIENDS THAT I NO LONGER JUST CONSIDER FRIENDS I HAVE MADE A NEW FAMILY."



I have made a new family. We have guest speakers that come tell us about their lives and what they do. This gives us a better perspective of how the real world works. I consider my school very lucky to have this program that has changed not only my life but the life of my group members.

I really hope this program will expand to more schools around Austin because like me there are other students out there who's lives could be changed. Mine has definitely changed, I have found myself to be more happy and positive with a smile that I would love to share with the world. I am very thankful to be given the opportunity to be part of this amazing program."

UVALDE



Following the devastating tragedy in Matthew's hometown of Uvalde, Texas that took the lives of 19 children and two teachers, we set up a Uvalde Relief Fund to help with grief counseling and other immediate and long-term needs of the community. One of the most meaningful ways we utilized this funding was to arrange for a group of Sandy Hook teachers to visit Uvalde teachers for meaningful discussions about their shared traumas: an experience that resulted in feelings of hope, healing and comradery.

When I got home that night I received the following text message from one of our most intensely impacted staff members:

“These two days spent with these strangers were two days that lifted a lot off my shoulders and I know now that we will see the light again.”

For many months we have struggled to cope with the impact of the unimaginable tragedy that took place in May 2022, but Kathy and her team helped us understand that it's okay not to be okay. At the same time, we were left with a very real, tangible sense of hope. Over the past several months, nothing has made more of a positive impact than our time with these amazing individuals.

Matthew and Camila traveled to Uvalde immediately upon learning of the tragedy, and they spent the better part of a week with grieving families whose one common request was to “make the loss of these lives matter.” Matthew followed up by penning a heartfelt op-ed about gun responsibility. He and Camila then went to Washington, D.C. where they met with President Biden, spoke passionately at a White House press briefing and met with lawmakers on the Hill to advocate for the Bipartisan Safer Communities Act, which set aside billions of dollars in grant money for improving school safety.

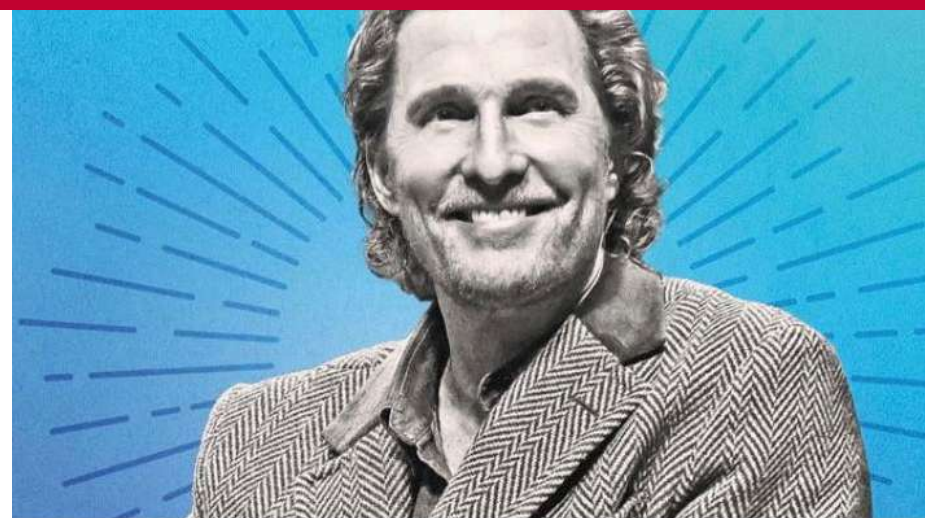
We opened a JKL program at Uvalde High School to provide students with a safe haven and a healthy way to come together.

With our partners at Converse, we also set up the Uvalde Heart scholarship for Uvalde students to attend Texas A&M University – Corpus Christi, the dream school of Maite Rodriguez, one of the 10-year-old victims of the shooting. Recipients of the scholarship, which will be awarded annually, will embody the hopes and dreams of Maite and her schoolmates: possessing a devotion to academic excellence and a loving, caring, and charismatic spirit. Our first recipient will finish his freshman year at Texas A&M in the sprint of 2024.



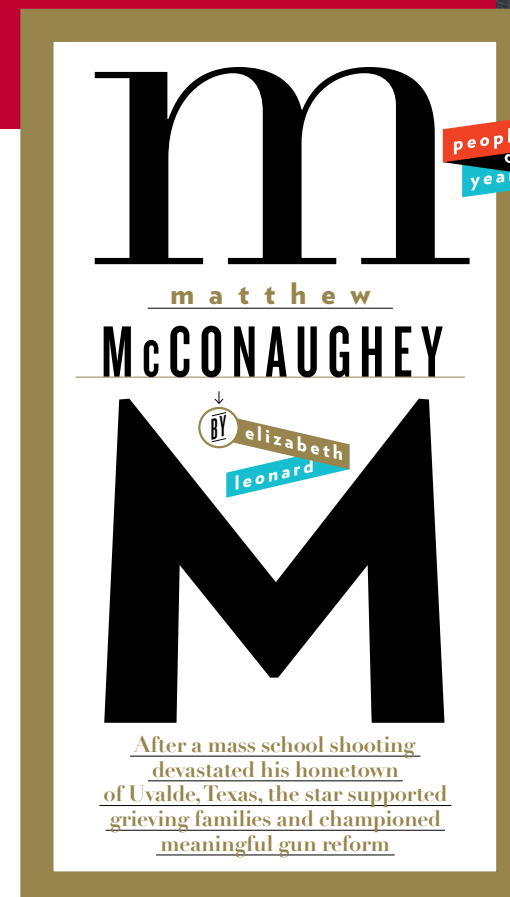


JKL IN THE NEWS

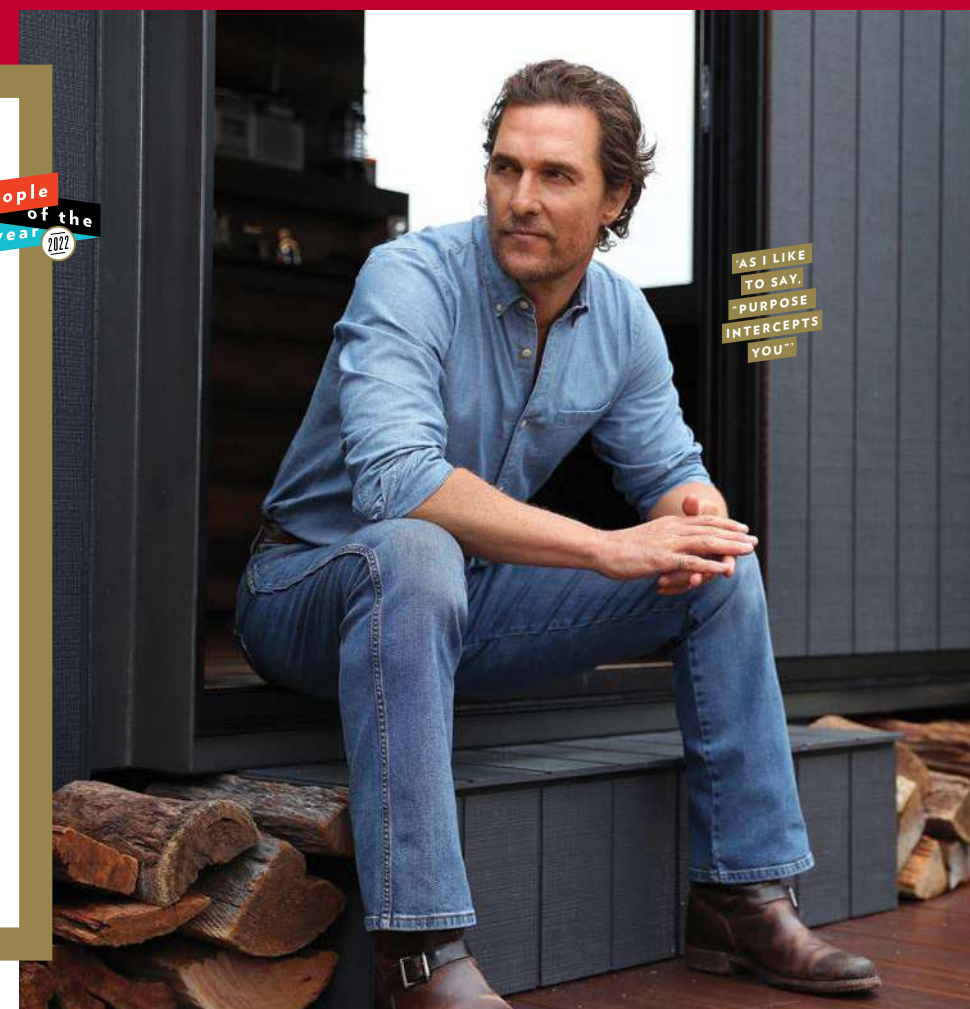


Matthew McConaughey Named Philanthropist of the Year: "I Want This to Be a Legacy"

The Hollywood Reporter



48 December 12, 2022 People



2022



H I G H L I G H T S



JKL Takes to the Woods

In partnership with the Harold Robinson Foundation, we took 90 of our Los Angeles jkl students on a 3 day camping trip! The just keep livin Foundation understands the importance of providing a diverse set of recreational programs, including arts, enrichment and athletics, character-building, leadership development, and healthy living. There is no better place than out in nature to help build stronger relationships between students, parents and the community. For many of our students, this is their first time out of the city and there could not be a more gorgeous and scenic place for them to enjoy than on the grounds of Camp Ubuntu. The vast acres of trees and the backdrop of the mountains is the perfect setting for our students to escape the daily stresses in their lives and find a peaceful retreat!



Sing 2 Premiere

Students from just keep livin Los Angeles enjoyed a star-studded night at the famed Greek Theater at the premiere of the animated film, Sing 2. The kids enjoyed a plethora of fun treats like corn dogs and churros, as well as glimpses of the film's cast, including our Founder Matthew McConaughey, reprising his role as the eternally optimistic koala, Buster Moon.



Mack, Jack & McConaughey annual fundraising event

- 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 singer). 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.
- For our 10 year anniversary, we featured the legendary Kenny Chesney headlining our Gala night, followed by a fun golf tournament and a beautiful Stella McCartney fashion show and luncheon presented by Neiman Marcus at the Q2 soccer stadium.
- Friday night we wrapped things up with our special "Jack & Friends" Singer-Songwriter Concert featuring the amazing talents of Jack Ingram, Morgan Wade, Rodney Crowell, Lori McKenna, Jessi Alexander, Jon Randall and the Warren Brothers!
- We're thrilled to report that over \$10 million was raised to benefit JKL and 4 other incredible organizations: Cure Duchenne, Dell Children's, HeartGift Foundation, and The Rise School of Austin.

Mack, Jack & McConaughey Celebrates 10 Years and Raises Over **\$10 MILLION**

Visit from NBA All-Star Kevin Love



JKL students in Cleveland were the lucky recipients of an in-person visit from Cleveland Cavaliers All-Star, and JKL program sponsor, Kevin Love. Love not only sponsors two of our JKL programs through his Kevin Love Fund, but he has also shared their Social Emotional Learning curriculum with us, and we now regularly incorporate it into our programming

The Kevin Love Fund team led our students in a lesson from their curriculum called "From Silencing and Stuffing to Expressing and Honoring." The activity was to write a short poem with the prompt "I could tell you." The purpose of the activity was to destigmatize emotions that are often labeled as negative by our culture. Kevin shared his own poem which helped break the ice for the students, who followed with their own stories filled with raw emotion and vulnerability. For some, it was their first time expressing feelings and thoughts publicly, making for a really powerful day.

Enjoying the Great Outdoors

From a partnership with the outdoor adventure organization, Roam Wild, to an alumni camping trip, JKL students have enjoyed exploring nature! Our Dallas programs have been broadening their horizons by experiencing all-day adventures including an introduction to rock climbing, and team-building activities as well as a campfire dinner.

In Moreno Valley, CA, outside of Los Angeles, a group of our former students enjoyed a weekend camping trip at Lake Perris Campground. Students learned how to pop their own tent, build a fire and the weekend was full of reconnecting, forging new friendships, hiking, gratitude and lots of laughter.



WE SERVE OVER 3000 STUDENTS IN 43 PROGRAM SITES IN 15 CITIES

Partnership Event with Dak Prescott's Faith Fight Finish Foundation

JKL students in Dallas had the chance to participate in a "Backpacks, Hoodies and Sneakers" event hosted by Dallas Cowboys Quarterback (and JKL program sponsor) Dak Prescott and his Faith Fight Finish Foundation. The event brought together youth, community leaders and local law enforcement officers, and was such a fun way to begin bridging the gap between police and the communities they serve and protect. Students loved being included and receiving their cool new swag!



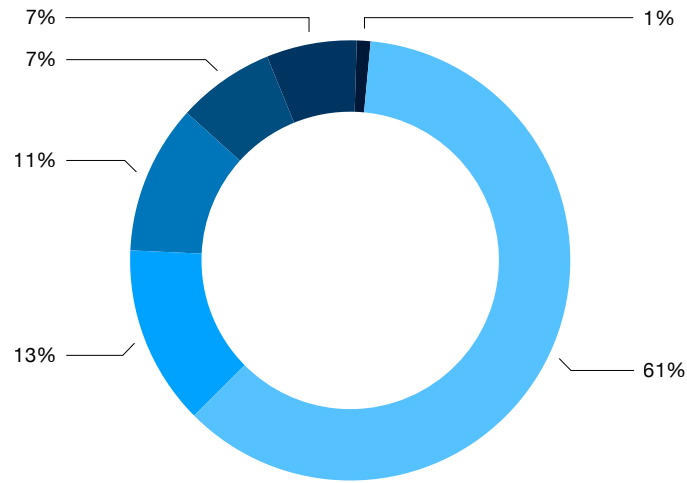
JKL Cheering Section

Field trips to local sporting events are always a highlight for our students! Sunset High and North Crowley High got to attend the Dallas Cowboys game, and they even ended up on the Jumbotron! Sam Houston, Pinkston and North Crowley all got to see their hometown Texas Rangers play at their new ballpark. And our Huntington Park High program in Los Angeles attended the Mexico vs. Colombia soccer game at the Rose Bowl, courtesy of our friends at Expedia who sponsored the match.



Fiscal Year 2022

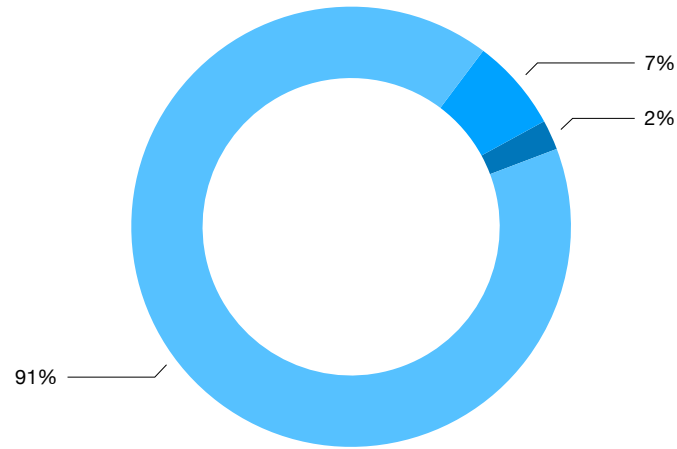
WHAT WE RAISED



- MJ&M 2022
- Restricted Donations, Grants & Sponsors
- Unrestricted Donations & Grants
- In-Kind Donations
- Uvalde Relief
- Personal Appearances

MJ&M 2022	\$2,900,000
Restricted Donations, Grants & Sponsors	\$625,000
Unrestricted Donations & Grants	\$519,000
In-Kind Donations	\$337,000
Uvalde Relief	\$314,000
Personal Appearances	\$85,000
TOTAL	\$4,780,000

WHAT WE SPENT



- Program Expenses
- Admin & Business Expenses
- Fundraising Expenses

Program Expenses	\$3,961,000
Admin & Business Expenses	\$294,000
Fundraising Expenses	\$95,000
TOTAL	\$4,349,000



“JKL has gifted me with a new experience on life and different cultures. It has taught me things I have never imagined learning from archery, canoeing, and even boxing. Every adventure was a great experience. just keep livin also gave me a school family who I have grown to love and depend on. I couldn’t be happier with the people I have grown to love and care for. I have been in JKL since my freshmen year and I am now in my senior year. Every year I learn more stuff about not only myself, but others as well. I feel as though JKL has given me a bigger heart and helped me spread my wings and conquer things I couldn’t have done on my own. If you had to ask me what a home is, some people say it’s a place you can depend on and a place where you are respected. JKL isn’t a place, it’s people I depend on and respect. It’s people I love and who love me. They are my family - if I need to cry, I cry with them, if I need to laugh, I laugh with them, if I need to yell they let me to let it out. What better people to spend four years with other than them? My experience in JKL has been anything but boring. The people I had these experiences with have been my happiness for the past four years. I would like to thank JKL. It gave me one more thing to be grateful for.”

- KENNADA

\$4.7M RAISED to support our after-school programs thanks to the support of corporations, foundations and individuals



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!

BOARD OF DIRECTORS

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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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SENIOR SCHOLARSHIP ADMINISTRATOR
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DEPARTMENT ASSISTANT
Danielle Riley



HOW YOU CAN HELP



There are many ways you can help the JKL 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.

CONTACT US

Los Angeles, CA
310-857-1555
jklivinfoundation.org

FOLLOW US

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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

