



play matters for all kids

Case Study

The CarMax Foundation

There is a play deficit in America and it's hurting our kids

Only one in four kids in the US are getting the recommended daily amount of physical activity. Kids are not playing at home, in schools or in their communities. They are increasingly unhappy, unhealthy and falling behind:

- 1 in 3 kids are obese/overweight
- 1 in 5 have mental illness
- Kids are not developing 21st century coping and problem-solving skills
- Kids are experiencing higher levels of toxic stress

But play is a solution: it's key to kids' physical, cognitive, creative, social and emotional development. Kids build healthy bodies through play. They learn problem-solving, conflict resolution and creativity. It is how kids make friends and build strong bonds with adults. Play is not a luxury, it's a necessity to give kids their best shot at growing into healthy, happy and productive adults.

Play is an equity issue, too. There are 14 million American kids living in poverty and their families face many obstacles to play: a lack of safe places, too much screen time and under-resourced schools that cut recess and physical education.

By focusing on the built environment—through our community-built playgrounds—we are improving outcomes for kids, their families and their communities. Our work is only possible through the support of partners who are looking to make tangible, positive change happen for the kids who need it most.

Our impact

Since 1996, KaBOOM! has engaged over 1 million volunteers in building and improving over 17,000 playgrounds, bringing the joy of safe, engaging, active play to over 9 million kids.



Inviting partners to the heart of the solution

KaBOOM! has developed a dramatically different community engagement model that inspires people to envision their community in a whole new way and then build it, together with partners. We create a unique 3-way partnership between KaBOOM!, a funding partner and the community organization receiving the playground. We break the traditional model marked by one-way discussions, boring planning meetings and limiting a funder's involvement to writing a check and stepping aside. Instead, **KaBOOM! invites our funding partners in to work right alongside the kids, families and community members as they design the playground of their dreams and recruit the team of volunteers who will build it.**

On Build Day, everyone comes together and gets their hands dirty in construction. Funding partner employees, community members, families and kids volunteer side-by-side to transform an underused space into a beautiful, vibrant playground in just 6 hours.

A KaBOOM! Build Day is a modern-day barn-raising for people to make a tangible difference in a short amount of time. It leaves communities energized and mobilized to do more and volunteers with a sense of pride and accomplishment like no other.

As a long-time, national partner with KaBOOM!, The CarMax Foundation understands and values our partnership, which brings play opportunities to communities where CarMax associates live and work. The following pages provide a snapshot of what we've done together and demonstrates how powerful a partnership with KaBOOM! can be.

“CarMax is committed to giving back to and supporting the communities we are a part of— without them, CarMax could not be successful. Our associates across the country will impact countless families by helping get kids moving and playing.”

—Matt Aman, president of The CarMax Foundation



CASE STUDY

The CarMax Foundation and KaBOOM!

CarMax was looking to make a difference in the communities it serves, while creating an amazing volunteer experience for associates.

Our partnership with The CarMax Foundation kicked off in 2011 and over the span of eight years, the Foundation has invested \$9.5M to team up with KaBOOM! and local communities to create 125 great playspaces, which served 300,000 kids by the end of 2018.

In 2016, in response to a growing focus on hiring veterans and active duty service members, **CarMax associates and The CarMax Foundation recognized the importance of better serving entire military-connected families— especially kids.**

The CarMax Foundation is the first KaBOOM! partner to provide a large-scale commitment to create play spaces with, and for, children from military families across the country.

Play is important to all children, but is uniquely important for military-connected children who experience significant emotional impact when a parent deploys, returns home from military service, or when they move locations frequently. When kids face uncertainty or stress, play creates a safe buffer against the change or adversity they experience. Play is crucial for kids to restore normalcy, reduce toxic stress and stay active and healthy.



CASE STUDY

CarMax creates “Military Week of Play”

April is designated as the Month of the Military Child, which was established to bring awareness to the important role that children play in the armed forces community. As part of that month, The CarMax Foundation creates their own “Military Week of Play”.

In 2018, KaBOOM! and The CarMax Foundation awarded ten Imagination Playground and Rigamajig kits to organizations across the country that serve military families. The week culminated in a community-built playground project at Chloe Clark Elementary School in DuPont, Washington.

Parents, teachers, CarMax associates and service members from Joint Base Lewis-McChord volunteered their time to use the students’ dreams as inspiration to transform the outdoor space.

The CarMax Foundation’s investment to KaBOOM! makes play more accessible to thousands of military-connected kids, helping to ensure that all kids get the play they need to thrive.

“Thanks to The CarMax Foundation, our partnership has provided more ways for kids of military families to experience the healing power of play, helping them grow up healthy & active so they can be successful in life.”

— James Siegal, CEO of KaBOOM!



CASE STUDY

A volunteer experience with lasting impact

Since 1996, we have worked with partners to create family-friendly, play-filled communities in over 200 cities around the country. We've enlisted over 1 million volunteers to promote and advocate for play, and we've built or catalyzed 17,000 playgrounds in low-income communities, providing great places to play for more than 9 million kids.

KaBOOM! provides experiences that are turn-key, like our done-in-a-day playground projects, or completely customized, such as The CarMax Foundation's Military Week of Play. Both make it easy for organizations like yours to connect with the cause of play in a way that aligns with your brand.

Together, your organization and KaBOOM! can become partners in play, engaging and inspiring your employees with an unforgettable day of volunteering. As your employees forge strong connections with one another, they will also work alongside community volunteers to create positive, tangible impact. The work they do will leave behind a legacy that empowers kids to be creative and stay active, that transforms kids' lives through play, and helping an under-served community.



KaBOOM! works to ensure all kids, regardless of their zip code, get a great, safe place to play.

Partner with us to give your team an unforgettable volunteer experience and the chance to make a tangible difference for kids and communities who need it most.

Visit us today at kaboom.org/partners or call Danielle Turnage at (202) 464-6420