This year, our character and leadership program focuses on being STRONG. The interactive lessons discuss how our attitude and our actions, no matter how big or small, can change the future!

**PBIS BASED LESSONS**

- **SELFLESS**: We discuss what it means to be selfless and to serve others.
- **TRUSTWORTHY**: We encourage students to value their words and promises.
- **REFUEL**: To stay healthy, we need to provide our mind, bodies and heart with good sources of fuel.

**5 CORE ELEMENTS of Social and Emotional Learning**

- **OVERCOME**: Sometimes the most rewarding thing is to overcome a challenge.
- **NEXT LEVEL**: We don’t want to settle, we want to do more than before!
- **GRATEFUL**: We teach students to appreciate all the time and energy those around them put into them.

**Teacher Feedback**

"I have participated in a Fun Run through another company and Apex found a way to make it even better. I love that with Apex part of the funds raised go back into the individual classrooms, as well as the school."

Contact: Ron Evans - ronevans@apexleadershipco.com - 310.403.9951
"Another great year with Apex! Producing a “Fun Run” used to take our PTA hours and hours of volunteer power. Now, collaborating with Apex, our PTA has drastically reduced the hours and significantly increased the funds raised. Our school just finished our 3rd consecutive Apex Fun Run and could not be happier with the program and the results. Our students had a blast learning and raising funds for our school, and we exceeded our fundraising goal and the “quick-collect” process made getting funds incredible simple."

PTA, Wood Ranch Elementary

"It is with enthusiasm that I celebrate the APEX experience that my school participated in! The team had exceptional skills when working with children and that contributed to the success of the program at Meadows. In addition, their unique ability to connect with the students across my campus in a professional, caring, and enthusiastic manner is to be commended and celebrated. The students immediately knew that the APEX Team members cared about them and, as a result, they and their families responded positively by supporting the fundraiser.

The APEX Fun Run was a huge success on our campus. Our Foundation surpassed their fundraising goal! It is without hesitation that I recommend the APEX Fun Run for any organization interested in not only raising money, but uniting their community in a positive, fun, and meaningful way."

Principal- Meadows Elementary

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**We're the most all-inclusive FUNdraiser**

- We don't want any student to feel left out, regardless of financial participation.
- Every student in the school receives a character message silicone bracelet daily during the program.
- Every student in the school receives an event day lap counter.
- All students participate in the class rewards as the class reaches each level on their team poster.
- We teach an amazing character and leadership program, all hosted by a local team of Apex athletes.

**We raise more money for schools than product sales can (avg. 70% more), more than most school organized runs, and more than other Fun Run companies! Here’s how:**

- **It's SIMPLE!** The program we run, the investment we make in your school, the relationships we form, and the systems and processes we have in place consistently raise more for our schools than other fundraisers can.
- We serve not just the students but also the teachers.
- We're locally owned and operated. It's powerful to be able to tell parents that you use a local company for your major fundraiser. We get a lot of parent support.

**APEX QUICK COLLECT**

- ALL pledges paid online
- Collect more (99% on average)
- Save time  • Finish strong!

**Our Client Service is #1 in the Industry!**

- We're not a large corporation with an out of state office and thousands of schools to manage. We are local franchise owners, and our whole team is dedicated solely to your school for the duration of the program.
- We don't have hidden fees, and everything is included in our program.
- Our teams are highly trained in how to deliver an engaging leadership and character program and they're paid like roaming PE teachers. We don't hire fundraising experts to work in your school; we hire people that have a passion for working with youth. We invest in training and development of our teams to give you only the best!

---

**Pico Canyon Elem.**

**980 Students**

**PROFITED**

**$55,515**

**Linwood Howe Elem.**

**550 Students**

**PROFITED**

**$60,470**

**Big Springs Elem.**

**601 Students**

**PROFITED**

**$44,323**

**Bret Harte Elem.**

**676 Students**

**PROFITED**

**$33,400**

---
THANKS DUDE

I hope you have a great time. I love you sooooooo much.

And thanks for

Giving me the

Captain

no one ever calls me

anyways.

You have the best time and the best
February 1, 2016

Dear Sharon Thomas, Office of the General Counsel,

I am very disappointed to learn that currently LAUSD has not permitted APEX Fun Run to be a contracted fundraising vendor. Last school year, we submitted all of the required documentation for Approval of a Special Event to the Office of Risk Management and the APEX Fun Run was approved by Paula Bradley for April 13-24, 2015. The event went on without a single incident and was the highlight of the year!

APEX Fun Run was the best and largest fundraiser our school has ever had. With only 250 students, we do not have a PTO/PTA, with which to run fundraising events. Our little school, with a small team of parent volunteers assisted with this wonderful fundraiser and collected $12,277.76 in pledges! Our take was 51% and we earned $6,016 for our Student Body. We cannot afford to lose this wonderful fundraiser!

APEX Fun Run is a very organized company that provides character development, teamwork, and school spirit to our community. Friends and family from across the country sponsored the children for the running event and I’ve never seen so many grandparents at my school. This fundraiser replaced our annual chocolate sales and clearly meets the District’s mission of encouraging healthy habits and exercise in our children.

Please, what can APEX Fun Run do to be an approved vendor with LAUSD? We are pleading with the Office of General Counsel and Risk Management to allow APEX Fun Run to resubmit their contract for reconsideration and hopefully approval. Our event is scheduled for April 2016 and I am hoping that I will not have to break the children’s hearts.

Sincerely,

Heather Jeanne,
Principal
March 1, 2016

To Whom It May Concern:

I would like to state that our school had a very positive experience with APEX in the 2014-2015 school year.

APEX provided an opportunity to provide fundraising to our families in a way that was aligned to our community beliefs. Many families want to support fundraising, but are less excited about doing it in a way that focuses on candy and popcorn and other unhealthy consumables. Students don't see anything during the school day, but families sponsor students for walking/jogging around their track during a designated time with their teacher.

APEX offers a way to fundraise that is 100% healthy, and is interactive with teachers and students in a positive environment. Additionally, APEX offers supports with coaches that promote positive character development. As they interact with students they model fair play, good sportsmanship, supporting comments to peers, and how to have fun through physical movement. Students earn bracelets that share positive comments and students feel proud to wear their positive messages. Teachers felt that coaches were respectful of their time and only stopped by and gave their positive daily message during BIC. It never impacted the instructional day.

Our community would very much like to continue fundraising efforts with a group that promotes healthy life choices, and promotes positive social interactions. It feels very aligned to the values we try to instill in our students through health, PE, and positive discipline.

Thank you for your consideration.

Sincerely,

Stephanie Leach
Principal
Eagle Rock Elementary and Magnet Center
Ron Evans  
Area Director, ApexFunRun  
E: ronevans@apexfunrun.com  

May 21, 2015  

Dear Ron,  

On behalf of Marquez Charter I would like to take a moment to thank you and your team for coming to our school, presenting the leadership lessons and helping us with our traditional “walk-a-thon.” The presentation you and Trevor did with us was positive and the salient points of your organization were presented clearly and enthusiastically. I enjoyed it and it was one of the reasons that I wanted Apex to come to Marquez.  

During your presentation, you mentioned the leadership lessons, the idea of “team,” how you’d work with us in scheduling and being present on campus for the two-week period prior to the race. All those things were done exactly how it was presented and I appreciate the openness from the start. Furthermore, you told us that we would be able to substantially raise more money than we did the previous school year. I must admit that I was skeptical, but you, again, stated a fact and we raised over double what was raised last year with our traditional “walk-a-thon.” It was mentioned that students would be enthusiastic and ready to participate; this too happened and they loved having the Apex coaches on campus. The long of the short is that you accomplished everything you assured us would take place.  

The coaches assigned to Marquez were professional, friendly, on time and on task the entire time they were on campus. They were respectful of teachers’ time and space.  

I thank you for your commitment to Marquez and appreciate your help and support for the Apex Run.  

Best to you and your team.  

Sincerely,  

[Signature]  

Alberto Hananel, Ed.D.  
Principal
Dear Touchdown Trevor,

I'd like to thank you for bringing the APEX Fun Run to our students. The children looked forward to your visit every morning to learn about the character traits of being successful. The day of the run was AMAZING!! My students, from the Special Day Program, were so excited to be running with their peers in a method that creates an even "playing field". They were just as successful as the non-disabled peers in this program!
It was a fun program and no work for the staff. I hope you can return next year!!!

Lhani Van
Nestle Elementary
Special Education Teacher
lhani3@icloud.com
The Apex Team was wonderful! They motivated the students to be better students with inspirational talks and incentives. The run itself was not only fun, but an excellent way for the students (and the teachers) to exercise!

Jill Sethi
3rd grade
Nestle Avenue Charter Elementary School
To Whom It May Concern

My 4th grade class and our school had a wonderful experience with the Apex Fun Run team. Not only did they raise money for our school, they engaged our students and taught them valuable character lessons about what it means to be a good person. The coaches were fun and knowledgeable and my students looked forward to their daily visits. The fundraiser culminated in a jog-a-thon that the whole school participated in, and the students just loved it the whole experience. I'm excited to work with them again in the future and highly recommend them to anyone interested in a fundraiser that also serves as a learning opportunity.

Thank you,

Kaitlyn Gagnon

Nestle Avenue Charter Elementary School

Kaitlyn.gagnon@lausd.net
March 1st, 2016

Good Morning,

The Apex Fun Run event was a big hit at our school. Students were very engaged during the short character traits building lessons, and they were eager to participate in the Fun Run closing event. The fact that your team was so well prepared and handled all the donations, prize distribution, and set up for the event made it that much easier for our school. It was a true school wide event with so many parent volunteers who came out to support our students during the Fun Run. I'm sure our PTA will continue to work with you in the future.

Thanks again,
Luis Lopez
CPA/TSP Coordinator
Germain Charter Academy
Hi Ron,

I wanted to write a quick note to "thank you" for another successful year with the Apex Fun Run.

Besides the fact that our Hesby community has profited financially from the program (we have collected close to 78% of our $67,000.00 pledged as of our last weeks or second week of collections) I have to say the kids have profited even more from the team building and character building lessons presented both years. I just love seeing how excited the kids are (including my 3rd and 7th grade boys) each day to go to school and enjoy all the program offers.

It was great to have "King Kirby" back with us for a second year (what a blessing he is to your team). It was fantastic to see how excited the kids got this second year and that the newness of the program hadn’t worn off. Many felt it might but the kids and their enthusiasm (and pledging) proved those "some" wrong.

Looking back, it was wonderful to have put in the time and effort building a template for success last year only to prove just about equal success this year. I believe the constant efforts Apex has made to improve and fine tune the program has also been a plus. From making the online payments more efficient to making the in-class lessons a bit shorter but delivering even more for the kids to walk away with.

Finally, thank you for your leadership and enthusiasm. Thank you for your professionalism and handling any issues that come up right away. I’ll look forward to another year of partnership in 2017.

Kindly,
Kathleen Franzke
Hesby "Apex" Event Chair, Board Member and Parent
Franzke@healthnet.com
To whom it may concern:

My name is Suni Duran Alhadeff & I am the current PATH President at Castlebay Lane Charter Elementary. I have been a member of the board for 5 years, serving in all kinds of leadership positions. My event or not I am always there, my kids in tow volunteering no matter when or where. I LOVE Castlebay and the amazing education and experiences my 2 little girls have had there. Our Principal Mrs. Littlejohn is a remarkable, hardworking, selfless, kind hearted & fair leader. Our Children & Parents & Staff have been thru a lot these past months due to the Porter Ranch Gas Leak. The relocation of so many families and sharing a campus has made it almost impossible for us to fundraise. Without funds raised we are in jeopardy of losing so many GREAT programs next year that our children love. More importantly than our low funds are low spirits around campus. So many changes and so many new and different rules and regulations sure has taken a toll on our school spirit and participation. Our Students, Teachers, Families and Staff are in desperate need of an Inspirational uplifting Boost & APEX is exactly what the Doctor ordered...so to speak!! When this Crew steps on Campus they bring with them an indescribable vibe...the kids just perk up and run to them and instantly engage in positive conversation. These kids even know the APEX crew by name....it's been a year since they have been on campus but yet they can remember their names!! My children have to be reminded of their own relatives' names all the time...but as soon as my 5 year old saw Trevor, she yelled out “That’s touchdown Trevor”. To be able to leave such a positive impression in a 4.5-year-old last year means this APEX crew truly exudes Integrity and inspirationally memorable character lessons. I wish you could see the happiness mania the APEX team brings to the children as they interact with them playing kick ball during snack time or basketball during lunchtime. I have been in my children’s classes volunteering when the Apex team comes in to teach their brief character lessons...these kids are absolutely engaged! Heck, even the teachers and staff are engaged and pumped up!! The spirit of teaching for better, doing better and being helpful, being good caring people doesn’t leave campus when Apex does...it lingers on and as a parent I am so thankful. The Most Amazing part of all of this is we are able to raise much-needed funds at the same time...how can you beat that? These funds provide our children with a music class where my 5 year old is actually learning how to read music. We have a new and brilliant science lab where our kids are learning and having hands on science experience. We are able to have a computer lab with instructors to teach our kids much needed technology skills as they continue in their studies throughout the years. Let’s not forget how much our teachers appreciate our aids and work room ladies. I could just go on & on about APEX...they are truly is a one of a kind experience. I attend so many meetings in my President roll and the main goal is always...what’s best for the children. In my opinion...APEX is what’s best for our children! Thanks for your time and please contact me anytime with any questions. I can also collect and provide as many positive recommendations from parents & staff for you if needed. Have a great week & thanks for taking the time to hear out yet another outspoken LAUSD parent!!

Best Regards,
Suni Alhadeff
Castlebay Lane Charter PATH President
415-382-7657
5/28/15 Dear Ron,

As you were aware, when we first met, I was not "in the market" for someone to handle our "Move For Science" fundraiser that our school ran quite successfully for many years, but I agreed to meet with you nevertheless. I was intrigued by your presentation, and the concept that we would not need manpower to run the show, and that you and your team would handle it "all."

Having been in sales and marketing for thirty years, a separate other "life" from my teaching career, I was concerned that you were overselling the impact that your team would have at our school. Well... I am thrilled to say... You underpromised and over delivered! I don't know how many times I've uttered that statement in my lifetime. First of all, every team member in your organization was so motivational and great role models for the students. They truly became real life superheroes to the kids- so very much needed in this day and age. Students looked forward to you coming in the class every day with announcements, prizes and your positive chants as you directed them to set new daily goals. Teachers normally frowned upon daily classroom interruptions, but teachers "got caught up in it" as well!

The pre-FunRun activities were beyond exciting, and the actual Fun Run Day was organized professionally with every detail thought out. Providing every student with a free Apex Fun Run T-shirt took it to the next level. Tabulating the laps directly on the shirt, and then having the shirt as a "keep-sake souvenir" is a fabulous idea (beats the paper we used to safety pin on the back of 850 students shirts) and will be treasured for years. The students are now wearing the shirts to school and are proud of the lap markings on the back.

As of this letter, pledges, as you know are still coming in, but we have certainly exceeded our previous years' totals. The prizes the students received as they moved up the per lap ladder were unique, desired by the students, and the rubber wrist bands that taught success strategies truly taught the students life lessons that they will carry with them in all future endeavors.

Ron, I applaud you and your team for a well thought out and very successful program... Apex Fun Run truly rocks!!

Sincerely,

Sandy C Dorfman
Teacher /Castlebay Lane Charter
sandyddorfman@aol.com
Feb 29th, 2016.

To whom it may concern:

I have had the privilege to work with the APEX FunRun team for the past two seasons. They are a very organized and well-run group that specializes in motivating students to exercise and feel good about themselves. Their employees are professional, energetic and respectful to myself and the rest of the school faculty. Their character pillars are practical and applicable to all students and they put the focus on character-development rather than on fundraising. I would recommend APEX to any school that is looking to boost their school’s fundraising potential.

Sincerely,

Nick Kaprelian

Physical Education Teacher, Dixie Canyon Community Charter

npk5496@lausd.net
March 1, 2016

To Whom it May Concern:

Last year, I served as the fundraising chair for our Dixie Canyon PTA Board. During that time, I had the pleasure of helping approve and oversee the participation in our first Apex fun run. I worked closely with Mrs. Meredith Gonzalez, who chaired the event, and Mrs. Keyanna Robinson, our PTA president. We also worked with our Principal and teachers to ensure that we had the support of the entire school.

Apex was a wonderful experience. The Apex team were enthusiastic, courteous, and great role models throughout the two week program. I have never seen a program at our school that had the children this excited. The day of the race was a real community event. Children were cheering each other on, and every child completed the race. It was a very special and wonderful day celebrating the importance of fitness. In addition, we were able to raise much needed funds to hire our accredited Physical Education teacher full time. We were also able to share a percentage with our valuable teachers to purchase much needed supplies for their classrooms. On behalf of Mrs. Keyanna Robinson, Mrs. Meredith Gonzalez, and myself, I can assure you that this was a great program for our school. I hope that we will have the opportunity to work with them again in the future.

Sincerely yours,

Shana Rosengart Ballas
Hi Ron,

Hope all is well. I will begin by saying thank you and we very much want to continue with your program next year. I think you have a brilliant business going. The kids had a blast and we now know our challenges going forward. Next year, I think we are poised to do better, and we did historically well this year.

I strongly suggest you look to hire a wonderful bilingual employee to add to your staff who can specialize in schools like ours. I hope you will continue trying to make it accessible to everyone and helping schools and kids who need it the most.

Finally, congratulations on you absolutely killing it at Marquez! Just incredible!

Best,

Barry

Barry Cohen
Principal
Westminster Avenue Elementary
Westminster Computer/Math Magnet
1010 Abbot Kinney Blvd.,
Venice, CA 90291
310.392.3041 office
310.392.6506 fax
February 29th, 2016,

The teachers and parents were very pleased with the character traits that were weaved throughout the program. The students were highly motivated to physically challenge themselves as they prepared for the final Fun Run Event. The enthusiasm demonstrated by the coaches further encouraged the students to achieve their personal best. The entire event was handled by the APEX team and proved to be a wonderful addition to our P.E. Program. We are looking forward to working with them in the future!

Sonia Ugarte, Principal
Germain Charter Academy
20730 Germain St., Chatsworth
(818) 341-5381
CA Distinguished School
CA Assoc. Gifted - 5 Star Program
School for Advanced Studies
Where We Begin...Nurturing the Mind, Body and Spirit

May 24, 2016

To Whom It May Concern:

It is with pleasure that I write this letter of recommendation for Kirby Ai, "King Kirby", who hosted Santa Rosa/Bishop Alemany Catholic School's APEX Fun Run on Thursday, May 19th, 2016.

For the two weeks that "King Kirby" was on-campus, working with students, grade levels TK-8, in the form of character-based lessons on a daily basis. Through the use of multimedia presentations "King Kirby" emphasized the importance of the APEX DREAM acronym to all children, encouraging students to Dive In, be Resourceful, Elevate Others, Attitude Check and Make a Difference.

Kirby’s attitude and enthusiasm for the APEX program was contagious, truly encouraging all students to do their best at the Fun Run, in fundraising and in following their dreams. It is Kirby’s enthusiasm and energy that make the children excited about the Fun Run program but also instill lifelong lessons of encouragement.

Kirby takes a great amount of pride in his work. "King Kirby" is constantly making every effort to provide a welcoming presence in his duties while also promoting efficiency and order. Kirby works hard to establish a positive rapport and trusting, friendly relationships with all community members. This balance is priceless and allows Kirby to actively engage with all members of the community as a professional.

Kirby has a very congenial demeanor. He is a team player and is always available to collaborate and communicate with colleagues and parents.

With a busy schedule, it was wonderful to have APEX and "King Kirby" on campus to help with students, parents and teachers, organization, prizes, character-based lessons, fundraising and Fun Run implementation. Kirby worked tirelessly for our community to ensure that all of his work was always done in an efficient manner. In just two weeks he gained the trust and respect of administration, faculty, staff, parents and students.

"King Kirby" will be an asset at any facility. I hope you will seriously consider "King Kirby" and APEX to host a fundraising event at your organization. I believe that you will find Kirby to be a trustworthy individual with the highest standards of honesty and integrity. Please contact me if you need further information at 818-361-5096 or by email at nscheppers@srtacs.com.

There is no doubt that your organization will feel especially pleased to have Kirby Ai on your team.

Sincerely,

Nicole Schepers
Principal

1316 Griffith St. San Fernando, CA 91340
O: (818) 361-5096 F: (818) 361-2259 www.srtacs.com
FROM 2014-2019 APEX LEADERSHIP COMPANY HAS HELPED RAISE OVER $7,000,000 [NET PROFIT] FOR OUR LOCAL PTAS IN THE GREATER LOS ANGELES/ORANGE COUNTY AREA!

CHECK OUT WHAT THE PRINCIPALS, TEACHERS, PTAS AND PARENTS HAD TO SAY ABOUT IT

"Dear Apex Team,

Thank you for a job well done Beast Mode Brando, Sunshine Sara and Kung Fu Kevin! The success of a great event is a reflection of the leaders in charge and successfully inspiring all stakeholders. :0) You did an exceptional job of motivating our students and staff once again this year.

Participating in the Apex Serve program this year has been an experience that has not only raised money for future technology and enrichment for our students, but also provided an opportunity for our students to apply our school wide theme of, "KINDNESS CHANGES EVERYTHING!"

Many Thanks to each of you....You are all AMAZING!

I hope you each have a memorable holiday. :0)"

Kim Sorenson-Howe -Principal, Meadows Elementary School  ksorenson@newhall.k12.ca.us (661) 291-4050

Greetings Principals and PTAs,

Our school recently participated in the APEX Remix Event. The two weeks that the APEX team was on campus flew by so quickly! Having the team on campus to motivate, inspire, lead, and promote positivity allows for a fundraiser like no other. The students loved reaching their individual and classroom goals of raising funds. They enjoyed playing games at recess and lunch with the Apex Team Members, pushing a pie in the Apex team’s face, silly stringing the principal, having root beer floats, and most of all, they loved the Remix Event. Dancing around doing exercise moves to the upbeat music created an atmosphere of pure enjoyment. I danced my way through the 3 events and burned over 500 calories! It was our third time with APEX and it is a fundraiser well worth it!

Gretchen Lupica - Principal Golden Oak Community School  glupica@sssd.k12.ca.us 661-251-8929

Dear Apex Team,

Our school, Westlake Hills Elementary had the privilege of partnering with APEX for our FUN RUN on April 26, 2018. Our experience was so incredibly positive I wanted to write a recommendation for them. However, when I sat down to write, it actually turned to been rather difficult for me. This is not because I don’t have a million things to say but because it’s actually really hard to encapsulate or put into words what Apex brought to our school. The obvious reason for our choice to use Apex after years of running our own Fun Run was to increase our profits. This was going to be my second year as co chair of the event and we had successfully raised almost $20,000 on our own so our Board members original thought was why did we need an outside vendor? For me it was for two reasons. One, we wanted to make more $ and the second, was that $20,000 took hundreds of man hours for a small group of us and we just couldn’t sustain that much effort for a relatively small return. When my team reached out to Apex we knew working with them would be met with
resistance. After meeting with Lisa Friedman, I felt we were equipped to fully educate our PFA board. She was informative, supportive, and encouraging throughout the entire process. Lisa and Apex streamlined the experience and made us feel like they were truly our partners. This partnership was solidified by their encouragement of us continuing time honored traditions at our school to coincide with their program. While I can say our profit almost tripled using Apex, the monetary gain was only a small part of what made our Fun Run an exceptional experience. The presence of three very special people on our campus: Titanium Trevor, Superstar Sarah, and Kung Fu Kevin transformed the entire energy of our school. The theme of “United” permeated through our campus. Our students learned valuable lessons on empathy and being accountable and “United” together to compete as a class for prizes and as a school to reach our monetary goals. Of course our students were excited for their prizes but what was truly inspiring were the stories brought home about their time PTA with Titanium Trevor, Superstar Sarah, and Kung Fu Kevin. Our staff and principal couldn’t have been happier and expressed equal gratitude to Apex for the experience. I could not properly express my appreciation to Apex and our team leaders for what they brought to our school and taught our children through their program. The magic can only fully be realized and appreciated once you experience for yourself!

My best,
Cyndi Horwitz, PTA Westlake Hills Elementary   cyndihorwitz@gmail.com- 310-903-3444

‘APEX Leadership Co. is an organization that engages kids with enthusiasm, teaches amazing character and leadership traits, and participates with students to encourage sportsmanship and activity. The daily lessons, taught by the incredible coaches, bring energy and awareness. The coaches leave the class back in control and promise to bring more fun the following day. Their passion gives the kids an opportunity to learn from someone other than their daily teacher, and gives them a positive role model. The students loved all aspects of the program, from the initial pep rally to the final event. Our event, the Fun Run, was rained out and APEX had a fabulous plan B. The kids had a dance party that left them all smiling, participating, sweating, and laughing. The kids later unanimously voted, hoping APEX would return the following year. It was an awesome day! All schools would benefit from, and enjoy working with, APEX.”

Hilary Boss - 4th Grade Teacher, White Oak Westlake Village, CA - boss@ivusd.org

"Hi Trevor,

Apex did such a great job at our school! The students were motivated to obtain pledges and excited to hear Apex’s lessons every day. The character education focus made a lasting impression on them. As a teacher, it was wonderful to hear the Apex staff teaching important life lessons in engaging ways that immediately connected with the students. I was also very impressed with how Apex improvised when it rained on our jog-a-thon day!"

Iris Van Dyke - 4th Grade Teacher, White Oak Westlake Village, CA – ivandyke@lausd.org

Part 1:

"Good morning Titanium Trevor! We're Cadence's parents. We have been hearing about you and Kung Fu Kevin all week. She was so motivated by the program- getting water to those who need through your Thirst Project and supporting her school, that she asked that instead of birthday presents this year, we pledge what we would have spent instead. Our first pledge made under my name - (Heather McCrary) for $30 was actually her pledging all of her chore money. Marcelo and I are happy to pledge $11 per lap, we’ll be there at the water station helping on Thursday.

Good luck, hope you all have a great day!"

Heather McCrary - Parent, Mountainview Elementary   heatherlynnmccrary@yahoo.com

Part 2:

Dear Trevor and the Apex Team,

It took some digging through older emails to find your email address. Thank you so much for recognizing our daughter, Cadence was over the moon getting that award. She was so excited and proud to tell our family. She didn't want to go on so she whispered to me, "Mom, will you tell them about my award." Later she said, "I don’t want to be a bragger but can I hang the award on my wall?" Every once in a while I walk by her room and catch her looking at the plaque smiling. When she sees me she looks away quickly. I told her it's ok to feel proud of that award and that she should smile everywhere she looks at it, to remember what it stands for.

She took her gift card and bought my mom and I Starbucks to celebrate and then said she wanted to donate the rest to help animals. Thank you for seeing what a big heart she has and how much she cares. It was a very, very proud moment
Dear APEX Team,

I would like to express my sincere gratitude to our Apex team that led Plavan’s Fundraiser on November 30th 2017. We feel truly blessed to have had this experience in our school. Plavan reached their fundraising goal for the year but most importantly received quality character education lessons and became united as a team and community.

When I was first approached about the idea of having a company come in and run our fundraiser, I was very skeptical. Plavan has always run our Jog a Thon with staff and parent support successfully. We then had the opportunity to sit down and meet with the Apex team and learn about the leadership, fitness and fundraising aspects of their program. As an educator, within minutes I could sense the genuine child center nature of the team and we decided to try this new approach.

As we began our Apex adventure, our PTO, staff and myself were led through the process step by step with the team there to support us at any time. We were assigned a team of three incredible members that became a part of our Plavan family immediately. Throughout the two week process the team was on our campus from bell to bell. Their energetic, kind and professional personalities provided a very smooth, inspiring and success program. I have the blessing of being the principal of Plavan for ten years. This was the first year that I truly experience our Jog-a Thon. The hard work of the APEX team allowed the parents, teachers and I to participate and enjoy the day with our children.

As a principal and parent at Plavan my heart was touched by the impact of the Apex team. Each day I would have a child or staff member come share their feelings.

- This is the BEST assembly you have ever given us, Mrs. B” - 4th Grade Student
- I feel this the most positive influence you could bring into our school.
- It has been awesome! - 2nd Grade Teacher
- Can they stay forever, Mrs. B?” - 1st grade student
- This has helped our staff and students bond” - 3rd Grade Teacher

In today’s fast paced world filled with technology, it is a challenge to motivate children to be passionate about fitness and to take the time to truly guide their choices and actions on the foundations of being UNITED: Unique, No excuses, Inspire others, Teachable, Empathize and Do your best. The Apex team provided this motivation and truly made an impact on our students, staff and community.

We are incredibly thankful and can’t wait for next year!

Julie M. Ballesteros, Principal, Plavan, Elementary School

"Hey Mighty Marco!
Just wanted to say thank you and your team for such an awesome experience!!! You and your team bring such positive influence to our students and always motivate them to be better than they already are in so many ways! Our students are always excited to hear that APEX is coming. As teachers, we enjoy seeing our students light up with enthusiasm. Thanks for helping our school and our students! Love you all!!"

Joanna Orozco - 3rd grade teacher at La Ballona Elementary School

Today’s our big day! Good luck and thanks for making this so much fun. I wish you guys could stay forever. I would vote to have you back if we made NO money and had to PAY you to come. The energy and leadership instruction you brought to our classrooms is worth its weight in gold. Thank you for caring for us, for our students, and for our community. Sometimes people do their jobs in a response to something beyond their paycheck and I feel that from you and your team.

Sarah Spero, Sunset Lane 4th Grade Teacher
Thank you for a great FUN RUN experience! Not only did you support and lead our fundraising successfully, but you also showed genuine interest in our kids. I appreciate the way that you communicated with them! You are engaging, relatable, motivating, and have a clear and concise way of expressing big ideas to students of all ages. Wish you all the best in your future endeavors!

Claudia Johnston, Sunset Lane 1st Grade Teacher  claudia_johnston@myfsd.org

“My son, Justice Capell is so excited every year that you are at M.A.T.E.S. He strives to collect his donations and keeps every single prize that he earns! He loves to tell people about your philanthropic portion as well. Thank you so much for your organization and its great works! It is a blessing in the sometimes chaotic world in which we live!”

Jenna Ko Capell, Parent from Meadows Arts and Technology Elementary  docjennako@gmail.com

To Whom It May Concern,

We recently completed our 3rd Apex Fun Run. Each of the Fun Runs was a successful fundraising endeavor. The program is well organized with the majority of the work done by the Apex Team. We are a PBIS school and this year I appreciated how the lessons celebrate good character and ethics and promote respect, responsibility and safety.

Students enjoy the daily visits to their classrooms as well as their interaction at recess and the classroom rewards/parties that can be earned for meeting daily challenges.

This year’s Fun Run day was especially successful thanks to the Apex Team led by Ashley Yorks. The day was well planned and executed without surprises. Things ran like clockwork and the team kept things clean, organized and moving along quickly. The team was very positive and got the kids excited run after run. They encouraged them, ran with them and cheered them on. Our students had a great time thanks to the parent volunteers combined with the Apex team.

We have yet to determine this year’s fundraising total, but have surpassed our expectations in each of our prior runs, so I am confident that this trend will continue. I have worked at other schools that ran their own Jog-a-thons. The difference here is that Apex takes the lead on all the advertising, goal setting to increase donations and pre-run work. They are able to create an excitement in the students that is impossible to create without the daily presence at school of the Apex team the 2 weeks prior to the run.

We are very happy with our work with Apex and I am confident that we will work with them in years to come.

Sincerely,

Ms. Siegal – Principal: 818-244-2113
Mark Keppel Visual & Performing Arts Magnet

March 5, 2018
This is a letter of recommendation for The Apex Fun Run organization. We partnered with Apex to conduct our spring jog-a-thon. We raised more money in this one fun run than we had in our last three jog-a-thons combined.

Apex Fun Run employees came in and for two weeks presented inspirational lessons to our students that motivated them to do their best. The lessons were centered on the letters of the word “unique.” Their two employees, Ryan and Whitney did an outstanding job of keeping the excitement of the fun run at a high level. All of our students enjoyed the lessons, and had a great time on the day of our fun run. When scheduling future fun runs, there is no question in my mind who we will
work with. Apex Fun Run knows what they are doing, and are completely successful in getting our students motivated and excited about running.

Thank you Apex Fun Run for an amazing experience, and for helping us raise such a large amount of money for a school our size.

Wayne Kelley, Principal, Barker Elementary School  
wkelley@ggusd.us | 714-663-6164

"From the very first meet and greet at the pep rally to the end of the program the kids and staff couldn’t get enough. The Apex squad taught the kids a lot of character lessons they could use in the future like being team players, to inspire others, using no excuses when things get tough. The biggest thing that is great about Apex is it gets the kids involved in fitness again by going out and joining each grade at recess to play games. Apex squad also got the Principal, Teachers, and Staff involved by doing team challenges and classroom challenges that way the whole school was in on it. I am so glad we did this program and we would do it again and again!"

Jenifer, A.E. Arnold Elementary PTA  
saucedoarnoldpta@gmail.com

"Apex was the BEST beginning of the year program we have EVER participated in! The team members are AMAZING with the kids and our entire school united for the same goals. We have done this two years now, and hope to continue participating in this Character Building/Healthy Choices program each and every year! We also raised a LOT of money for programs for our students! They really get our kids motivated and improve their collaboration skills. They offer 21st Century Learning - the 4 C's - Critical Thinking, Collaboration, Creativity, and Communication. They are PRESENT throughout the entire time and support our students, teachers and staff with positive modeling and genuine enthusiasm! Kids can tell in a short amount of time whether adults are genuine or not - and every person that has worked with us is and is affiliated with APEX is genuine. They truly care about developing a positive school culture and work hard at it! I would recommend the APEX experience to anyone who wants to unify their school with common attainable goals!"

Cynthia Seamands, Principal at Live Oak Elementary  
cseamands@csastacisd.com

"I have been a teacher for 13 years and have participating in a lot of fundraisers. The APEX fundraiser has by far been the best experience for me as an educator as well as for my kiddos. The APEX team members are amazing with the kids and super engaging, the kids respond well to them and remember the lessons that are taught to them. As a teacher I truly want what is best for my students and I appreciate everything that Trevor and the rest of the APEX team have done for my students. Thank you so much and I hope to work with you again!"

Joy Collins, A.E. Arnold Elementary Teacher  
jcollins@cypsdk12.ca.us

It was very exciting for my students. The theme United, bracelets, pep talks and having activity and play time with your crew made it all fun and meaningful for my students whether or not their parents could participate. We are a title one school with very divided income levels, so everyone participating in everything was great. I'm excited to see the impact of being a UNITED squad will have throughout the school year.

Tara Wilson, 4th Grade Teacher at Pluvan Elementary  
wilsont@fvusd.us

"The kids are STILL asking if King Kirby is coming this week, and when they get to see him again. You have all made such an impact on my class and on our school – it's so nice to have some male role models on campus – we don't have very many at our school, so I think it's especially good for the boys in our class. Kirby was awesome with my kinder kids! He really inspired them to be better people! My pledge captain was really proud to be singled out by him every day, and it made him feel unique, and I feel like he tried harder to be a good role model for those two weeks. AND this fundraiser has definitely brought in more money than I've ever seen! Yay for our school! Thank you for a great fundraising experience!! It really was a lot of fun for students, staff, and parents!!"

Jean Wu, Kinder Teacher at A.E. Arnold Elementary  
JWu@cypsdk12.ca.us

I have been a teacher here for 22 years, and I can tell you that this is, by far, the BEST fundraiser we have had here at Meadow Green. I appreciate the organization, daily emails, and the enthusiasm you and your team bring to the students. I LOVE the daily lessons that are taught and the messages the students are hearing that are so important to being good citizens. Your energy in delivering them, I feel, makes them listen that much more. Thank you, thank you, thank you! I hope to see you back here again next year!"

Kristen Gober, 1st Grade Teacher, Meadow Green Elementary
"We decided to partner with Apex Leadership Company and our students, teachers and parents loved it! Many students said the best part was that they were learning about becoming leaders while having fun with the athletes who were there inspiring them. My daughter would come home with her character wristbands and tell me all about what it means to never give up. On top of the great two-week experience of leadership lessons, we tripled what we normally raised on our own jog-a-thon! At the end of the program, many teachers came up to me and thanked me again for choosing to go with Apex. It sounded too good to be true when I first heard about them, but after seeing how they do it I am in awe of this amazing program. The power of their program is the investment in the lives of the kids and I have seen first hand how it impacted some of the kids I had been trying to pour into as a teacher for years.

Kandyce Register, PE Teacher at Shoreline Christian Elementary  kregister@shorelinebaptist.org | (714)-393-7938

"The program was delivered each morning in the classrooms and culminated with a "fun run". Brandon was the Team Lead for "Apex FunRun" and was conscientious, organized, and very enthusiastic. Teachers, students, and parents enjoyed the lessons which were well prepared and delivered in a manner that engaged and excited students. The management of the program made it very easy for our PTA to implement. We are looking forward to having APEX return next year!"

Dr. Deborah Bohn, Principal of James Foster Elementary foster.saugususd.org

"The lessons were awesome. All teachers commented on how useful and great the lessons have been. Students loved all of the activities too. Ryan and his team were so enthusiastic and engaging! It made a huge difference, we are so appreciative."

Dr. Ziskind, Principal of El Rincon Elementary cassandraziskind@ccusd.org

"Thank you Apex for the outstanding program you provided for Morris earlier this year. Our PTA raised more money than they ever have before on one fundraiser! The teachers enjoyed having everything taken care of and not having to worry about managing the fundraising or prizes. The Fun Run itself was well managed and fun, and I received many compliments from parents and teachers. Our PTA had a stress-free event that all parents and students enjoyed. Most of all, our staff and students benefited from the daily presence of the APEX staff, with character lessons and activities. We were sad to see the Team Members go at the end of our fundraiser. The energy on our campus was electric! Out PTA looks forward to working with APEX again in the future."

Lori Hernandez, Principal for Juliet Morris Elementary (714) 220-6995

"Thank you for all you and the guys are doing for our little ones and our school. The kids look forward to seeing you guys every day. I couldn't ask for better character building and in such a short amount of time, you accomplish so much! You all are Awesome!"

Sandy Pereksta, Kindergarten Teacher at Las Posas Elementary SPereksta@pvsd.k12.ca.us

"I wanted to reach out personally to let you know how much we enjoy and appreciate your program. Luke was always prepared, efficient, and very reliable. He did an absolutely amazing job of organizing our program. He checked in with us everyday and communicated well with the PFA parents and our staff. In addition, his energy and enthusiasm was contagious, the kids, teachers, and parents absolutely loved him! It is important you know that your team is respectful, positive, and kind to everyone. It is a joy having them on our campus.

Paula Golem, Principal of Aspen Elementary pgolem@conejousd.org

"So yesterday my kids said, "I miss Touchdown Trevor!" We still talk about the 5 character traits and give Power Claps all the time. I don't know what you all eat for breakfast to come every day and give some much positive energy and enthusiasm, but it works! The kids and the teachers loved having you help us raise money for our school and creating an overall fun & positive leaning environment for our students! I can't think of anything that you all need to do better,everything was organized and you were all super flexible and available whenever we needed help or had questions!"

Jackie McBain, 1st Grade Teacher at A.E. Arnold Elementary JMcBain@cypsdk12.ca.us
It is with enthusiasm that I celebrate the APEX experience that my school participated in... Not only did the APEX Fun Run surpass our fundraising goals for the 2017-2018 school year, but the APEX theme, UNITED, complemented our school-wide theme and supported our efforts to teach students the importance of developing positive character attributes.

I had the pleasure of observing three APEX Team Members, their ability to Unite my school community was exceptional. They were organized, enthusiastic, and committed to ensuring that students and staff members understood the APEX program. Their exceptional skills when working with children contributed to the success of the program at Medows. In addition, their unique ability to connect with the students across my campus in a professional, caring, and enthusiastic manner is to be commended and celebrated. The students immediately knew that the APEX Team members cared about them and, as a result, they and their families responded positively by supporting the fundraiser.

The APEX Fun Run was a huge success on my campus, our Foundation surpassed their fundraiser goal! I believe that it was the APEX Team members’ tireless efforts, willingness to work collaboratively with staff members on campus, and commitment to going the extra mile that contributed to the success of the APEX fundraiser at Medows.

It is without hesitation that I recommend the APEX FunRun for any organization interested in not only raising money, but uniting their community in a positive, fun, and meaningful way.

Kim Sorensen, Principal of Meadows Elementary

(661) 291-4050

"Having our Apex event outdoors because of the much needed Rain, was a wonderful experience for our school. The students thoroughly enjoyed stretching, dancing, and moving around in a controlled environment. The constant smiles on their faces displayed their happiness in us creating an event that allowed ALL to participate. It was a great touch at the end to invite the parents in to dance with the students and enjoy the moment, as our fundraiser would not be possible without the help and support of our family community. Having the indoor dance party was a wonderful way to conduct the culminating event!"

Gretchen Lupica, Principal of Golden Oak Community School
glupica@sssd.k12.ca.us | 661-251-8929

"The Apex Fun Run team came to our school and created more school spirit, intrinsic incentive to be a better person, team work makes a difference and so much more. I felt a little reluctant having someone from the Apex team come into my classroom daily for a week. This turned out to be the best experience for all of my students. My students responded so well to all of the lessons and they truly started changing as a whole group. I saw more perseverance and and respectful behaviors in their school work and at play. The Apex Team earned an A+ for all they did for Plav can and my "Turbo TKers" Power clap goes out to "Touchdown Trevor"... Thank you and great job!

Kristi Manthorne, TK Teacher at Plavan Elementary

manthorne@fvsd.us | (714) 378-4230

"I highly recommend this company for your school. Touchdown Trevor, Swagger Jagger & Mr. T came out and did a 2-week character ed/healthy lifestyle program and our students LOVED it. Also, for certain money pledges reached by the students, the company brings clean drinking water to kids in other countries. They were such positive role models for the kids and we will miss having them around."

Amelia Torich, 3rd grade Teacher at Plavan Elementary

ltorich@fvsd.us

The Apex Team was truly amazing and professional from moment one. Always politely asking, never interrupting and always being respectful of our time, if we were with a parent or helping another co-worker before asking for anything. Then, BOOM! The team was out on the playground with the kids doing fun activities and providing organized teamwork and play during recess and lunch! The kids absolutely loved it!

Every time I saw the Apex Team Members with a student or students they did everything to recognize the student, fist bumps and high fives abounded! The students were really enjoying the process and were having so much fun. I got to witness a dance party with glow lights and the happy faces of children really enjoying themselves during the school day. Our teachers couldn’t say enough good things about the positive influence on the kids. Every time one of the Apex team went to a classroom to have a dance party, or hand out swag, the kids responded so favorably! It was so great to have such positive energy every day for the kids and staff.

I know our team was skeptical bringing in an outside source to "run our jogathon", but we couldn’t have been more wrong. You are having a major event and you get to bring in a team of qualified, highly skilled people that only run that particular event as their job. You get them full time for two weeks, extra interactive supervision on campus for the kids, a comprehensive teamwork and leadership program for your students, including them receiving daily swag, and all you have to do is provide minimal support. The teacher’s even got into it having fun days like pajama day, hat day and pizza parties! I can personally say there was a lot less work involved for office staff with the Apex team, then when we did our own Jogathon.
The other positive! The PTO team doesn't have to organize and order tee shirts (trying to exchange sizes at the last minute), prizes and water bottles for the kids, while trying to fundraise and volunteer in classrooms at the same time. All the PTO folks have to do is show up on the fun run day to help out marking laps, which most of the parents love to do anyway!

Kathryn Baran, Teacher at Plavan Elementary

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