



KICKSTART KIDS is a 501(c)(3) organization, Tax ID No. 52-1706526

EXECUTIVE SUMMARY

BRIEF OVERVIEW & SUMMARY OF PROPOSED PROGRAM

Kickstart Kids (KSK) is an in-school character development program that uses martial arts to teach life-changing values to students. KSK is recognized by the Texas Education Agency, and we operate as a 501(c)3 nonprofit organization. Kickstart Kids conducts business under the auspices of the Kick Drugs Out of America Foundation.

Kickstart Kids Mission:

Kickstart Kids teaches character through martial arts.

Kickstart Kids Vision:

Kickstart Kids aspires to empower all youth through access to life-changing martial arts training.

Kickstart Kids Core Values:

Honesty, Loyalty, Courage, Discipline, Respect, Dedication, Kindness, and Responsibility

The *KICKSTART KIDS Martial Arts and Character Development Program* includes everything the District needs to fully implement the program including, but not limited to, a full-time on-campus instructor, a full curriculum in both physical martial arts and character development, instructional and safety materials, and all necessary materials and staffing to support a wide variety of Kickstart Kids programming including tournaments, before/after school programming, and summer programming.

Kickstart Kids programs are currently offered in 58 schools across Texas, including campuses in southeast, north, central and west Texas, including 1 middle school campus in Galveston ISD. Our organization has partnered with Galveston ISD for many years and has the financial and personnel capacity to add additional campuses, if requested.

KEY BENEFITS TO DISTRICT

The program as a whole is one of the highest quality and most impactful martial arts programs offered in Texas schools. Recent surveys measuring the growth in life skills and positive youth development of students across time and advancement in the KSK program continue to demonstrate that we are achieving our goals that students will develop and practice values-related behavior and resilience, create stronger school and family connections, achieve higher levels of academic and social success, and become productive members of our community. Program impact is evident after one year of participation and increases significantly as students advance. In the most recent round of data collection in spring 2025, 91% of students and 99% of parents reported a positive effect on life skills and values presented by the KSK program. An increase in impact is also evident as students

progressed from White Belts in Round 1 of data collection to Red-Black/Black Belts in Round 8. These students reported:

- **20%** increase in average **Emotional Skills** scores.
- **17%** increase in **Social Skills** scores.
- **16%** increase in **Teamwork Skills** and **Leadership Skills** scores.
- **11%** increase in **Goal Setting Skills, Problem Solving Skills, Communication Skills** and **Moral Values** scores.
- **9%** increase in **Competence Values** scores.

Parents reported additional favorable program impacts:

- **91%** of parents agree or strongly agree that KSK has a positive impact on their child's **Positive Identity**.
- **89%** of parents agree or strongly agree that KSK has a positive impact on their child's **Confidence**.
- **89%** of parents agree or strongly agree that KSK has a positive impact on their child's **Peer Relationships**.
- **89%** of parents agree or strongly agree that KSK has a positive impact on their child's **Social Skills**.
- **86%** of parents agree or strongly agree that KSK has a positive impact on their child's **Discipline**.
- **85%** of parents agree or strongly agree that KSK has a positive impact on their child's **Motivation**.
- **80%** of parents agree or strongly agree that KSK has a positive impact on their child's **Family Relationships**.
- **81%** of parents agree or strongly agree that KSK has a positive impact on their child's **Physical Health**.

Similarly, as their child progressed from White Belt to Red-Black/Black Belt, parents' perceptions on program impacts include:

- **23%** increase in **Confidence and Motivation**.
- **20%** increase in **Friend Relationships, Positive Identity and Physical Health**.
- **18%** increase in **Discipline**.
- **17%** increase in **Family Relationship**.
- **12%** increase in **Social Skills**

The largest group of KSK partners are Texas school districts. Kickstart Kids actively collaborates with our partner school districts and individual campus administrators and teachers to be part of the overall solution for all students.

Since 2011 Kickstart Kids has worked closely with Rachel's Challenge to develop multi-year, intensity progressive values curriculum in the form of videos, stories and group discussion. Instructors use this collaborative curriculum in the KSK classroom, and some schools utilize the curriculum as part of a larger campus-wide outreach.

Kickstart Kids also collaborates with the Texas Special Olympics (TSO) to improve our capacity to incorporate special needs students into Kickstart Kids. The partnership includes development of an *Implementing Special Education Accommodations and Modifications for Kickstart Kids Instructors* Manual; creation of competition divisions, mirroring both the TSO and Texas Karate Organization (TKO), for special needs students to compete; and formation of TSO Unified Kickstart Kids Teams. Meyerland Middle School in Houston ISD, under the direction of Instructor Chelsea Clark, created a Unified Sports Team in 2018.

In addition, Kickstart Kids partners with local corporations to receive critical funding, provide meaningful volunteer opportunities to engage employees, and ultimately work together to enrich lives in the communities we serve.

COST PROPOSAL

DETAILED FEE SCHEDULE & PRICING METHODOLOGY

Please see the Galveston ISD Kickstart Kids Agreement 2026-27 document in the Appendix of this proposal for more details.

The methodology used to determine the District's annual cost of program is based on the annual expense of running the full Kickstart Kids program for a full year. The Kickstart Kids total program and curriculum expense as of January 2026 currently exceeds \$120,000 per program. This includes a full-time instructor (salary and benefits), room equipment, uniforms and belts, belt ceremonies, values curriculum, tournament expenses, after school and summer school program costs, special event costs and Kickstart Kids staff support.

Under this agreement, Galveston ISD will pay \$80,000 per campus program for the 2026-27 school year for the *Kickstart Kids Martial Arts and Character Development Program*. Should an additional campus be added, the cost per campus program will apply to the new campus. The remainder of the expense over \$80,000 per program for the 2026-2027 academic year will be the responsibility of the KICKSTART KIDS Foundation through a variety of fundraising efforts.

Annually, program expenses and other factors including Cost of Living, inflation, etc. are reviewed to ensure that the annual program expense is reflected in the program costs. Program pricing may be increased in future years due to inflation, COLA (cost of living), etc.

OPTIONAL COSTS

Occasionally, Kickstart Kids instructors may organize student participation in extra-curricular events (including tournaments) outside of the regularly scheduled KSK tournaments where all Kickstart Kids students are invited to participate. While the KSK staff use fundraising and parent fee payments to fund entrance fees and sometimes transportation costs for these optional events, it is our hope that each school will allot funding for transportation to these events.

Any extra-curricular event requires the approval of school officials and Kickstart Kids management. These events are optional and are not part of the regular program as described in this proposal and in the Galveston ISD Kickstart Kids Agreement 2026-27 document included in the Appendix.