



SPiRiT[®] CLUB

FITNESS FOR ALL



Supportive Virtual Exercise
& Health Programming



HISTORY & BACKGROUND

- ▶ In 2012, Jared Ciner began working as a Support Counselor for adults with IDD, and as a Personal Trainer at a gym.
- ▶ Quickly discovered the need for more supportive exercise programming.

“PEOPLE WITH DISABILITIES ARE 58% MORE LIKELY TO BE OBESE THAN THE GENERAL POPULATION” -CDC



SPIRIT CLUB MISSION

- ▶ *To offer a universal design for fitness that empowers people of all abilities to exercise successfully in a socially integrated setting*

DUAL CERTIFIED FITNESS TRAINERS – BACKGROUNDS IN BOTH FITNESS & DISABILITY SUPPORT



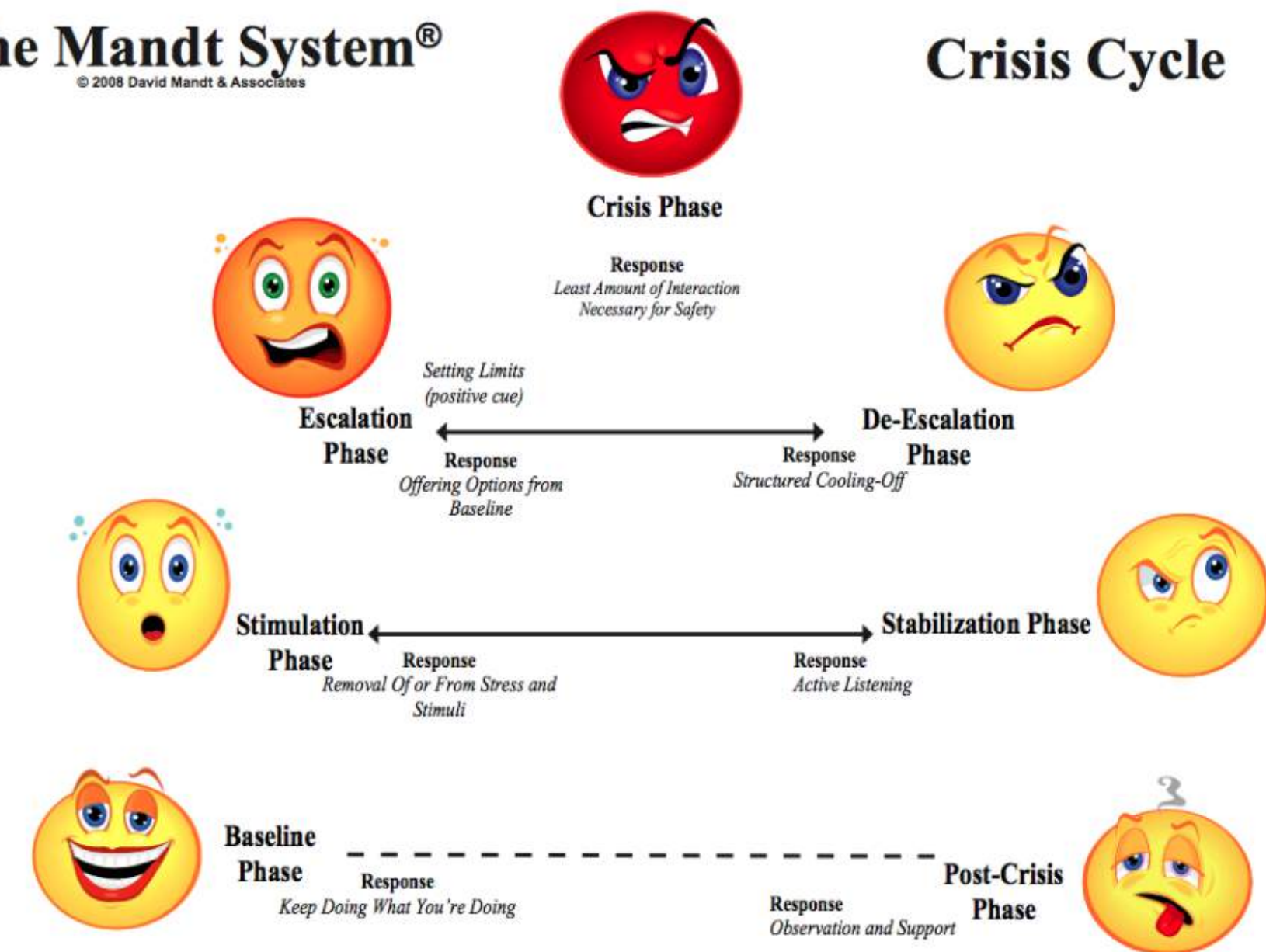
MARYLAND
Department of Health

Developmental Disabilities Administration



The Mandt System®
© 2008 David Mandt & Associates

Crisis Cycle





MICHAEL

Lost 82 pounds

**Increased confidence, mood,
& social capabilities**

[See Michael's Story here:](https://youtu.be/w2QtJtLkKfE)

<https://youtu.be/w2QtJtLkKfE>

PRIOR TO THE PANDEMIC (2012-2020)

- ▶ Offering services to 350+ people per week
- ▶ Working with people with disabilities and those without
- ▶ Partnering with 25+ service providing agencies
- ▶ Leading classes in over 12 locations, including the Under Armour Performance Center in Baltimore

ADAPTING TO CORONAVIRUS

V I R T U A L

SPRIT CLUB[®]
FITNESS FOR ALL

VIRTUAL PROGRAMMING

- ▶ 55 Agency Partners
- ▶ 26 States
- ▶ 2,400+ people participating in classes



DAILY COMMUNITY CLASSES

WEEKLY VIRTUAL CLASSES

CARDIO FITNESS

YOGA FLOW

SPIRIT BOXING

SPIRIT ZUMBA

SPIRIT YOGA

STRENGTH FITNESS

MEDITATION

BALANCE FITNESS

HEALTHY COOKING

Classes
Available

LIVE &

ON-DEMAND

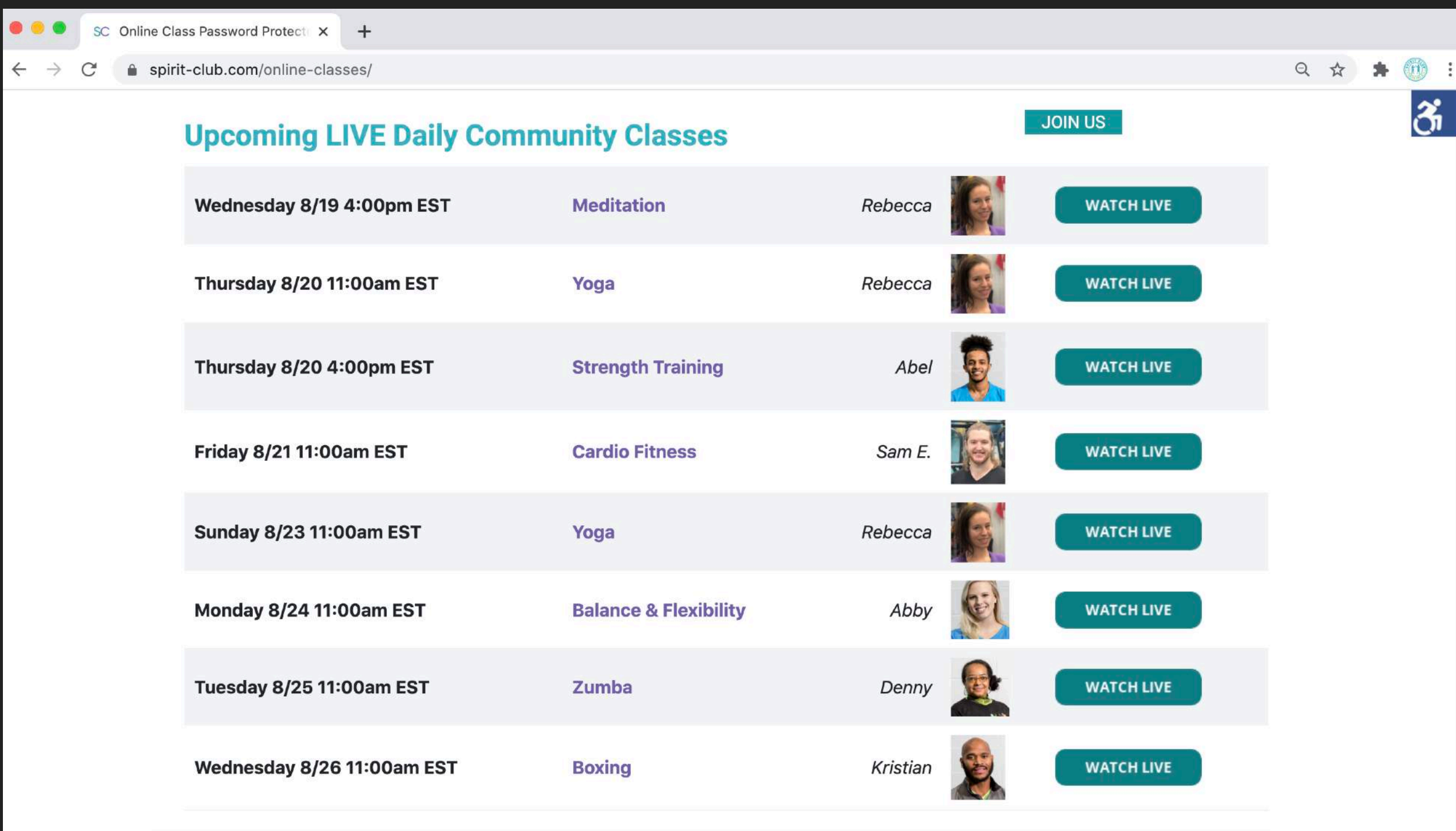
MEMBER ACCESS ▾

Live Classes

On Demand Classes

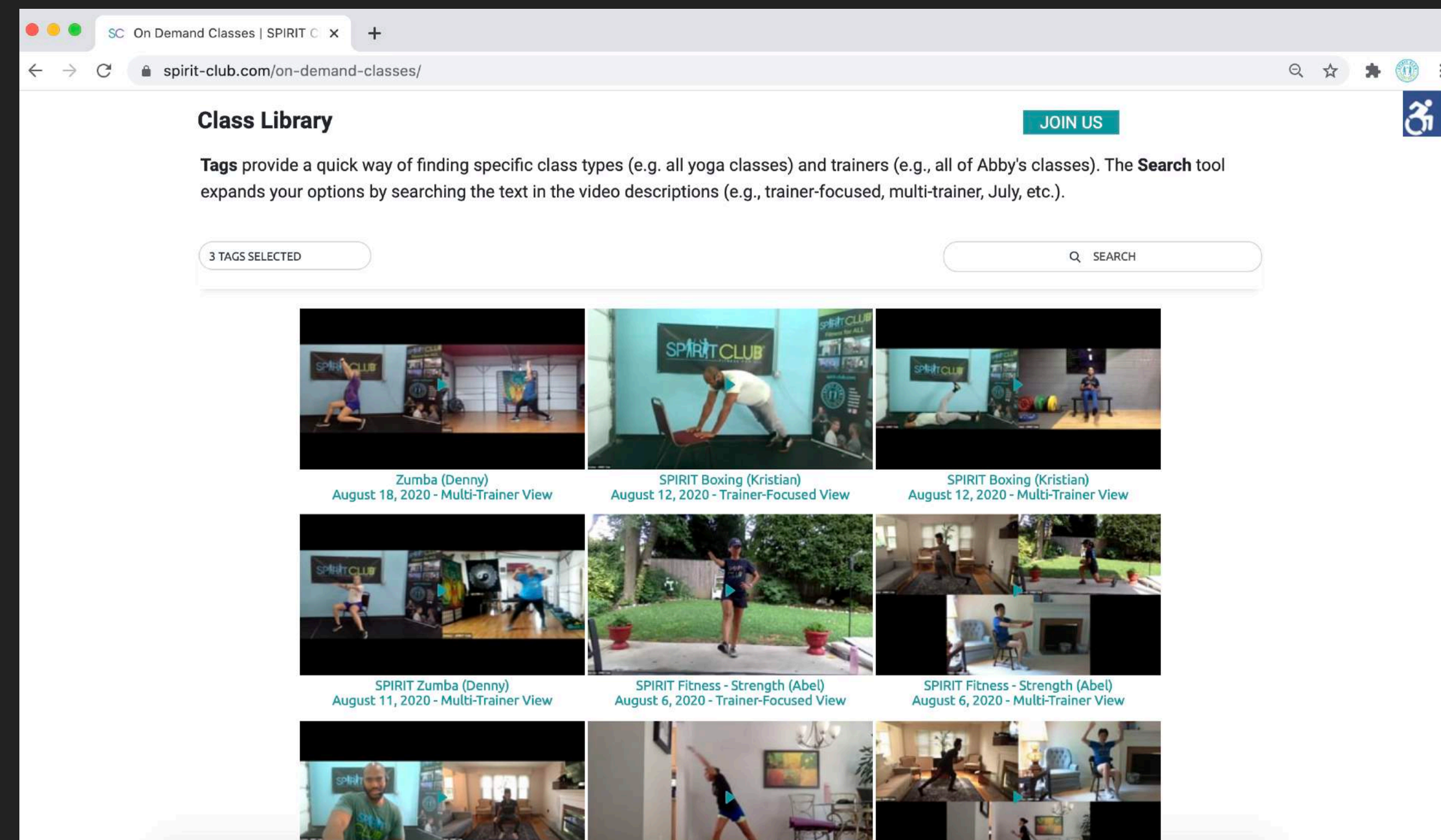
LIVE CLASS PAGE

ON-DEMAND CLASS PAGE



The screenshot shows the 'Upcoming LIVE Daily Community Classes' page. It features a list of classes with columns for date and time, class type, and instructor. Each class entry includes a 'WATCH LIVE' button and a small profile picture of the instructor. A 'JOIN US' button is located at the top right of the class list.

Date & Time	Class Type	Instructor	Action
Wednesday 8/19 4:00pm EST	Meditation	Rebecca	WATCH LIVE
Thursday 8/20 11:00am EST	Yoga	Rebecca	WATCH LIVE
Thursday 8/20 4:00pm EST	Strength Training	Abel	WATCH LIVE
Friday 8/21 11:00am EST	Cardio Fitness	Sam E.	WATCH LIVE
Sunday 8/23 11:00am EST	Yoga	Rebecca	WATCH LIVE
Monday 8/24 11:00am EST	Balance & Flexibility	Abby	WATCH LIVE
Tuesday 8/25 11:00am EST	Zumba	Denny	WATCH LIVE
Wednesday 8/26 11:00am EST	Boxing	Kristian	WATCH LIVE



The screenshot shows the 'Class Library' page for on-demand classes. It includes a search bar, a '3 TAGS SELECTED' indicator, and a grid of class thumbnails. Each thumbnail is accompanied by a title, instructor name, date, and view type. A 'JOIN US' button is located at the top right.

Class Library

Tags provide a quick way of finding specific class types (e.g. all yoga classes) and trainers (e.g., all of Abby's classes). The Search tool expands your options by searching the text in the video descriptions (e.g., trainer-focused, multi-trainer, July, etc.).

3 TAGS SELECTED

SEARCH

Class Title	Instructor	Date	View Type
Zumba	Denny	August 18, 2020	Multi-Trainer View
SPIRIT Boxing	Kristian	August 12, 2020	Trainer-Focused View
SPIRIT Boxing	Kristian	August 12, 2020	Multi-Trainer View
SPIRIT Zumba	Denny	August 11, 2020	Multi-Trainer View
SPIRIT Fitness - Strength	Abel	August 6, 2020	Trainer-Focused View
SPIRIT Fitness - Strength	Abel	August 6, 2020	Multi-Trainer View



Jared - SPIRIT Club



Marcela - SPIRIT Club



David - SPIRIT Club

MULTI-TRAINER MODEL



BEGINNER

Jared - Baseline



SEATED

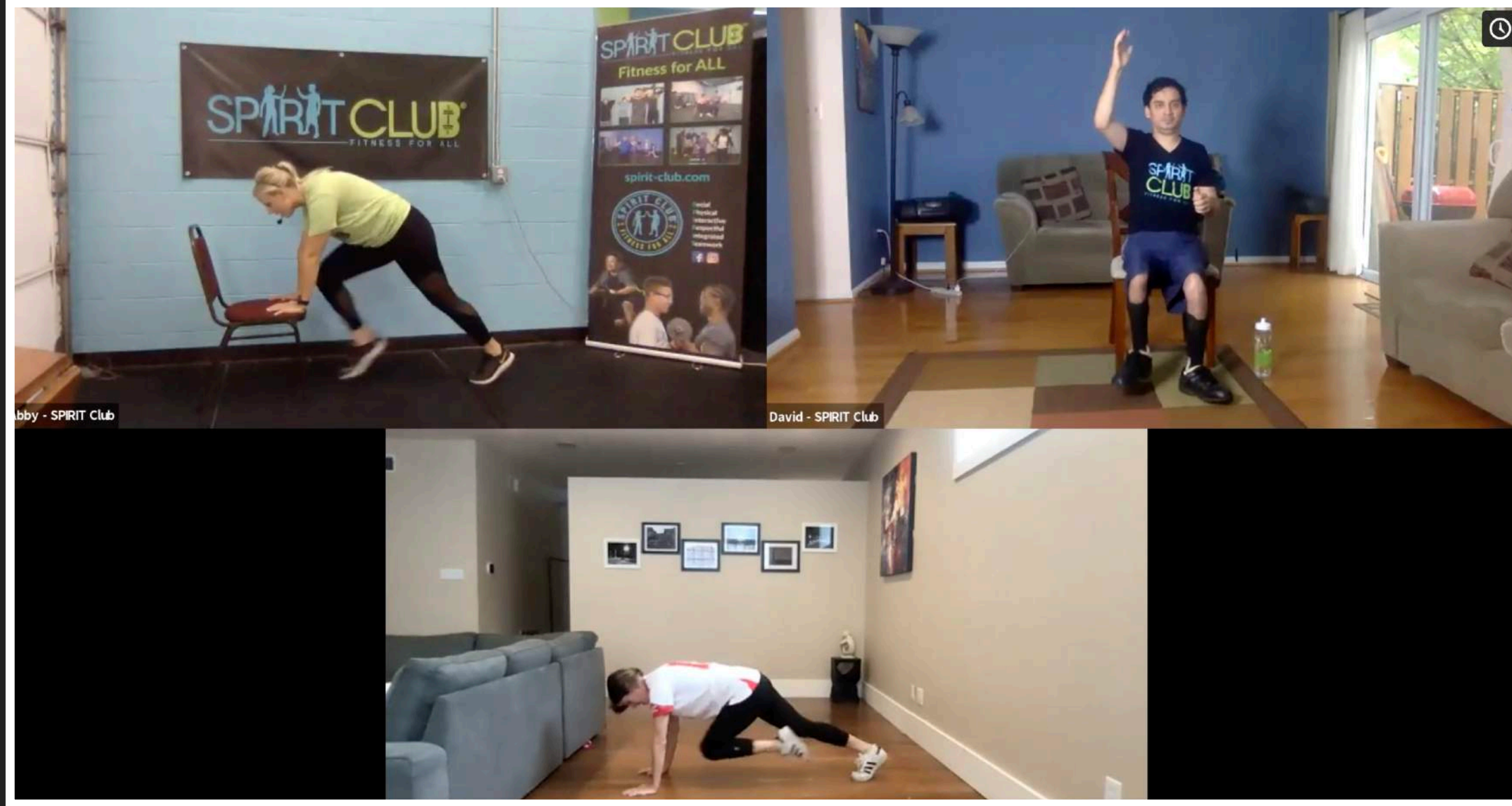
David - Seated



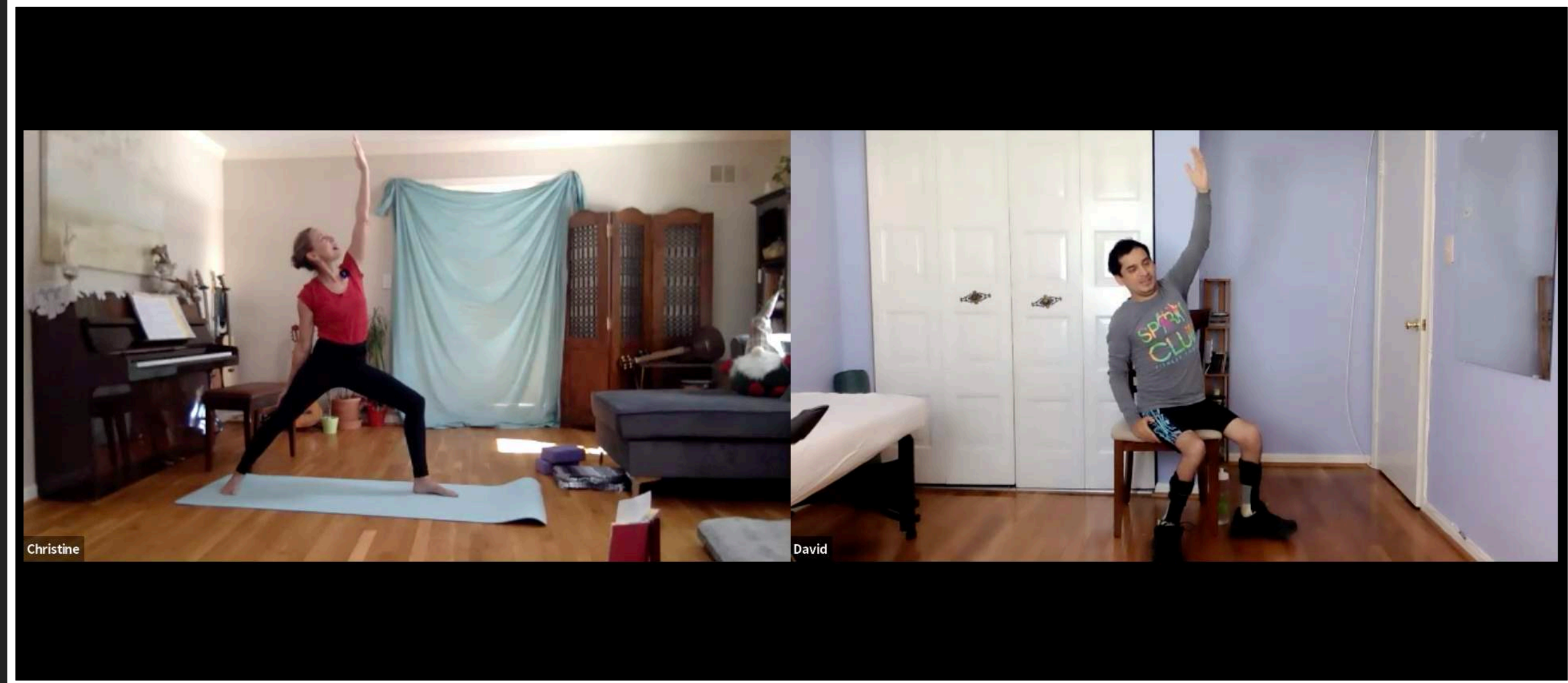
ADVANCED

Marcela - Progression

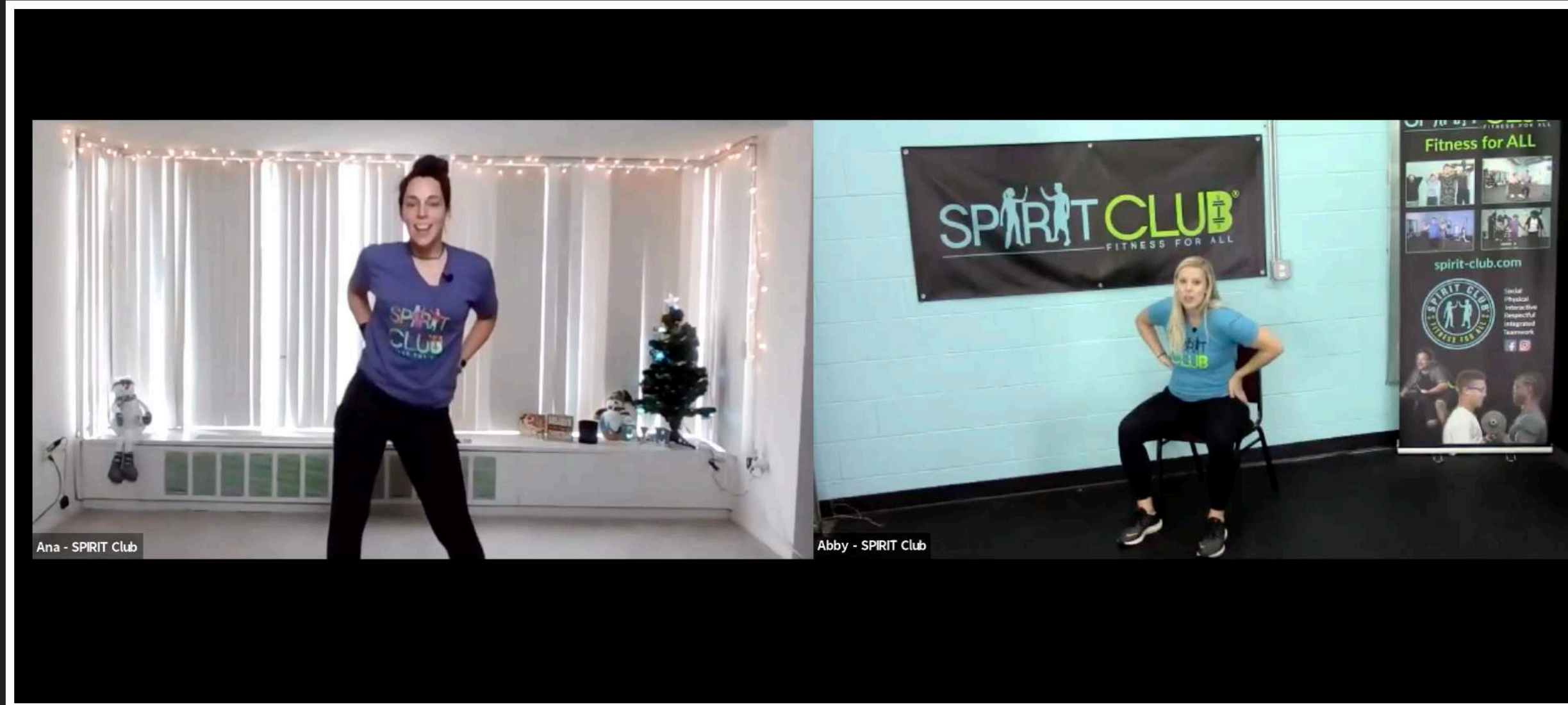
Fitness



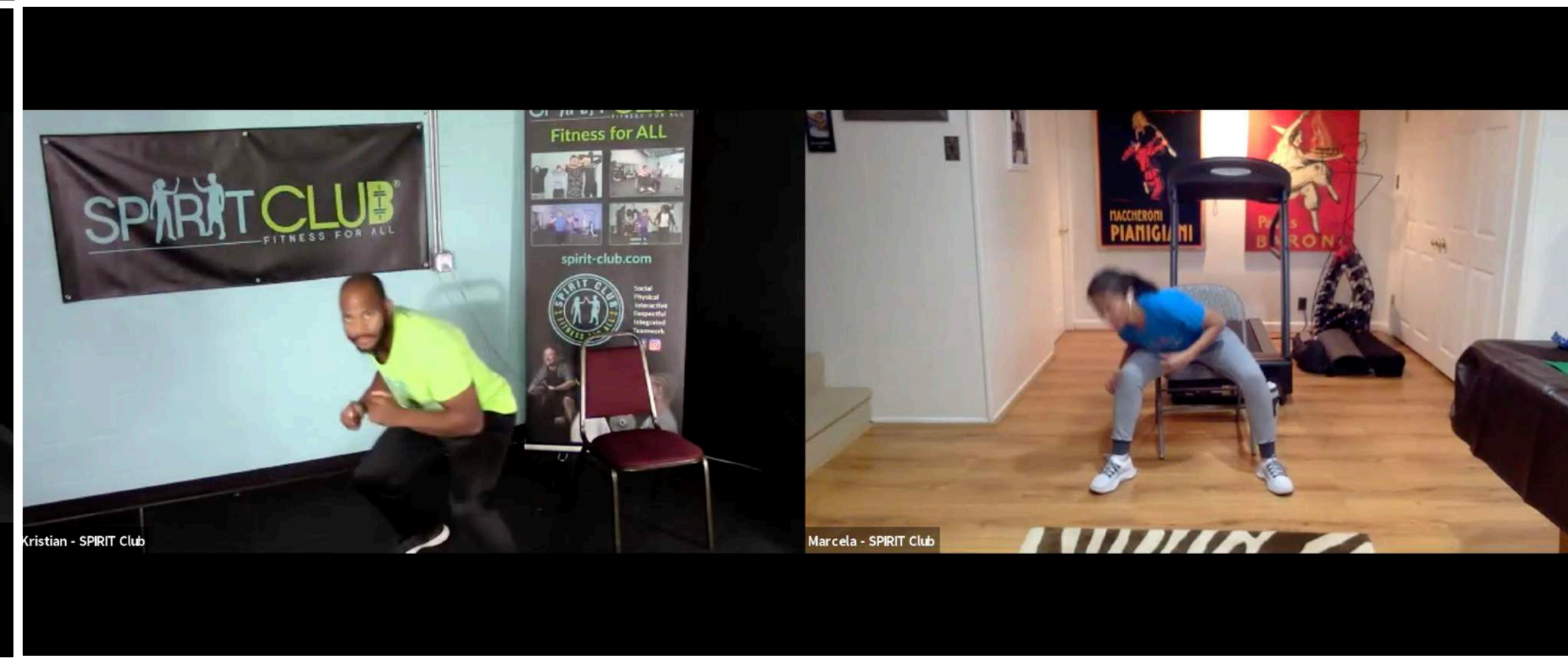
Yoga



Zumba

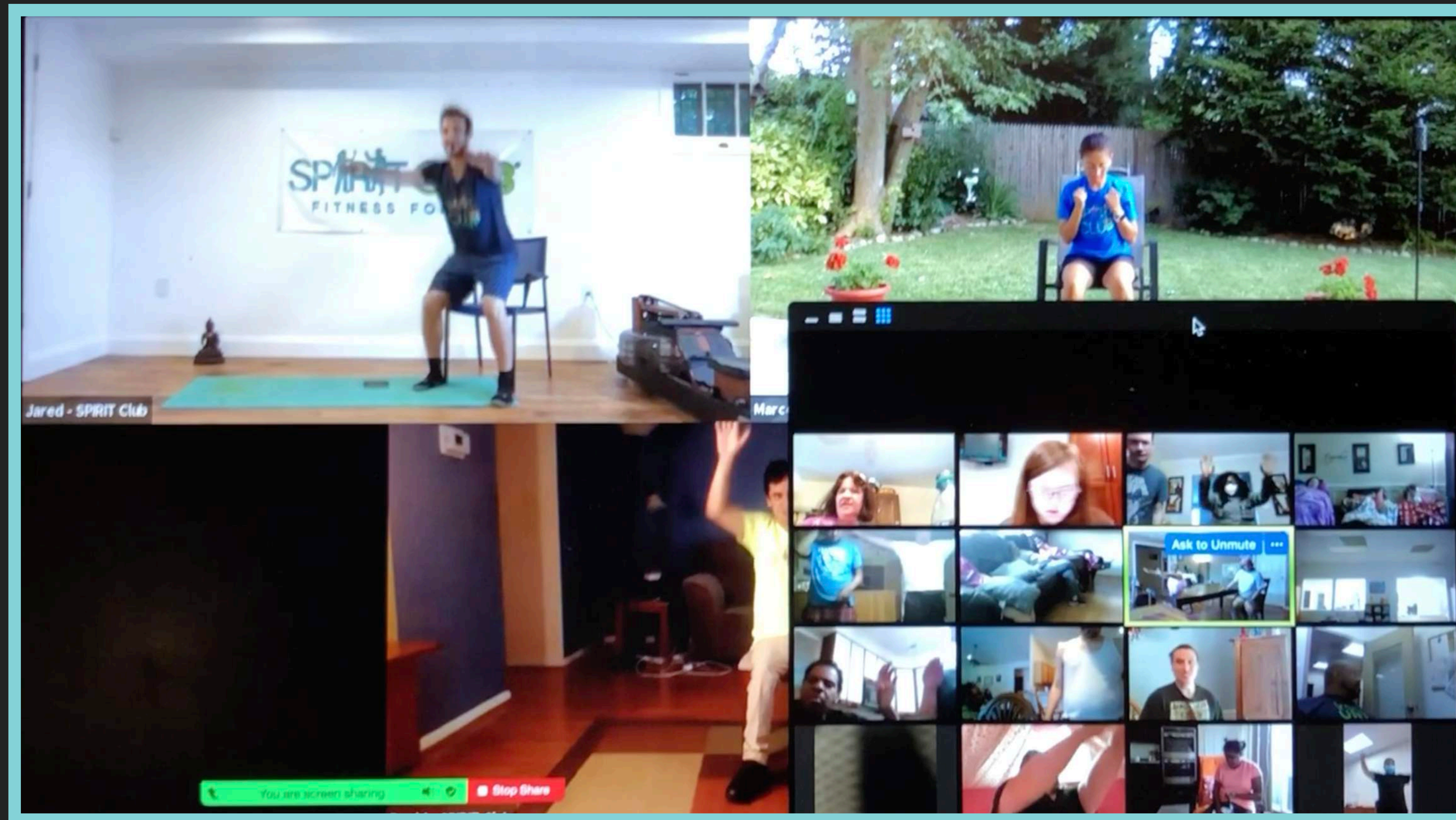


Boxing



AGENCIES CAN UTILIZE CLASSES BY:

1. PROVIDING DIRECT ACCESS FOR PARTICIPANTS & STAFF TO JOIN SPIRIT CLUB CLASSES
2. SCHEDULE "WATCH PARTIES" WHERE PARTICIPANTS AND STAFF PARTICIPATE AS A GROUP





SOME PARTNER TESTIMONIALS

Agency	State
SCARC	NJ
The Arc of Haywood County	NC
The Arc of High Point	NC
Transition Centers	MA
Lifeworks, Inc.	MA
The Arc of San Antonio	TX
Triform	NY
EDCJCC	DC
Karina Association, Inc.	MD
Bay Community Support Services	MD
Arc of Northern Chesapeake Region	MD
Jubilee	MD
Arc of Southern Maryland	MD
Davis Family Partnership	VA
The Arc Pikes Peak Region	CO
Turning Point	MA
Guthrie Mainstream	AZ

“We have been using and LOVING Spirit Club on demand! We have been incorporating them into our daily schedules, trying out new classes, and even using it in our own homes.”

Lisa Donovan
Lifeworks, Inc.

“We had an excellent week and as we continued the practice each of us became better at the exercises. We were thrilled with our experience as were our participants and their family.”

Sam Baker
The Arc of High Point

WE LOVE SPIRIT

I just wanted to reach out and share a photo and a quote from one of the SCARC participants! This participant, in the attached photo, said during a session of SPIRIT yesterday, that he is “Doing things he never thought he could do before!” We are so proud of his progress and thought you would enjoy hearing about the positive impact that your inclusive fitness program is having on SCARC participants. Thank you to you and your team for all of the work that you do.

Brooke A. Ulikowski, BSW
Program Supervisor
SCARC, INC.

PRICING

SPIRIT CLUB IS PROUD TO PARTNER WITH CEREBRAL PALSY ASSOCIATION OF NEW YORK STATE TO MAKE SURE THIS PROGRAM WILL FIT YOUR BUDGET!

PRICING OPTIONS ARE FLEXIBLE TO MAKE SURE COST IS NEVER A BARRIER TO ACCESS

HOW YOU CAN GET STARTED

- ▶ SCHEDULE A FREE DEMO CLASS FOR YOUR AGENCY!
- ▶ EMAIL: JOIN@SPIRIT-CLUB.COM

MORE RESOURCES

- ▶ SPIRIT CLUB WEBSITE: WWW.SPIRITCLUB.COM
- ▶ FITNESS CLASS PREVIEW SHOWCASING THE MULTI-TRAINER MODEL: [HTTPS://VIMEO.COM/411439092](https://vimeo.com/411439092)
- ▶ SEE WHAT IT'S LIKE TO BE A MEMBER WORKING OUT FROM HOME: [HTTPS://VIMEO.COM/422992743](https://vimeo.com/422992743)
- ▶ SPIRIT CLUB CONTACT INFO:
 - ▶ JOIN@SPIRIT-CLB.COM
 - ▶ 301.933.3722
 - ▶ JARED'S EMAIL: JARED@SPIRIT-CLUB.COM



THANK YOU!