



BORN TO *Run*
CELEBRATING
20 years

GIRLS ON THE RUN 2016 ANNUAL REPORT

INSPIRING GIRLS FOR 20 years



1996

Girls on the Run begins with 13 girls and one BIG idea.



1998

Runner's World magazine features Girls on the Run, resulting in national attention.



2000

Girls on the Run becomes a 501(c)3 nonprofit organization.



2006

The organization serves over 20,000 girls in 30 states.



2002

The first independent evaluation of Girls on the Run is conducted, validating the outcomes of the program.



2009

SoleMates, the Girls on the Run charity running program, is launched.



2015

The organization releases Heart & Sole, its new middle school program, and serves its millionth girl.



2016

Girls on the Run celebrates 20 years and proudly serves over 190,000 girls in all 50 states and the District of Columbia!

DEAR FRIENDS,

With a mission of inspiring girls to be joyful, healthy and confident, we think carefully about what it means to be truly joyful. We know that joy is not found externally, but is something we must ultimately find within ourselves. Feeling gratitude and embracing our life journey are essential to joyfulness and we have found ourselves experiencing both as Girls on the Run celebrated its 20th birthday in 2016!

The organization has come a long way over the last two decades. What started as a simple afterschool activity with 13 girls in 1996 has grown to become a national force for good serving over 193,000 girls a year in all 50 states. This has only been possible due to the committed leadership of our volunteers and the generosity of our financial supporters. While we proudly embrace all that we have accomplished over the last twenty years, we realize that our journey is just beginning.

To ensure that our next twenty years are as monumental as our first, we have a 2017-2021 strategic plan in place to guide our direction. Its three marathon goals are to be relevant and engaging, to be accessible to any person who wants to participate and to be known and respected. Several key initiatives were launched in 2016 to achieve these goals. Our new middle school curriculum, Heart & Sole, was released and was very well-received as it provides engaging content to girls at a pivotal stage in their development. Additionally, we expanded our access and inclusion strategy to include funding for program expansion to unserved communities as well as staff to lead this important initiative. We also created a new national coach training model to ensure all volunteers

are consistently trained and well-prepared to facilitate a transformational experience for our participants. Lastly, we initiated a rigorous external longitudinal study to formally measure the impact our program has on the lives of the girls we serve. Each of these initiatives is substantial and was intentionally designed to strengthen our participants experience while further differentiating Girls on the Run as an exemplar positive youth development program.

As we look ahead, we envision a bright future for the girls that we serve. In 2017, we will be developing summer programming so girls can stay physically and emotionally healthy all year long! We will also be creating formal curriculum modifications to ensure that girls with visual, hearing, physical or cognitive differences can actively engage in and benefit from our program. The results of our longitudinal study will be released and we will continue to develop online educational resources for our coaches. By 2021, over one million alumni of Girls on the Run will be 18 or older and we joyfully await seeing all that these women accomplish in their lives due to the lessons they learned in our program.

It has been a magnificent year and a momentous two decades. This could never have happened without the support of people like you who are committed to building a world where every girl can know and activate her limitless potential. Indeed, you are a key reason why joy will always hold a prominent place at Girls on the Run.

With gratitude,
Elizabeth Kunz | CEO  Denise Jackson | Board Chair



OUR MISSION

We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.



OUR VISION

We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



OUR CORE VALUES

WE STRIVE TO

- + Recognize our **POWER** and **RESPONSIBILITY** to be **INTENTIONAL** in our decision making
- + Embrace our **DIFFERENCES** and find **STRENGTH** in our **CONNECTEDNESS**
- + Express **JOY**, **OPTIMISM** and **GRATITUDE** through our words, thoughts and actions
- + **LEAD** with an **OPEN HEART** and assume **POSITIVE INTENT**
- + **NURTURE** our physical, emotional and spiritual **HEALTH**
- + **STAND UP** for ourselves and others

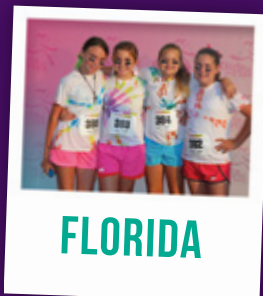
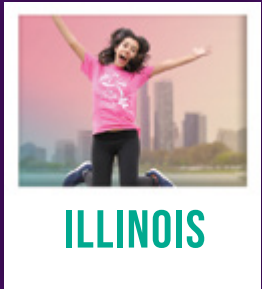
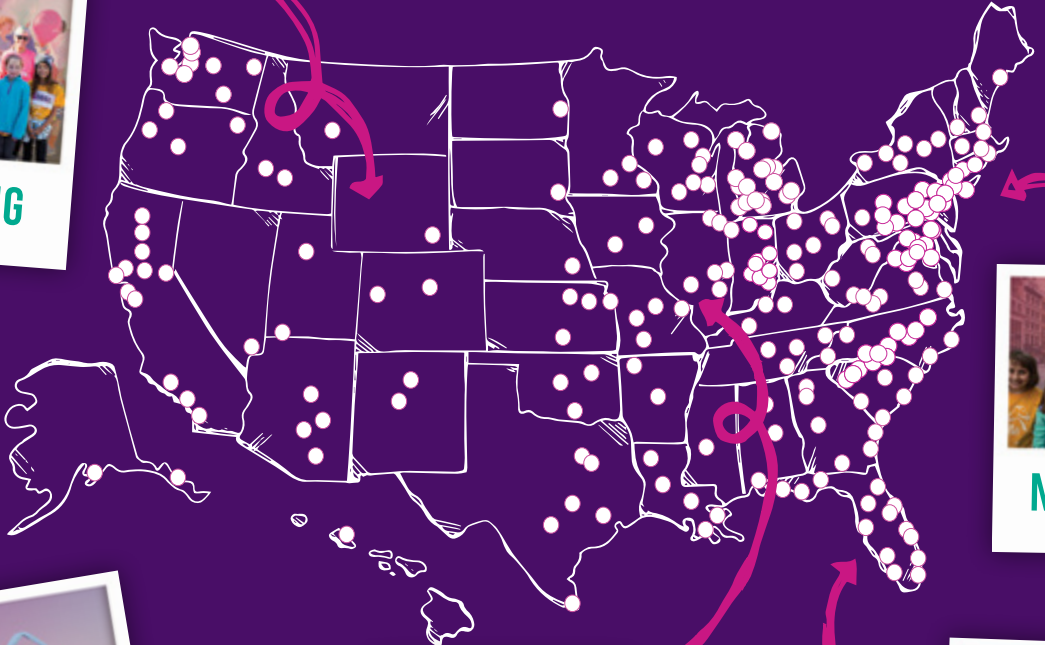
OUR PROGRAM OUTCOMES



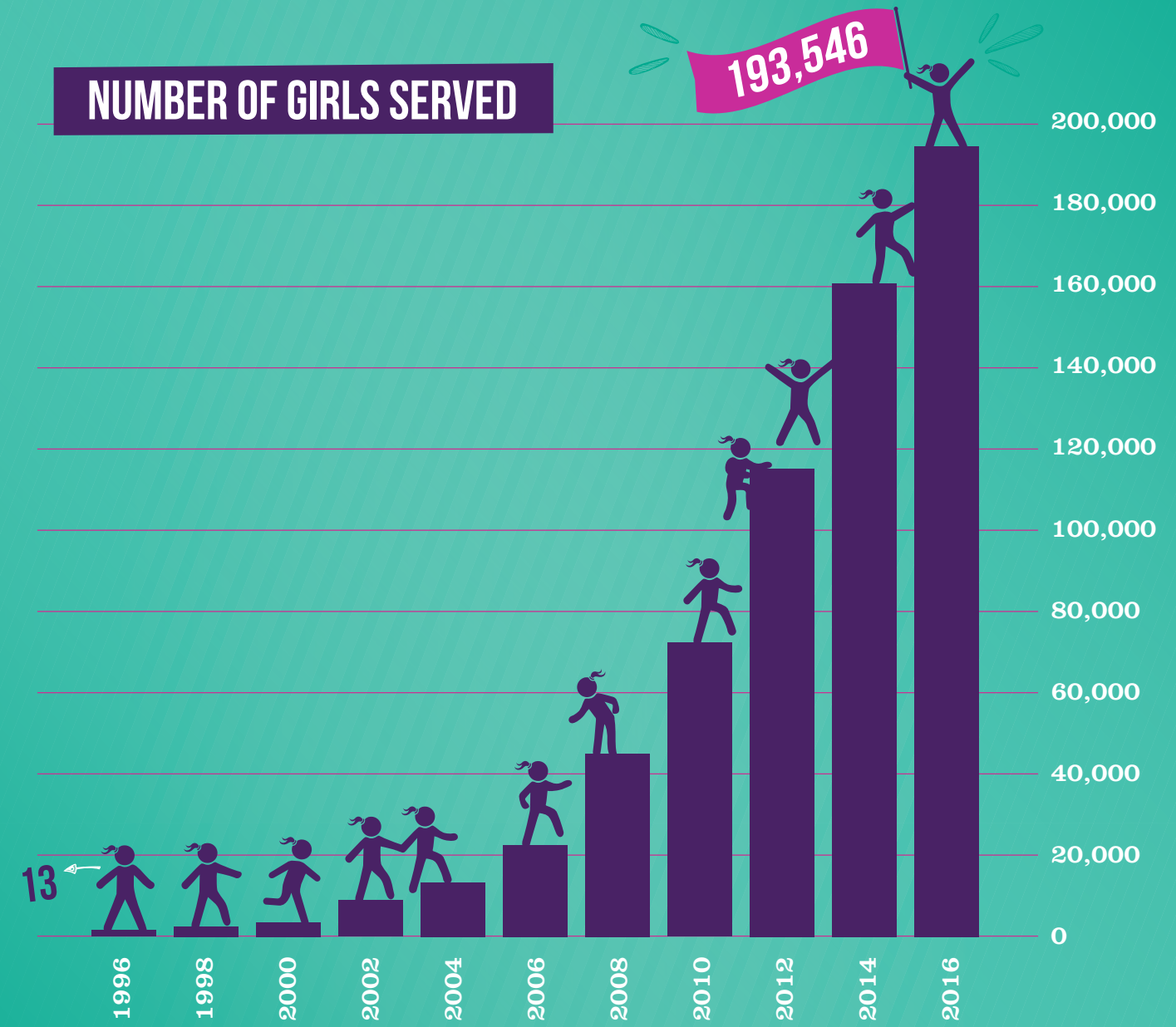
Girls on the Run programming is intentionally designed to empower girls with essential life skills and encourage them to live a physically active lifestyle. Since 2002, internal evaluations have indicated Girls on the Run has a positive impact on youth development, particularly for girls who need the program the most.

A rigorous external program evaluation is currently underway including multiple assessments and a comparison group, designed to evaluate the effectiveness of the program in contributing to goals over time and healthy youth development.

SERVING GIRLS IN ALL 50 STATES



NUMBER OF GIRLS SERVED



BORN TO *achieve*



THE MOST JOYFUL 5K SERIES *in the world*

For many girls and their families, the highlight of Girls on the Run is our end of season 5K celebration. Completing the 5k is a tangible confidence building experience that allows girls to learn that with effort, they can achieve their goals. That knowledge can then translate to the realization that with effort, they can compete on any field, hold any job, or run for any office.

In 2016, Girls on the Run hosted **334 5K EVENTS**, making it the **LARGEST 5K SERIES** in the world.



MEET TIANA

Like thousands of young girls in our program, Tiana stepped up to the starting line at the Girls on the Run 5K full of excitement and anticipation. Despite the cold and rainy morning, her infectious smile and sparkling eyes lit up the course. Tiana's strength of mind and joyful spirit have helped her build the physical vigor needed to manage her cerebral palsy, and she eagerly joined Girls on the Run to participate in her first 5K.

“While her gait is dramatically different from other kids her age, her determination is dramatically different from other kids her age too,” her father said.

“If Tiana sets her mind to something, there is no stopping her.”

During the Girls on the Run season, Tiana and her teammates developed the resolve necessary to achieve their goals, while learning life skills like cooperation and positive self-talk. When the day of the 5K came, Tiana was confident she was physically and emotionally prepared to complete the distance.

Within 90 minutes, everyone had crossed the finish line—including 12-year-old Tiana, who had once been confined to a wheelchair. Tiana calls completing the 5K her proudest moment, and her family describes it as one of the most amazing and inspiring moments they have ever witnessed.



POWER THROUGH *service*

Service is a tangible way to experience the concept of living a life of purpose and each Girls on the Run team has the opportunity to create and execute a community impact project. This experience allows our girls to learn the individual power they have to make a positive difference in the world. The Community Impact Project also reinforces the importance of teamwork as the girls unite to work together toward a common goal.

Girls on the Run teams from coast to coast created and implemented over **11,600 COMMUNITY IMPACT PROJECTS** in 2016.



MEET THE VALLEY VISTA GIRLS ON THE RUN TEAM

The girls from Valley Vista in Ohio wanted to bring joy to children in their community and immediately thought of working with Akron Children's Hospital. They decided the hospital's "Glamour Cart," a fun cart stocked with crowns, nail polish and jewelry needed colorful tutus, and the girls knew just how to make them!

"The hospital staff said the tutus would be perfect for the cart, and the team really ran with it," said Dana, their coach.

"Making the tutus was a great lesson for the team on compassion and empathy!"

The girls loved selecting different color combinations for the tutus and creating them as a team. They made 38 tutus in all and delivered them along with cards containing inspirational notes and poems written by the girls. The hospital shared what a big hit the tutus have been and what a great addition they were to the cart!

BORN TO *inspire*



POWERED BY *volunteers*

At the heart of Girls on the Run are remarkable volunteers whose commitment and passion positively transform the lives of hundreds of thousands of girls each year.

In 2016, over **51,000 COACHES** and **3,100 BOARD MEMBERS** were among the **107,000 VOLUNTEERS** across the country who empowered girls to recognize their limitless potential and boldly pursue their dreams.



MEET COACH KRISTEN

As a young girl, Kristen knew she wanted to grow up and change the lives of children through her work. Today, as a first grade teacher in Atlanta, she is doing just that. Kristen is also passionate about running, so bringing Girls on the Run to the school where she teaches was a “no-brainer.” Now in her ninth season as a coach, Kristen continues to find profound satisfaction in transforming the lives of the girls she serves. While coaching requires valuable time and energy, it also provides infinite joy and she encourages all people who care about girls to take the leap and try it.

“Coaching is a great investment and completely worth it. We don’t *have* to coach. We *get* to coach!”

As a Girls on the Run coach, Kristen has an opportunity to connect with older students and engage in deeper conversations than are typical in the classroom. Over the course of the 10-week program, what she loves the most is seeing the girls become more confident as they try new things and receive the support and encouragement of their teammates.

This coach’s advice to girls everywhere?

“Don’t hesitate to do something just because no one else has already done it. Be bold and courageous, keep pushing forward and don’t give up.”

2016 PROGRESS TOWARD OUR

MARATHON GOALS

1

The launch of Heart & Sole, our new middle school program, was well-received by girls, volunteer coaches, parents and schools. It provides a structured space for girls to tune into their own truths, be active and unleash their power to live confidently and joyfully.

Girls on the Run welcomed five new councils in 2016 making our life-changing programming now available to 71% of the U.S. population.

2

84,000 girls received scholarships to participate in our transformative programming in 2016. Totalling over \$10 million dollars, this financial assistance ensured that 44% of our participants had the opportunity to know and activate their limitless potential.

A Task Force was convened to develop a comprehensive Access and Inclusion Strategy that includes staffing, training, volunteer recruitment and outreach. We want every girl to have the opportunity to participate and engage in our programming in a meaningful way.

3

A rigorous external study was initiated by Dr. Maureen Weiss at the University of Minnesota, to assess the effectiveness of Girls on the Run in promoting physical, social, and psychological competencies and health outcomes. Findings will be available in Spring 2017.

A new national coach training model was developed to ensure quality and consistency in program delivery. 80% of councils are now certified to implement the new training which is based on adult learning principles and positive youth development practices.

2017

OUR ORGANIZATION IS RELEVANT AND ENGAGING.

OUR MISSION-BASED PROGRAMS ARE ACCESSIBLE TO ANY PERSON WHO WANTS TO PARTICIPATE.

OUR ORGANIZATION IS KNOWN AND RESPECTED.

BORN TO *support*



OUR PARTNERS

Girls on the Run is proud to partner with companies, organizations and individuals who are committed to furthering the mission of our organization. Through their financial support and activation strategies, our partners elevate awareness of our program and support our organization's most pressing needs.

NATIONAL PARTNERS



FOUNDATION SUPPORT



CORPORATE SUPPORT



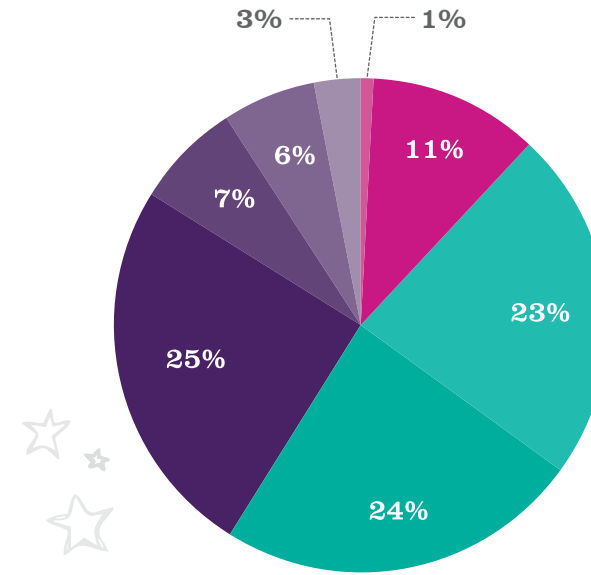
THANK YOU

STATEMENT OF ACTIVITIES

Year Ended June 30, 2016

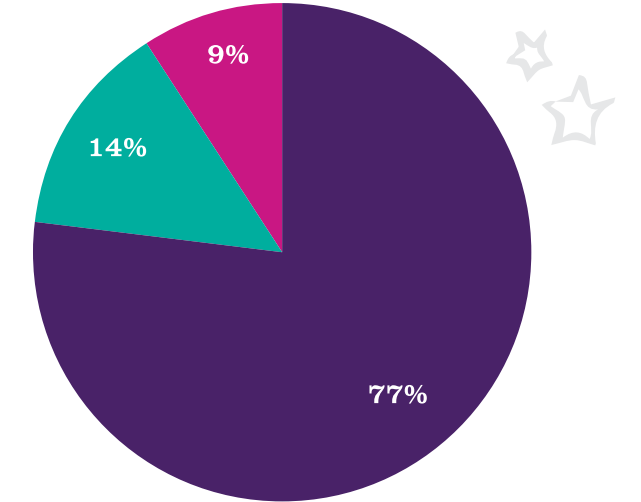
	Unrestricted	Temporarily Restricted	Total
Support, revenue and other income (loss):			
Sponsorships	\$530,576	\$-	\$530,576
Contributions and grants	965,568	180,867	1,146,435
Membership and renewal fees	1,226,410	-	1,226,410
Merchandise sales	1,266,760	-	1,266,760
Registration fees	339,119	-	339,119
Training	287,217	-	287,217
Fundraising events	139,859	-	139,859
Other	45,556	-	45,556
	4,801,065	180,867	4,981,932
Net assets released from restrictions:			
Satisfaction of time restrictions	-	-	-
Satisfaction of purpose restrictions	33,372	(33,372)	-
	33,372	(33,372)	-
Total support, revenue and other income (loss):	4,834,437	147,495	4,981,932
Expenses:			
Council service delivery	\$1,845,887	\$-	\$1,845,887
Program development and training	1,309,475	-	1,309,475
Girls on the Run of Charlotte	476,862	-	476,862
General and administrative	687,880	-	687,880
Fundraising costs	445,959	-	445,959
	4,766,063	-	4,766,063
Change in net assets	68,374	147,495	215,869
Net assets, beginning of year	2,236,575	33,372	2,269,947
Net assets, end of year	2,304,949	180,867	2,485,816

2016 FINANCIAL INFORMATION



REVENUES & SUPPORT
\$4,981,932

- Sponsorships
- Contributions & Grants
- Membership & Renewal Fees
- Merchandise Sales
- Registration Fees
- Training
- Fundraising Events
- Other



FUNCTIONAL EXPENSES
\$4,766,063

- Program Services
- General & Administrative
- Fundraising Costs

STATEMENT OF FINANCIAL POSITION

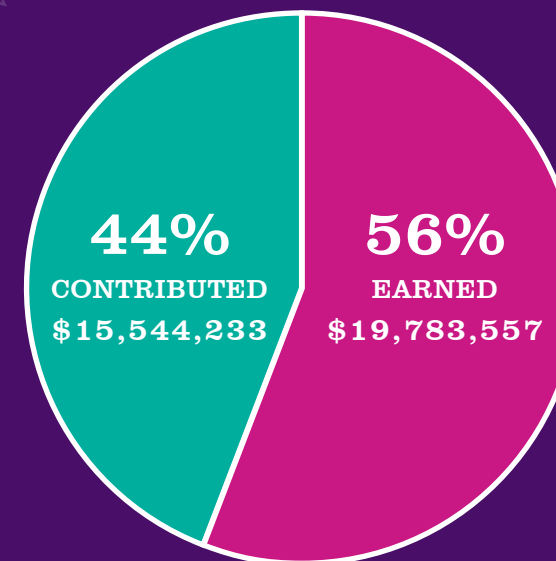


	June 30, 2016
Assets:	
Cash and cash equivalents	\$608,024
Investments	1,036,834
Accounts receivable, net of allowance for doubtful accounts of \$5,000	475,837
Unconditional promises to give	153,491
Prepaid expenses and other assets	120,469
Inventories	112,055
Property and equipment, net	132,236
Trademarks	1,931,015
	\$4,569,961
Liabilities and Net Assets:	
Liabilities:	
Accounts payable	\$182,340
Accrued expenses and other	169,871
Deferred revenues	145,574
Deferred rent	64,439
Note payable and other obligations	1,521,921
	\$2,084,145
Net Assets:	
Designated (unrestricted)	224,399
Undesignated (unrestricted)	2,080,549
	2,304,948
Temporarily restricted	180,868
	2,485,816
	\$4,569,961

THE NATIONAL MOVEMENT

The financial information for Girls on the Run International solely represents the activities of National Headquarters and does not include the financial positions or activities of independent Girls on the Run councils or subsidiaries.

To demonstrate the magnitude of the Girls on the Run movement, we have compiled unaudited financial results of our Girls on the Run councils for the fiscal year ending in 2015. Revenue exceeding **\$35 MILLION** allowed girls across the nation to participate in Girls on the Run programming.



**COUNCIL
REVENUE**



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San Francisco, CA

Thank you to Chris Mann, Missy Maher and Chris Scheurer who completed their board service in 2016.

THANK YOU



#GOTR



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SEE WHAT'S
NEW