

Beyond Measure

GIRLS ON THE RUN 2017 ANNUAL REPORT



A Year of Limitless Impact



Ground-breaking Longitudinal Study

A rigorous external evaluation found that Girls on the Run is effective in promoting positive youth development and creating lasting change in competence, confidence, connection, character, caring, physical activity, and life skills.



Quality Program Delivery

It is our research-based curriculum and national coach training that sets us apart as an exemplar physical activity-based, positive youth development program.



Commitment to Access & Inclusion

We are reducing barriers to participation by developing programming that engages all communities, providing professional development to staff and boards, and fostering a culturally responsive environment across the organization.

DEAR friends

Impact. It's a word that is used quite frequently in the non-profit sector to describe the effect of one's actions on others. At Girls on the Run, we have repeatedly used it over the decades to describe the positive transformation we are inspiring in the lives of the girls we serve. Indeed, we receive countless letters about this impact from girls, parents, volunteers, principals and community members. It is truly gratifying to see our mission – inspiring girls to be joyful, healthy and confident – coming to life in such a profoundly personal way.

While individual stories are incredibly meaningful, they are not an official measure of impact. Therefore, we were thrilled to release the formal findings this year from an external longitudinal study that our board of directors commissioned in 2013. This study was ground-breaking; while we have had outside researchers analyzing our program outcomes since 2001, this was the first rigorous evaluation conducted to determine whether Girls on the Run is having an evidence-based impact in the lives of those we serve. The findings were remarkable and validated what so many people have personally shared with us over the years – Girls on the Run is indeed making a positive difference!

It is not just the Girls on the Run curriculum that has made this tremendous transformation possible – it is also the people who bring it to life. Our commitment to quality is unwavering and in 2017, over 50,000 volunteer coaches from coast to coast participated in our nationally recognized in-person training program and were certified to facilitate our curriculum. We also continued to invest

in our online learning management system so all these dedicated coaches are able to readily access resources and tools whenever necessary.

Our vision is a world where all girls know and activate their limitless potential and are free to boldly pursue their dreams. As such, we are dedicated to ensuring that our organization is accessible and inclusive. In 2017, we addressed this in a multitude of ways. We developed and delivered training for our 215 councils on topics ranging from structuring financial assistance to understanding unconscious bias. We also established national partnerships that provided critical financial resources to advance our access and inclusion objectives - including the creation of a summer program designed to reach more girls. In 2018, our inclusion efforts will expand even further as we pilot curriculum modifications created to effectively serve more girls with physical and intellectual disabilities.

Today's girls will be tomorrow's women. Knowing that we are having a lasting impact on their lives inspires us and fills us with hope for the future. We are grateful to our dedicated volunteers and financial supporters who share our commitment to a world where joyful, healthy and confident girls grow up to become contributing members of society. Together, we are making it possible for girls to recognize the vast inner power they possess to build rich lives of meaning and unlimited possibility.

With gratitude,
Elizabeth Kunz | CEO  **Juli Marley | 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

- + 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



SUSTAINED impact ...

What makes Girls on the Run different?

The evidence-based curriculum and formal volunteer training distinctly differentiate Girls on the Run from other youth programs. There is no other national girl-only physical activity-based positive youth development program that formally trains its coaches on how to implement the curriculum as intended and to create positive relationships in a caring and inclusive climate. It is this combination, an intentional curriculum and coach training, that makes the positive outcomes we see in the lives of the girls we serve possible.



Transforming Lives

We're more than a running program.
We **make lasting, transformative change** in the lives of girls.

97% of girls learn

critical life skills such as **helping others, resolving conflict, managing emotions** and **making intentional decisions** that they are using at home, at school and with friends.

Participating in Girls on the Run transforms girls' lives by helping them...

Feel Good
ABOUT THEMSELVES



Increase
SELF-CONFIDENCE



Develop
HEALTHY RELATIONSHIPS



WHAT I LEARNED FROM

Girls on the Run

“I learned how to be **healthy** and the difference between being a friend and not being a friend. I am now a **good friend** and I am trying to stay healthy.” - Claire, Age 9



A POWERFUL national movement

What started with 13 girls in 1996 has grown into a **national force for good** with over **1.4 million girls** participating throughout our 21-year history.

+ 200,000+ girls served

The Girls on the Run network of 200+ councils serves more than 200,000 girls annually in all 50 states and the District of Columbia.

+ 110,000+ volunteers

Program goals of social, psychological, and physical development are achieved through the efforts of over 110,000 volunteers each year.

+ Largest 5K series

Participating in a 5K is the culminating event of the 10-week program. Girls on the Run hosts the largest 5K series in the world by number of events, with over 330 events per year.

+ 12,000+ Community Impact Projects

The program inspires girls to build lives of purpose and to make a meaningful contribution to community and society. In 2017, this came to life through over 12,000 community impact projects created and executed by each Girls on the Run team.



STATE	TOTAL # of GIRLS
Alabama	999
Alaska	655
Arizona	2,490
Arkansas	1,729
California	11,012
Colorado	7,735
Connecticut	663
Delaware	2,272
District of Columbia	2,217
Florida	6,158
Georgia	4,905
Hawaii	295
Idaho	930
Illinois	13,220
Indiana	5,523
Iowa	2,298
Kansas	2,264
Kentucky	1,951
Louisiana	2,968
Maine	1,011
Maryland	9,823
Massachusetts	2,177
Michigan	16,608
Minnesota	3,622
Mississippi	56
Missouri	11,154

STATE	TOTAL # of GIRLS
Montana	214
Nebraska	1,933
Nevada	543
New Hampshire	2,082
New Jersey	5,646
New Mexico	309
New York	8,243
North Carolina	12,428
North Dakota	43
Ohio	9,061
Oklahoma	683
Oregon	1,776
Pennsylvania	12,294
Rhode Island	542
South Carolina	3,399
South Dakota	1,674
Tennessee	2,177
Texas	3,746
Utah	1,742
Vermont	2,842
Virginia	8,451
Washington	4,057
West Virginia	858
Wisconsin	4,221
Wyoming	77



2017 Progress Towards Our Marathon Goals

1 Our organization is relevant and engaging

The Girls on the Run curricula was updated to reflect current research in social-emotional learning and positive youth development. The **thematic curriculum allows girls to explore important life skills**, deepen their knowledge and understanding, and use the skills in different areas of their lives.

Girls on the Run was recognized as one of the **“Most Influential in Health and Wellness”** by the National AfterSchool Association.

2 Our mission-based programs are accessible to any person who wants to participate

Girls on the Run invested over \$12 million dollars to provide scholarship support to 45% of program participants. As such, over **91,000 girls** had the opportunity to learn valuable life skills that they can use now and as they grow.

Thanks to the support of **Target and Cigna**, resources and trainings were developed to support the recruitment and retention of coaches, staff and boards from historically underrepresented populations.

Girls on the Run received the largest grant in its history. Thanks to a \$1 million grant from Target and Always, 6,000 more girls will receive financial assistance to participate in the program. In addition, the curriculum will be adapted to further program accessibility to girls with hearing, visual, cognitive and/or physical disabilities.

3 Our organization is known and respected

A Social-Emotional Learning Guide developed by researchers at Harvard University and funded by the Wallace Foundation included Girls on the Run as a top research-based program. Girls on the Run was **one of only three out-of-school-time programs** included in the guide, a huge honor and acknowledgement of our innovative and distinct approach to Social-Emotional Learning.

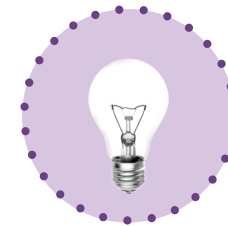
Girls on the Run was **featured as a speaker and presenter at distinguished conferences** including the National AfterSchool Association and National Parent Teacher Association (PTA). In addition, organizational leadership contributed to educational publications and websites such as WebMD, Southeast Education Network, Afterschool Alliance and more.





WHAT I LEARNED FROM Girls on the Run

“If you’re having a problem and someone is picking on you, or making you feel bad about yourself and angry, you just need to **stop, breathe, think** and **respond.**” - Sasha, Age 9



Girls on the Run is honored to have the support of corporations, foundations, organizations and individuals working to **advance our mission and impact the lives of girls from coast to coast**. Through their financial investment, meaningful activation strategies and significant volunteer engagement, our partners elevate awareness of our program and support our organization's most pressing needs.

NATIONAL PARTNERS



CORPORATE SPONSORS



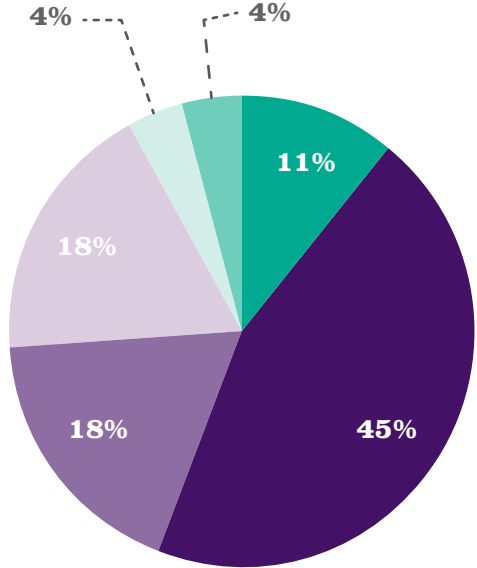
FOUNDATION SUPPORT



Statement of Activities

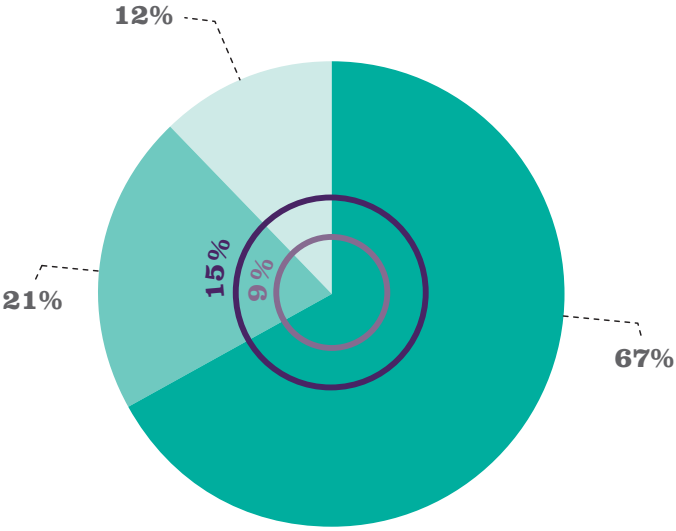
	Year Ended June 30, 2017		
	Unrestricted	Temporarily Restricted	Total
Support, revenue and other income (loss):			
Sponsorships	\$796,895	\$-	\$796,895
Contributions and grants	1,797,797	1,532,851	3,330,648
Membership and renewal fees	1,339,667	-	1,339,667
Merchandise sales	1,374,013		1,374,013
Registration fees	328,430		328,430
Training	33,395	-	33,395
Fundraising events	171,376	-	171,376
Other	110,207	-	110,207
	5,951,780	1,532,851	7,484,631
Net assets released from restrictions:			
Satisfaction of time restrictions	54,004	(54,004)	-
Satisfaction of purpose restrictions	65,000	(65,000)	-
	119,004	(119,004)	-
Total support, revenue and other income (loss):	6,070,784	1,413,847	7,484,631
Expenses:			
Council service delivery	\$2,929,393	\$-	\$2,929,393
Program development and training	925,860	-	925,860
Girls on the Run of Charlotte	518,235	-	518,235
General and administrative	878,789	-	878,789
Fundraising costs	524,362	-	524,362
	5,776,639	-	5,776,639
Change in net assets	294,145	1,413,847	1,707,992
Net assets, beginning of year	2,304,949	180,867	2,485,816
Net assets, end of year	2,599,094	1,594,714	4,193,808

2017 Financial Information



REVENUES & SUPPORT
\$7,484,631*

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



EXPENSES
\$5,776,639*

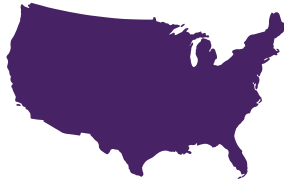
- Council Support
- Program Development & Training
- Girls on the Run Charlotte
- Core Mission Support - Administrative
- Core Mission Support - Fundraising

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

Statement of Financial Position

	June 30, 2017
Assets:	
Cash and cash equivalents	\$651,251
Investments	1,139,207
Accounts receivable, net of allowance for doubtful accounts of \$5,000	627,762
Unconditional promises to give	1,047,393
Prepaid expenses and other assets	147,244
Inventories	801,566
Property and equipment, net	154,704
Trademarks	1,931,015
	\$6,500,142
Liabilities and Net Assets:	
Liabilities:	
Accounts payable	\$144,805
Accrued expenses and other	137,121
Funds held for councils	288,508
Deferred revenues	223,444
Deferred rent	74,365
Capital lease	53,217
Note payable and other obligations	1,384,874
	\$2,306,334
Net Assets:	
Designated (unrestricted)	97,568
Undesignated (unrestricted)	2,501,526
	2,599,094
Temporarily restricted	1,594,714
	4,193,808
	\$6,500,142

The National Movement

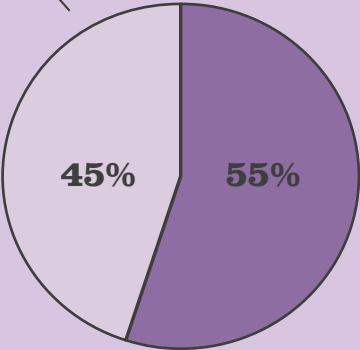


Girls on the Run International and its **network of over 200 councils** work collaboratively to advance the mission and ensure all girls have the opportunity to participate in our life-changing programs.

To demonstrate the breadth and power of this national movement, Girls on the Run International has compiled unaudited financial results of our councils for the fiscal year ending in 2016.



\$41 million
TOTAL COUNCIL REVENUE



- **Contributed Income** (\$18,349,203)
- **Earned Income** (\$22,605,618)



GIRLS' POTENTIAL IS
beyond measure.

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Special thanks to **Robin Sarratt, Josh Whitlock, Marion McCourt** and **Patrick Callahan** who completed their board service in 2017.



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JOIN THE
MOVEMENT