We’re Changing the Narrative

Let’s Tell Her

Throughout their lives, girls receive countless messages about how they should act and who they should be. These explicit and implicit biases from people and the media influence how girls think about themselves and others. It doesn’t have to be this way.

At Girls on the Run, we believe every girl is inherently full of power and potential. Along with teaching life skills, our programs empower girls to celebrate what makes them one of a kind, to stand up for themselves and others and to recognize their ability to make an impact on their communities and the world.

Dear Friends,

At Girls on the Run, we are changing the narrative about what it means to be a girl. We believe every girl is inherently full of power and potential and our aim is for every girl to believe this about herself as well.

The organization has three marathon goals to fuel this outcome - to be inclusive, relevant and engaging, to have a strong and thriving council network, and to be known and respected.

At the heart of this work is our evidence-based curricula. It is intentionally designed to build important life skills like confidence, strength and resilience as these are traits we all must possess to activate our limitless potential. While our curricula build these vital skills, it is our trained volunteer coaches who bring them to life for the girls. In 2018, 109,000 volunteers served the organization, making it possible for 209,000 girls to know they can dream big and do big things. Effective leaders use their power to empower others and our volunteer coaches beautifully embody this concept. In their coaches’ words and actions, girls experience a truth we have always known at Girls on the Run - the power that resides within each of us to have a positive effect on others and the world. The girls experience this themselves by designing and executing a community service project and in 2018, Girls on the Run teams across the country completed almost 13,000 projects.

Girls are also learning the power they possess to set and achieve goals, and our fall and spring programs conclude with all girls participating in a Girls on the Run 5K. Each of our 360 5K events is a vibrant reflection of humanity – people of all ages, all colors, all religions, from all walks of life - coming together in harmony to support one another. We want girls to feel this strong sense of support and belonging throughout the year and were thrilled to launch Camp GOTR in 2018.

Offering year-round programming allows us to extend our reach and deepen our community impact. But this is just one way we are being more accessible. In 2018, we also piloted a curriculum modifications guide. Developed in conjunction with the National Center on Health, Physical Activity and Disability, it supports coaches in effectively serving girls with physical, sensory and cognitive disabilities. We want all girls to know that they are welcome and safe at Girls on the Run.

Girls on the Run is a strong national organization because of the collective commitment of people like you across the country. Together, we are inspiring others to stand up for themselves, to build healthy relationships and to give back to the community.

Together, we are instilling confidence in the girls we serve that will stand the test of time. Together, we are changing the narrative by joyfully celebrating a truth that will exponentially impact the world – that girls are strong, radiant and, indeed, full of power and potential.

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?

Our 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.
Girls on the Run is for Every Girl

Inclusive Curricula
Girls on the Run partnered with the National Center on Health, Physical Activity and Disability (NCHPAD) to develop curricula adaptations and coach training to ensure our programs are accessible for girls with cognitive, sensory and physical disabilities. These modifications will be implemented nationwide in 2019.

Spanish Translations
Girls on the Run and Heart & Sole curricula – along with additional program materials – have been translated into Spanish, making both programs accessible to Spanish-speaking coaches, girls and families.

This program has not only united girls of different backgrounds and abilities, but it has taught them how to work as a team. Not only do the girls encourage one another, but they truly respect and accept each girl on the team for who she is.

Charnae, Girls on the Run Coach
They told me I’m strong for a girl. I told them, ‘Strength is one of my superpowers.’

Courtney, Age 10
Our organization is inclusive, relevant and engaging

Camp GOTR, a new week-long program, was launched in summer 2018 with great success. Designed to be offered during school breaks, Camp GOTR provides a one of a kind opportunity for girls to develop self-confidence and learn life skills they can use now and as they grow. Girls enjoy being physically active, expressing creativity through arts and crafts and storytelling, and engaging in interactive lessons all while building friendships in a fun and inclusive setting.

Our council network is strong and thriving

Girls on the Run expanded to 59 new communities in 2018 including Memphis, TN; El Paso, TX; Broward County, FL; and Prince George’s County, MD. The growth of our movement is possible thanks to the dedicated leadership of over 2,600 council staff and board members.

Our organization is known and respected

As a leading expert in physical activity-based positive youth development programming, Girls on the Run was asked to present at prominent national events including the Social Emotional Learning Conference, Partnership for a Healthier America Summit, National Afterschool Association Convention and the American Evaluation Association Conference.
Strength in Connectedness: The National Movement

With a network of over 200 councils in all 50 states and the District of Columbia, Girls on the Run engages and develops strong female leaders from coast to coast.

13 → 1.6 Million
What started with 13 girls in 1996 has grown into a national force for good with over 1.6 million participants.

Largest 5K Series
The Girls on the Run 5K series is the United States’ largest 5K series by number of events with over 360 events per year.

95,000+
45% of girls, over 95,000, received scholarships totaling nearly $13M.

200,000+
Girls on the Run serves over 200,000 girls annually with the help of over 100,000 volunteers.

$41 Million
Girls on the Run councils reported $41 million in revenue, advancing the mission of our life-changing programs.*

*Girls on the Run International has compiled unaudited financial results of our councils for the fiscal year ending in 2017.
They told me I was too young to have my own opinion. I told them, ‘A fresh perspective could change the world.’

Ariana, Age 11
Our **Partners**

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.
Thank you to the many individuals that supported our life-changing programs in 2018 by:

- Joining the **Pace Team**; our monthly giving program.
- Being a **SoleMate** and raising funds while training for an athletic activity or event.
- Leaving a Legacy by investing in our mission with a **planned gift** that makes an impact today or benefits the organization well into the future.
- Participating in an **employee giving program**, making a one-time gift, attending a fundraising event, and more!

**Girls on the Run International** does not receive governmental grants or funding; therefore, contributions from individuals are critical to advancing the organization’s mission.

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"I give to Girls on the Run because this program empowers and encourages girls to become the best version of themselves in all areas of their lives. I wish I had Girls on the Run when I was younger."  

Julia, Girls on the Run donor

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### Support, revenue and other income (loss):

<table>
<thead>
<tr>
<th>Source</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Sponsorships</td>
<td>$859,327</td>
<td>$-</td>
<td>$859,327</td>
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<td>Contributions and grants</td>
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<td>593,221</td>
<td>2,010,975</td>
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<td>Membership and renewal fees</td>
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<td>1,442,972</td>
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<td>Merchandise sales</td>
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<td>Registration fees</td>
<td>354,186</td>
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<tr>
<td>Training</td>
<td>296,164</td>
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<td>296,164</td>
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<tr>
<td>Fundraising events (net)</td>
<td>111,714</td>
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<tr>
<td>Investments (net) and other</td>
<td>306,534</td>
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$6,440,789 $593,221 $7,034,010

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### Net assets released from restrictions:

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<th>Without Donor Restrictions</th>
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<th>Total</th>
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<tr>
<td>Satisfaction of time restrictions</td>
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<td>($30,000)</td>
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<td>Satisfaction of purpose restrictions</td>
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<td>(1,531,599)</td>
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$1,561,599 ($1,561,599) $7,034,010

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### Total support, revenue and other income (loss):

$8,002,388 $(968,378) $7,034,010

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### Expenses:

<table>
<thead>
<tr>
<th>Category</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
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<tbody>
<tr>
<td>Council service delivery</td>
<td>$4,382,504</td>
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<td>$4,382,504</td>
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<tr>
<td>Program development and training</td>
<td>1,152,346</td>
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<tr>
<td>Girls on the Run of Charlotte</td>
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<tr>
<td>General and administrative</td>
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<tr>
<td>Fundraising costs</td>
<td>392,506</td>
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</tbody>
</table>

$7,174,808 - $7,174,808

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### Change in net assets:

$827,580 $(968,378) $(140,798)

### Net assets (beginning of year):

$2,599,094 $1,594,714 $4,193,808

### Net assets (end of year):

$3,426,674 $626,336 $4,053,010

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**Statement of Activities**
2018 Financial Information

Assets:
- Cash and cash equivalents: $1,455,792
- Investments: 1,231,383
- Accounts receivable (net): 421,740
- Unconditional promises to give (net): 913,948
- Prepaid expenses and other assets: 429,738
- Inventories: 116,468
- Property and equipment (net): 128,993
- Trademarks: 1,931,015

Total assets: $6,629,077

Liabilities and Net Assets:
- Liabilities:
  - Accounts payable: $82,800
  - Accrued expenses and other: 104,417
  - Funds held for councils: 7,400
  - Deferred revenues: 990,789
  - Deferred rent: 76,927
  - Capital lease: 44,137

- Net Assets:
  - Without donor restrictions: $3,426,674
  - With donor restrictions: 626,336

Total liabilities and net assets: $6,629,077

*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.

Revenues & Support

- Sponsorships: 61%
- Contributions & Grants: 12%
- Merchandise Sales: 23%
- Registration Fees: 5%
- Training: 21%
- Fundraising Events: 4%
- Investments (Net) & Other: 4%

Total revenues & support: $7,034,010

Expenses

- Fundraising Costs: 16%
- General and Administrative: 8%
- GOTR Charlotte: 10%
- Program Development and Training: 5%
- Council Service Delivery: 5%
- Council Service Delivery: 5%
- Program Development and Training: 16%

Total expenses: $7,174,808

Statement of Financial Position

June 30, 2018

- Cash and cash equivalents: $1,455,792
- Investments: 1,231,383
- Accounts receivable (net): 421,740
- Unconditional promises to give (net): 913,948
- Prepaid expenses and other assets: 429,738
- Inventories: 116,468
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We’re changing the narrative

Will you join us?

Thank you to Laura Maxim, Douglass Jackson and Denise Jackson who completed their board service in 2018.