

Girls on the Run 2018 Annual Report



#LETSTELLHER



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



I'm
changing the narrative



“ They told me I’m
strong for a girl. I told
them, ‘**Strength is one
of my superpowers.**’

Courtney, Age 10

2018 Progress Towards Our **MARATHON GOALS**

1 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.

2 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.

3 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*

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+

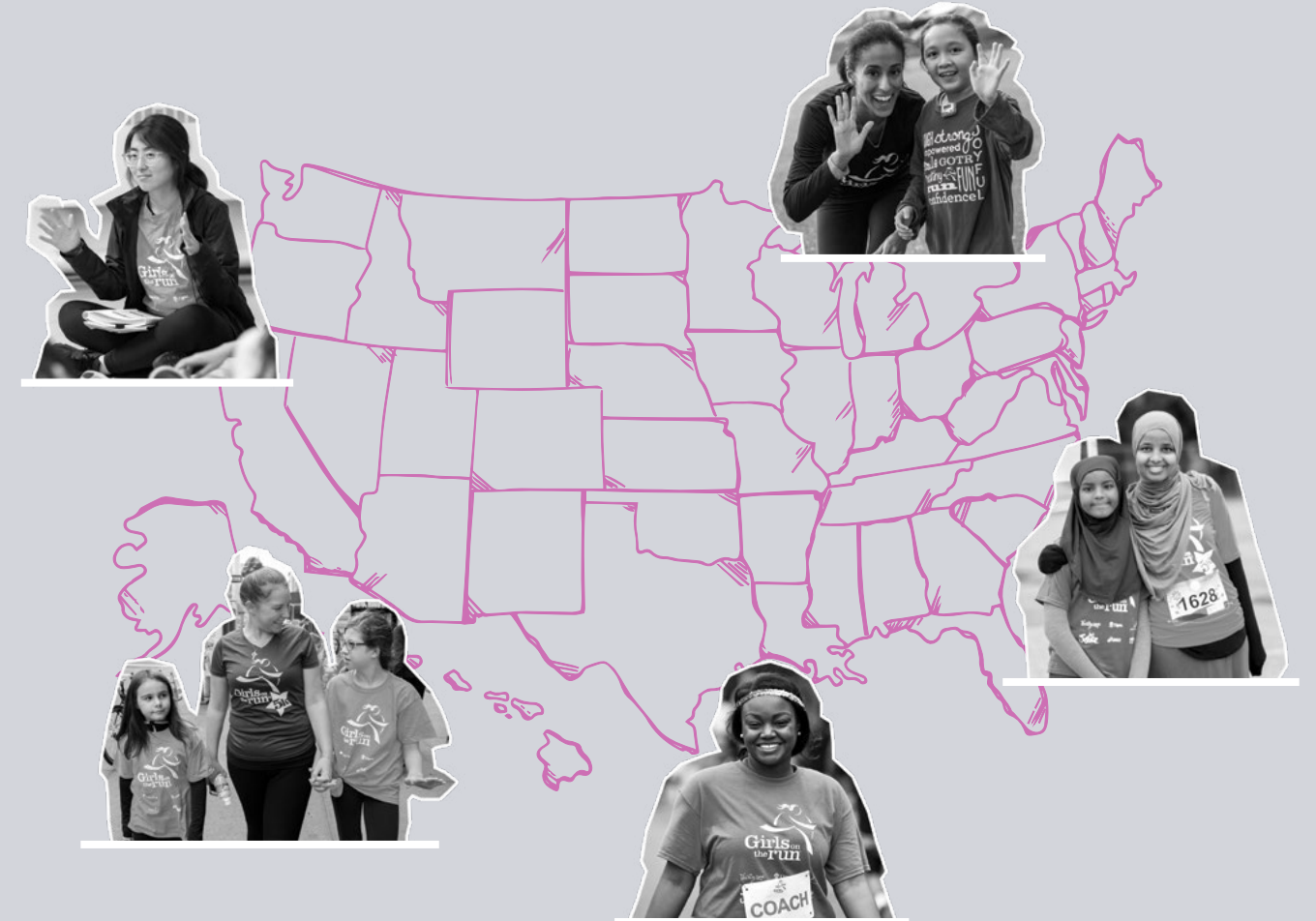
Girls on the Run serves **over 200,000 girls** annually with the help of **over 100,000 volunteers**.

\$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.

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.





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.



NATIONAL PARTNERS



ACCESS + INCLUSION LEAD PARTNERS



FOUNDATION + FUNDRAISING PARTNERS



Bill and Sharon Allen
Family Foundation



Individual **GIVING**

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.**



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.

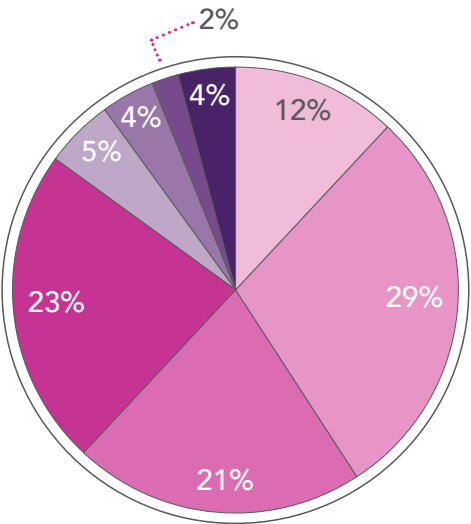
Julia, Girls on the Run donor

STATEMENT of **ACTIVITIES**

Year Ended June 30, 2018

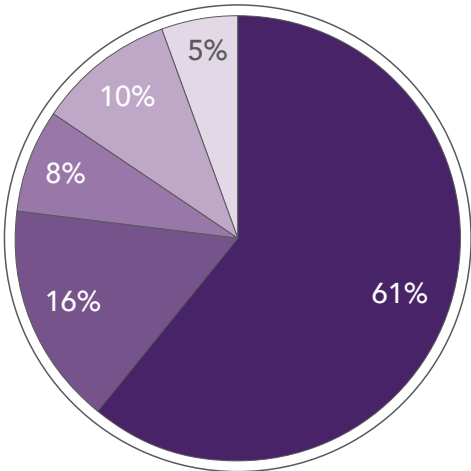
	Without Donor Restrictions	With Donor Restrictions	Total
Support, revenue and other income (loss):			
Sponsorships	\$859,327	\$-	\$859,327
Contributions and grants	1,417,754	593,221	2,010,975
Membership and renewal fees	1,442,972	-	1,442,972
Merchandise sales	1,652,138		1,652,138
Registration fees	354,186		354,186
Training	296,164	-	296,164
Fundraising events (net)	111,714	-	111,714
Investments (net) and other	306,534	-	306,534
	\$6,440,789	\$593,221	\$7,034,010
Net assets released from restrictions:			
Satisfaction of time restrictions	\$30,000	(\$30,000)	\$-
Satisfaction of purpose restrictions	1,531,599	(1,531,599)	-
	\$1,561,599	\$(1,561,599)	-
Total support, revenue and other income (loss):	\$8,002,388	\$(968,378)	\$7,034,010
Expenses:			
Council service delivery	\$4,382,504	\$-	\$4,382,504
Program development and training	1,152,346	-	1,152,346
Girls on the Run of Charlotte	542,471	-	542,471
General and administrative	704,981	-	704,981
Fundraising costs	392,506	-	392,506
	\$7,174,808	-	\$7,174,808
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

2018 FINANCIAL INFORMATION



REVENUES & SUPPORT
\$7,034,010*

- ★ Sponsorships
- ★ Contributions & Grants
- ★ Memberships & Renewal Fees
- ★ Merchandise Sales
- ★ Registration Fees
- ★ Training
- ★ Fundraising Events
- ★ Investments (Net) & Other



EXPENSES
\$7,174,808*

- ★ Fundraising Costs
- ★ General and Administrative
- ★ GOTR Charlotte
- ★ Program Development and Training
- ★ Council Service Delivery

*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, 2018
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
	\$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
Note payable and other obligations	1,269,597
	\$2,576,121
Net Assets:	
Without donor restrictions	\$3,426,674
With donor restrictions	626,336
	\$4,053,010
Total liabilities and net assets	\$6,629,077

We're
changing the narrative



Will **you** join us?

BOARD OF DIRECTORS

Juli Marley | Board Chair

Blue Point Capital Partners
Charlotte, NC

Kristin Leshar | Board Vice Chair

Wells Fargo Securities
Washington, DC

Chris Cotton | Board Treasurer

Summit Park
Charlotte, NC

Holly Ramer | Board Secretary

SharkNinja
Boston, MA

Heidi Levine

Sidley Austin LLP
New York, NY

Rakesh Gopalan

McGuire Woods
Charlotte, NC

Jennifer Ebbitt

X: The Moonshot Factory
Los Altos, CA

Phyllis Finley

URiseUp
Alpharetta, GA

Kristin Kelley

Randstad North America
Atlanta, GA

Sheila McGinley-Graziosi

Cigna
Bloomfield, CT

Deb Pleva

Pleva Consulting
Portland, OR

Sonali Rajan, MS, EdD

Columbia University
New York, NY

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



801 East Morehead Street, Suite 201
Charlotte, NC 28202
704.376.9817

www.girlsontherun.org

JOIN THE MOVEMENT