

# GIRLS ON THE RUN

2019 ANNUAL REPORT



A **YEAR**  
OF **IMPACT**



## Building confidence, transforming lives

We believe that ALL GIRLS are born with power and purpose. Together, we inspire girls to unleash their infinite potential and unstoppable strength.

OVER 1.9 MILLION  
GIRLS TRANSFORMED!



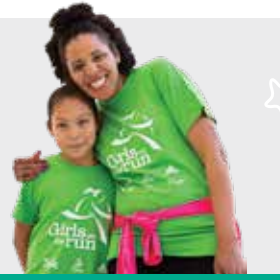
# 94%

of parents reported it was  
a valuable experience for  
their girl



# 97%

of girls said they learned  
critical life skills



# 96%

of schools would offer  
the program again



## DEAR FRIENDS,

Stop, Breathe, Think, Respond, Review. This refrain is from a Girls on the Run lesson about the importance of pausing to intentionally reflect on our thoughts before taking action. As we enter a new decade, we too want to pause and reflect upon all Girls on the Run has accomplished in 2019.

A critical initiative that came to life in 2019 was the **launch of Mission Advancement Markers**. These eighteen Key Performance Indicators were developed and implemented to strengthen the organization's ability to use data insights to serve more girls while maintaining our high level of quality. Designed to deepen our council network's awareness of areas of success and opportunity, Mission Advancement Markers will be instrumental to the effective prioritization of future growth strategies.

To ensure we are prepared to thrive in the decade ahead, we also spent significant time in 2019 **finalizing a comprehensive national technology strategy**. It is designed to maximize the efficiency and connectedness of the various platforms the organization relies on to advance our mission. These enhancements will allow our staff and volunteers to focus their time and effort where it is most needed – directly impacting the lives of the girls we serve.

Lastly, our long-standing **commitment to access and inclusion** remained a central focus in 2019. Over the course of the year, Girls on the Run International raised and distributed over \$1.8 million to our councils

to ensure that any girl who wishes to participate in our transformational programming may do so. New partnerships were formed with the Beau Biden Foundation and Darkness to Light to expand resources and training for our coaches in the areas of safety and youth protection and work continued with the National Center for Health, Physical Activity and Disability to ensure girls with cognitive, physical and sensory disabilities can fully participate in all of our programs. We want every girl to have a safe, warm and welcoming experience and our 2019 parent study validated this work with 92% of parents reporting that their girl felt like she belonged at Girls on the Run.

Much like a long run, our journey over the last 23 years has included pacing ourselves to overcome any uneven terrain or uphill climbs that came our way. Throughout it all, your support has been the fresh air in our lungs and the wind behind our back allowing us to grow stronger. Indeed, your commitment to Girls on the Run has made it possible for 1.9 million girls to participate in our transformational programming, setting their lives on a powerful course of joy and purpose.

A new decade awaits us. Let's celebrate all we have achieved and find inspiration in all that will reveal itself on the road ahead. Together, we will continue our journey, with strength in our stride.

With gratitude,  
Elizabeth Kunz, CEO + Kristin Leshner, 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

## Girls on the Run is a program like no other

We are so much more than running. Our evidence-based curriculum and national volunteer training distinctly differentiate Girls on the Run from other youth programs. All of our programs are designed to meet the unique needs of every girl, inspiring her to build confidence, decision making skills and the strength to stand up for herself and others.

PHYSICAL  
+  
EMOTIONAL  
HEALTH



# Meet Zamiyah

## Overcoming adversity through joy

When Zamiyah was six years old, her family moved away from her hometown, leaving behind a strong and supportive community. She endured bullying and name-calling almost daily at school, which took a toll on her self-esteem.

Then her mom discovered Girls on the Run as an after-school program. Now that Zamiyah has been a GOTR girl for three seasons, her mom has seen an enormous shift in her overall well-being! While Zamiyah used to be reserved and unhappy, she's now energetic, confident and full of life. Girls on the Run sparked Zamiyah's childlike joy again!

  
**BUILDING  
CONFIDENCE!** 



“ Before Girls on the Run, I didn't have many friends. Now, I have friends who support me and make me feel happy about my life.



# OUR MARATHON GOALS

1

**Our organization is inclusive, relevant and engaging**

In 2019, we **piloted key initiatives to elevate safety and inclusion at Girls on the Run**. In partnership with the National Center on Health, Physical Activity and Disability (NCHPAD), we developed resources and training to enhance our ability to serve girls with physical, intellectual and sensory disabilities. In collaboration with Darkness to Light, a leader in sexual abuse prevention training, we **created a customized training module to be included in our National Coach Training**.

2

**Our council network is strong and thriving**

A strong and thriving council network will allow Girls on the Run to sustainably expand our national impact and serve more girls. In 2019, **we introduced Mission Advancement Markers** to measure organizational progress toward our vision and support strategy setting and decision making.

3

**Our organization is known and respected**

Pediatric Exercise Science published a paper by Maureen R. Weiss, Ph.D. on the longitudinal change in positive youth developmental outcomes (e.g., confidence, connection, caring) and physical activity titled "Girls on the Run: Impact of a Physical Activity Youth Development Program on Psychosocial and Behavioral Outcomes". In addition, **Girls on the Run was one of only fifteen organizations selected to present at a public listening session** to inform the development of a National Strategy on Youth Sport.

## Advancing the National Movement



**Over 1.9 million girls**  
transformed

**Largest 5K**  
series

**100,000+**  
volunteers

**\$13 million**  
in scholarships provided to  
90,000+ girls



**\$47 million**  
in council revenue



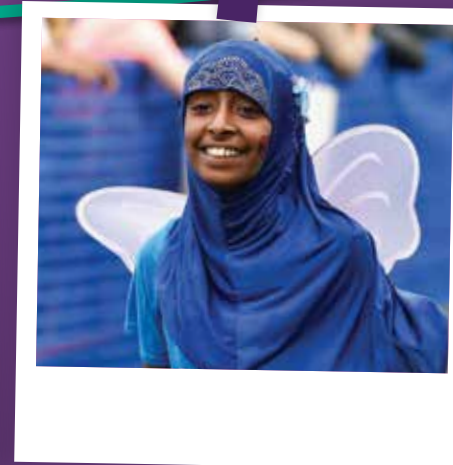
**200,000+ girls**  
served in 2019

# Giving ALL girls a place to belong

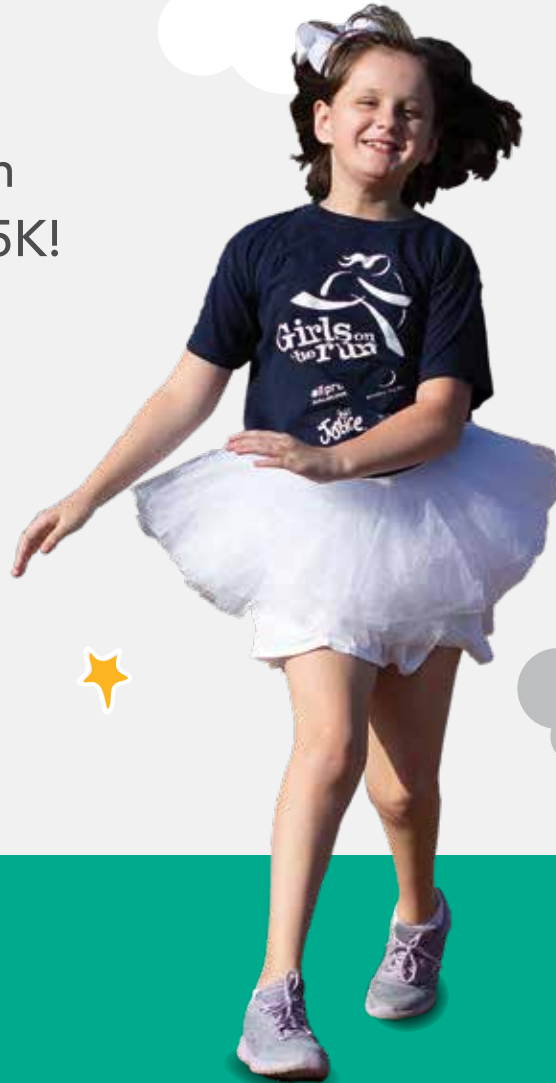
Girls on the Run is the **only** physical activity-based youth development program for girls with **proven curriculum**, **trained coaches** and a **commitment to serve all girls** regardless of race, ethnicity, socioeconomic status, religion, gender identity or ability.



WE BELIEVE  
**EVERY GIRL**  
HAS VALUE!



“ At Girls on the Run,  
I feel accepted and  
confident in my  
abilities. I didn't even  
stop when I ran the 5K!



## Meet Annie

### Discovering true confidence

When Annie was born, her parents were told she might never learn to walk as a result of bilateral congenital clubfoot. Despite Annie's ongoing treatments and surgeries, her parents wanted to find a program that would empower Annie to find confidence through movement.

They enrolled her in Girls on the Run, where Annie became confident in her true self with the help of kindness, acceptance and friendship from her teammates and coaches. After crossing the 5K finish line, her mom shared that "Girls on the Run isn't about Annie's inability...It is about her abilities. It is about her."

# OUR PARTNERS

Girls on the Run is grateful for the generous financial support and contributions from corporations, foundations and organizations that advance our mission of transforming the lives of girls across the country. Our partners elevate awareness of our programs, supply crucial volunteers and support the collective organization's most pressing needs. They share in our vision of inspiring, encouraging and strengthening confidence in the next generation of women.



*THANK YOU!*  
TO OUR PARTNERS



## NATIONAL PARTNERS



Gamma Phi Beta



## FOUNDATION PARTNERS



Bill and Sharon Allen  
Family Foundation

## CORPORATE SPONSORS



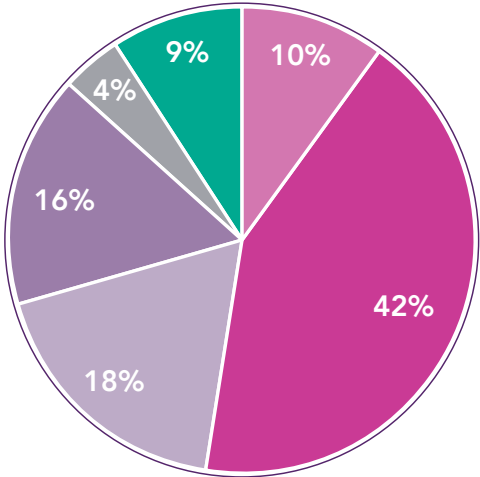


# Statement of Activities

Year Ended June 30, 2019

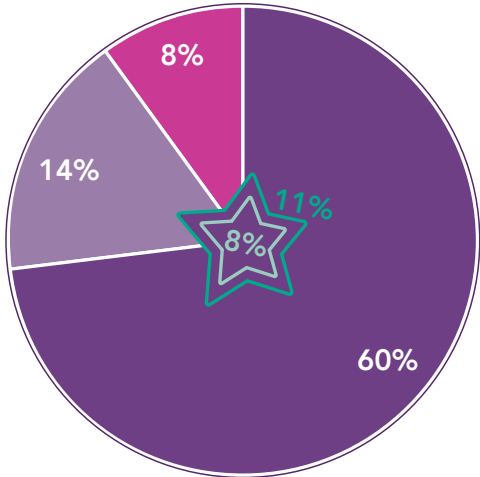
	Without Donor Restrictions	With Donor Restrictions	Total
<b>Support, revenue and other income (loss):</b>			
Sponsorships	\$952,704	\$-	\$952,704
Contributions and grants	1,991,609	1,909,818	3,901,427
Membership and renewal fees	1,655,829	-	1,655,829
Merchandise sales	1,492,367		1,492,367
Registration fees	342,829		342,829
Training	226,944	-	226,944
Fundraising events (net)	133,441	-	133,441
Investments (net) and other	628,416	-	628,416
	<b>\$7,424,139</b>	<b>\$1,909,818</b>	<b>\$9,333,957</b>
<b>Net assets released from restrictions:</b>			
Satisfaction of time restrictions	\$366,448	\$(366,448)	\$-
Satisfaction of purpose restrictions	562,206	(562,206)	-
	<b>\$928,654</b>	<b>\$(928,654)</b>	<b>-</b>
<b>Total support, revenue and other income (loss):</b>	<b>\$8,352,793</b>	<b>\$981,164</b>	<b>\$9,333,957</b>
<b>Expenses:</b>			
Council service delivery	\$4,734,399	\$-	\$4,734,399
Program development and training	1,120,875	-	1,120,875
Girls on the Run of Charlotte	610,239	-	610,239
General and administrative	856,098	-	856,098
Fundraising costs	625,733	-	625,733
	<b>\$7,947,344</b>	<b>-</b>	<b>\$7,947,344</b>
<b>Change in net assets</b>	<b>\$405,449</b>	<b>\$981,164</b>	<b>\$1,386,613</b>
<b>Net assets (beginning of year)</b>	<b>\$3,079,152</b>	<b>\$951,337</b>	<b>\$4,030,489</b>
<b>Net assets (end of year)</b>	<b>\$3,484,601</b>	<b>\$1,932,501</b>	<b>\$5,417,102</b>

# 2019 Financial Information



REVENUES & SUPPORT  
\$9,333,957\*

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



EXPENSES  
\$7,947,344\*

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

\*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.



We believe ALL  
girls have power  
and potential

## BOARD OF DIRECTORS



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Thank you to **Holly Ramer** and **Phyllis Finley** who completed their board service in 2019.



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

JOIN THE  
MOVEMENT ↘

[www.girlsontherun.org](http://www.girlsontherun.org)