

A PLACE WHERE *you belong*

GIRLS ON THE RUN 2021 ANNUAL REPORT

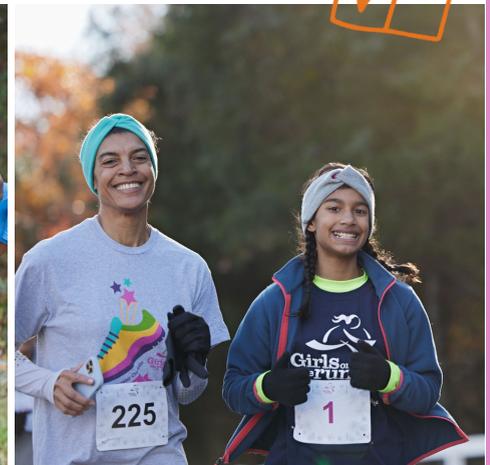


WE ALL BELONG AT THE FINISH LINE

No two participants are alike at Girls on the Run and we believe that is their greatest superpower. When girls gather and learn to celebrate one another's differences, communities of belonging are formed. Confident, compassionate girls inspire others to find and share their spark. We take pride in igniting these moments.

Creating an environment where every girl has a spot on the track is nothing new to Girls on the Run. In fact, it's been the DNA of our mission-driven work since 1996.

Girls on the Run provides a safe place for girls to deepen their sense of community. In 2021, when in-person connection was limited, our girls learned not only how to get to the finish line, but how to support and rely on one another.



DEAR FRIENDS,

"I feel like I... belong."

If you have ever uttered these five words you know the immense comfort, joy and power this sentence holds. The weight of this seemingly simple statement is significant for people of all ages, but particularly children during their most formative years.

And here at Girls on the Run, we want every girl to declare these words.

Not quietly. Not timidly. But with complete confidence, a head held high and a supportive community beside her.

Creating a welcoming environment where all feel they belong is central to our mission. Girls on the Run has set itself apart by weaving inclusive practices throughout everything we do — from curriculum development and coach training to our own hiring processes and vendor selection.

Why we do this is quite simple. A sense of belonging makes personal growth, self-respect, and understanding of others far easier to find.

Values like these are reinforced throughout our organization and participants, volunteers and staff are given opportunities to bring them to life. Empathy generates empathy and it is our privilege to help set this trend in motion.

Girls today continue to face age-old stereotypes as well as new generational challenges that make the need for safe spaces where all feel valued even more important. Our evidence-based programming is intentionally designed to foster healthy relationships and help girls learn new ways of empathetically interacting with one another. An external study completed this year clearly conveyed the impact of our curriculum – 97% of participants agree that they can be themselves at Girls on the Run.

This sense of belonging has deep and long-lasting benefits. Making space at the lunch table for the new kid is much more than a singular act of kindness – it ignites a memory of connection that is likely to be repeated and paid forward. We recognize this which is why we invest heavily in our Inclusion, Diversity, Equity and Access (IDEA) initiatives each year – we want to ensure that this connectedness with and empathy for others is felt by every child who joins Girls on the Run.

CONTINUED ON NEXT PAGE...

Our volunteer coaches are instrumental in ensuring our participants feel this sense of connection and grow up to become inclusive adults. This year, Girls on the Run was selected by the Susan Crown Exchange to join its 'Million Coaches Challenge,' a nationwide initiative aiming to train 1 million coaches by 2025. Through this effort, more Girls on the Run coaches across the U.S. and Canada will receive training to become powerful role models for girls of all backgrounds, experiences and abilities.

Creating room for someone to join the group. Giving a pat on the back to a teammate who has been struggling. Having the inner worth to listen to another girl's experience and ask her questions about it. These are the actions that make our programs truly life-changing experiences. Girls do not forget these moments. In fact, these memories are often profound enough to impact the way girls will treat others for the rest of their lives.

Thank you for supporting our goal of connecting girls to experiences that positively impact them long after they cross the finish line. Because of you, the spirit of belonging has never been stronger at Girls on the Run.

With gratitude,

 **CEO**

 **BOARD CHAIR**



PROUDLY UPLIFTING MORE THAN *≈ 2 million girls ≈* SINCE 1996

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



OUR *reasons* WHY



Every girl deserves to experience the joy that comes from finding a community, developing friendships and confidently believing in herself. Girls on the Run creates a safe and inclusive environment where participants can discover their spark and take it far beyond the finish line. Why do we do this? Because we know that within every girl is a brave and worthy soul capable of achieving her dreams.

A promising future for girls is our why. The lifelong confidence they develop is our why. The united communities they will build is our why. The better world they will help create for all is our why.

**98% OF GOTR GIRLS
SAID THEY WOULD TELL OTHER GIRLS
TO JOIN GIRLS ON THE RUN.**



**Girls on
the run**

adidas



Gamma Phi Beta

Thirty-one



Cigna

RITE AID
FOUNDATION



"Girls on the Run could make any girl fearless...when you are surrounded by people you trust, respect and care for, nothing can hold you back from being the most beautiful version of yourself."

-Molly, age 12

≡ 2021 KEY HIGHLIGHTS ≡

25TH ANNIVERSARY AND 2 MILLION GIRLS SERVED

Established in 1996 with 13 girls, Girls on the Run has now transformed the lives of over 2 million girls. The organization has grown to include over 175 councils and three different programs and hosts the largest 5K series (by number of events) in the world.



CANADA EXPANSION

In fall of 2021, Girls on the Run Ottawa was established and served 2 sites and 20 girls in its inaugural season.

A CONTINUED COMMITMENT TO IDEA

Advancing inclusion, diversity, equity and access (IDEA) remained a key organizational priority at Girls on the Run. We are proud to share our progress on the next pages!

MILLION COACHES CHALLENGE AWARD

Girls on the Run was selected by the Susan Crown Exchange as part of the foundation's 2021 Million Coaches Challenge. The grant funding will be utilized to enhance National Coach Training and the overall coaching experience.



IDEA STRATEGIC IMPERATIVES

Our IDEA Commission launched and identified specific goals within programming, HR, marketing, vendor relationships and community involvement. Results to date include:

- Piloting a Council Leadership Initiative that supports inclusive hiring practices. 36% of staff hired by the 13 councils in the pilot identified as BIPOC.
- Launching three peer-led, action-oriented Strength Through Connectedness affinity groups.
- Creating a robust toolkit to assist councils in developing strategic plans that incorporate the organization's IDEA Strategic Imperatives.
- Establishing a Vendor IDEA Initiative to broaden our reach and talent while increasing our economic impact on a more diverse vendor pool.



97% OF GIRLS

FELT LIKE THEY BELONGED AT GIRLS ON THE RUN.



"[My daughter told me] 'Oh, mom I learned so many things. Everyone's religion and belief systems are so different, but it's so cool how at the end of the day we could still empower each other.'"

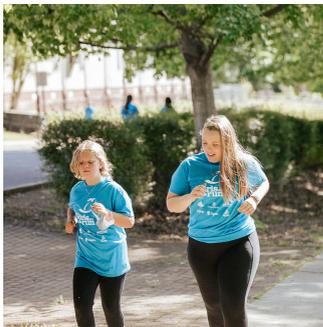
-Ivory, GOTR parent

EXTERNAL PROGRAM REVIEW



In 2021, Girls on the Run retained the Mid-Atlantic Equity Consortium, Inc. (MAEC) to conduct an external review of inclusion, diversity, equity, and access (IDEA) within our programming.

This included a content review and conducting surveys, focus groups and interviews with diverse Girls on the Run participants, caregivers, and coaches. In total, 4,358 participants/caregivers/coaches completed the surveys and 42 participated in focus groups or interviews. The survey, focus groups and interviews were intentionally designed to better understand the experience that people with diverse backgrounds and perspectives had at Girls on the Run.



EXTERNAL PROGRAM REVIEW

Overall, participants, families, and coaches felt that Girls on the Run was inclusive, promoted diversity, and was accessible and equitable.

Nearly 100% of participants agreed that they felt safe at Girls on the Run and that their coaches care about them.

97% of participants agreed that they could be themselves at Girls on the Run and felt included in all GOTR activities they wished to participate in.

100% of caregivers who reported that their child required accommodations to fully participate agreed that their child could participate equally to their peers.

98% of caregivers agreed that their child felt physically, emotionally, and socially safe at Girls on the Run and included in all GOTR activities they wished to participate in.

“Girls on the Run is an amazing experience for my daughter and me. Girls on the Run cares about the girls and about what the program teaches them - to be involved within society, to love themselves, and to feel empowered to be the girl that they are.”

Girls on the Run will use study findings to further its IDEA initiatives, particularly around overcoming barriers to participation and engaging more diverse volunteers. Results will also inform future program development and coach training initiatives.



WE THANK YOU, PARTNERS

The staunch support of national partners, foundations and individual donors made it possible for Girls on the Run to build back throughout 2021. With your dedication, councils from coast to coast served thousands of girls and opened new doors of opportunity. Collaboration is central to our success and our impact is stronger because of your generosity. Thanks to you, every girl who joins our program becomes braver, bolder and better equipped to achieve their dreams.



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Gamma Phi Beta
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CORPORATE SPONSORS



STATEMENT OF ACTIVITIES

Year Ended June 30, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
Support, revenue and other income (loss):			
Sponsorships	\$331,145	\$325,000	\$656,145
Contributions and grants	\$1,357,748	\$1,432,941	\$2,790,689
Membership and renewal fees	\$1,540,288	-	\$1,540,288
Merchandise sales and Royalties	\$554,815	-	\$554,815
Registration fees	\$77,063	-	\$77,063
Training	\$9,682	-	\$9,682
Fundraising events (net)	\$180,996	-	\$180,996
Investments (net) and other	\$1,592,724	-	\$1,592,724
	\$5,644,461	\$1,757,941	\$7,402,402
Net assets released from restrictions:			
	\$475,469	\$(475,469)	\$-
Total support, revenue and other income	\$6,119,930	\$1,282,472	\$7,402,402

STATEMENT OF ACTIVITIES

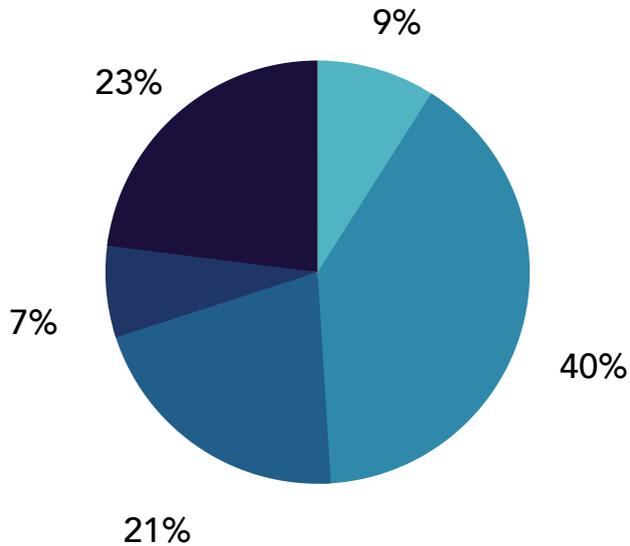
Expenses:

Council Service Delivery	\$4,394,819	-	\$4,394,819
Program Development and Training	\$453,118	-	\$453,118
Girls on the Run of Charlotte	\$423,708	-	\$423,708
General and Administrative	\$598,520	-	\$598,520
Fundraising	\$687,700	-	\$687,700
	\$6,557,865	-	\$6,557,865

Change in Net Assets	\$(437,935)	\$1,282,472	\$844,537
Net Assets (beginning of year)	\$6,263,755	\$989,130	\$7,252,885
Net Assets (end of year)	\$5,825,820	\$2,271,602	\$8,097,422

REVENUES & SUPPORT

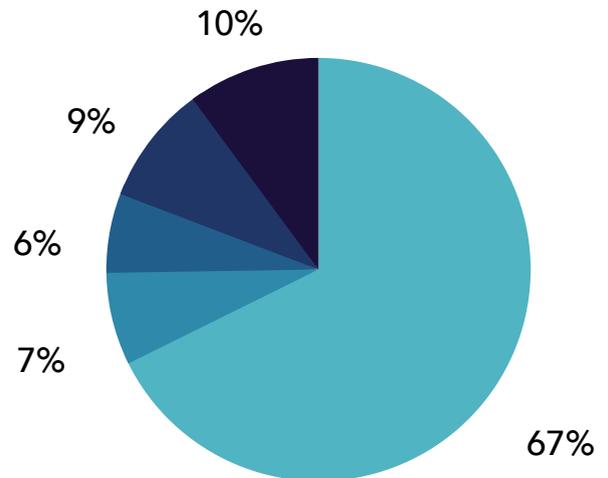
\$7,402,402*



- ♥ Sponsorships
- ♥ Contributions and Grants
- ♥ Membership and Renewal Fees
- ♥ Merchandise Sales
- ♥ Other

EXPENSES

\$6,557,865*



- ♥ Council Service Delivery
- ♥ Program Development and Training
- ♥ Girls on the Run Greater Charlotte
- ♥ General and Administrative
- ♥ 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.

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Thank you to Juli Marley who completed her board service in 2021.



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