



GIRLS ON THE RUN

Power Rising

Running Ahead in 2020

2020 ANNUAL REPORT





In 2020, girls across the nation stood strong using skills learned at Girls on the Run. Their **confidence, inner strength, and resiliency** - fortified through our curriculum lessons – were clearly demonstrated in their ability to rise during trying times. As an organization, we found new and different ways to show up for girls. From new program options and enhanced safety measures, to finding creative solutions to unprecedented challenges, Girls on the Run stood firm in its commitment to inspiring girls to be **joyful, healthy, and confident.**



Dear Friends,



Inner power is a trait we frequently discuss and reflect upon at Girls on the Run. Through intentionally designed and evaluated lessons, girls learn about the individual strength we all possess to face adversity with courage, to make choices that nurture our health, and to rise when we fall.

Throughout life, overcoming or accomplishing challenging experiences is a central way we come to know the inner power we possess. This is why girls complete a 5K run at the end of our program; crossing the finish line is a meaningful aha-moment of fortitude that they remember well into adulthood.

Fiscal year 2020 was certainly a lesson for all of us to deeply connect with our inner power, resilience, and determination. Plans excitedly launched in July 2019 were dramatically altered as Girls on the Run -along with the entire world - found itself embarking down an uncertain path in March 2020.

Most of the girls we serve participate at their schools, so as schools began transitioning to remote learning, we knew we had to find a way to safely meet their needs in a new way. Albert Einstein's quote "In the middle of every difficulty lies opportunity" became our guiding principle and mindset. We quickly pivoted from existing program development plans to the urgent creation of curricula that could be facilitated virtually or in-person with new, socially distanced activities. The joy girls expressed, and the gratitude parents shared for this innovative and unexpected programming were affirming and we have now created additional 'hybrid' curricula for spring 2021.

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For girls that could not participate virtually or in-person with a team, we also created GOTR at Home. This a new resource made it possible for girls anywhere to learn life skills, get moving and have fun - either by themselves or with an adult in their life. While it was originally created to meet the immediate remote learning environment, we are excited to widen access to this curriculum to communities where Girls on the Run is not available moving forward.

A key area where original plans remained on course in 2020 was our long-range technology strategy that was initiated in 2019. Being in the midst of this comprehensive plan certainly supported our employee transition to remote work and enabled the organization to maximize efficiency. All tactics and outcomes for the year were completed on time including the launch of an enhanced council intranet and the safe transition of data storage from a physical server to the cloud.

In the conclusion of last year's annual report, we wrote "let's find inspiration in all that will reveal itself on the road ahead." Little did we know what was going to reveal itself in 2020. We gain wisdom and inner strength in times of great difficulty and know that the struggles we face today develop the stamina that will we need tomorrow. We are grateful for your support.

Elizabeth Kunz + ***Kristin Leshner***
CEO ***Board Chair***



2+ Million Girls Empowered over the past 24 years

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 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 so important during this time because our emotions are getting mixed up, and you don't really know what to think. It's good to go back to what you know about ***generosity*** and ***gratitude***. Those lessons help in a time like this.

Casey, GOTR girl



Needed Now More Than Ever

The pandemic coupled with a tumultuous and divisive social climate has had a significant impact on girls. Stress, depression, and loneliness have increased while physical activity levels declined. As the leading national expert in physical activity-based, positive youth development, Girls on the Run understands the importance of physical and emotional wellness, particularly in positively influencing girls' ability to navigate their way through this difficult moment.

With the same confidence we inspire in girls, Girls on the Run quickly adapted its programming to provide girls with a safe, inclusive, and joyful space to learn the vital social-emotional skills we all need to endure life's most challenging times.

A Powerful Response



Journal

Take-home journals allowed every girl to connect to the lessons, explore her feelings, and exercise her mind.



5K

Held virtually, girls felt heartfelt encouragement from their coaches and teammates and the innate confidence that comes through accomplishment during the beloved end of season Girls on the Run 5K.



#GOTRGotYourBack

The #GOTRGotYourBack community engagement campaign provided content, resources, and activities aimed at helping girls and families stay physically active, connected, and engaged during quarantine.





The Impact



Parents reported decreased levels of loneliness and increased levels of physical activity in their girls after participating in Girls on the Run.

- “ She was so eager to go to practice. The pandemic has been hard and Girls on the Run gave her respite from this.
- “ She enjoyed being able to connect with girls her age. With being out of school and having limited friend interactions, Girls on the Run really improved her daily mindset and mental health.



Thank You, Partners

In a year like no other, Girls on the Run strengthened its partnerships with companies, organizations and foundations that collectively supported organizational needs and made it possible for us to advance our mission. We are thankful for the collaborative, innovative and generous support of our partners and individual donors that enabled us to thrive, adapt, and rise above the challenges of 2020. Together, we are delivering on our promise to create a world where all girls know their unlimited strength and potential.



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Statement of Activities



Year Ended June 30, 2020

	Without Donor Restrictions	With Donor Restrictions	Total
Support, revenue and other income (loss):			
Sponsorships	\$1,488,500	\$829,169	\$2,317,669
Contributions and grants	916,558	12,347	928,905
Membership and renewal fees	1,658,535	-	1,658,535
Merchandise sales	1,288,468	-	1,288,468
Registration fees	359,950	-	359,950
Training	23,234	-	23,234
Fundraising events (net)	82,032	-	82,032
Investments (net) and other	540,746	-	540,746
Change in accounting estimate	217,242	-	217,242
	\$6,575,265	\$841,516	\$7,416,781
Net assets released from restrictions:			
	\$55,869	\$(55,869)	\$-
Total support, revenue and other income (loss):	\$6,631,134	\$785,647	\$7,416,781

Statement of Activities



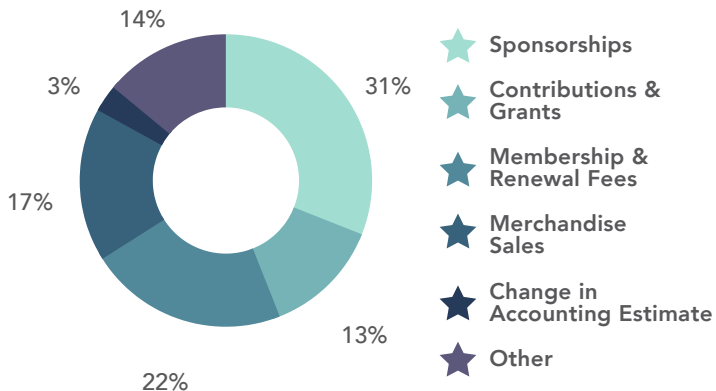
Expenses:			
Council service delivery	\$4,328,748	\$-	\$4,328,748
Program development and training	731,384	-	731,384
Girls on the Run of Charlotte	759,805	-	759,805
General and administrative	660,460	-	660,460
Fundraising costs	618,089	-	618,089
	\$7,098,486	-	\$7,098,486
Change in net assets	\$(467,352)	\$785,647	\$318,295
Net assets (beginning of year)	\$6,731,107	\$203,483	\$6,934,590
Net assets (end of year)	\$6,263,755	\$989,130	\$7,252,885





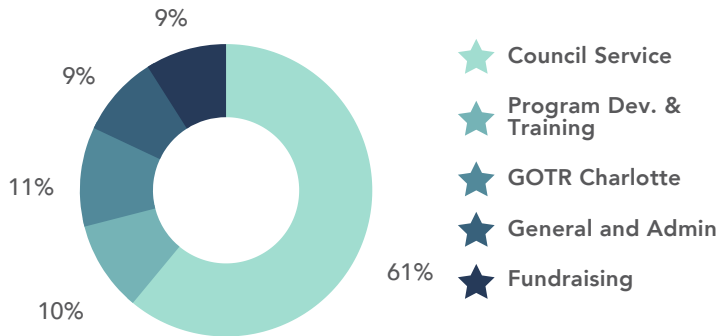
Revenues & Support

\$7,416,781*

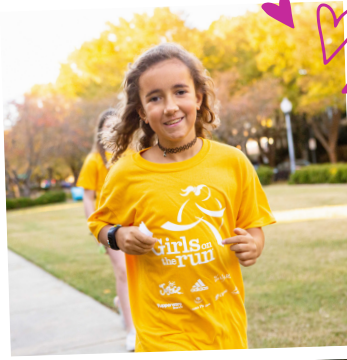


Expenses

\$7,098,486*



*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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