



Girls on the Run, an international nonprofit organization, designs programming that strengthens third- to eighth-grade girls' social, emotional, physical and behavioral skills to successfully navigate life experiences.



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Vision & Mission

Girls on the Run envisions a world where all girls can know and activate their limitless potential and be free to boldly pursue their dreams. The program inspires girls to be joyful, healthy and confident using a fun, experience-based curriculum that creatively integrates movement.



Overview

Reach



Each year, more than 200,000 girls ages 8 to 13 participate across the U.S. and Canada. Since 1996, over 2 million girls have been transformed, inspired and empowered. Girls, families and volunteer coaches attend over 330 5K events annually, **making the Girls on the Run 5K the largest 5K series by number of events in the world.** Over 600,000 participants and spectators attend a Girls on the Run 5K each year.

Core Programs

Girls on the Run

- ★ Third- to fifth-grade girls
- ★ Eight- to 10-week program
- ★ Culminates in 5K

Heart & Sole

- ★ Sixth- to eighth-grade girls
- ★ Culminates in 5K

Camp GOTR

- ★ Third- to fifth-grade girls
- ★ Weeklong camp

Critical Need

Girls' self-confidence begins to drop by age 9. Physical activity levels decline starting at age 10 and continue to decrease throughout adolescence. Fifty percent of girls ages 10 to 13 experience bullying such as name calling and exclusion at a time when peer relationships become more central to girls' lives. Stressors related to COVID-19 continue to negatively impact girls in communities across the U.S. and Canada.

Curriculum & Coaches

Leading experts in positive youth development create structured and dynamic lessons that use running and other physical activities to promote and support healthy outcomes for girls. **The life skills curriculum is delivered by caring and competent coaches who are trained to teach lessons as intended.**

Impact

An independent study found that **97% of participants learned critical life skills including managing emotions, resolving conflict, helping others, or making intentional decisions** at Girls on the Run that they continue to use at home, at school and with their friends.

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Powerful International Movement



2 million

Girls served since it was founded in 1996

200,000+

Girls served in all 50 states and Canada

53,000

Trained volunteer coaches who deliver the evidence-based curriculum per year

330+

5K events a year, making Girls on the Run the world's largest 5K series

12,000

Locations for programming

186

Local councils serving all 50 states, Washington D.C., and Canada

606,000

Participants in Girls on the Run 5K events every year



110,000

Volunteers who support Girls on the Run every year

45%

Percentage of participants who receive financial assistance

13 million

Amount of financial support provided to participants annually

50%

Percentage of girls ages 10 to 13 who experience bullying

9

Years old, the age when girls' self-confidence begins to drop

10

Years old, the age when girls' physical activity levels start to decline

13

Girls who participated in the first season of Girls on the Run

1996

25

Years since Girls on the Run was founded

97%

Percentage of girls who say they learn critical life skills



94%

Percentage of parents who reported it was a valuable experience for their girl

97%

Percentage of girls who felt like they belonged at Girls on the Run

99%

Percentage of coaches who felt like it was a value experience

96%

Percentage of schools that would offer the program again

85%

Percentage of girls who improved their confidence, caring, competence, character development or connection to others

40%

Percentage increase in physical activity level among girls who were least active at the start of the season

95%

Percentage of parents who would describe their girl as confident after she participated in Girls on the Run

98%

Percentage of girls who would tell other girls to participate in Girls on the Run



12,000

Community impact projects designed and completed each year by Girls on the Run teams

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* Numbers reported are based on a typical year

Timeline

1996

Girls on the Run founded in Charlotte, N.C., by Molly Barker

2000

Established as a 501(c)(3) nonprofit organization

2002

First independent evaluation conducted validating program outcomes

2011

Parent guide (Grown Up Guide) launched

2011

Vision, mission and values established

2008

5K series launched

2008

Elizabeth Kunz appointed as CEO

2015

Heart & Sole program for middle-school girls introduced

2015

1 million girls now served

2016

All 50 states have active councils

2017

Named "Most Influential in Health and Wellness" by the National AfterSchool Association

2020

Disability inclusion unveiled with help of National Center on Health, Physical Activity and Disability

2018

Camp GOTR launched

2017

External longitudinal study released reporting significant and sustained impact

2020

2 million girls now served

2020

Virtual programming options developed in response to COVID-19

2020

Inclusion, Diversity, Equity and Access Commission established

2021

GOTR Canada begins serving girls

2021

Girls on the Run celebrates 25th anniversary

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Elizabeth Kunz

Chief Executive Officer

As a lifetime advocate for girls' and women's issues, Liz has always encouraged others to recognize the power they have to create and transform their own lives and the world at large. Liz spent the first decade of her professional life in corporate America before transitioning to the nonprofit sector in 1996. It was while working at the YMCA that she first learned about Girls on the Run. Its mission – inspiring girls to be joyful, healthy and confident – profoundly resonated with Liz, and she started volunteering for the organization in 2002. She joined the staff as Chief Operating Officer in 2006 and has served as CEO since 2008. Liz has presided over an incredible period of organizational growth and brings significant expertise to Girls on the Run in setting strategic direction and creating an inclusive culture of empowerment, gratitude and joyful purpose. Liz enjoys singing and dancing – particularly to alt-rock music – and if she won the lottery, she would buy land to rescue as many animals as possible.



Allison Riley, Ph.D., MSW

Senior Vice President, Programming and Evaluation

With more than 10 years of experience designing, implementing and evaluating physical activity-based positive youth development programs, Allie oversees the development and delivery of all programming and training at Girls on the Run to ensure maximum impact. Allie earned her Ph.D. in social work with a specialization in positive youth development in social settings from Ohio State University. She also holds a master's degree in social work with a concentration in clinical practices with children and youth from OSU, a master's degree in kinesiology from Purdue University, and a bachelor's degree in psychology from the University of Virginia. Allie has completed multiple Olympic-distance triathlons, half marathons and a marathon.



April Massett

Vice President, Council Development

April wanted her daughter Julia, who was 9 at the time, to try new things, especially physical challenges. April figured the best way to encourage Julia to do that was to model bravery and sign up alongside her. As a result, April started a Girls on the Run (GOTR) team in 2013, the first in Solano County, when her family lived in Northern California. Julia participated in GOTR for five years, and April volunteered as her coach for three of those seasons. April has worked at Girls on the Run for eight years, first as the program director at GOTR Napa & Solano, then at GOTR Dallas, and she now works for Girls on the Run HQ as the Vice President, Council Development. Through her work, she helps inspire and empower girls across the country.



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Sample Lessons

Girls on the Run



Finding Balance
Click here for lesson

Heart & Sole

heart & sole

Strong
Click here for lesson

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Participant Testimonials



If you are a girl that is bad at making friends, nobody listens or understands how you're feeling, and you sit alone every day, that was me. I was that person out of the crowd. Then I joined Girls on the Run. It changed my life. Now I have way more than one friend by the second week of school and I have people who understand me. I used to yell out when I got angry, now I can hold in my temper. I love my life because of Girls on the Run.

Colleen, age 9



Girls on the Run has helped me understand what it means to be a girl. Though it might be difficult, my coaches and friends have taught each other to be kind and respectful to one another and accept each other. It was an amazing experience being part of such a spectacular pack of girls. I will continue to teach others about what I learned with Girls on the Run, and carry it with me for the rest of my life.

Malia, age 11

Parent Testimonials

“ This program definitely helped build confidence and brought so many relevant topics to discussion. My daughter was bullied for two years in elementary school, and this program supported her recovery and was an excellent asset in navigating the beginning of adolescence. I think every girl can benefit from lessons on kindness, confidence and self-love. Very grateful.

“ Especially during this pandemic it was so nice to have structure, physical activity, connection with peers and it helped her gain physical strength!

“ The program does a great job of creating connection and meaningful relationships within the team.

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Photography & Video Assets



Photography

Capturing photography is an important part of raising awareness about our program and communicating the profound impact.

[Click here to access the Girls on the Run photography library](#)

Video

[Click here to access the Girls on the Run video footage library](#)

High-Resolution Images

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