



GOTR XXX

New Board Member Orientation



# Orientation Agenda

- ★ Mission, Vision, Core Values
- ★ National Movement
- ★ GOTRI Strategic Map, IDEA Strategic Imperatives, and Mission Advancement Markers
- ★ History: Local Impact
- ★ GOTR [Council] Strategic Plan & Budget Review
- ★ Board Member Need to Know
- ★ Board Member What to Expect Next
- ★ Board Member Essential Docs
- ★ Reflection: Looking Ahead





Mission, Vision, Core Values



# Who We Are

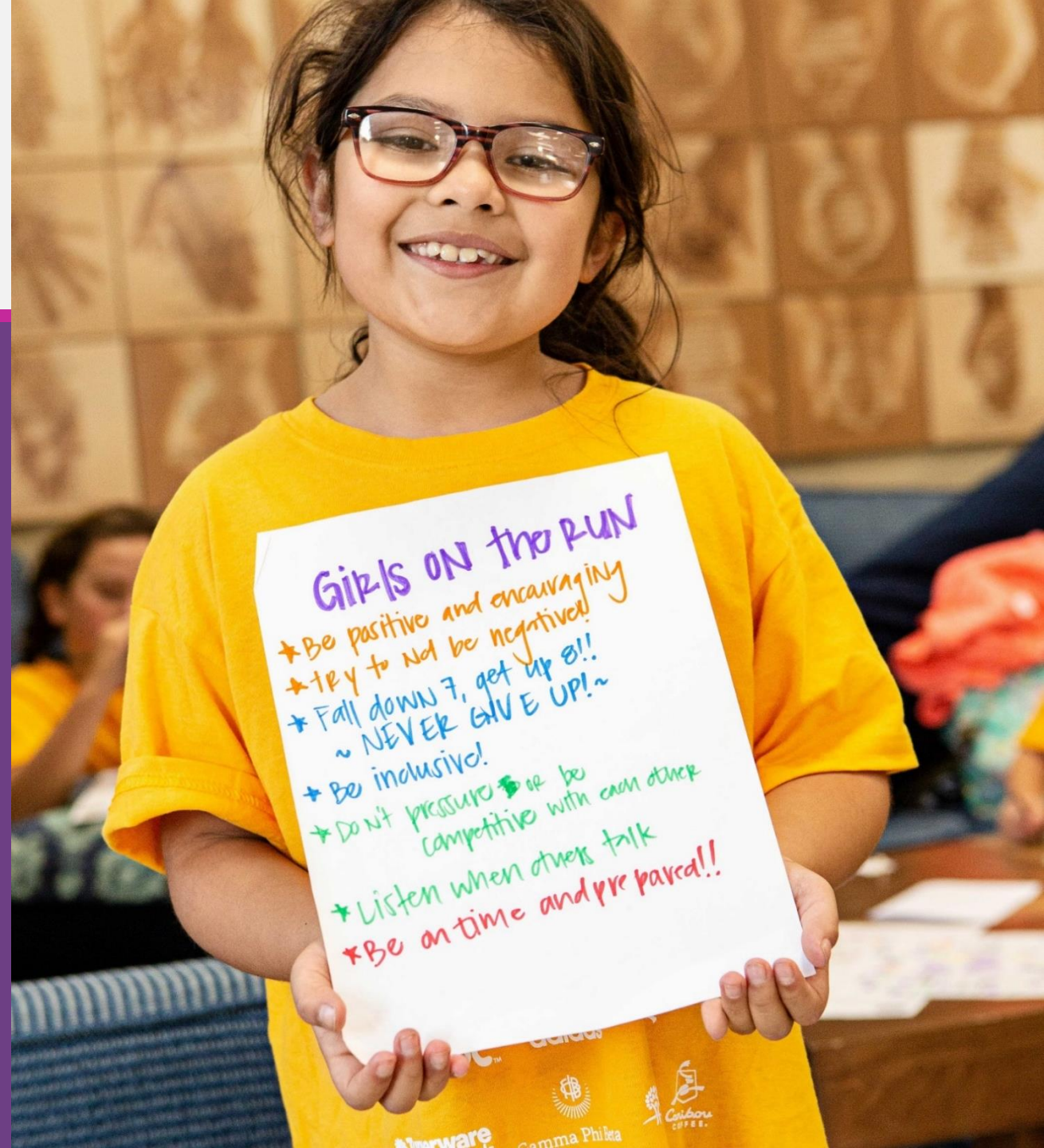


## Mission

We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

## 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**



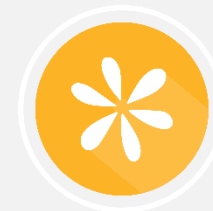
Express **joy, optimism and gratitude** through our words, thoughts and actions



**Lead** with an **open heart** and assume **positive intent**



**Nurture** our physical, spiritual and emotional **health**



**Stand up** for ourselves and others



## Program Offerings and National Numbers



# What We Do

- ★ We offer [two/three] unique programs to girls in 3rd to 8th grades: **Girls on the Run**, **Heart & Sole** and **Camp GOTR**.
- ★ Our **caring and qualified coaches are trained** to create trauma-sensitive and inclusive spaces that enable girls to grow and connect.
- ★ Celebration of the joy of movement! Our programs **creatively integrate** movement in a fun and motivating way.
- ★ Coaches guide girls through research-based life skills curriculum teaching **life skills** and **promoting holistic health outcomes** for girls.



# Program Offerings



Grades 3<sup>rd</sup> - 5<sup>th</sup>

- ★ Focuses on:
  - ★ Understanding themselves
  - ★ Valuing relationships, teamwork and healthy habits
  - ★ Recognizing how they can shape the world at large
- ★ The program unleashes confidence through:
  - ★ Setting and achieving goals (5K)
  - ★ Making new friendships
  - ★ Participating in community service work



Grades 6<sup>th</sup> - 8<sup>th</sup>

- ★ Concentrates on five key parts: body, brain, heart, spirit, and connection with others
- ★ Incorporates movement-based activities and lessons that instill critical life skills such as:
  - ★ Developing a strong support system
  - ★ Fostering healthy relationships
  - ★ Offering help to those in need



Grades 3<sup>rd</sup> - 5<sup>th</sup>

- ★ Is a week-long program
- ★ Centers on building friendships, exploring creativity and playing fun games that keep girls happy, healthy and moving
- ★ Ensures girls remain active and empowered in between seasons



# Program Offerings



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# Girls Served Numbers (US & Canada)

*Insert the most recent national girl served chart from the most recent GOTR Census*

*Council Portal > Org Info. > Webinar Recordings*



# Council Count & Territory (US & Canada)

*Insert the most recent council count and territory chart from the most recent GOTR Census*

*Council Portal > Org Info. > Webinar Recordings*

## What Sets Us Apart



- ★ Girls on the Run is the **only** national physical activity-based positive youth development (PA-PYD) **program for girls with compelling evidence of impact.**
- ★ It is our combination of **research-based curriculum, trained coaches**, and a **commitment to serving all girls** that sets us apart as an exemplar PA-PYD program
- ★ Named one of the **Most Influential in Health and Wellness** by the National Afterschool Association.
- ★ Named a **Top 25 research-based program** by **Harvard University** researchers and featured as a "Bright Spot" organization in the **National Youth Sports Strategy.**
- ★ Our program is **flexible and fluid**, offering new ways to participate based on local community needs.



GOTRI Strategic Map, IDEA Strategic Commitment, and  
Mission Advancement Markers



# Girls on the Run International - FY2023 Strategic Map

<p><b>Our Compass</b></p>	<p>Maintain a culture of inclusiveness that honors our core values while scaling the organization</p>					
<p><b>Vision</b></p>	<p>Girls on the Run empowers girls to know and activate their limitless potential</p>					
<p><b>Marathon Goals</b></p>	<p>Our organization is inclusive, diverse, equitable and accessible.</p> <p>By 2023, all councils have a strategic plan that incorporates HQ's IDEA imperatives.</p>	<p>Our council network is strong and positioned for growth.</p> <p>By 2023, councils reach at least 95% of 2019 revenue and serve 190,000 girls.</p>	<p>Our organization is known and respected.</p> <p>By 2023, aided awareness of Girls on the Run increases by 50% with a NPS of at least +70</p>			
<p><b>Strategic Imperatives</b></p>	<p><b>PROGRAMMING</b> Build back core programming to deepen impact and widen access.</p>	<p><b>PEOPLE</b> Attract, prepare and retain strong, diverse leadership to ensure operational excellence</p>	<p><b>FINANCIAL HEALTH</b> Optimize initiatives that strengthen earned and contributed revenue to ensure financial health and sustainability</p>	<p><b>CULTURE</b> Reinforce a culture of connection, performance, belonging and collaboration</p>	<p><b>COUNCIL HEALTH</b> Develop resources and provide strategic support to ensure council sustainability and satisfaction</p>	<p><b>BRAND AWARENESS</b> Increase and diversify audience, strengthen engagement and enhance reputation</p>
<p><b>FY23 HQ Measure</b></p>	<p>Pilot new culturally responsive program and training by June 2023</p>	<p>50% of new hires (July 2021 - June 2022) at HQ are from historically marginalized groups</p>	<p>HQ revenue of \$6.7 million in FY23</p>	<p>Disaggregated Best Places to Work annual results validate culture is welcoming to all</p>	<p>Aided awareness of GOTR increases to 57% with an NPS of +70</p>	

# IDEA Statement & IDEA Strategic Commitment



At Girls on the Run, our core values guide our way, and we stand firm in our long-standing commitment to building a world where every person can know and activate their limitless potential. We value the individuality, dignity and humanity of all people and are dedicated to being an inclusive, diverse, equitable and accessible organization.

**INCLUSIVE** - Girls on the Run is a place of belonging and authentically welcomes, engages and values all people across the Girls on the Run movement.

**DIVERSE** - The Girls on the Run movement mirrors the communities it serves. People of all races, ethnicities, thinking styles, with and without abilities, generations, social roles, income levels, sexual orientations, gender identities, educational levels, and religions are represented and serve as active members of our organization.

**EQUITABLE** - Girls on the Run is a place where systemic disparities associated with societal advantages are acknowledged and addressed. Our policies and practices ensure everyone can activate their limitless potential.

**ACCESSIBLE** - Everyone can fully participate in Girls on the Run programming, retrieve and utilize resources, and contribute through volunteer and employment opportunities.

# GOTR Mission Advancement Markers

Marathon Goal	Category	Indicator	Adjusted COVID-19 Targets
Strong and Thriving Councils	Financial Strength	Total Revenue	Build back to FY19 revenue and then set tiered revenue targets
		Reserves	Two season councils = 6 – 9 months One season council = 12 months
		% Contrib. Income	30 – 70%
	Board Strength	Board Size	Minimum of 8 Goal = 12 - 15
		Board Financial Impact (new)	100% board participation in give/get
	Program Strength	Girls on the Run Girls Served	Build back to spring 2019 and fall 2019 girls served numbers
		Heart & Sole Girls Served	Build back to spring 2019 and fall 2019 girls served numbers
		Site Retention	Resume beginning fall 2021 Initial goal = 70% Target goal = 80%
		Coach Retention	Resume beginning fall 2021 Initial goal = 40% Target goal = 50%
		Value of Program (new)	Top box score > 90% "Girls on the Run has been a valuable experience for my girl."
Inclusive, Relevant and Engaging	Program Impact	Attendance	80%
		Virtual Training Completion Rates	Initial goal = 70% Target goal = 80%
	Mirroring the Community	Participant Race/Ethnic Diversity	Within +/- 3% of percentage for people of color within community
		Coach Race/Ethnic Diversity	Within +/- 3% of percentage for people of color within community
Known and Respected	Quality Reputation	Parent Net Promoter Score (new)	NPS > 65
		Coach Net Promoter Score (new)	NPS > 80





Girls on the Run [Council]  
Local Impact





## Girls on the Run [Council] Serves:

- ★ [Number of girls annually]
- ★ [Number of counties]
- ★ [Number of sites]
- ★ [Mirroring Our Community: % BIPOC girls compared to community census data]



**[#####]**  
Total Girls Served Since  
XXXX  
[Date of Inception]

# Girls on the Run is for ALL Girls

- ★ [Insert local info – number of Title 1 schools being served, and the number currently not being served]
- ★ [Total \$ in financial assistance needed to support girls]

[X]%

of participants  
receive financial  
assistance





## Fueled by Volunteers

- ★ [Insert # of volunteers serving each year]
- ★ [Insert Coach Characteristics – breakdown of who coaches are/where coaches come from]
- ★ [Mirroring Our Community: % BIPOC coaches compared to community census data]

“

I decided to join the Girls On the Run community because I wanted to identify with girls like me and help them realize their worth and give them the confidence to step outside of their comfort zone sooner than I did.

**- Coach Marie**

## 5K Celebrations

- ★ Girls experience confidence through accomplishment
- ★ Family and community participation
- ★ Celebratory and non-competitive
- ★ Fun and interactive digital and in-person elements
- ★ Opportunity for employee engagement

In [year], our  
celebratory  
event had  
more than [#]  
participants!





GOTR [Council] Strategic Plan & Budget



## Strategic Plan - Goals



- ★ [List council goals/vision – could include # of girls served, % offered financial assistance, staffing, IDEA, etc.]
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# Budget Review

[Year]

- ★ Review current budget
- ★ Priority areas
- ★ Top 3 areas to focus on each month
  - ★ XXX
  - ★ XXX
  - ★ XXX
- ★ Historical revenue and trends







Board Member Need to Know



## Board Member Need to Know



- ★ **Review Board Binder, Board Meeting Calendar & Business:** Note the dates, time and location and major business for each board meeting
- ★ **Review Sample Board Meeting Agenda:** Board chair explain the backstory behind each agenda item and voting process
- ★ **Review Event Calendar:** Share details about any events (5K, Sneaker Soiree, LUNAFEST, etc.) and board member expectations to attend or support

## What to Expect Next



- ★ **Committees:** Review committees and next steps to connect with committee chairs.
- ★ **Engagement/Ongoing Support:** Board Buddies, engagement opportunities (ie: site visits, coach training, events, etc.), board member check-ins, etc.
- ★ **Board Fundamentals and Board Fiduciary Responsibilities Training:** Let board members know about or assign the 4-part Board Fundamentals pre-recorded webinar series and board fiduciary training on the GLA. Give a plug for Summit if appropriate!
- ★ **Boardroom Newsletter:** 3x per year you can look forward to receiving a newsletter crafted just for board members that includes a letter from the CEO, council spotlights, and board resources!



## Board Member: Essential Docs

- ★ Agreement and Commitment
- ★ Non-Compete
- ★ Background check

## Wrap-Up

- ★ Q&A



Reflection Activity: Success and Looking Ahead





Thank you!