

# THE POWER OF OUR CONNECTEDNESS



**GIRLS ON THE RUN INTERNATIONAL**  
**2022 ANNUAL REPORT**





Our **CONNECTEDNESS** grew stronger during the pandemic. Those powerful bonds have allowed **GIRLS ON THE RUN INTERNATIONAL** to share our impactful program with even more girls.





*Dear Friends.*

As we reflect on the past year, the word that comes to mind is connectedness. The power of connection is vital to our day-to-day work and fuels our network of 170 councils. We also have a strong connectedness to our past: our goal to build a better tomorrow for girls remains as essential as it was in 1996 when we first served 13 girls. Since then, more than 2 million children in the United States and Canada have found a joyful place to connect with one another at Girls on the Run. Together, these girls have deepened their awareness of the inner strength they each possess and the power they have to activate their limitless potential.

In 2022, the organization activated its limitless potential as well, wholeheartedly re-engaging with schools to resume program delivery after pandemic-related closures halted children's activities. After seeing the pandemic's negative impact on our children, we focused on enhancing the girls' experience as they returned to in-person activities. A new journal was created to serve as a connection point and keepsake while also reinforcing valuable lessons from practices. To better meet the heightened needs of middle schoolers, we launched a new 10-week version of our Heart & Sole curriculum which was well-received by participants and coaches alike. We also continued our long-term investment in numerous inclusion, diversity, equity and access (IDEA) initiatives. Outreach materials were developed in Spanish and French to encourage a wider range of people across the continent to join our teams. With the support of our National Partners, headquarters awarded Girls on the Run councils significant IDEA grant funding to advance efforts critical in their communities. Headquarters also facilitated strategic planning cohorts to support council staff and volunteer leaders in embedding IDEA initiatives at the local level. This vital work has allowed us to connect and share the power of our program with even more girls.

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Whether we are 8 or 80 years old, finding connections with those around us, especially people who may seem different from us, requires great intention. Connecting to and deepening our self-awareness is also vital as it is the foundation to discovering and fulfilling our true purpose. Each of these aspirations is nurtured at Girls on the Run and we are incredibly grateful for your support. Your connection and commitment to our mission made it possible for 143,999 children to reap the benefits of our transformational programming in 2022. Thank you. We could not advance our mission without you. Together, we are inspiring the next generation to build healthy lives and confidently pursue their dreams.

**WITH HEARTFELT  
GRATITUDE,**



**ELIZABETH KUNZ**  
CEO



**RAKESH GOPALAN**  
BOARD CHAIR



# PROUDLY

*uplifting and inspiring girls*

## 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

# MEET *Tabitha*

## Girls on the Run Participant



"I've made some great connections through Girls on the Run. I didn't know people on my team before this. I know them now and when I see them around school and they wave to me, I wave back.

I really like that it's not only about running because I'm not much of a runner. I like the learning aspect of it. The lessons help me when I'm stressed or anxious or I feel like I can't do it. I remember positive self-talk and I remember to stop and breathe."



# BEST PLACE TO WORK

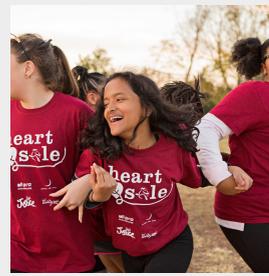
In November 2021, the Charlotte Business Journal named Girls on the Run International as a Best Place to Work. The annual award is determined based on employee feedback and presented to companies that demonstrate excellence in all areas including benefits, policies, engagement, morale, practices and culture.

# 2022 Key Highlights

In June, 420 staff, board members, partners, sponsors, vendors and speakers convened in Minneapolis for the 19th Girls on the Run Summit. The theme of the gathering was Connectedness, which was especially poignant since the 2021 Summit was canceled due to the pandemic.

# CONNECTING AT SUMMIT





## NEW MIDDLE SCHOOL PROGRAM

We introduced another 10-week version of our Heart & Sole curriculum created to meet the multifaceted needs of middle schoolers who want to feel like they belong.

In collaboration with likeminded and generous partners and funders, our headquarters distributed more than \$1.5 million in funds to Girls on the Run councils.

## INVESTING IN COUNCILS

## SIMONE BILES KEYNOTE

More than 10,000 friends of Girls on the Run attended our Dream it. Do it. Be it. virtual event which featured a powerful conversation with Simone Biles. The uplifting and unforgettable evening also included speakers sharing how no dream is too big and that together, through commitment and conviction, anything is possible.



# NOW *more than ever*

With schools reopened, we have seen the demand for our life-changing programming return. The pandemic was incredibly challenging for children's mental and physical well-being and the need for our programming is greater than ever before.

Since our inception in 1996,

**OVER 2 MILLION**

unstoppable and remarkable girls served

**96%**

of coaches felt that participants on their team developed positive relationships with their teammates.

**97%**

of participants felt like they belonged at Girls on the Run.

**98%**

of participants said their Girls on the Run teammates support them.



# MEET

# Katie

School Counselor and  
Heart & Sole Coach

"Girls on the Run and Heart & Sole have forever changed our school's culture in countless ways. I hope it is always something the girls look forward to. It was a wonderful experience to watch these girls grow their friendships, work on their confidence, and set out to meet their goals. Because of Heart & Sole, all our girls improved their attendance, their participation in class increased, and they all became advocates for themselves and each other. My hope for these girls is that they continue to grow and learn and continue to raise each other up."



# THANK YOU, *Partners*

In 2022, National Partners, corporations, foundations and individual donors made it possible for Girls on the Run to connect to families from coast to coast. This support allowed more than 143,000 girls to embrace their inner strength, teammates and communities. Our generous funders are central to our success and fuel our mission.

That impact is evident in every girl who joins our program and finds the confidence to challenge herself, find her voice and achieve her dreams.



## NATIONAL PARTNERS



Gamma Phi Beta



## CORPORATE SPONSORS



GENESIS GIVES



## FOUNDATION PARTNERS



Bill and Sharon Allen  
Family Foundation





"Being a coach allowed me to get out of my comfort zone and challenge myself. As a Latina woman who predominantly speaks Spanish, I feel I am breaking barriers."

**-PATRICIA,  
CAREGIVER AND  
GIRLS ON THE RUN  
COACH**

"It was amazing to see 13 strangers come together as a team and become an unbreakable family. We all crossed the finish line at the 5K."

**-ALLISSON,  
HEART & SOLE  
PARTICIPANT**



"The lesson on 'Connection' teaches how to find common ground with those who may seem different. By focusing on our commonalities, we can build a better world one connection at a time."

**-JENNIFER,  
GIRLS ON THE RUN  
COACH**

# STATEMENT OF ACTIVITIES

Year ended June 30, 2022

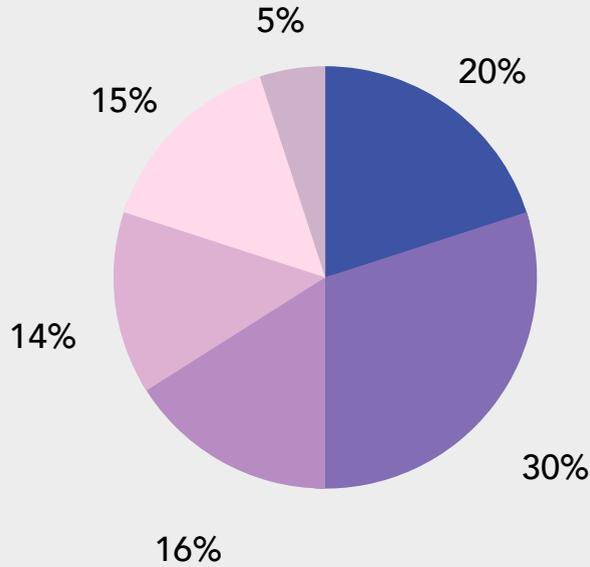
	Without Donor Restrictions	With Donor Restrictions	Total
<b>Support, revenue and other income (loss):</b>			
Sponsorships	\$940,567	\$730,000	\$1,670,567
Contributions and grants	\$2,174,190	\$328,783	\$2,502,973
Membership and renewal fees	\$1,371,512	\$ --	\$1,371,512
Merchandise sales and royalties	\$1,814,457	\$ --	\$1,814,457
Registration fees	\$262,449	\$ --	\$262,449
Training	\$203,702	\$ --	\$203,702
Fundraising events (net)	\$110,689	\$ --	\$110,689
CARES Act funds	\$1,313,255	\$ --	\$1,313,255
Investments (net) and other	\$(124,543)	\$ --	\$(124,543)
Total	\$7,436,278	\$1,058,783	\$8,495,061
<b>Net assets released from restrictions:</b>	\$1,858,649	\$(1,858,649)	\$ --
<b>Total support, revenue and other income (loss):</b>	<b>\$9,294,927</b>	<b>\$(799,866)</b>	<b>\$8,495,061</b>

# STATEMENT OF ACTIVITIES (CONTINUED)

	Without Donor Restrictions	With Donor Restrictions	Total
<b>Expenses:</b>			
Council service delivery	\$5,044,343	\$ --	\$5,044,343
Program development and training	\$1,094,302	\$ --	\$1,094,302
Girls on the Run Greater Charlotte	\$573,236	\$ --	\$573,236
General and administrative	\$628,280	\$ --	\$628,280
Fundraising	\$615,166	\$ --	\$615,166
<b>Total</b>	<b>\$7,955,327</b>	<b>\$ --</b>	<b>\$7,955,327</b>
<b>Change in net assets:</b>	<b>\$1,339,600</b>	<b>\$(799,866)</b>	<b>\$539,734</b>
<b>Net assets (beginning of year):</b>	<b>\$5,825,820</b>	<b>\$2,271,602</b>	<b>\$8,097,422</b>
<b>Net assets (end of year):</b>	<b>\$7,165,420</b>	<b>\$1,471,736</b>	<b>\$8,637,156</b>

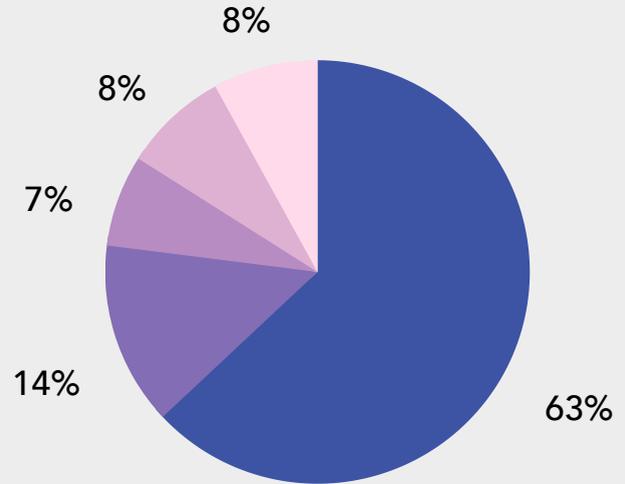
## REVENUES & SUPPORT

**\$8,495,061\***



## EXPENSES

**\$7,955,327\***



- ★ Sponsorships
- ★ Contributions and grants
- ★ Membership and renewal fees
- ★ Merchandise sales
- ★ CARES Act funds
- ★ Other

- ★ 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.

# BOARD OF DIRECTORS

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Thank you to Kristin Leshner, Heidi Levine and Deborah Pleva,  
who completed their board service in 2022.



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