

Girls on the Run®

2023 Annual Report





As the challenges facing
today's girls have increased,
Girls on the Run
is meeting the moment by
meeting their needs.







DEAR FRIENDS,

As we start a new year, we remain deeply committed to our mission to build confidence, fuel a love for physical activity, and nurture emotional health in girls. And in today's challenging times, programs like Girls on the Run are proving to be more essential than ever. In February 2023, the [Centers for Disease Control and Prevention](#) reported that three in five U.S. teen girls felt persistently sad or hopeless in 2021, the highest level reported in at least a decade. We believe that Girls on the Run serves as a powerful antidote to prevent these mental health concerns—and we're not alone.

In May 2023, U.S. Surgeon General [Dr. Vivek Murthy released a report](#) about the vital connection between physical activity and mental health. In it, Dr. Murthy singled out Girls on the Run as a successful program for girls to learn life skills through engaging activities and lessons. It is gratifying to know that the nation's top health official sees what we do: Our program is a valuable resource supporting girls when they need it most!



We are committed to meeting the needs of girls during this pivotal moment of their development. In 2023, we strengthened the organization's foundation through investments in programming, coach training, and technology. We have continued to fuel initiatives that make our organization more accessible to all families. We also forged new partnerships with exciting brands and like-minded organizations.



And we have distributed more than \$1.6 million in funds to our councils. Plus, we have been preparing our sites and coaches for the much-anticipated rollout of a redesigned National Coach Training model and a refreshed curriculum intentionally developed to inspire girls to be joyful, healthy, and confident.

After a powerful year of impact, we are as energized as ever. We are ready. We are set. Let's go!

ONWARD,

Elizabeth R. Kunz

Elizabeth Kunz
CEO



Sheila McGinley-Graziosi

Sheila McGinley-Graziosi
Board Chair



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

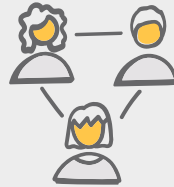
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



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**

As a new principal and GOTR coach, I witnessed first-hand our students engage with and benefit from each lesson. The culminating 5K event was spectacular and the smiles on our girls and family members provided evidence of the positivity the GOTR program affords our students. I could not ask for a better community partner or organization to help with the physical, social, and emotional well-being of our Girls on the Run.

— **Brandon**
Elementary School Principal





INVESTMENTS IN TECH

In 2022, we embarked on a comprehensive cybersecurity assessment, and this year, we rolled out a wide-ranging mitigation and response strategy based on the findings. We also enhanced our learning management system to improve the overall experience of our volunteer coaches.



BRAND STRENGTH



In December 2022, we conducted a market study to assess our brand awareness. Our Net Promoter Score has grown stronger since our last study conducted in 2019. In other news, [The New York Times featured Girls on the Run](#) in an article in December 2022 as an organization that encourages young runners and uses running to teach life lessons. Plus, in May 2023, [Glamour.com listed GOTR](#) as the #1 nonprofit for volunteering.

2023 Key Highlights



PILOTING FOR TAKEOFF

The programming team has been developing new curricula for 3rd- to 5th-grade girls and National Coach Training.

In spring 2023, 26 teams piloted the refreshed lessons, which feature the same vital learning goals that Girls on the Run is known for. In 2021, the Susan Crown Exchange selected Girls on the Run to participate in its [Million Coaches Challenge](#), a three-year initiative committed to equipping coaches with the tools to help their team members thrive. This partnership supported the redesign of our National Coach Training model. Ten councils piloted the new training last spring. The refreshed curriculum and training will launch for the entire network in spring 2024.



2023 Key Highlights



ENSURING ACCESS



Thanks to a generous grant from Rite Aid Healthy Futures, councils in 17 states received a combined \$700,000 to enhance program access. We also strengthened our alignment with Move United and were honored to be named an Inclusion Champion. Together, we promoted its Inclusive Playbook, which uses the power of sport to push what's possible for people with disabilities.



PROUD PARTNERS AND FABULOUS FUNDRAISING

Our partners generously invest in and promote our mission. We recently celebrated 10 years of Building Strong Girls with Gamma Phi Beta. Milk sponsored women runners at marathons and donated over \$1 million in their honor. adidas released GOTR-branded apparel and provided high-quality, low-cost footwear and gear. HERSHEY'S placed our logo and positive adjectives about our program submitted by GOTR coaches and staff on the wrappers of their delicious SHE IS chocolate bars. How sweet! We are also grateful to dedicated donors like you, who helped us raise critical funds through last year's Give, Grow, Glow campaign.



SUPPORT THE COUNCIL NETWORK

In collaboration with like-minded and generous partners and funders, our headquarters distributed more than \$1.6 million in funds in FY23 to 93% of our Girls on the Run councils.

Now more than ever, Girls Are Counting on Us

The National Center for Education Statistics within the U.S. Department of Education's Institute of Education Sciences reported that almost **70% of public schools** saw an increase in students seeking mental health services since the pandemic.

According to the CDC, only **24% of 6- to 17-year-olds** participate in at least 60 minutes of physical activity every day.



93% of coaches believe that participating in Girls on the Run makes participants on their team more confident.

86% of caregivers said Girls on the Run helped their child gain skills that are helping them handle stress. (For example: positive thinking, emotional management, being a good friend, etc.)



92% of participants said they like being physically active because of participating in Girls on the Run.



I like meeting new friends and also running and how we have lessons on Star Power and that you should be nice to people ... it's just like a fun experience. You might think you're not going to like it cause it's running but it's actually really fun if you try to do it. Once you start to do it, it really feels like a better community.

— Ariana
GOTR Girl

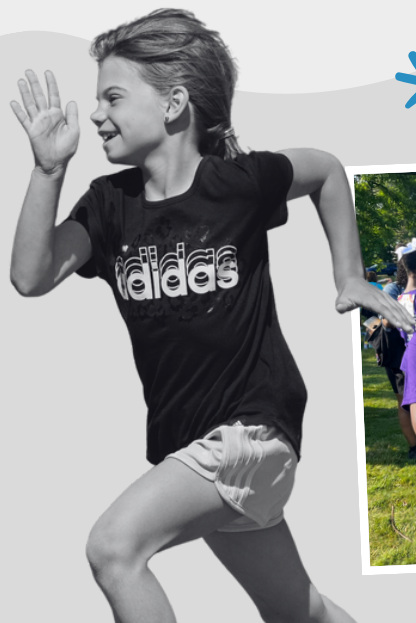


Thank You, Partners!

National Partners, corporations, foundations, and individual donors fueled our mission of empowerment in 2023.



These investments made it possible for over **166,000 girls** to activate their limitless potential this past year. Thanks to these contributions, more girls are now more confident and better prepared to face challenges in the future.



National Partners



Gamma Phi Beta



THIRTY *One*™



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flamingo



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Bill and Sharon Allen
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LEK™





I decided to become a Girls on the Run coach when I read about the principles and core values of this program. Girls in upper elementary school often struggle with image, self-worth and defining who they are. I want to help these girls build a firm character foundation and a mentally and physically healthy future!

— Bonnie
GOTR Coach

I have been a GOTR coach for over 20 seasons in four different states. Throughout this time, my excitement for the program has not ceased. I continue to enter each season with the same joy and anticipation as I did on my very first day, 19 years ago.

— Jennifer
GOTR Coach





Statement of Activities

Year ended June 30, 2023

	Without Donor Restrictions	With Donor Restrictions	Total
Support, Revenue and Other Income (loss):			
Sponsorships	\$806,508	\$ --	\$806,508
Contributions and Grants	\$3,031,817	\$280,120	\$3,311,937
Membership and Renewal Fees	\$1,505,313	\$ --	\$1,505,313
Merchandise Sales and Royalties	\$1,641,837	\$ --	\$1,641,837
Registration Fees	\$278,143	\$ --	\$278,143
Training	\$27,400	\$ --	\$27,400
Investments (net) and Other	\$654,032	\$ --	\$654,032
Total	\$7,945,050	\$280,120	\$8,225,170
Net Assets Released from Restrictions:	\$1,008,951	\$(1,008,951)	\$ --
Total Support, Revenue and Other Income (loss):	\$8,954,001	\$(728,831)	\$8,225,170

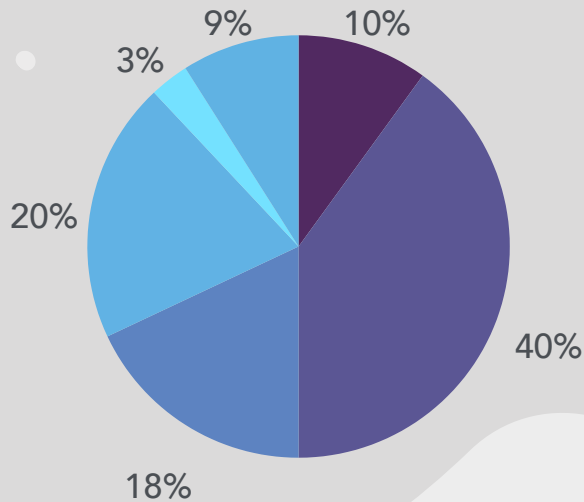
Statement of Activities

Continued

	Without Donor Restrictions	With Donor Restrictions	Total
Expenses:			
Council Service Delivery	\$5,894,470	\$ --	\$5,894,470
Program Development and Training	\$847,965	\$ --	\$847,965
Girls on the Run Greater Charlotte	\$646,963	\$ --	\$646,963
General and Administrative	\$593,706	\$ --	\$593,706
Fundraising	\$685,377	\$ --	\$685,377
Total	\$8,668,481	\$ --	\$8,668,481
Change in Net Assets:	\$285,520	\$(728,831)	\$(443,311)
Net Assets (beginning of year):	\$7,164,910	\$1,471,737	\$8,636,647
Net Assets (end of year):	\$7,450,430	\$742,906	\$8,193,336

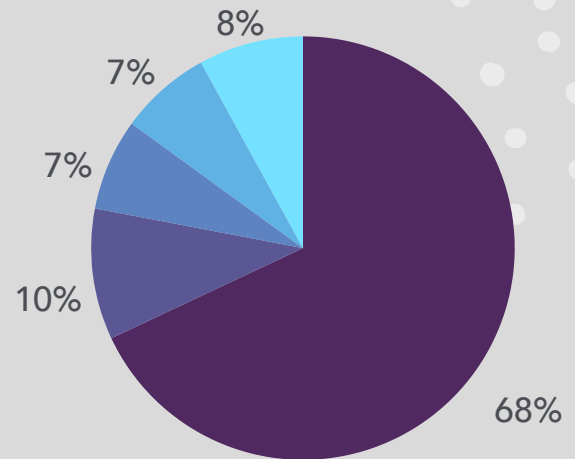
Revenues & Support

\$8,225,170*



Expenses

\$8,668,481*



- ◆ Sponsorships
- ◆ Contributions and grants
- ◆ Membership and renewal fees
- ◆ Merchandise sales
- ◆ Registration fees
- ◆ 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.

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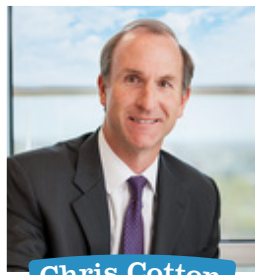
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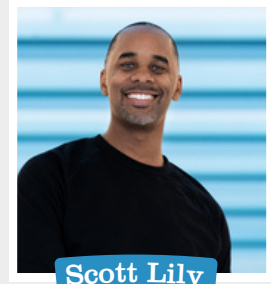
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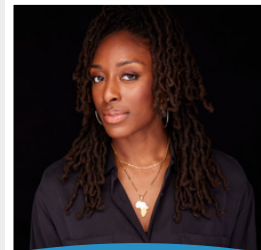
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Apple



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adidas



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Joey Pointer

Fleet Feet



**Thank you to Jennie Ebbitt and Sonali Rajan
who completed their board service in FY2023.**



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