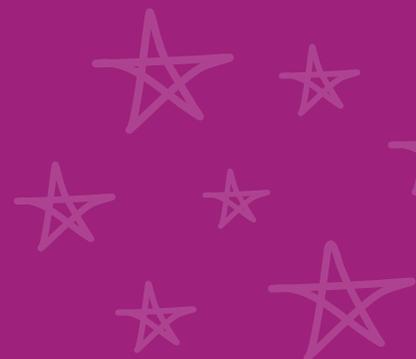


Girls on the Run® 2025 Annual Report





At Girls on the Run,
we **inspire** girls to
move with joy,
boldly share what's
in their hearts, and
build confidence that
lasts a lifetime.







DEAR FRIENDS,

We are pleased to share our 2025 Annual Report, highlighting our impact and progress over the past year. At Girls on the Run, we remain steadfast in our commitment to ensure every girl has the confidence, resilience, and skills to navigate life's challenges. In 2025, we deepened our impact, expanded access, and strengthened the community that powers this mission.

Thanks to your support, this year, we released a brand-new curriculum, *Hello, Bold Heart!* Grounded in research and delivered by trained coaches, it helps girls in grades 3 to 5 boldly share their thoughts, ideas, and feelings, and help others find and use their voices, too! Girls also experienced our *Hello, Mountain Mover!* curriculum for the first time. It strengthens their I Can! Power, which is the confidence to do hard things and persevere through challenges.



As we expanded our program offerings, we also focused on the dedicated people and places that make Girls on the Run possible. We enhanced coach and site retention by translating new external research into practical strategies for our network. We also leveraged automation and technology to launch a unifying national coach recognition program to consistently and meaningfully honor volunteers across our council network.

We also deepened lifelong bonds through Beyond the Finish, our alumni community that welcomes former participants, coaches, staff, and board members into an ongoing network of support and connection. In addition, we launched a multi-year alums study in 2024, with insights to be shared publicly in spring 2026 that will show how our programs shape lives well beyond the season.



This spirit of connection and care extends to our staff as well. We were honored to be named one of Charlotte's Best Places to Work. This recognition reflects the supportive, joyful, and collaborative culture our team creates each day and the values that power our mission.

All of this and so much more was made possible because of the support of our corporate and grant funders, the generosity of people like you, and the tremendous investments of our National Partners. We are grateful to **adidas**, **Gamma Phi Beta**, and **BAND** for their steadfast support, and we extend sincere thanks to **Rite Aid Healthy Futures** for their years as a valued partner.

You will find more about these initiatives, outcomes, and our financial health in the pages ahead. Thank you for investing in the confidence and health of girls. Every season reminds us that progress is not a straight path — it's a series of joyful steps forward. Together, we are building communities where every girl knows her limitless potential and moves boldly toward her dreams.

WARMLY,



Elizabeth Kunz
CEO



Elizabeth Catlin
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

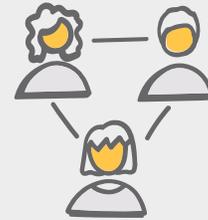
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



Our Core Values



Recognize our power and responsibility to be **intentional in our decision-making**



Embrace our differences and find strength in our **connectedness**



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



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



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



Stand up for **ourselves and others**

Reaching New Heights

in FY25

11,600+

Completed Community
Impact Projects



82,000

Volunteers, including



41,000

Coaches



Over 175,000

Girls empowered



Since 1996,
2.7 million
girls served!



As a young girl, Girls on the Run taught me kindness, goal setting, and self-belief. Through the support of my coaches, teachers, and peers, I realized that there are people beyond your family who genuinely want to see you grow. The impact has stayed with me.

— **Amy**
GOTR alum and coach



BUILDING BOLD HEARTS, BREAKING BARRIERS

This year, Girls on the Run released *Hello, Bold Heart!*, the latest addition to our three-part curriculum suite designed to meet the evolving needs of today's girls. Like its suitemates, *Hello, Superstar!* and *Hello, Mountain Mover!*, this new curriculum follows a fun, empowering theme that helps girls develop the confidence, healthy habits, and life skills they need to reach their goals and thrive in today's world. Built on decades of research and developed in response to feedback from coaches, caregivers, and participants, *Hello, Bold Heart!* teaches girls how to share their thoughts, ideas, and feelings, and encourages them to help others speak up as well.

To increase access and ensure more coaches and girls could participate in our programming, we developed Spanish translations of our National Coach Training and Coach Policy Manual. In addition, we released a Spanish translation of our *Hello, Mountain Mover!* curriculum. With councils serving 48% of US counties, where 80% of the population resides, this language expansion enables volunteers and participants in all communities to fully engage with and experience Girls on the Run.





INSIGHTS THAT INFORM IMPACT

In partnership with Luth Research, we conducted a study to understand the primary risks that deter coaches and sites from returning and identify the strongest opportunities to influence them to return. More than 600 coaches and 300 sites participated. The results revealed that coaching provides significant personal and professional benefits, with 83% of coaches reporting stronger community connections and 77% noting improved social-emotional skills. Teachers and caregivers alike shared that serving as a coach strengthened their relationships with their students and children, and that the skills and lessons they gained through coaching carried over into their roles as educators and caregivers. Teachers also noted that Girls on the Run supports a positive school climate. Additionally, site administrators affirmed that Girls on the Run aligns with many key attributes they seek when selecting after-school programs and agreed that it supports a positive school climate.



Thanks to pro bono support from a team of experts at PwC, we assessed potential risks and implemented enhanced measures to address our most significant enterprise challenges. Drawing on insights from the assessment, we strategically leveraged data to expand and diversify our coaching network, enhance cybersecurity, and foster deeper partnerships with schools and community organizations. These proactive measures are actively strengthening the organization's resilience, security, and long-term preparedness.

Beyond risk readiness, we're investing in external research to evaluate the lasting impact of Girls on the Run. Last year, Dr. Maureen Weiss and her colleagues initiated a new, rigorous study of Girls on the Run alumni to explore the long-term impact of participation on girls' physical, social, and emotional development. The study tracks participants who joined Girls on the Run as fourth graders in fall 2019, first assessing them as eighth graders and following them through high school and one year post-graduation, to understand how Girls on the Run lessons influence their lives over time. Study results for eighth and ninth graders will be shared in 2026, providing new insights into the enduring effects of Girls on the Run programming.





PARTNERSHIPS WITH PURPOSE

Over the last year, our partners, funders, and donors played an essential role in expanding our reach, deepening engagement, and celebrating the power of girls. With adidas Running, Boston Marathon participants powered past Mile 15 with GOTR cheer. adidas amplified fundraising efforts by providing Marathon and 5K bibs. The event strengthened our awareness, collective connection, and vision.



Our longest-standing partner, Gamma Phi Beta, continued to Build Strong Girls through the pilot of new coach training additions, which enhanced and deepened the impact of our partnership. Moonball events, hosted by over 135 chapters, generated critical funds for councils across the network, raising awareness and promoting fun as well. And members boosted our 5K celebrations with GPhi energy, serving as volunteers and coaches.

Fleet Feet expanded support as National 5K Partner, which brought increased involvement in Girls on the Run 5K resources and at events nationwide. Sparkling Ice brought its anything-but-subtle energy to events, providing refreshing and flavorful sparkling water to 5Ks nationwide, in celebration of the girls achieving this end-of-season accomplishment.

Feetures celebrated International Women's Day, launching a limited-edition sock benefiting Girls on the Run, raising vital funds and spotlighting the resilience and strength of girls everywhere.

We hit the courts and course with BNP Paribas at Indian Wells as their Points for Change champion and the Genesis Invitational at Torrey Pines as a tournament charity partner. Both events provided additional awareness of Girls on the Run and showcased for girls the endless possibilities that exist in sport.

Together, these partners and funders brought visibility, energy, and resources to our work, ensuring that more girls can access a joyful, empowering Girls on the Run experience.





COUNCIL NETWORK GROWTH CONTINUES

In FY25, Girls on the Run proudly welcomed two new councils, **Girls on the Run Sandhills** and **Girls on the Run Edmonton**, to our network. With Sandhills deepening our impact across North Carolina communities and Edmonton expanding our reach in Canada, both are advancing our mission and introducing our program to more girls.



INNOVATION IN MOTION

Our commitment to embracing innovation and new digital tools remained at the forefront of our decision-making and future strategizing. We deepened our investment in technology to strengthen our nationwide staff and volunteer team's cybersecurity readiness. We enhanced our core systems to simplify daily tasks, encompassing registration and fundraising, as well as data quality and communication. Across departments, we introduced AI projects and automation to test new capabilities, build coach recognition programming, develop organizational readiness, and lay the groundwork for mission-driven innovation in the coming year.





CONNECTING, CELEBRATING, AND INSPIRING

Confidence doesn't have an expiration date, and neither does Girls on the Run spirit! This year, Girls on the Run launched Beyond the Finish, a national Alumni Community where former participants, coaches, staff, and board members can reconnect with our organization. The initiative affirms that once someone is part of Girls on the Run, they are always part of it, inspiring members to share their stories, engage with sister members, and carry their experience with Girls on the Run into their lives, careers, and communities. ✨

Building on that spirit, Girls on the Run is only possible because of the caring coaches who give their time and talent to leading teams. To express our appreciation for their dedication, we introduced a unified, nationwide program that recognizes coaches in consistent and meaningful ways. Councils now have ready-to-go celebratory resources and service awards that save time, reduce duplication, and uphold brand quality. The program also amplifies recognition at the national level, ensuring that every coach feels seen and valued, regardless of their location.



Helping Today's Girls Grow in Confidence

Today's girls face growing challenges with their mental, emotional, and physical well-being. At Girls on the Run, they are finding the skills and support to thrive. Through evidence-based lessons and movement, our program helps girls build confidence, strengthen connections, and develop lifelong resilience.

What girls are facing

How Girls on the Run makes a difference

Nine out of 10 girls feel under pressure to fit into specific roles or stereotypes.

(Ruling Our eXperiences, 2023)

95% of participants say they are more confident because of Girls on the Run.*

53% of U.S. teen girls felt persistently sad or hopeless in 2023, nearly double that of boys.

(Centers for Disease Control, 2023)

92% of participants say they learned things at Girls on the Run to help them deal with strong emotions.*

96% of participants say they learned things at Girls on the Run that are important to them.*

Only 16% of girls met the guideline of 60 minutes of physical activity a day.

(National Survey of Children's Health, 2022-2023)

93% of participants say they like being physically active because of Girls on the Run.*

*(Girls on the Run End-of-Season Surveys, 2024, 2025)

Through the power of movement, mentorship, and meaningful connection, Girls on the Run is helping today's girls build confidence that lasts a lifetime.

Through Girls on the Run, my daughter has gained a stronger understanding of what it means to be a leader, not just in title, but in how you treat others, stand up for what's right, and use your voice. Watching her grow and embrace these values has been one of the most rewarding parts of her Girls on the Run experience.

— Ola
GOTR parent



Thank You to Our Supporters!



National Partners, corporations, foundations, and individual donors fuel our mission.



In 2025, their investments allowed over 175,000 girls to activate their limitless potential.



National Partners



Gamma Phi Beta
TRUE AND CONSTANT



Corporate Partners



Foundation Partners



Bill and Sharon Allen
Family Foundation



National Alliances



DARKNESS TO LIGHT®
END CHILD SEXUAL ABUSE



The Jed Foundation





GOTR taught me optimism and how to find the light in dark places. It also taught me to use my voice and never to be afraid to speak up. **GOTR helped me find that voice**, and it's something I carry with me every single day.

— Abby
GOTR participant



As a teacher, my passion has always been to help kids grow as people. Coaching Girls on the Run gives me the chance to do that outside the classroom and alongside my own daughters. **I return every season because the program fills me with joy**, and I love watching girls discover their own confidence.

— Jen
GOTR parent & coach



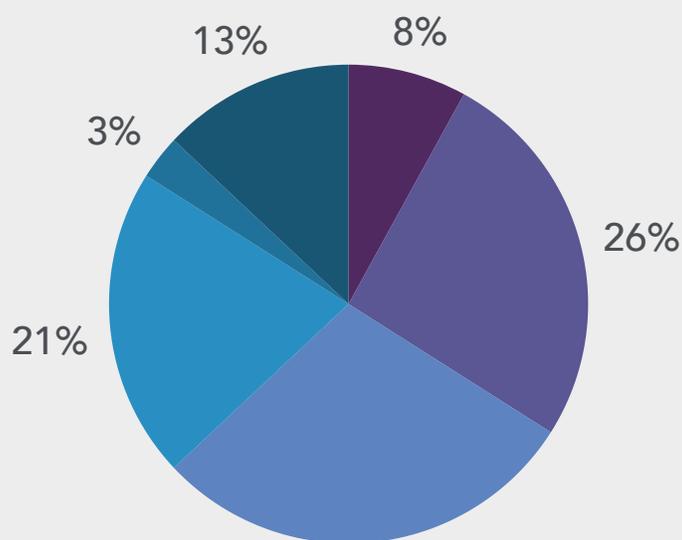
Statement of Activities

Year ended June 30, 2025

	Without Donor Restrictions	With Donor Restrictions	Total
Support, Revenue and Other Income (loss):			
Sponsorships	\$701,153	\$ --	\$701,153
Contributions and Grants	\$1,849,086	\$409,234	\$2,258,320
Membership and Renewal Fees	\$2,585,014	\$ --	\$2,585,014
Merchandise Sales and Royalties	\$1,815,834	\$ --	\$1,815,834
Registration Fees	\$239,807	\$ --	\$239,807
Training	\$25,780	\$ --	\$25,780
Investments (net) and Other	\$1,121,432	\$ --	\$1,121,432
Total	\$8,338,106	\$409,234	\$8,747,340
Net Assets Released from Restrictions:	\$866,129	(\$866,129)	\$ --
Total Support, Revenue and Other Income (loss):	\$9,204,235	(\$456,895)	\$8,747,340

	Without Donor Restrictions	With Donor Restrictions	Total
Expenses:			
Council Service Delivery	\$6,315,233	\$ --	\$6,315,233
Program Development and Training	\$846,522	\$ --	\$846,522
Girls on the Run Greater Charlotte	\$1,191,537	\$ --	\$1,191,537
General and Administrative	\$736,369	\$ --	\$736,369
Fundraising	\$774,677	\$ --	\$774,677
Total	\$9,864,338	\$ --	\$9,864,338
Change in Net Assets:	(\$660,103)	(\$456,895)	-\$1,116,998
Net Assets (beginning of year):	\$8,161,463	\$2,089,859	\$10,251,322
Net Assets (end of year):	\$7,501,360	\$1,632,964	\$9,134,324

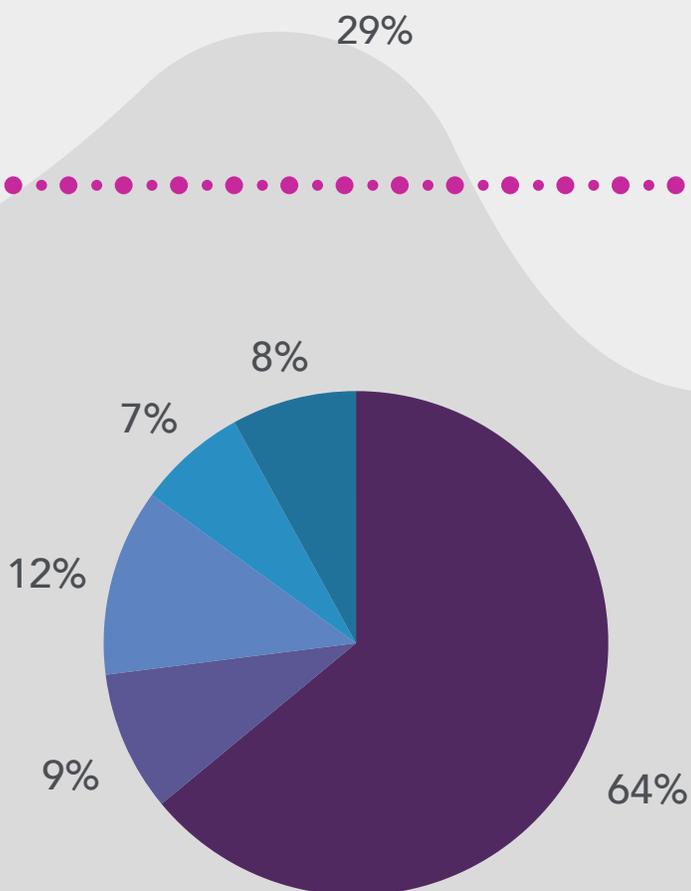
Statement of Activities (Continued)



Revenues & Support

\$8,747,340*

- ◆ Sponsorships
- ◆ Contributions and grants
- ◆ Membership and renewal fees
- ◆ Merchandise sales and royalties
- ◆ Registration fees
- ◆ Investments (net) and other



Expenses

\$9,864,338*

- ◆ 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.

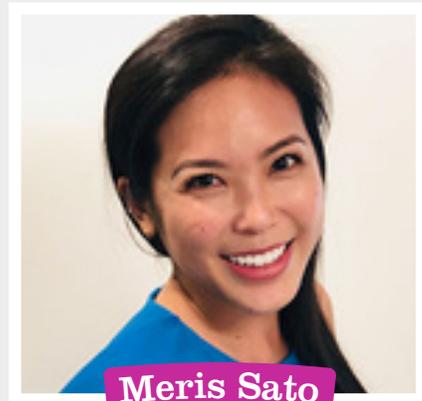
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Board Chair

*Bluestone Wealth Management
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Meris Sato

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Director*



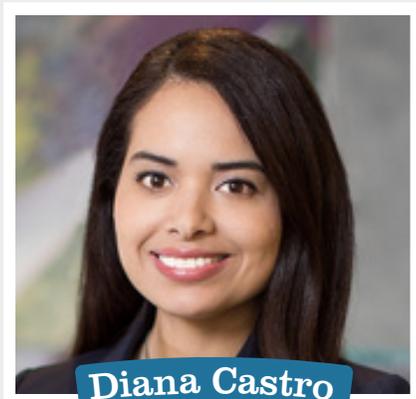
Scott Lilly

Vice Chair

Apple

Senior Manager, Software

Engineering Operations and Planning



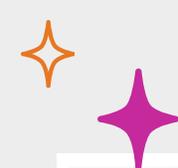
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Rishi Mukhi

adidas

Director, Brand Communications



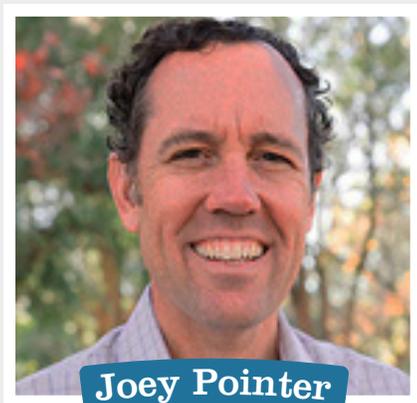
Monika Goyal, PhD

*Children's National Hospital
Pediatric Physician*



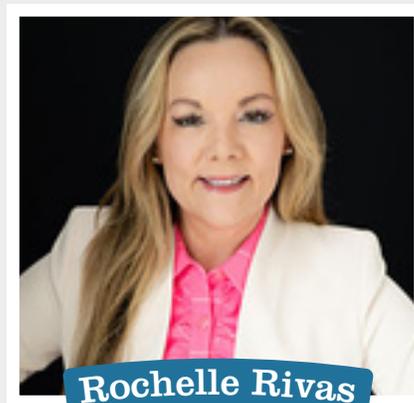
Karin Pfeiffer

*Institute for the Study of Youth
Sports at Michigan State University
Professor and Director*



Joey Pointer

*Fleet Feet
CEO*



Rochelle Rivas

*Ember Group Consulting
Founder & CEO*

Thank you to Sheila McGinley-Graziosi, Dara Bazzano, and Nneka Ogwumike, who completed their board service in FY2025.



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