



Partnerships and Development Update

FALL 2026

Click the pink underlined text throughout the deck for links to resources & additional information!

Powering Our Purpose



Spreading our mission farther



Strengthening organizational credibility

Engaging with new audiences & supporters



Inspiring local involvement & community action



EMPOWERING COUNCILS

- ★ Council Support: pass-through funds, in-kind donations and volunteer engagement
- ★ Professional Development Opportunities

ADVANCING PROGRAMMING

- ★ Curriculum Development
- ★ Research & Evaluation
- ★ Family Engagement Strategies & Development

GROWING OUR REACH

- ★ National Recognition, Advocacy & Visibility
- ★ Toolkit resources including coach, site & participant retention & recruitment, fundraising, 5K resources and more!



Girls on the Run National Partners



SINCE JANUARY 2019



Gamma Phi Beta
TRUE AND CONSTANT

SINCE JULY 2012



SINCE JULY 2023



adidas Discount Program

- ♥ **50% off** most full price items on adidas.com, including select shoes, apparel, and accessories
- ♥ **One multi-use discount code** will be emailed to each council by **Friday, July 31, 2026**.
 - ♥ 10-time use limit for each code.
 - ♥ Can purchase up to 15 of same style/color per transaction (multiple styles may be included in one order and different colors of same style may be included)
- ♥ Need more codes? [Submit request here](#)
- ♥ Available to all councils – US & Canada
- ♥ Codes expire December 31, 2026.
- ♥ No minimum purchase required. Each code is valid for up to **\$2,000** in full price merchandise (before the discount)
- ♥ **Free shipping & returns** with [free adiClub membership](#)
- ♥ [adidas Shipping Details](#)
- ♥ Questions? Review the [FAQ](#) or email partnerships@girlsontherun.org.

93 councils
participated in the
new adidas
discount program!

**Most Ordered
Style**
Run Falcons
1,248 pairs

**Nearly 8,000
pairs of shoes**
purchased by
councils!



Gamma Phi Beta



★ Funds raised during the 2025 – 2026 academic year are expected to be sent to councils in the October 2026 quarterly council payout – exact timing is dependent on receipt of funds from GPB.

♥ **Reminder: GPB Allocations Update:** Chapters designate funds for each event. The new default setting for GOTR funds is *Our Chapter's Closest Local Council*, further supporting the council to chapter relationships!

- ♥ Primary Fundraising Event (Moonball Tournament) – 100% of funds directed to GOTR (HQ or local) *
- ♥ Secondary Fundraising Events (GPhi Beat, Gamma Fry, etc.) – 50% of funds to GOTR (HQ or local), 50% directed to GPB Foundation
- ♥ Our national partnership agreement with GPB states that councils receive 75% of the funds designated and GOTR HQ retains 25%. GPB HQ retains a 4% administrative fee from all philanthropy dollars for operational costs.

★ To be formally connect with your local chapter, please email partnerships@girlsontherun.org.





Gamma Phi Beta
TRUE AND CONSTANT

HQ PROVIDED RESOURCES

- ★ **NEW!** [Customizable GOTR Presentation Template](#) for councils to use when attending GPB chapter meetings.
- ★ **NEW!** [GOTR x GPhi Video](#) shared at Summit 2026!
- ★ One-pagers available:
 - ♥ [About GOTR for Gamma Phi Beta Chapters Customizable!](#)
 - ♥ [About Gamma Phi Beta for GOTR Councils](#)
- ★ Encourage your Gamma Phi Beta members to [share their Building Strong Girls story](#) – whether they are a coach or GOTR girl alum – we want to learn about their story!
- ★ Submit [photos](#) showcasing GPhi members in action!



FALL SCHEDULE

- ★ **August – September**
 - ♥ Fall semester begins
 - ♥ Primary member recruitment (for 75% of chapters)
- ★ **October – November**
 - ♥ Moonball events hosted in fall
- ★ **December**
 - ♥ New elected chapter officials, including philanthropy chairs, begin their term

Gamma Phi Beta's 135 chapters participate in many similar activities. These events happen at different times throughout the school year. Contact your Gamma Phi Beta chapter to find out when they plan to host their Moonball event and elect new officers.



- ★ **NEW!** Family Engagement Bite-Sized BAND content available via BAND groups – 14 posts per season, per curricula.
 - ♥ [Family Engagement Guide](#) – refer to page 15.
- ★ Not using BAND yet?
 - ♥ Scan QR Code or [click here](#) to download BAND, then join the [GOTR Council Staff Support BAND!](#)
- ★ **ICYMI:** [GOTR HQ BANDs](#) – spaces for GOTR network to connect about specific topics in BAND! Have a topic recommendation? Email partnerships@girlsontherun.org.
 - ♥ [Fund Development](#)
 - ♥ [Program Management](#)
 - ♥ [5K Events](#)
 - ♥ [Board Development & Engagement](#)
 - ♥ **NEW!** [Artificial Intelligence](#)
 - ♥ **NEW!** [Strategic Alliances](#)
- ★ BAND support resources are on the Council Portal under [Fund Development > National Partners > BAND](#).
 - ♥ Email templates are also accessible in Pinwheel.



Download
BAND today!



Rowan

PARTNERSHIP UPDATE

At the end of July, our partnership with Rowan will come to a close as they shift their philanthropic focus.

We are incredibly proud of everything we accomplished together throughout our partnership. Rowan showed up for girls in real and meaningful ways. They were at 5K Celebrations, welcomed councils into their studios, and created engaging activations across our network.

While we close this chapter with gratitude, we do so with confidence and appreciation for the impact we made together. We remain committed to building partnerships that reflect our values and deepen the Girls on the Run experience for participants and families.

We'll continue to celebrate Rowan as they create fun and safe experiences for our shared girl.





FOUNDATION UPDATE

Since 2021, Rite Aid Healthy Futures has been a dedicated supporter of Girls on the Run.

Following the closure of Rite Aid Healthy Futures Foundation and as a part of its lasting legacy, they made a transformative investment of **\$3 million** to Girls on the Run to strengthen the network through planned salary matching grants and support of middle school program innovation.

More details about this extraordinary investment will be shared in the 411 or direct council emails in the following months.



National 5K Partners

FALL 2026



Gamma Phi Beta
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National 5K Partner resources including logos and graphics can be located on the [Council Portal](#).



FLEET FEET

50 YEARS RUNNING

- ★ **Growing footprint:** Fleet Feet now operates **292 stores** across **40 states** and Washington, D.C., with **6 additional stores** opening in 2026 - continued growth since our last update!
- ★ **Fall Activations:** Fleet Feet will be joining select markets this fall with exciting 5K activations.
- ★ **Momentum:** On Global Running Day, Fleet Feet's Big Run drew more than 34,000 participants across 150 stores.
- ★ **Milestone:** Fleet Feet is celebrating its **50th anniversary this year.**
- ★ **Council relationships:** **48% of councils** report an active relationship with their local Fleet Feet. Popular collaborations include:
 - ♥ Program or 5K Marketing / Support
 - ♥ 5K Activations or volunteer support
 - ♥ 5K Packet pick up partner
 - ♥ Girls on the Run 5K Sponsorships
 - ♥ Run Group Involvement



★ **NEW!** True Citrus sample bags for Fall 2026 can now be requested. Use [this form](#) to submit your request **by Wednesday Aug. 12.**

★ **REMINDER!** Submit photos highlighting True Citrus product donations from the Spring 2026 season [here](#).



It takes a COMMUNITY

Local sponsors make Girls on the Run possible right here in [Council Name]!

Did you know?

- [%] of girls in our program rely on financial assistance
- Local partners help ensure every girl can participate

You might already be our next connection.

Do you...

- Work for a company that gives back?
- Know a local business that loves supporting girls?
- Have a connection we should explore?

We'd love to connect! placeholder@girlsontherun.org

Grant & Foundation Support

New & updated grant resources are accessible on the Council Portal: [Fund Development > Grant Resources](#)

- ★ **NEW!** Template for grants to underwrite **Family Engagement Resources** costs.
- ★ **NEW!** Separate **Grant Presentation Deck** and **Grant Impact Reporting Deck** templates tailored to distinct funder engagement and reporting needs.
- ★ **NEW!** **Grant Acknowledgment Letter Template** with ready-to-use language to strengthen funder relationships.
- ★ **UPDATED!** All templates updated with powerful long-term impact data from the **Alums Study**.
- ★ **UPDATED!** Refined language and design in the **Editable GOTR Council Logic Model** to help showcase program outcomes and impact.
- ★ **UPDATED!** Refreshed **Grant Press Release** to share grant announcements and impact stories.
- ★ **UPDATED!** **Data Validation and Needs Addressed by GOTR** documents.

REMINDER! GOTR HQ provides all councils with access to **GrantStation**, an online searchable database that connects nonprofits with grant-makers and funding sources.

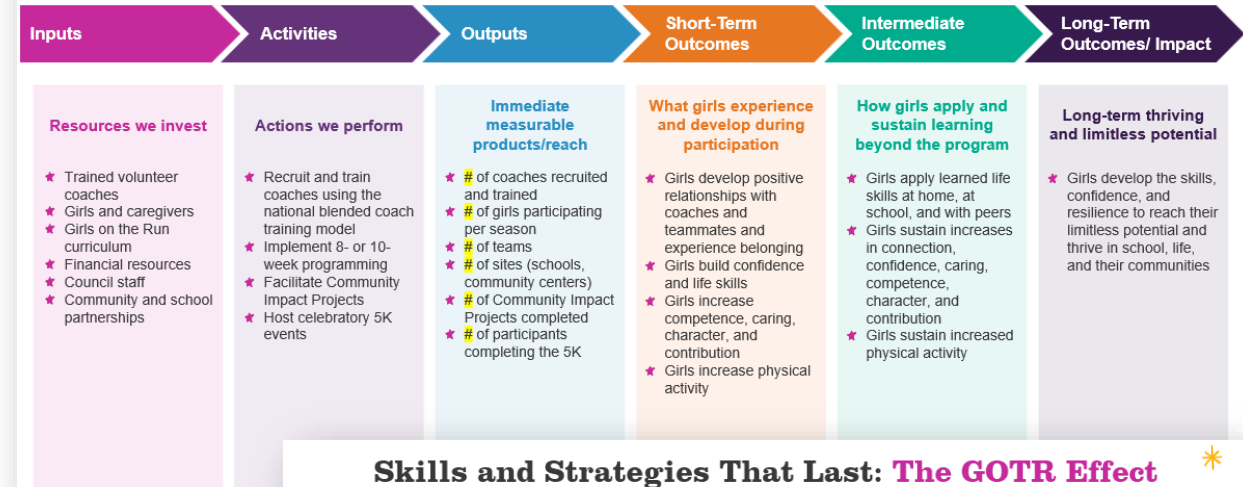
To access **GrantStation** or update your email in the system after migrating domains: Use [this link](#) and click “[Login to GrantStation](#)” on the purple sidebar. Please reach out to grants@girlsontherun.org with any issues accessing the platform.

Girls on the Run **Council** Logic Model

Councils Implement → Girls Grow → Girls Reach Their Limitless Potential

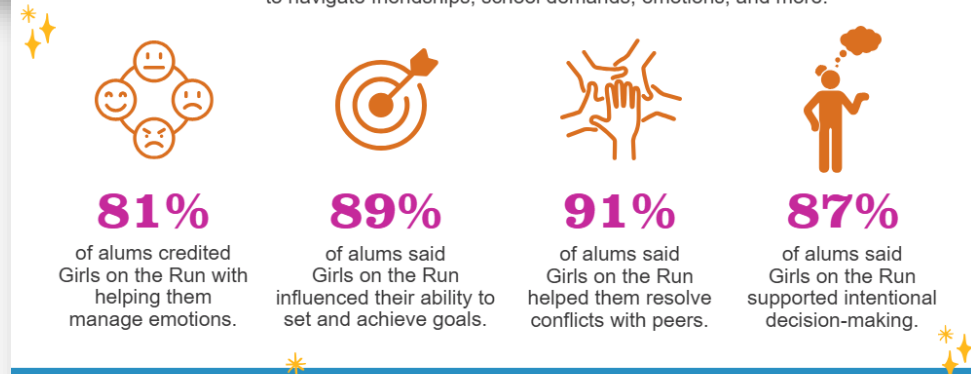
Mission: We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

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



Skills and Strategies That Last: **The GOTR Effect**

CORE MESSAGE: Girls continue using GOTR skills and strategies years later to navigate friendships, school demands, emotions, and more.



Girls described feeling more **confident**, more **positive**, and more **capable** because of GOTR.



Grant & Foundation Support

GOTR HQ has secured funding to strengthen and expand the council network, including:

★ Translation of Key Materials

- ♥ Translation of curriculum, participant materials, caregiver communications, and marketing & recruitment resources to better serve all girls

★ Accelerated Expansion Funds

- ♥ Direct funding awarded to selected councils to increase access for more girls

★ Curriculum & Grown-Up Guide Access

- ♥ Expanded access to updated curriculum and Grown Up Guides through network-wide promotions

★ Support for GOTR Onboarding & Training

- ♥ Funding to support essential learning resources for council staff and volunteers

★ Collaboration with Lakeshore

- ♥ Supporting collaboration with Lakeshore to ensure all girls can meaningfully participate



QUESTIONS? Reach out to grants@girlsontherun.org!

Strategic Alliances



NEW! Join the [Strategic Alliances BAND](#) to share tips, exchange ideas, and connect with other councils working with these organizations locally!



The Jed Foundation

- ★ Girls on the Run and local CIS affiliates work together to identify GOTR sites.
- ★ Councils can utilize the outreach email template under [Programming > Program Ops > National Alliances > Communities in Schools](#).
- ★ To connect with your local CIS affiliate or share your experience with CIS, [please fill out this form](#).
- ★ Girls on the Run is proud to be a [Move United Inclusion Champion](#) ensuring that every girl is able to participate in our programming.
- ★ **NEW!** Join Move United for a webinar highlighting their [new Inclusive 5K Guide](#) on September 30— *more details to come in the 411!*
- ★ To connect with a local adaptive sport organization in your area, email alliances@girlsontherun.org.
- ★ [The Jed Foundation](#) protects emotional health and prevents suicide for our nation's teens and young adults; giving them the skills and support they need to thrive today.
- ★ GOTR HQ is working with JED as a thought partner ensuring that our policies in this space are current and compliant.





BOYS & GIRLS CLUBS OF AMERICA

- ★ Verified Provider on the [Boys and Girls Clubs of America](#) internal marketplace since Fall 2025! Clubs can easily identify GOTR as a program resource and learn how to seamlessly get connected.
- ★ **NEW!** Join the [Strategic Alliance BAND](#) to connect with other councils who work with their local BGCA.
- ★ **NEW!** A [customizable BGCA Impact Flyer](#) to use when reaching out locally.
- ★ Since the launch in Fall 2025, more than 100 interest forms have been submitted by BGCA clubs.
 - ♥ Once a club submits a form, the GOTR HQ team emails it to the appropriate council director.
 - ♥ Councils are encouraged to schedule a time to connect with their club contact to explore programming possibilities and work with the club to determine the specifics that work best in their local market.
- ★ **Looking ahead:** GOTR HQ will continue identifying opportunities to strengthen the alliance in ways that foster local connections and deepen community impact.



Stay Connected!

- ★ Social media is a great way to show gratitude for partners and organizations – be sure to follow the accounts below to stay up to date on the latest news!

[@adidas](#) // [@adidasUS](#)

[@BANDglobal](#) // [@theBANDapp](#)

[@bgca_clubs](#)

[@coalitiontoempowerourfuture](#)

[@CommunitiesInSchools](#)

[@d2lorg](#)

[@FleetFeet](#)

[@GammaPhiBeta](#)

[@jedfoundation](#)

[@MoveUnitedSport](#)

[@TrueLemon](#)

- ★ Councils are also encouraged to share partnerships and cause marketing campaigns from GOTR HQ social accounts, as they directly impact councils.





Council Fundraising Opportunities



GOTR HQ continues to prioritize turnkey fundraising opportunities that help councils diversify funding and offer all audiences meaningful ways to support our mission.

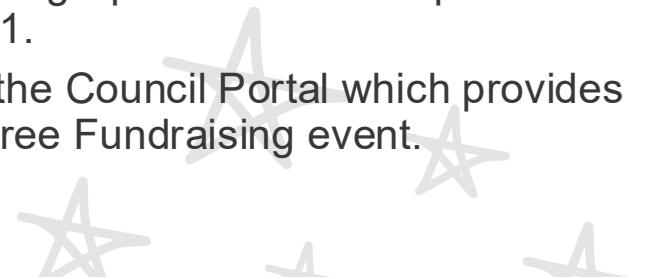
Turnkey opportunities can be found on the [Council Portal > Fund Development > Council Fundraising Events and Opportunities](#).

★ **NEW!** [End of Year Giving](#) – 2026 toolkit will be released in September and available on the Council Portal under [Individual Donors > End of Year Giving](#).

- ♥ Resources support launching a robust EOY Giving Campaign in November & December including:
 - ♥ Plug-and-play appeals, social media graphics & copy, branded elements, photos, and more!
- ♥ This year's toolkit will highlight the ways in which support promotes outcomes identified in the Alums Study!
 - ♥ Get a head start on customizing your campaign by identifying alumni and stories to feature in appeals and social posts.

★ **Coming Soon! NEW** Sneaker Soiree and Fundraising Special Event Templates will be available this fall and shared in an upcoming 411.

- ♥ **ICYMI:** [Sneaker Soiree Toolkit](#) is available on the Council Portal which provides support planning and executing a Sneaker Soiree Fundraising event.



Amazon Business Prime

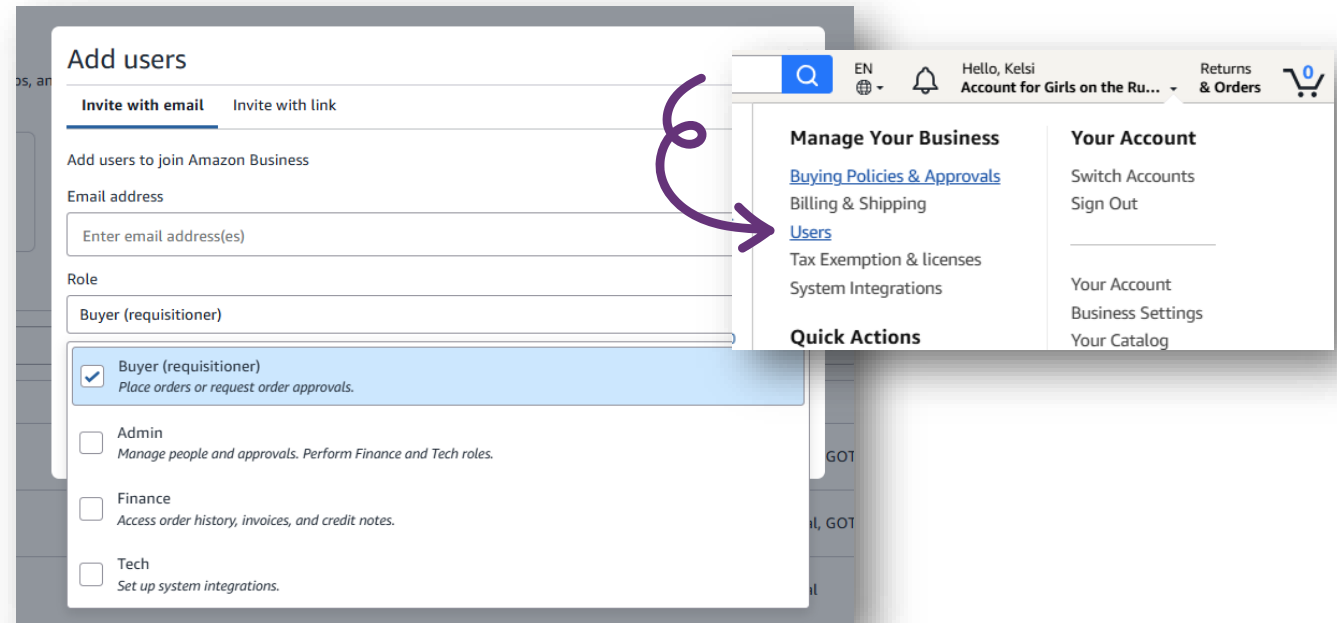
FREE Amazon Business Prime account (\$179 value annually) provided to councils by HQ.

★ Council Directors have admin access to the council's Amazon Business Prime account. Admin capabilities include:

- ♥ Add users (other council staff members) with various access (Buyer, Admin, Finance, Tech)
- ♥ Review all previous orders
- ♥ Create shared reorder lists for the group
- ♥ Set up shared settings for shipping address and payment method
- ♥ Assign buying approvals

★ GOTR + Amazon Business Toolkit

- ♥ GOTR Specific lists
- ♥ Creating a list
- ♥ Negotiated Pricing User Guide
- ♥ Progressive Discounts



GOTR SPECIFIC AMAZON LISTS

- ★ Curriculum Supplies: Hello, Bold Heart!
- ★ Curriculum Supplies: Hello, Mountain Mover!
- ★ Curriculum Supplies: Hello, Superstar!





Resources & Reminders



General Partner Resources

- ★ **NEW!** [Fall 2026 Partner Social Media Toolkit](#) provides councils with partner-specific copy, graphics, and recommended posting timeline for August 2026 – January 2027.
- ★ **NEW!** Updated [Council Sponsorship Toolkit](#).
- ★ **NEW!** Updated [Grant Toolkit](#).
- ★ [National Partner & National 5K Partner logo layout guidelines](#) will be updated to reflect all partner changes at a later date and shared in the 411.
- ★ [Partnerships and Development Resources Timeline](#) enables councils to schedule and coordinate content releases according to updates from GOTR HQ.
- ★ **REMINDER!** [Upload photos showcasing partners](#) such as adidas, Gamma Phi Beta, Fleet Feet, BAND, Sparkling Ice, etc.
 - ♥ Photos of partner activations help capture the spirit of the 5K and are one of the best forms of stewardship! [This guide](#) provides photo expectations.



Important Policy Reminders!

★ Reminders when looking into new local partners:

- ♥ Councils are prohibited from directly reaching out to National Partners, funders and grantors for support of any kind.
- ♥ Councils may not apply for national grant opportunities from national funders (defined as providing funding to organizations or operating beyond your council's territory or explicitly labeled as national) without first contacting HQ. Additionally, if a foundation only allows one application per organization, councils must connect with HQ prior to applying.

- ★ Review the [New Opportunities Pathways](#) document before engaging a new company headquartered in your territory that is national in scope or has an online/e-commerce presence. This ensures an effective and streamlined cultivation strategy. Reach out to GOTR HQ partnerships team at partnerships@girlsontherun.org with any questions.



New Opportunity Pathways

Please use this guide to maintain proper flow and respect territories when exploring new opportunities with a business, company, or organization.

Girls
on
the run®



Partner Resource Roundup & Reminders!



★ Alliances

- ♥ [NEW! GOTR Staff – Strategic Alliances BAND!](#)
- ♥ [Get connected with Communities in Schools](#)
- ♥ [Customizable YMCA + GOTR Impact Flyer](#)

★ adidas

- ♥ [adidas Additional Discount Codes Request Form](#)
- ♥ [adidas Discount Program FAQ Document](#)

★ Amazon Business

- ♥ [GOTR + Amazon Business Toolkit](#)

★ BAND

- ♥ [Download BAND!](#)
- ♥ [BAND Council Toolkit](#)
- ♥ [GOTR Staff - Support BAND](#)
- ♥ [GOTR National BANDs](#)
- ♥ [NEW! Family Engagement Guide](#) – page 15

★ Gamma Phi Beta

- ♥ [Girls on the Run Council Flyer](#)
- ♥ [Gamma Phi Beta Chapter Flyer](#)
- ♥ [NEW! GPB Chapter Presentation Template](#)

★ General Partner Resources

- ♥ [Partnerships and Development Resources Timeline](#)
- ♥ [NEW! Fall 2026 Partner Social Media Toolkit](#)
- ♥ [Submit Partner Photos here!](#)

★ General Council Fundraising Resources

- ♥ [Sneaker Soiree Toolkit](#)
- ♥ [NEW! Grant Resource Toolkit](#)
- ♥ [NEW! Sponsorship Resource Toolkit](#)

★ True Citrus

- ♥ [NEW! Fall 2026 Sample Request Form](#) due Wednesday, August 12.



THANK YOU



QUESTIONS?

Email: partnerships@girlsontherun.org