



Girls on the Run is for **EVERY** girl.

WHO WE ARE

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.

Girls on the Run honors its core values. We strive to:

- 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
- Nurture our physical, emotional and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others

WHAT WE DO

Girls on the Run drives transformative, sustained change in the lives of our participants. We use running and other physical activities as a platform for teaching life skills and promoting holistic health outcomes for kids. Meeting twice a week in small teams of 8-15, trained volunteer coaches facilitate 90-minute practices, and lead participants through our fun and intentionally designed curriculum.

Over the course of the program, participants develop essential social, emotional and physical skills and behaviors to help them successfully navigate their world. Running is used to inspire and motivate, encourage lifelong health and fitness and build confidence through accomplishment. At each season's conclusion the kids positively impact their communities by completing a service project and are physically prepared to participate in a celebratory 5K (3.1 mile) event. These celebratory events give them a tangible sense of achievement as well as a framework for setting and achieving life goals.

WHY IT MATTERS

Girls face social pressures and conflicting messages about how they should act and who they should be. Friendships become more complicated and challenging at a time when peer relationships are central to their lives. It doesn't have to be this way.

- Studies show that by age 9 a girl's self-confidence begins to drop.
- 50% of girls ages 10-13 experience bullying such as name calling and exclusion.
- Physical activity levels begin to decline at age 10 and continue to decrease throughout adolescence.

OUR RESULTS

Girls on the Run is the only national physical activity-based positive youth development program (PA-PYD) with clear evidence of impact from a rigorous external evaluation. An independent, national longitudinal study conducted in 2016 by Dr. Maureen Weiss, Ph.D., provided the following evidence-based outcomes, showing that the program is effective in driving transformative change in the lives of our youth.

- 97% of GOTR participants said they learned critical life skills including managing emotions, resolving conflict, helping others or making intentional decisions that they are using at home, at school and with their friends.
- Participants who were the least active at the start of the season increased their physical activity level by 40% from pre- to post-season and maintained this increased level beyond season's end.
- 85% of GOTR participants improved in confidence, competence, caring, character and connection, making the greatest gains in connection (how supported they felt by their peers) and confidence (how much they like the person they are).
- The study revealed GOTR had a stronger impact than organized sports or physical education programs in teaching life skills.

CURRICULUM

Our innovative curriculum shows evidence-based impact on developing competence, confidence, connection, character, caring and contribution in participants. Delivering the curriculum is easy! Each season is divided into 3 parts:

Part One: Understanding themselves and setting personal goals.

Part Two: Learning skills to foster leadership, team building, and cooperation.

Part Three: Examining their relationship to the community, including development and implementation of a community service project.

Curriculum Themes Include: turning negative self-talk into positive self-talk, understanding emotions, standing up for self and others, making and maintaining healthy relationships, expressing gratitude, making an impact on community and more!

Lesson Structure: Each lesson is like a detailed road map, focusing on a specific topic and follows a consistent format that provides routine and structure.

- **Introduction/Getting on Board:** At the beginning of each session, coaches facilitate our curriculum, opening up the lesson topic with discussion prompts and short activities.
- **The Warm Up and Workout:** Once onboard, the team will engage in warm-up and workout activities, focusing on blending the learning content with a physical activity. Participants record their lap goals and individual progress throughout the season.
- **Final Processing and Wrap-Up:** Each session concludes with a processing and wrap up, which focus on continued integration of the content and application to daily life. The wrap up includes a goal to work on before the next lesson, as well as energy awards and a closing cheer to ensure that each session ends on a high note.

PROSPECTIVE SITES

Girls on the Run of South-Central Wisconsin offers programming at over 100 sites, and has served over 16,000 kids since our council's inception. The Girls on the Run program serves kids in the 3rd-5th grade at their schools, community centers, and public parks. We are invested in building a long-term partnership to ensure that teams continue benefit from our transformational program. Successful teams are a result of the mutual contributions and strong partnership between sites and GOTR!

To host a GOTR team, sites must:

- Identify a primary contact person to fulfill the Site Liaison duties.
- Gain approval from site director/principal and complete the Site Application.
- Recruit 3-4 volunteer coaches to commit to the entire season.
 - Coaches must complete application, background check and coach training
 - Coaches must have availability to consistently attend practice each week
- Designate a safe and accessible **outdoor space** to facilitate practice, engage in activities and running laps (ie: grassy field, sidewalk, playground or track).
- Provide a back-up **indoor/covered space** to be used in the event of severe weather (ie: thunder/lightening)
- Determine a regular practice schedule for the season (2x per week, for 90 minutes).
- Ideally, practices are held on non-consecutive days, avoiding "early release" days.
- Promote the program with inclusive outreach, share details on when/how to register.

Girls on the Run Provides:

- Coach application, background check, and certified GOTR coach training.
- First Aid/CPR training for coaches who need an updated certification.
- Marketing and recruitment materials to attract a diverse team of coaches.
- Promotion materials such as flyers, posters, social media content.
- A fair and equitable online registration process, as well an alternative paper process.
- Certified GOTR curriculum books and detailed lesson plans.
- All the supplies and materials needed to confidently deliver each practice.
- Outstanding support & regular communication throughout the season.

Team Size and Coach/Participant Ratio:

- Coach to kid ratios must be maintained at every practice
- For a team size of 8-15 participants, 3 coaches are needed at every practice
- For a team size of 16-20 participants, 4 coaches are needed at every practice
- Multiple teams are allowed at a site, as long as there are enough dedicated coaches to each team, and space adequate to host two separate teams

Timing and Length of Sessions:

- Each season is 8-10 weeks long; teams meet twice per week for 90 minutes
- The fall season generally begins in mid-September
- The spring generally begins in late March

Registration Fees and Sliding Scale Fee Structure:

We are committed to making Girls on the Run accessible to all participants. We strive to eliminate barriers and offer the opportunity for any child to participate, regardless of financial circumstances. GOTR is delivered at no cost to the host site.

Our cost to deliver a fun and powerful program is \$160 per participant. Thanks to generous donors and community supporters, we offer a sliding-scale fee structure, making financial assistance available to anyone. Whether registering online or via paper forms, families can utilize the sliding scale fee structure. We offer household income as a benchmark and guide, but families can self-select the price point that best fits their needs. We **do not** verify income information. If additional assistance is needed (beyond the sliding scale), families are encouraged to contact our GOTR office.

We can also provide running shoes and athletic attire, if needed.

Household Income Guideline and Sliding Scale Fee Structure

Over \$80,000	= \$160 fee
\$50,001 – \$80,000	= \$100 fee
\$30,001 – \$50,000	= \$60 fee
under \$30,000	= \$20 fee

SITE LIAISON & COACH DUTIES

Site Liaisons are passionate about GOTR programming and play an important role as the point person between GOTR, the site, and coaches. It is encouraged that Site Liaisons have a deep connection to the site as an employee, highly engaged parent and/or community member. Liaisons partner with Girls on the Run programming staff to ensure success and sustainability of the team.

Site Liaison responsibilities include:

- Complete the site application each season
- Gain approval from principal/site director in support of hosting GOTR (if applicable)
- Secure dedicated, accessible outdoor space to facilitate practice
- Identify indoor space/shelter to be used in the event of severe weather
- Identify practice days and times (2x/week for 90 minutes)
- Assist in the recruitment of a coaching team (3-4 volunteer coaches)
- Assist in the recruitment of participants through an inclusive outreach effort
- Understand the GOTR registration process and assist families when needed
- Share awareness of financial assistance available for participants facing barriers
- Meet with coaches prior to the start of the season to review team logistics
- Serve as the point of contact with GOTR and provide feedback to the organization
- Champion the Girls on the Run program at your site and have fun!
- The Site Liaison may also serve as a coach, if they choose to do so

Girls on the Run teams are led by a group of volunteer coaches. We provide coaches with detailed curriculum and all supplies needed to confidently deliver each lesson. We train coaches to build relationships, create positive inclusive environments and to focus on participant's individualized effort and growth.

Coach responsibilities include:

- Serve as a positive role model and help participants grow, learn and have fun
- Understand and believe in the mission of the organization
- Work with co-coaches to lead the team through the GOTR curriculum as intended
- Be present and prepared for each practice throughout the season
- Communicate season information with families of program participants
- Support team during the 5K celebratory event
- Coaches from all gender identities and walks of life are welcome! Coaches need not be "runners", or have previous coaching experience.
- All coaches must complete an online application, background check and attend coach training prior to the start of the season.

NEXT STEPS

Getting Site On Board:

- Reach out to key stakeholders at your site to discuss hosting GOTR. This could include: principal, PTO, site director, social worker, parents, after-school programming, parks department, neighborhood association, etc.
- Decide on practices days/times
- Designate outdoor practice space
- Consider indoor/shelter options in case of severe weather
- Complete the Site Application
 - www.girlsontherunscwi.org/Start-Site
- Meet with GOTR programming staff (phone call or zoom)
- Share GOTR promotional videos:
 - <https://drive.google.com/file/d/1VuH6bk9YWjMOYdR4B6AeImnrGZIVwleL/view>
 - <https://youtu.be/EbbGhTOMxqs>
 - <https://youtu.be/3hUJ7qWolDw>
- Share the GOTR Impact:
 - <https://www.girlsontherunscwi.org/Our-Impact>

Getting Coaches On Board:

- Begin recruiting 3-4 coaches for your team
- Reach out to site staff, parents, and community members about the opportunity to volunteer & serve as a coach.
- Ask coaches to complete the volunteer application, background check and sign up for coach training: <https://www.girlsontherunscwi.org/Coach>
- Share Coach Recruitment Video: <https://youtu.be/RcnKolqhw4>
- GOTR provides everything coaches need to confidently deliver each lesson. Including: coach training, detailed curriculum books, supplies for each lesson, and support throughout the season!

Contact Us:

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