We all belong at the finish line

2026 - 2027



Bring Girls on the Run to your school, neighborhood or community!

Who We Are

Girls on the Run is an international nonprofit that offers programs to strengthen third- to eighth-grade girls' social, emotional, physical, and behavioral skills. Girls on the Run is one of the only youth development programs with compelling evidence that proves participants learn life skills and then use them in other aspects of their lives.

We take pride in our progress:

- Each year, more than 200,000 girls ages 8 to 13 participate across the United States and Canada.*
- Since 1996, over 2 million girls have been transformed, inspired and empowered by the program.
- With more than 330 5K events taking place annually, GOTR is th largest 5K series (by number of events) in the world.*
- Over 600,000 participants and spectators attend GOTR 5Ks every year.*



"The lessons reinforced through GOTR really helped strengthen my daughter Elyana's character. I am very proud to have watched Elyana flourish and learn to love and accept herself and even more importantly, become proud of what makes her unique."

-Diane, parent

*Pre-pandemic statistics. We look forward to building back stronger.

A Critical Need

Girls' self-confidence begins to drop by age nine.

Since the start of the COVID pandemic, 79% of girls feel lonelier and more depressed.

Physical activity declines starting at age ten and continues to decrease as girls age.

50% of girls ages 10 to 13 experience bullying.

The U.S. Surgeon General recently highlighted the urgent need to address the nation's youth mental health crisis, stating that "the future wellbeing of our country depends on how we support and invest in the next generation."

The Girls on the Run curriculum empowers girls to build confidence and successfully navigate life experiences. Over the course of the program, physical activity serves as a platform for teaching interpersonal skills and promoting holistic health outcomes.



Why Girls on the Run?

Evidence-based research from leading youth development experts has proven that Girls on the Run:

- Builds confidence
- Prompts independent thought and intentional decision-making
- Strengthens self-respect
- Establishes a life-long appreciation for health and wellness
- Enhances girls' ability to stand-up for self & others
- Fosters healthy relationships

These clear outcomes to social-emotional learning goals are just one aspect of GOTR key differentiator to other afterschool programs.



What Sets Girls on the Run Apart

Intentional curriculum, expert coaches and an inclusive environment all lead to a long-term impact.

Girls on the Run programming is continuously evaluated, both internally and externally. Recent Studies uncovered that:

97% of girls learned critical life skills they can use at home, school and with friends.
85% of girls improved their confidence, caring, competence, character and connection to others.
98% of girls would tell other girls to participate in Girls on the Run.
94% of parents reported Girls on the Run was a valuable experience for their girl.
97% of girls felt like they belonged at Girls on the Run.
GOTR participants scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.



"This program is amazing. My daughter participated for three years and now volunteers and still does the 5K. Girls on the Run is a safe space for her to discuss the complicated issues preteens and teens dealing with. The faces on the girls when they cross the finish line are absolutely amazing. They know they've really accomplished something."

-Robin, parent

An Ongoing Commitment to Inclusion

Inclusion is foundational to our mission.

The curriculum is intentionally designed to integrate best practices in culturally responsive teaching and learning. The lessons and topics are introduced in an open format that allows coaches to make the learning experience relevant to the individuals on their team. Additionally, Girls on the Run is an Inclusion Champion for Move United. Coaches can refer to a disability inclusion guide that contains lesson adaptations and best practices to ensure girls with physical, sensory, and/or intellectual disabilities can fully participate.

A recent external program review study found participants, families and coaches felt that Girls on the Run was inclusive, promoted diversity, and was accessible and equitable.
97% of girls felt like they belonged at Girls on the Run.
Nearly 100% of girls agreed they felt safe at Girls on the Run and that their coaches cared about them.
97% of girls agreed they could be themselves at Girls on the Run and felt included in all GOTR activities they wished to participate in.
100% of caregivers who reported that their child required accommodations to fully participate agreed that their child could participate equally to their peers.
98% of caregivers agreed that their child felt physically, emotionally and socially safe at Girls on the Run and included in all GOTR activities they wished to participate in.



Transforming Lives

Three programs, one life-long impact.

At the heart of our programs are:

- Intentional evaluation
- IDEA-focused approach
- Evidence-based curriculum
- Nationally trained coaches
- Social-emotional skill development
- Physical activity accessible for all ability levels
- Community service involvement





Girls on the Run: Grades 3-5

The research-based curriculum includes:

- Understanding ourselves
- Valuing relationships and teamwork
- Recognizing how we can shape the world at large

The program unleashes confidence through:

- Setting and achieving goals (like the 5K)
- Making new friendships
- Participating in community service work
- Empowering girls to appreciate the value of healthy habits

Heart & Sole: Grades 6-8

- Focuses on five key parts: body, brain, heart, spirit, and connection with others
- Incorporates movement-based activities and lessons that instill critical life skills such as:
  - Developing a strong support system
  - Fostering healthy relationships
  - Offering help to those in need

Camp GOTR: Grades 3-5

- Is a week-long program
- Centers on building friendships, exploring creativity and playing fun games that keep girls happy, healthy and moving
- Ensures girls remain active and empowered in between seasons

Girls on the Run Coaches

Leaders. Volunteers. Mentors.

Girls on the Run and Heart & Sole Coaches:

- Complete National Coach Training
- Receive season-long support, resources and tools from GOTR
- Create positive, trauma-sensitive and inclusive environments
- Lead teams through curriculum with co-coaches
- Do not have to be runners or athletes
- Are committed to seeing girls in their community grow, have fun and become leaders of tomorrow.



"From the girls I coach, I have learned a little bit more about myself and a whole lot about the power we have as adults to encourage and motivate the next generation."

- Cassie, coach

Costs and Financial Assistance

Program Cost

the true cost of our program exceeds $315 per participant, but we currently offer it at a reduced fee ranging from $25 - $225 on a sliding fee scale based on household income, thanks to the generosity of our supporters.

The registration fee includes:

- 8 or 10-week season led by trained coaches
- Research-based curriculum and materials
- Program t-shirt and journal
- 5K event registration and finisher medal
- Program fees help us to ensure participant safety by providing background checks for every volunteer and liability insurance for all sites.

Financial Assistance

Every girl deserves to cross the finish line

Financial assistance is available to families who cannot pay the full registration fee. Girls on the Run of Northeast Wisconsin is proud to provide financial assistance each year. We are committed to being accessible to any girl who wants to participate and is dedicated to ensuring that program cost is never a barrier to participation.



Resources Provided by Girls on the Run

Before the first practice to the 5K finish line, Girls on the Run is there.

Program sites can count on:

- Marketing and registration materials
- Parent/guardian communication
- National Coach Training (led by trained facilitators)
- Curriculum materials and coach supplies
- Program t-shirt and 5K participation
- Ongoing support to site liaisons, coaches and families



"Girls on the Run is an excellent program that allows girls to become physically fit while learning to have confidence and learn about character development.

- Penni, principal

How to Get Involved

Join us in making a difference as a site and/or site liaison.

Providing an environment for girls to learn meaningful skills, form new friendships and become their most authentic selves lays the groundwork for a better, more inclusive world for all. Will you help us create pathways for more girls to become future changemakers?

Site Requirements

- Offer a safe and accessible outdoor place (and restroom).
- Provide a designated accessible indoor space in case of inclement weather.
- Accommodate a regular practice schedule of 2x per week for 90-minutes
- Assist in identifying a site liaison.

Site Liaison Requirements

Site liaison responsibilities include:

- Acting as the main site contact for families/participants and Girls on the Run staff.
- Aiding in recruitment efforts by distributing marketing materials (provided by GOTR).
- Offering support to families who need registration assistance.
- Identifying 2-3 coaches from your site and/or community*

**If you cannot secure coaches, have no fear! Girls on the Run will work with you to identify coaches from our volunteer pool.*



Next Steps

Are you ready to join the GOTR community?

Invest in tomorrow's leaders! Kick off this new and exciting chapter by completing the following steps:

- Submit site application: https://www.girlsontherunnew.org/start-team
- Identify Site Liaison
- Confirm your site's practice schedule
- Use GOTR marketing materials to help register girls

Mark these important dates on your calendar!

Spring Program Season: March to May
Fall Program Season: September to November

Spring 5K: Early May
Fall 5K: Early November

We look forward to collaborating with you on this incredible journey. Your role in this program is pivotal to so many girls' futures. Because of your investment, many more girls will have the confidence to follow their dreams, defy societal norms and create healthy habits that last a lifetime.



Questions?
We are here for you!

Please contact Peyton Shaffer, Program Manager
peyton@girlsontherunnew.org

or call: 920-331-7714

"The experience my daughter, Lana, gained from Girls on the Run helped her realize that she could participant in any activity with fellow peers and work toward independence by building strength, a strong sense of self and more confidence in who she was and who she always desired to be."

- Sabrina, parent