



Building a StrongHER Community

2021 ANNUAL REPORT



Dear Friends,

What a year! I can't believe we are still using this phrase, but more importantly I can only imagine how our girls, who can't fully comprehend the events that continue to gravely impact our world, must be feeling.

The past 20 months have been chock-full of uncertainty, which for adults and girls alike can be overwhelming.

However, for our kids, who thrive on consistency, it has been devastating. In fact, a study conducted in May 2020 by the Rox Institute for Research & Training found that 78% of fifth- through eight-grade girls feel more lonely and isolated since the COVID pandemic began; a critical time in development when girls are already struggling with self-esteem and self-worth. That's why at Girls on the Run of NOVA, we adapted our programming to be safe and flexible for our community so that participants could continue to have a place to practice empathy, stand up for themselves and others, build resilience, and develop healthy connections with themselves and their community.

We are excited to share with you the tremendous impact Girls on the Run of NOVA had on the region, during some of the most challenging times in modern day history. You'll notice a theme of connection and building community, as it became evident throughout the year that this was what our girls were craving and was necessary to begin healing and rebuilding.

Thank YOU for being a part of the Girls on the Run NOVA community and for your generosity that ensures ALL girls in NOVA have a supportive community where they feel physically and mentally safe and can develop into healthily adults.

Caroline Diemar
Executive Director



Total # of Girls Served	1,864
Total Scholarship Funds Granted	\$29,340
Total # of Coaches	498
Total # of Volunteers	767



During a time of social distancing and isolation, decreased levels of loneliness and increased levels of physical activity were reported in girls after participating in Girls on the Run.



“ The most positive thing about my experience as a coach for Girls on the Run was getting the girls **together** in person and giving them an opportunity to **connect** with friends and get exercise during a difficult year.

”



5K

Held by each team, girls felt heartfelt encouragement from their coaches and teammates and the innate confidence that comes through accomplishment during the beloved end of season Girls on the Run 5K.



FINANCIALS



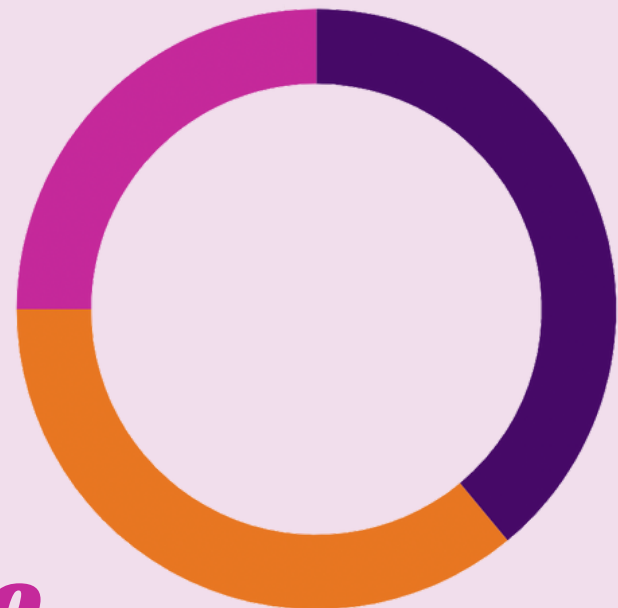
Earned & Contributed Income

● Program Registration.....	\$242,146
● 5K Registration.....	\$38,100
● Sponsorships.....	\$80,700
● Grants.....	\$41,825
● Donations.....	\$82,418
● In-Kind.....	\$90,740

Total: \$575,929

Operating Expenses

● Infrastructure.....	\$287,149
● Program.....	\$316,229
● Fundraising.....	\$202,452



Total: \$805,830

A Powerful Response

“ The most positive thing about my child's experience with GOTR was that it **continued** thru the pandemic. This was such a **game changer** for my daughter. ”

“ Thank you GOTR-NOVA for supporting the overall wellbeing of girls in my community, building a community of caring amongst all involved with the program, making space for meaningful connections amongst coaches and participants, and encouraging us all to be our best selves. ”



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