


A PLACE WHERE
- you belong -

GIRLS ON THE RUN OF GREATER RICHMOND 2021 IMPACT REPORT



97% OF GIRLS

FELT LIKE THEY BELONGED AT GIRLS ON THE RUN.



"[My daughter told me] 'Oh, mom I learned so many things. Everyone's religion and belief systems are so different, but it's so cool how at the end of the day we could still empower each other.'"

-Ivory, GOTR parent

WE ALL BELONG AT THE FINISH LINE

Dear Friends,

As we approach the 50th anniversary of Title IX, the landmark law ensuring gender equality and inclusion across sports and public education, we feel even more clear-eyed in our vision of a world where every girl activates her limitless potential and is free to boldly pursue her dreams. With 385 girls served in 2021 and over 1,700 since our founding in 2013, we take pride in knowing that we are igniting moments where confident, compassionate girls discover their spark and inspire others to find theirs.

Creating an environment where every girl has a spot on the track is nothing new to Girls on the Run of Greater Richmond. Values like belonging, understanding of others, and self-respect are reinforced throughout our organization as participants, volunteers and staff are given opportunities to bring them to life. Empathy generates empathy and it is our privilege to help set this trend in motion. Creating room for someone to join the group. Giving a pat on the back to a teammate who has been struggling. Having the inner worth to listen to another girl's experience and ask her questions about it. These are the actions that make our programs truly life-changing experiences. Girls do not forget these moments. In fact, these memories are often profound enough to impact the way girls will treat others for the rest of their lives.

Thank you for supporting our goal of connecting girls to experiences that positively impact them long after they cross the finish line. Because of you, the spirit of belonging has never been stronger at Girls on the Run of Greater Richmond.

With gratitude,

Catherine Estevez
Executive Director

Carrie Bartlett
Board Chair



2021



IMPACT POINTS



31

Teams

385

Girls served in 2021!

145

Volunteers

93

Hours of
programming

129

Coaches



135

Scholarships
Granted

273

Running Buddies

OUR *reasons* WHY

Every girl deserves to experience the joy that comes from finding a community, developing friendships and confidently believing in herself. Girls on the Run of Greater Richmond creates an environment where participants can discover their spark and take it far beyond the finish line. Why do we do this? Because we know that within every girl is a brave and worthy soul capable of achieving her dreams.

Highlights from our Fall 2021 Survey:



"[Girls on the Run] is fun and a great way to meet new friends, get active and get more confident."

"I like that when I think I can't do something, other girls would cheer me on and tell me I can."

"I'm different and it doesn't matter what other people say as long as I like myself."

"I can do hard things."

- GOTR PARTICIPANTS



86% of parents

said Girls on the Run helped their girl gain skills that are helping her handle the stress associated with the pandemic.

"My girl learned that she was not going through the unique struggles this year has brought on alone. She became closer to her friends and made a few new ones as well." - GOTR PARENT

It is so meaningful to be a coach of a space where girls are the center, the voices, and the leaders of their time. - GOTR COACH

Nearly 100% of participants

agreed that their teammates support them at Girls on the Run and that their coaches care about them.





WE THANK YOU, PARTNERS

The strong support of our school partners, families, sponsors, foundations and individual donors made it possible for Girls on the Run of Greater Richmond to continue serving our community throughout 2021. Collaboration is central to our success and our impact is stronger because of your generosity.

We truly could not do this work without the tremendous star power of our coaches and site liaisons. Thanks to you, every girl who joins our program becomes braver, bolder and better equipped to achieve their dreams!

2021 COACHES AND SITE LIASIONS

Abby Reynolds
Alex Geyer
Alexis Haycraft
Alice Ann Howard
Alicia Winning
Alison Schneider
Aliyah Hoye
Allie Lane
Allison El Koubi
Amanda Brownson
Amanda Dickey
Amy Hall
Ande Taylor
Andrea Leggett
Andrea Neff
Anna Robison
Anna Strahs Watts
Anne Hurt
Annette Lumsden-Cook
Annie Lively
April Brown
Ashby Pond
Ashley George
Ashley Melnichak
Balsorah Lynch
Beth Yagel

Blair Curcie
Blair McDuff
Brandi Guess
Brianna Horengic
Burns Ackerly
Cara Kaufman
Carmen Bland
Caroline Kasper
Carter Amy Snow
Cathy Stover Brown
Catie Cox
Chantel Brown
Christina George
Christine Lively
Crystal Schirmer
Crystal Schirmer-old
Crystal Wherrity
Dana Taylor
Danielle Geist
Debora Mahan
Deborah Weatherford
Diana Lane
Emily Wilkinson
Emily Pope
Emma Rogers
Erin Smith

Holly Maglin
Ila Cartwright
Jamie Stovall
Janae Littlefield
Janell Kauffman
Jennifer Kotze
Jennifer Eastman Olszowy
Jennifer Giese
Jennifer Papenfuse
Jennifer Smith
Joanna Perry
Jody Lyle
Julie Norris
Katherine Franzel
Katie Eaheart
Katie McCaughey
Katie Wagner
Kayta Gruneberg
Kelley Taylor
Kiera Sibbald
Kristen Felix
Kristen Kines
Kristin Behm
Kylene Botts
LaJuanda Bland
Laura Pruitt

Lauren Lewis
Lindsay Bradley
Lisa Randolph
Lora Williams
Lorelle Myer
Mackenzie Bates
Macy Honsinger
Madison Medlin
Mallory McMullin
Mara Fiorio
Marni Rosen
Mary Riddick
Maryanne Padrone
Megan Curtis
Megan Petzold
Molly Newcomb
Molly Vernon
Nancy Waterbury
Nora Hoel
Pamela Faulkner
Patrick Craven
Paula Ledbetter
Rachael Connors
Rachell Green
Rebekah Grenne
Rebecca Heck

Sabrina Evans
Samantha Williams
Samantha West
Sandy Wagner
Sarah Poltrack
Sarah Allen
Sarah Boehling
Sarah Brown
Sarah Harris
Sarah Poltrack
Sarah Smith
Sherika Scales
Stacey Jones
Stephanie Wainless
Tierra Bell
Tina McCay
Tracy Mazzoni
Tracy Peddicord
Victoria Priola
Wendy Rivera
Yaa Akinfolajimi



PROGRAM SITES

CHESTERFIELD

Bensley Elementary
Beulah Elementary
Clover Hill Elementary
JB Watkins Elementary
Rockin' Rockwood GOTR*
Rockwood Park Heart & Sole*

GOOCHLAND

Goochland Elementary

HANOVER

Hanover Community GOTR*

HENRICO

Achievable Dream Certified Academy
Collegiate School***
East End GOTR Girls*
Glen Allen GOTR Gals*
Kaechele Elementary
Longdale Elementary
Short Pump Superstars*
St. Catherine's School***
The Steward School
Twin Hickory Toucans Heart & Sole*
West End Wonders GOTR*

POWHATAN

The Blessed Sacrament Huguenot School

PRINCE GEORGE

JEJ Moore Middle*

RICHMOND

Fab Fan GOTR Girls*
Mary Munford Heart & Sole*
NextUp Heart & Sole**
Peter Paul***
RVA GOTR Girls*
Southampton Elementary
Westover Hills Elementary

*Community Site **Virtual Site ***Camp Site



The Covid-19 pandemic continued to impact schools, communities, girls, families, and non-profit organizations like Girls on the Run of Greater Richmond throughout 2021 in ever-changing and unexpected ways. That said, Girls on the Run was proud to be able to adapt program implementation to continue to serve girls across the Richmond region, most notably through the shift to hybrid and community-based programming.

FINANCIALS



INCOME

Support, revenue and other income (loss):	Total
Contributions and Grants	\$63,683
Registration Fees and Merchandise Sales	\$49,807
Special Events	\$14,866
Other	\$9,150
Total	\$137,506

EXPENSES

Expenses	
Program	\$69,948
General and Administrative	\$57,665
Fundraising	\$26,065
Total	\$153,678



BOARD OF DIRECTORS

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USI Insurance Services
Vice President

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Development Director

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Council for a Strong America
Chief of Staff

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Client Strategist/PR
Consultant

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Educator

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ALYSSA SCHWENK

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Policy

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Capital One
Principal Associate-
Cyber Risk Management

CALLIE VERDEROSA

Capital One
Principal Process Manager



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

