We all belong at the FINISH LINE

Girls on the Run®









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 the 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:

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

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 felt like they belonged at Girls on the Run.
- 85% of girls improved their confidence, caring, competence, character and connection to others.
- GOTR participants scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.
- 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 learned critical life skills they can use at home, school and with friends.



"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, DIVERSITY, EQUITY AND ACCESS (IDEA)

Advancing IDEA is foundational to our mission

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:

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

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

COST AND FINANCIAL ASSISTANCE

Program Cost

Our current program fee is $175 per participant, which includes:

- 10 weeks/20 lessons led by trained coaches
- Curriculum materials
- Program t-shirt
- 5K event registration

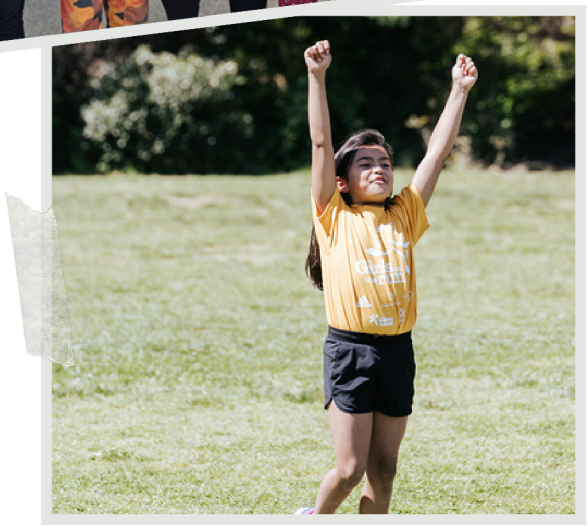
Financial Assistance

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 Girls on the Run Upstate NY is proud to provide over 33% of our participants financial assistance each year. We are committed to being accessible to any girl who wants to participate and are dedicated to ensuring that program cost is never a barrier to participation.

The cost per girl is $175. We are able to provide the program at this rate due to the generous support of local and national funders. Families are also able to set up payment plans if needed.





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.

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 2x times a week for 75-90 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 council 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 [insert information on how to access the site application]
- Identify Site Liaison
- Confirm your site's practice schedule
- Use GOTR marketing materials to help register girls

Mark these important dates on your calendar!

- New site application due date: February 23, 2024]
- 2024 Spring program start date: Monday, March 18, 2024
- Celebratory 5K event date: Sunday, June 2, 2024

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 Andrea at Andrea.autry@girlsontherun.org

"The experience my daughter, Lana, gained from Girls on the Run helped her realize that she could participate 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

A ONE-OF-A-KIND 5K CELEBRATION!

Each Girls on the Run season concludes with a joyful and fun non-competitive 5K Celebration.

This is a day where communities throughout the region come together to recognize just how far participants have come and how far they will continue to go. Everything girls have been working toward leads to this unforgettable day and, here, they have the chance to show off their hard work.

Thanks to your role as a site host and supporter of the 5K, team members can experience a tangible sense of accomplishment that inspires them to be the hero of their own stories.

Each year across 170 council networks, Girls on the Run hosts more than 330 5K Celebrations.

On average, 600,000 participants annually attend a Girls on the Run 5K.

Girls on the Run has held a 5K Celebration each year since opening our door in 2002.



No two participants who sign up for Girls on the Run are alike.

Girls' interests and passions vary, which is why the inclusive nature of our 5K event is so important. At this celebration, every girl takes something unique away from the experience.

By supporting a 5K Celebration as a site host you will create a day where all participants – as well as caregivers, family members, community members, and friends – are free to be themselves, open their heart to boundless joy and have the stamina and confidence to cross the finish line.