



BECOME  
AN OFFICIAL SITE

# Girls on the Run Hampton Roads

## Fall 2022 Information Guide



@gotrhr



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[www.gotrhr.org](http://www.gotrhr.org)

# Join Recent Girls on the Run Sites

The following sites have hosted GOTR teams for one or more seasons in the last two years:

## Chesapeake

Bells Mill Park  
Chesapeake City Park  
Crestwood Intermediate  
Deep Creek Elementary  
Deep Creek Central Elementary  
George W. Carver Intermediate  
Great Bridge Intermediate  
Greenbrier Intermediate  
Lakeside Park  
Mt. Pleasant Christian School  
Norfolk Highlands Primary  
Oscar Smith Middle  
Southwestern Elementary  
Taylor Bend YMCA  
Thurgood Marshall Elementary  
Truitt Intermediate

## Hampton

Aberdeen Elementary  
Armstrong School for the Arts  
Booker Elementary  
Burbank Elementary  
Forrest Elementary  
Hampton Family YMCA  
Langley Elementary  
Mary S. Peake Elementary  
Phenix K-8  
Ann Kilgore Gifted Center

## Isle of Wight

Carrollton Elementary  
Carrsville Elementary  
Georgie Tyler Middle  
Hardy Elementary  
Smithfield Middle  
Westside Elementary  
Windsor Elementary  
Windsor Castle Park

## Gates County, NC

Central Middle  
T.S. Cooper Elementary

## Newport News

B.C. Charles Elementary  
Hiddenwood Elementary  
Katherine Johnson Elementary  
Knollwood Meadows Elementary  
Oliver C. Greenwood Elementary

## Norfolk

Academy at Rosemont Middle School  
Academy for Discovery at Lakewood  
Broad Creek Community Center  
Crossroads Elementary  
Ingleside Elementary  
Jacox Elementary  
James Monroe Elementary  
Lakewood Park  
Larchmont Elementary  
Larrymore Elementary  
Norfolk Collegiate  
Northside Park  
Ocean View Elementary  
Oceanair Elementary  
Sewells Point Elementary  
Southside STEM/Campostella  
Suburban Park Elementary  
Tarrallton Elementary  
The Williams School  
Titustown Rec Center  
W. H. Taylor Elementary  
Willard Model Elementary  
Y on Granby

## **Portsmouth**

Churchland Middle  
John Tyler Elementary  
Park View Elementary  
Victory Elementary  
Waterview Elementary  
Westhaven Elementary  
YMCA of Portsmouth

## **Suffolk**

Col. Fred Cherry Middle  
Creekside Elementary  
Bennett's Creek Park  
Burbage Grant Clubhouse  
Elephant's Fork Elementary  
Holland Baseball Church  
Lake Meade Park  
Mack Benn Jr. Elementary  
Nansemond Parkway Elementary  
Northern Shores Elementary  
Southwestern Elementary

## **York County**

Coventry Elementary  
Dare Elementary  
Grafton Bethel Elementary  
McReynolds Athletic Complex  
Yorktown Elementary  
Victory Family YMCA

## **Williamsburg**

Creekside Landing Clubhouse

## **Virginia Beach**

Alanton Elementary  
Bettie F. Williams Elementary  
Birdneck Elementary  
Brookwood Elementary  
Cape Henry Collegiate  
Centerville Elementary

## **Virginia Beach continued**

Christopher Farms Elementary  
College Park Elementary  
Fairfield Elementary  
Glenwood Elementary  
Great Neck Rec Center  
Hermitage Elementary  
Holland Elementary  
Indian Lakes Elementary  
Kempsville Elementary  
Kingston Elementary  
Landstown Elementary  
Linkhorn Park Elementary  
Luxford Elementary  
Lynnhaven Middle  
Malibu Elementary  
Mt. Trashmore YMCA  
New Castle Elementary  
Ocean Lakes Elementary  
Old Donation Elementary  
Parkway Elementary  
Pembroke Elementary  
Pembroke Meadows Elementary  
Princess Anne Elementary  
Princess Anne Family YMCA  
Providence Elementary  
Red Mill Elementary  
Rosemont Elementary  
Rosemont Forest Elementary  
Seatack Elementary - ADA  
St. Gregory Catholic School  
Strawbridge Elementary  
Thalia Elementary  
Thoroughgood Elementary  
Unity Church of Tidewater  
White Oaks Elementary  
Windsor Oaks Elementary

# Schools Represented at Community Sites in the Last Two Years

## Chesapeake

Butts Road Intermediate  
Cedar Road Elementary  
Chittum Elementary  
Georgetown Primary School  
Grassfield Elementary  
Hugo Owens Middle  
Indian River Middle  
Oscar Smith Middle  
Sparrow Road Intermediate  
Western Branch Intermediate

## Franklin City

J.P. King, Jr. Middle  
S.P. Morton Elementary

## Gates County, NC

Buckland Elementary  
Gatesville Elementary

## Hampton

Aberdeen Elementary  
Asbury Elementary  
Barron Elementary  
Bethel Manor Elementary  
Captain John Smith Elementary  
Hunter B. Andrews K-8  
Lindsay Middle  
Tarrant Middle

## Norfolk

Azalea Gardens Middle  
Blair Middle  
Camp Allen Elementary  
Coleman Place Elementary  
Crossroads Elementary  
Ghent Elementary  
Granby Elementary  
Mary Calcott Elementary  
Norview Elementary  
Richard Bowling Elementary  
St. Helena Elementary  
Suburban Park Elementary

## Portsmouth

Brighton Elementary  
Churchland Primary & Intermediate  
Douglas Park Elementary  
Simonsdale Elementary  
Victory Elementary  
Waterview Elementary

## Private Schools

Abeka Academy  
Acton Academy  
Atlantic Shores Christian School  
Calvary Adventist School  
Christ the King Catholic School  
Deep Creek Country Day  
Friends School  
Gateway Christian Academy  
Ghent Montessori  
Isle of Wight Academy  
Montessori Academy of Virginia  
Nansemond Suffolk Academy  
Norfolk Academy  
Park Place School  
Portsmouth Christian School  
Ready Academy Christian School  
Stonebridge School  
St. Gregory the Great Catholic School  
St. John the Apostle Catholic School  
St. Patrick School  
St. Pius X Elementary  
Sweethaven Christian Academy  
Tidewater Academy  
Trinity Luthern  
Williamsburg Montessori School  
YellowHab

## Poquoson, York, & Williamsburg

Grafton Middle  
Magruder Elementary  
Poquoson Elementary  
Tabb Middle  
Waller Mill Elementary

## Surry County

Luther Porter Jackson Middle  
Surry Elementary

## Suffolk

Booker T. Washington Elementary  
Florence Bowser Elementary  
Forest Glen Middle  
Hillpoint Elementary  
JFK Middle  
John Yeates Middle  
Kilby Shores Elementary  
King's Fork Middle  
Oakland Elementary

## Southampton County

Meherrin Elementary  
Nottoway Elementary  
Riverdale Elementary

## Newport News

Eaton Middle  
Kiln Creek Elementary  
Riverside Elementary  
Sedgefield Elementary

## Virginia Beach

Arrowhead Elementary  
Brandon Middle  
Cooke Elementary  
Corporate Landing Middle  
Great Neck Middle  
John B. Dey Elementary  
Landstown Middle  
Larkspur Middle  
North Landing Elementary  
Point O'View Elementary  
Princess Anne Middle  
Salem Middle  
Tallwood Elementary  
Three Oaks Elementary  
Trantwood Elementary  
Windsor Woods Elementary  
Woodstock Elementary



# Our Council

GIRLS ON THE RUN  
**Hampton  
Roads**

WAS FOUNDED IN  
**2006**



**IN 2021-22  
WE SERVED**

**1,705  
girls  
ON  
118  
teams**

**Harvard  
University**

**RECOGNIZED**

**Girls on the Run  
as one of the**



**research-based, out-of-  
school programs  
included in their**

**Social-Emotional  
Learning Guide**



**Our Hampton Roads Council has received the backing of  
the local health community:**

**Anthem, CHKD Sports Medicine, OBICI Healthcare Foundation,  
Rite Aid Foundation, and United Way of South Hampton Roads**

# 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.\*



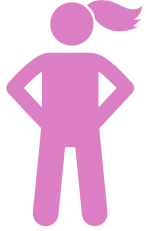
"The lessons reinforced through GOTR really helped strengthen my daughter Elyana's character. I am very proud to have watched Elyana flourish and learn to love and accept herself and even more importantly, become proud of what makes her unique."

*-Diane, parent*

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



# A Critical Need

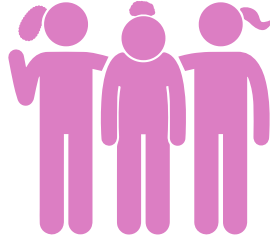


Since the start of the COVID pandemic, 79% of girls feel lonelier and more depressed.



50% of girls ages 10 to 13 experience bullying.

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



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



**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 key differentiator between GOTR and other after-school 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 deal 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.

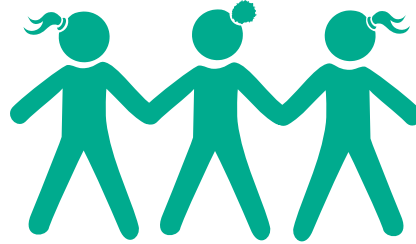


# Transforming Lives

## Three programs, one life-long impact.

At the heart of our programs are:

- 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:

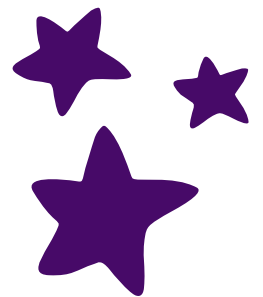
- Complete National Coach Training
- Receive season-long support, resources, and tools from GOTR
- Create positive, trauma-sensitive, and inclusive environments
- Lead teams through curriculum with co-coaches
- Do not have to be runners or athletes
- Are committed to seeing girls in their community grow,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



## Resources Provided by Girls on the Run:

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



"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

Our current program fee is \$185 per participant, which includes:

- 12 weeks/20 lessons led by certified & background-checked coaches
- Curriculum materials including a journal, markers, and a sports pack with supplies
- Official program t-shirt and water bottle
- 5K event registration with finisher medal and souvenir bib

## Financial Assistance

**Every girl deserves to cross the finish line**

**Financial assistance is available to families who cannot pay the full registration fee. Our sliding scale is based on income and household size.**

Girls on the Run Hampton Roads is proud to have provided \$135,000 in financial assistance last school 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. We are able to provide a discounted rate due to the generous support of local businesses, individuals, and foundations.



# 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 a site application at [www.gotrhr.org/start-team](http://www.gotrhr.org/start-team).
- Identify a site liaison and 2-3 volunteer coaches.
- Confirm your site's practice schedule.
- Use GOTR marketing materials to help register girls.

## Site Requirements

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

## Volunteer Coach Requirements

- A site must have at least two coaches present at every practice for up to 15 girls and three coaches present at every practice for 16 to 20 girls.
- All coaches must submit a coach application each season and pass a background check through GOTR Hampton Roads every two years.
- All NEW coaches must complete GOTR National Coach Training, which is a blended model of self-paced, online modules and in-person training.
- All RETURNING coaches must complete returning coach training modules through the GOTR Learning Academy, if applicable.
- One CPR/First Aid certified coach must be present at every practice.

## Mark these important dates on your calendar!

- New site application deadline: [September 16, 2022](#)
- Fall 2022 program start date: [September 26, 2022](#)
- Celebratory 5K event date: [December 11, 2022 at the Mariners' Museum and Park in Newport News](#)



# More Ways to Get Involved

## BE A **fun** RAISER

Join our team of  
**SoleMates**  
and complete a race  
event to raise money  
for our Scholarship  
Fund.

## BE A **coach**

Mentor, lead, and  
have fun with a team  
of girls during our fall  
or spring season.

Register for training  
with our staff on  
our website.



[www.gotrhr.org](http://www.gotrhr.org)



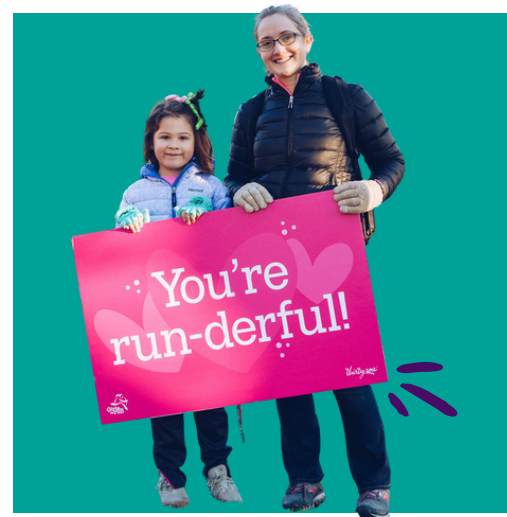
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Girls on the Run  
Hampton Roads



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## BE A **sponsor**

Connect your  
business to **thousands**  
of southeastern  
Virginia families.  
Show your community  
support through this  
unique cause-related  
marketing  
opportunity.

## BE A **5k** volunteer

Help with all aspects of "running" the most  
inspiring and fun 5k event ever.  
From water stations to packet pick-up,  
we have a place for you!



## BE A **5k** participant

Set your own goal of completing 3.1 miles  
with our girls. The energy at our 5k is like no  
other, and the enthusiasm is infectious!



# We all belong at the *finish line*



## **Girls on the Run Hampton Roads**

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**Program Director, Chesapeake, Portsmouth, & Norfolk:** Emily Matisko, [emily@gotrhr.org](mailto:emily@gotrhr.org)

**Program Director, Western Tidewater & the Peninsula:** Ali Bowen, [ali@gotrhr.org](mailto:ali@gotrhr.org)

**Program Director, Virginia Beach:** Erin Highton, [erin@gotrhr.org](mailto:erin@gotrhr.org)

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