



Girls on the Run South Louisiana 2019 Annual Report





We're **Changing the Narrative**

Let's Tell Her

Throughout their lives, **girls receive countless messages about how they should act and who they should be.**

These explicit and implicit biases from people and the media influence how girls think about themselves and others. **It doesn't have to be this way.**

At Girls on the Run, **we believe every girl is inherently full of power and potential.** Along with teaching life skills, our programs empower girls to celebrate what makes them one of a kind, to stand up for themselves and others and to recognize their ability to make an impact on their communities and the world.



Dear **Friends,**

At Girls on the Run, we are changing the narrative about what it means to be a girl. We believe every girl is inherently full of power and potential and our aim is for every girl to believe this about herself as well. The organization has three marathon goals to fuel this outcome - to be inclusive, relevant and engaging, to have a strong and thriving council network, and to be known and respected.

In 2019, Girls on the Run South Louisiana celebrated 10 years of inspiring joy, health and confidence in the lives of young girls in the community. At the heart of this work is our evidence-based curricula. They are intentionally designed to build important life skills like confidence, strength and resilience as these are traits we all must possess to activate our limitless potential. While our curricula build these vital skills, it is our trained volunteer coaches who bring them to life for the girls. Over a thousand volunteers have made it possible for 10,100 girls to know they can dream big and do big things. Effective leaders use their power to empower others and our volunteer coaches beautifully embody this concept. In their coaches' words and actions, girls experience a truth we have always known at Girls on the Run - the power that resides within each of us to have a positive effect on others and the world. The girls experience this themselves by designing and executing a community service project.

Girls are also learning the power they possess to set and achieve goals, and our fall and spring programs conclude with all girls participating in a Girls on the Run 5K. Each of our 5K events is a vibrant reflection of

humanity – people of all ages, all colors, all religions, from all walks of life - coming together in harmony to support one another. We want girls to feel this strong sense of support and belonging throughout the year. Implemented in the spring of 2020 and for future seasons, all volunteer coaches are provided with a curriculum modifications guide and supporting training and resources. Developed in conjunction with the National Center on Health, Physical Activity and Disability, it supports coaches in effectively serving girls with physical, sensory and cognitive disabilities. We want all girls to know that they are welcome and safe at Girls on the Run.

Girls on the Run is a strong organization, locally and nationally, because of the collective commitment of people like you across our communities. Together, we are inspiring others to stand up for themselves, to build healthy relationships and to give back to the community. Together, we are instilling confidence in the girls we serve that will stand the test of time. Together, we are changing the narrative by joyfully celebrating a truth that will exponentially impact the world – that girls are strong, radiant and, indeed, full of power and potential.

**With gratitude,
Carley Fuller | Executive Director + K-Lynn McKey| Board Chair**



Our **Mission**

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



Our **Vision**

We envision a world where every girl knows and activates her **limitless potential** and is free to **boldly pursue** her **dreams**.



Our **Core Values**

- + Recognize our power and responsibility to be intentional in our decision making
- + Embrace our differences and find strength in our connectedness
- + Express joy, optimism and gratitude through our words, thoughts and actions
- + Lead with an open heart and assume positive intent
- + Nurture our physical, emotional and spiritual health
- + Stand up for ourselves and others



Sustained **Impact**

What makes Girls on the Run different?

Our evidence-based curriculum and formal volunteer training distinctly differentiate Girls on the Run from other youth programs. There is no other national girl-only physical activity-based positive youth development program that formally trains its coaches on how to implement the curriculum as intended and to create positive relationships in a caring and inclusive climate. It is this combination, an intentional curriculum and coach training, that makes the positive outcomes we see in the lives of the girls we serve possible.

Girls on the Run is for **Every Girl**

Inclusive Curricula

Girls on the Run partnered with the National Center on Health, Physical Activity and Disability (NCHPAD) to develop curricula adaptations and coach training to **ensure our programs are accessible for girls with cognitive, sensory and physical disabilities.**

Spanish Translations

Girls on the Run and Heart & Sole curricula – along with additional program materials – **have been translated into Spanish**, making both programs accessible to Spanish-speaking coaches, girls and families.





This program has not only **united girls of different backgrounds and abilities**, but it **has taught them how to work as a team**. Not only do the girls **encourage** one another, but they truly **respect** and **accept** each girl on the team for who she is.

Charnae, Girls on the Run Coach

I'm

changing the narrative



“

They told me I'm strong
for a girl. I told them,
**'Strength is one of
my superpowers.'**

Courtney, Age 10

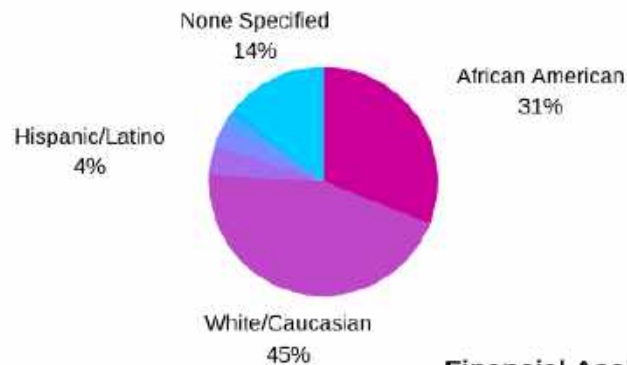
Snapshot **Stats**

	2017	2018	2019
Total # of Girls Served	965	1030	968
Total Scholarships Granted	\$97,251	\$106,172	\$88,324
Total # of Coaches	257	289	252

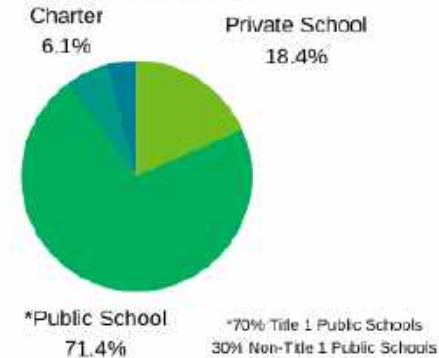


Demographics & Financial Assistance

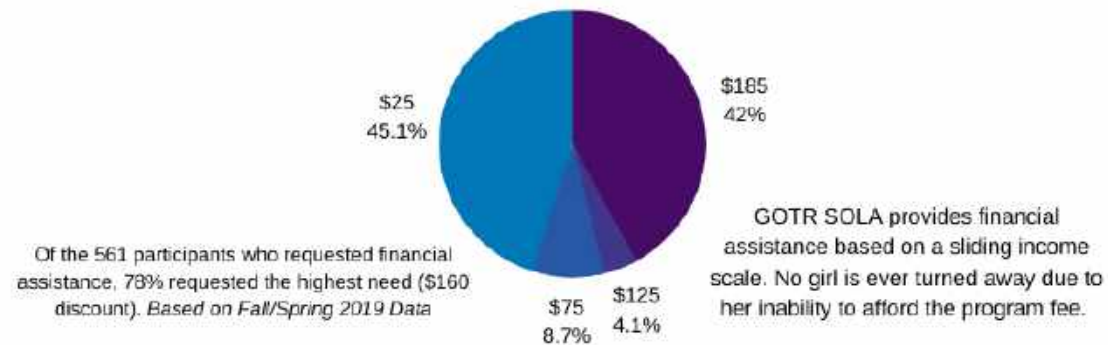
Girl Participant Demographics:



Program Site Type:



Financial Assistance:



Strength in Connectedness: The National Movement

13 → 1.6 Million

What started with **13 girls in 1996** has grown into a national force for good with **over 1.6 million participants**.

Largest 5K Series

The Girls on the Run 5K series is **the United States' largest 5K series** by number of events with over 360 events per year.

95,000+

45% of girls, over 95,000, received scholarships totaling nearly \$13M.

200,000+

Girls on the Run serves **over 200,000 girls** annually with the help of **over 100,000 volunteers**.

\$41 Million

Girls on the Run councils reported **\$41 million in revenue**, advancing the mission of our life-changing programs.*

*Girls on the Run International has compiled unaudited financial results of our councils for the fiscal year ending in 2017.



With a network of over **200 councils** in **all 50 states** and the **District of Columbia**, Girls on the Run engages and develops strong female leaders from coast to coast.



They told me I was too young
to have my own opinion. I told
them, **‘A fresh perspective
could change the world.’**

Ariana, Age 11



Our Partners

Girls on the Run is honored to have the support of corporations, foundations, organizations and individuals working to **advance our mission and impact the lives of girls throughout South Louisiana.**

Through their financial investment, meaningful activation strategies and significant volunteer engagement, our partners elevate awareness of our program and support our organization's most pressing needs.



Community Sponsors



National Partners



Individual Giving

Thank you to the many individuals that supported our life-changing programs in 2019 by:

- ♥ Joining our **monthly giving program**.
- ♥ Raising funds on the **Girls on the Run Charity Team** while training for the Crescent City Classic 10K.
- ♥ Making **a special gift** during program or Girls on the Run 5K registration.
- ♥ Participating in a **community giving day**, making a one-time gift, attending a fundraising event, and more!



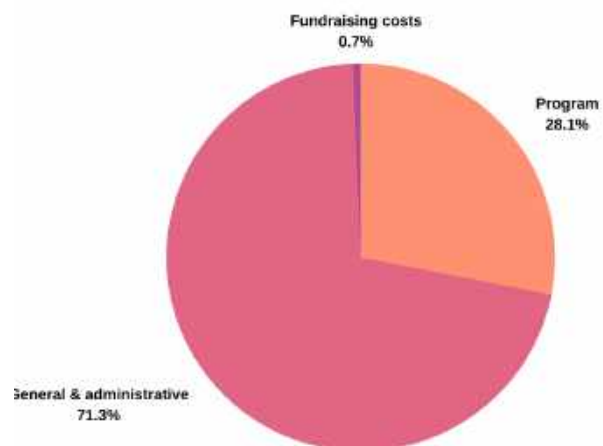
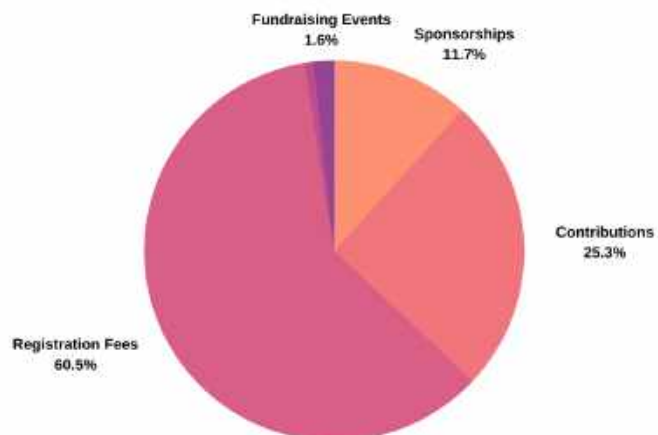
Girls on the Run South Louisiana does not receive governmental grants or funding; therefore, contributions from individuals are critical to advancing the organization's mission.



I give to Girls on the Run because **this program empowers and encourages girls to become the best version of themselves** in all areas of their lives. I wish I had Girls on the Run when I was younger.

Julia, Girls on the Run donor

2019 Statement of Activities



Support, revenue and other income (loss):	Total
Sponsorships	\$23,853
Contributions and grants	\$51,289
Registration fees	\$122,728
Merchandise Sales	\$1,607
Fundraising events	\$3,294
Other	\$240
	\$203,011

Expenses:	
Program	\$53,334
General and administrative	\$135,317
Fundraising costs	\$1,263
	\$189,914

We're
changing the narrative



Will **you** join us?

Board of Directors

K-Lynn McKey | Board Chair

Lafayette, LA

Layna Cook Rush | Secretary

Baton Rouge, LA

Kelley Bange | Treasurer

Baton Rouge, LA

Langley Pierre McLay | Board Member

Baton Rouge, LA

Kathy McDowell | Board Member

Slidell, LA

Kristen Gore | Board Member

Baton Rouge, LA

Lin Dang | Board Member

Baton Rouge, LA

Chris King | Board Member

Baton Rouge, LA

Meri Thibeaux | Board Member

Lafayette, LA

Thank you to Board Members Randa Patrick, Treva Parolli-Barnes and Mary Frances Huggard who completed their board service in 2019.



2041 Perkins Road
Baton Rouge, LA, 70808
225.636.0800

www.girlsontherunsola.org

JOIN THE MOVEMENT