

Girls on the Run North Bay

StrongHER Together

Impact 2022



"TO BE KIND TO OTHERS AND TO LOVE YOURSELF"

Glen Cove Fall 2022 Participant

**Reached New Communities
Impacted Social, Emotional, & Physical Health
Built Collective Resilience**

StrongHER Together. More Impact.

In 2022, **Girls on the Run North Bay** was formed with the merger of Girls on the Run Napa & Solano and Girls on the Run Sonoma to reach more girls in the three counties while building a more sustainable organization. We impacted social, emotional, and physical health while providing a unique experience for our diverse communities to come together. The needs of the under-resourced communities continued to be a focus. Our staff of five, eight volunteer board members, and team of committed volunteers showed that they were StrongHER Together and were able to achieve 90% of pre-pandemic participants.

**RESILIENCE BUILT
OVER 1,400
PARTICIPANTS
NAPA - 392
SOLANO - 420
SONOMA - 602**



**62% OF FAMILIES
RECEIVED
FINANCIAL
ASSISTANCE
NAPA - 67%
SOLANO - 82%
SONOMA - 45%**



**59% CAME FROM DIVERSE RACIAL OR
ETHNIC GROUPS
(LATINA, MULTI-RACIAL, BLACK,
ASIAN & OTHERS)
NAPA - 71%
SOLANO - 79%
SONOMA - 42%
(10% INCREASE)**

PARTICIPANT VOICES

We helped girls manage stressors related to societal pressures and gender stereotypes that negatively impact them. Over ten-weeks, a safe space was provided for girls to help counter the 30% confidence gap that typically occurs between ages 8 to 14. Three-hundred and ninety participants (390) completed paper surveys in the Fall and Spring. The surveys showed that despite the challenges, participants found the program impactful.

SOCIAL

- 97% My Girls on the Run Teammates support me
- 86% Are trying to be caring community members

EMOTIONAL

- 72% Are sure of themselves
- 65% Celebrate what makes them unique
- 97% To help me deal with strong emotions

PHYSICAL

- 66% Are moving at least 60 minutes 3 times + a week



"TO BE MORE CONFIDENT AND BE ABLE TO SPEAK ABOUT MY FEELINGS A LITTLE BETTER."

Spring 2022 Participant

Bold Diverse Volunteer Mentors

Two-hundred and forty-six (246) community members volunteered and opened their hearts to lead 105 groups. Teachers, parents, grandparents, caregivers, yard duty staff, and passionate champions brought the curriculum to life for the participants and built impactful relationships. For the first time, we opened the window for multi-lingual and Spanish only speaking leaders within our community. With **42% diversity within our volunteer life coach** roles, we continue to focus on increasing this so that our leaders are more representative of our participants.



99% of GOTR participants felt their coach cared about them!

"HAVING POSITIVE WOMEN INVEST IN HER MENTALLY AND EMOTIONALLY IS WONDERFUL. I BELIEVE THE PROGRAM HAS ENCOURAGED HER TO STAY TRUE TO HERSELF AND NOT FOLLOW THE CROWD."

Family Member Spring 2022

FAMILY VOICES

In the Spring, one-hundred and fourteen (114) North Bay caregivers completed an online end of program survey compiled by Girls on the Run International and the results are in:

- **96% GOTR has been a valuable experience for their child**
- **93% the GOTR experience helped my child gain skills to help her handle the stress**
- **80% their child is more confident**

GOTR 5KS AND COMMUNITY IMPACT

The Spring StrongHER Together Girls on the Run 5K presented by Kaiser Permanente welcomed 1,270 5K participants. The Fall BeYOUUnique Girls on the Run 5K presented by Community Projects had 1,400 participants.

Girls on the Run groups completed community impact projects that supported teachers, animals, the homeless, the environment, and children in the hospital. Collectively, participants contributed over 3,500 hours of service.

"GIRLS WERE AMAZING AND UNDERSTOOD EMOTIONAL THEME AND APPLIED THEM IN THEIR LIFE"

New volunteer life coach, Spring 2022



"I LOVE THE OPPORTUNITY THAT WAS OPEN TO ME AS A SPANISH SPEAKER AND SEEING HOW MANY PARTICIPANTS' CULTURES ARE BEING REPRESENTED."

Volunteer Life Coach Spring 2022



Girls on the Run North Bay
3299 Claremont Way Suite 6
Napa, CA 94558
Federal ID: 55-0906534
GOTRNorthBay.org

Diverse, Inclusive & Expanded Community

For 16 years, we have empowered **17,400 participants** to be confident, joyful, healthy, and caring leaders who stand up for themselves and others. The Girls on the Run North Bay team and Board met in the Fall to create a strategic plan that incorporated Inclusive, Diverse, Equitable and Accessable (IDEA) and updated our mission and vision statements.

MISSION

Girls on the Run North Bay provides an inclusive, fun, girl-empowerment program that builds resilience through creatively combining social, emotional, and physical health with movement.



VISION

We envision a community where every girl, regardless of ethnicity, financial resources, abilities, or body type, knows and activates her limitless potential and is free to boldly pursue her dreams.



COLLEGE SCHOLARSHIPS

Two GOTR Alumna-turned-Jr Life Coach volunteers were awarded \$1,000 each to help further their dreams and attend college.

- Kind Kate Zarate at Phillips
- Lovely Luisa Ortega at NVLA



"TO BE UNIQUE, RUN, AND MINDFULNESS"

Fall 2022 Participant

ACHIEVED FINANCIALS & MORE SUSTAINABLE

The new Girls on the Run North Bay team and Board **raised revenue to meet expenses** of \$554,000 for the merged organization in 2022. This achievement is **95% greater than the prior year**. We ended with a small surplus of \$1,134. Thanks to the generosity of the Napa Valley Vintners, local family foundations, sponsors, and our Circle of Super Star donors, we have \$68,000 in reserve for 2023. Girls on the Run Sonoma reserves were captured in 2022 revenue. Long-time partners Community Projects and Kaiser Permanente continued to support our mission.

The Team successfully worked together to expand our reach while maintaining a quality program experience. We partnered within our communities to impact under-resourced community members' mental and physical health. The Vallejo City Unified School District provided financial support for their participants. We participated in the Napa County Community Organizations Active in Disasters, Community Leaders Coalition Steering Committee, and Santa Rosa Violence Prevention Partnership.

Revenue Streams

