



GIRLS ON THE RUN OF  
DAYTON

# ***Power Rising***

***Running Ahead in FY 21***

FY 21 ANNUAL REPORT





In 2020, girls across the nation stood strong using skills learned at Girls on the Run. Their **confidence, inner strength, and resiliency** - fortified through our curriculum lessons – were clearly demonstrated in their ability to rise during trying times. As an organization, we found new and different ways to show up for girls. From new program options and enhanced safety measures, to finding creative solutions to unprecedented challenges, Girls on the Run stood firm in its commitment to inspiring girls to be **joyful, healthy, and confident.**

## ***Dear Friends,***

At Girls on the Run of Dayton, we set and met three strategic objectives for Fiscal Year 2021: Serve, Sustain and Adapt.

Despite the COVID-19 pandemic, GOTR Dayton partnered with schools across Clark, Greene, Miami and Montgomery counties to serve 319 girls in FY 21. While this is fewer girls than we normally work with in a year, we were able to serve every girl who wanted to participate. Through lessons adapted for virtual delivery, we provided the same high quality and impactful experience we have come to be known for. This included smaller 5k runs at school sites that enabled our girls to have their 5k celebration and safely cross the finish line with teammates and family.

While decreased participation resulted in lower earned income, contributed income remained strong. The generous support of local foundations, businesses and individuals helped us provide financial assistance to every participant who requested it, totaling \$19,410 for the year.

GOTR Dayton also received \$34,720 in PPP funds, which enabled us to continue operating our business with no major impact. As a result, we are prepared to welcome returning schools and new sites in FY 22.

At GOTR Dayton, we will continue to adapt and persevere, and help our girls do the same. The circumstances of FY 21 have strengthened our resolve and made it clear that:

- Never has it been more important to inspire joy, health and confidence.
- Community support is critical.
- Change can come quickly, and it can be sweeping. But, if we are equipped with the right skills and support to adapt, we can keep moving forward.

***Christine Sellman***  
***Board Chair***

***Kayleigh Clark***  
***Executive Director***

# **7+ Thousand Girls Empowered over the past 11 years**

## ***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 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

“

***Girls on the Run*** is so important during this time because our emotions are getting mixed up, and you don't really know what to think. It's good to go back to what you know about ***generosity*** and ***gratitude***. Those lessons help in a time like this.

***Casey, GOTR girl***



# ***Needed Now More Than Ever***

The pandemic coupled with a tumultuous and divisive social climate has had a significant impact on girls. Stress, depression, and loneliness have increased while physical activity levels declined. As the leading national expert in physical activity-based, positive youth development, Girls on the Run understands the importance of physical and emotional wellness, particularly in positively influencing girls' ability to navigate their way through this difficult moment.

With the same confidence we inspire in girls, Girls on the Run quickly adapted its programming to provide girls with a safe, inclusive, and joyful space to learn the vital social-emotional skills we all need to endure life's most challenging times.

# ***A Powerful Response***



## ***Journal***

Take-home journals allowed every girl to connect to the lessons, explore her feelings, and exercise her mind.



## ***5K***

Held virtually, girls felt heartfelt encouragement from their coaches and teammates and the innate confidence that comes through accomplishment during the beloved end of season Girls on the Run 5K.



## ***#GOTRGotYourBack***

The #GOTRGotYourBack community engagement campaign provided content, resources, and activities aimed at helping girls and families stay physically active, connected, and engaged during quarantine.







## ***The Impact***



Parents reported decreased levels of loneliness and increased levels of physical activity in their girls after participating in Girls on the Run.

- “ She was so eager to go to practice. The pandemic has been hard and Girls on the Run gave her respite from this.
- “ She enjoyed being able to connect with girls her age. With being out of school and having limited friend interactions, Girls on the Run really improved her daily mindset and mental health.





# ***Thank You, Partners***

In a year like no other, Girls on the Run strengthened its partnerships with companies, organizations and foundations that collectively supported organizational needs and made it possible for us to advance our mission. We are thankful for the collaborative, innovative and generous support of our partners and individual donors that enabled us to thrive, adapt, and rise above the challenges of fiscal year 2021. Together, we are delivering on our promise to create a world where all girls know their unlimited strength and potential.



## **Community Partners**

**Community Health Foundation**

**Dayton Children's Hospital**

**Girls on the Run International**

**Mathile Family Foundation**

**Miami County Foundation**

**Rite Aid Foundation**

**Rotary Club of Miamisburg**

**Rotary Club of Oakwood**

**Springfield Foundation**

**Virginia W. Kettering Foundation**

## **Community Donors**

**All Community Events**

**Amazon Smile**

**Dorothy Lane Market**

**Mike Elsass**

**Gamma Phi Beta - Wittenberg**

**Kroger**

**Jenell Ross**

**Rotary Club of Northmont**

**Stan and Louise Maher**

**Belinda Stenson**

**Adryanna Sutherland**

**Up and Running**

## **Corporate Sponsors**



# Snapshot Stats

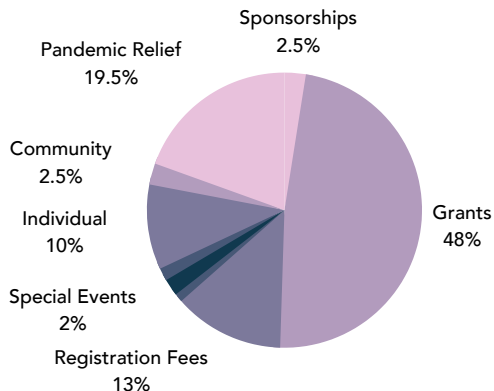
	2019	2020	2021
Total # of Girls Served	1195	1375	319
Total Scholarships Granted	738	885	181
Total # of Coaches	281	320	95



# Statement of Activities



Fiscal Year 2021



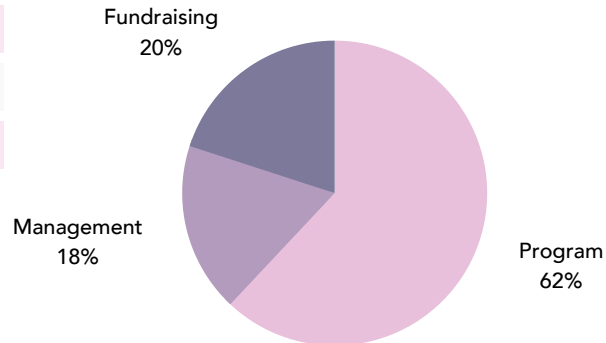
Support, revenue and other income (loss):	Total
Sponsorships	2.5%
Grants	48%
Registration fees	13%
Merchandise sales	1%
Special events	2%
5k virtual participation	1.5%

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Support, revenue and other income (loss): Cont'd	Total
Individual	10%
Community	2.5%
Pandemic Relief	19.5%

Expenses	Total
Program	62%
General and administrative	18%
Fundraising costs	20%







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