



Girls on the Run Treasure Valley 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 & Supporters,**

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. We have 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.

At the heart of this work is our evidence-based curricula. It is 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.

In 2019, 109,000 volunteers served the organization across the country, making it possible for 209,000 girls to know they can dream big and do big things. In southwest Idaho, 235 passionate volunteers brought the program to life for 910 girls. 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 and in 2019, 54 separate Girls on the Run teams brainstormed, planned, and executed service projects that benefitted their communities in the Treasure Valley.

Girls are also learning the power they possess to set and achieve goals, and our spring and fall 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. In 2019, we also piloted a curriculum modifications guide. 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 national organization because of the collective commitment of people like you across the country. In the Treasure Valley, we have positively impacted the lives of over 10000 girls and changed our community for the better for years and decades to come. 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,
Elizabeth Kunz | CEO GOTR + Juli Marley | Board Chair GOTR
Toni Ramey | Executive Director, GOTR Treasure Valley



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**. These modifications will be implemented nationwide in 2020.

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.



I'm

changing the narrative



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.

- Coach Kari



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

Courtney, Age 10

Snapshot Stats - Girls on the Run Treasure Valley

	2017	2018	2019
Total # of Girls Served	834	727	910
Total Scholarships Granted	\$36880	\$31536	\$40082
Total # of Coaches	159	140	206
Total # of Volunteers	227	210	293

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**.

95,000+

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

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.

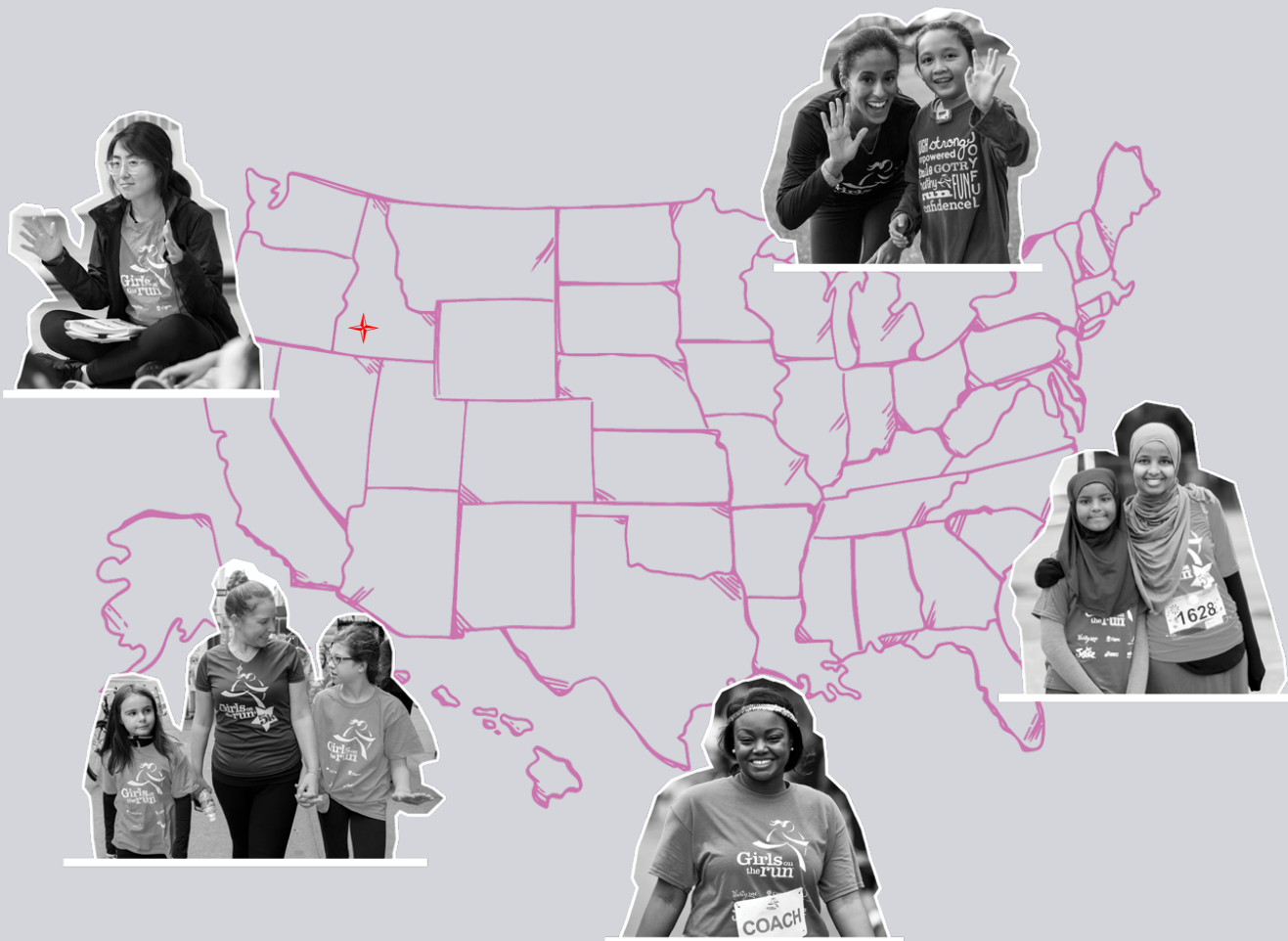
200,000+

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.

Girls on the Run Treasure Valley serves 6 counties in southwest Idaho – Ada, Canyon, Elmore, Gem, Payette, and Washington.



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 Treasure Valley is honored to have the support of corporations, foundations, organizations and individuals working to **advance our mission and impact the lives of girls throughout Idaho's Treasure Valley and surrounding communities.**

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.





Grantors



Corporate 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.
- ♥ Being a **SoleMate** and raising funds while training for an athletic activity or event.
- ♥ Leaving a Legacy by investing in our mission with a **planned gift** that makes an impact today or benefits the organization well into the future.
- ♥ Participating in an **employee giving program**, making a one-time gift, attending a fundraising event, and more!



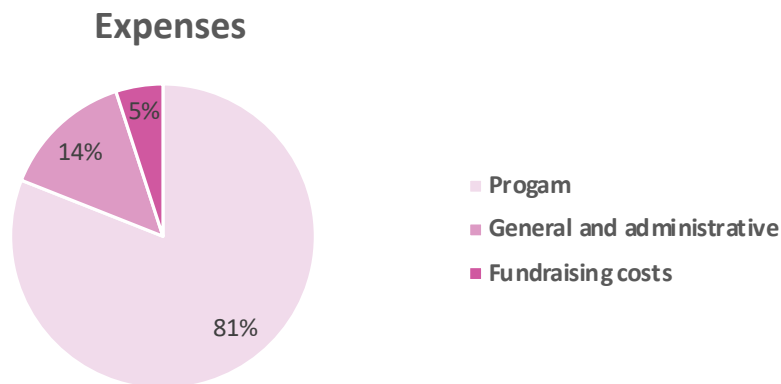
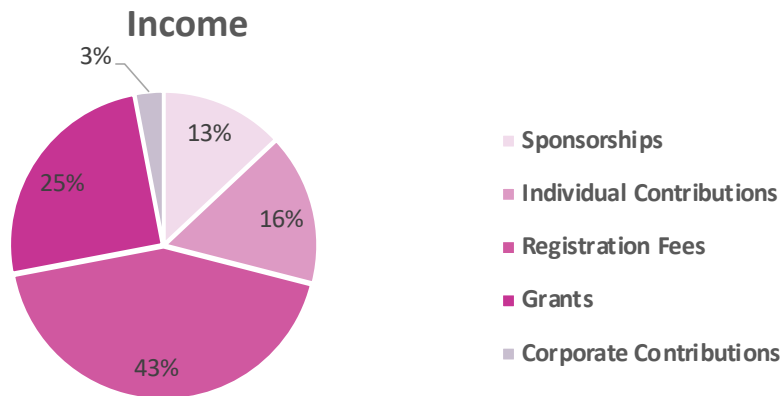
*Girls on the Run International **does not receive governmental grants or funding**; therefore, **contributions from individuals are critical to advancing the organization's mission.***



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 – Girls on the Run Treasure Valley



Support, revenue and other income:	Total
Sponsorships	\$26700
Individual Contributions	\$32634
Corporate Contributions	\$6743
Registration Fees	\$89296
Grants	\$50049
Interest	\$20
Total support, revenue and other income (loss):	\$205442

Expenses:	Total
Program	\$90108
General and administrative	\$15600
Fundraising costs	\$5432
	\$111140

Change in net assets:	\$
Net assets, beginning of year:	\$53819
Net assets, end of year:	\$148121

2019 Girls on the Run Treasure Valley Board of Directors

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We're
changing the narrative



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Will **you** join us?