



Girls on the Run Philadelphia 2020 Annual Report

A **YEAR**
OF **IMPACT**



DEAR FRIENDS,

Reflecting on 2020 is so bittersweet.

As we witnessed much pain and conflict around us, Girls on the Run Philadelphia remained a beacon of hope, activity, and inspiration for girls across Philadelphia throughout this challenging year.

During shutdowns and restrictions when young girls were feeling isolated, the spring season of Girls on the Run was delivered remotely. Virtual lessons mirrored the in-person experience and our girls benefitted from the robust curriculum and opportunity to stay active, from home.

The spring season concluded with our first-ever Virtual 5K, offering girls a chance to celebrate their accomplishments while attracting over 400 runners from all 50 states. Through your continued support, while everything else in their lives got cancelled, our girls could count on Girls on the Run Philadelphia.

When the School District of Philadelphia announced in March that schools would close, our girls had opportunities for virtual engagement, due to our staff's innovative response. This flexibility, combined with our financial security, ensured that in addition to the Spring season, the organization was well poised to offer a fall season as well. This year's programming included neighbors and sports clubs coming together and extending our reach beyond after-school and rec center programs. For girls across the city, this time to connect with peers and coaches became a lifeline.

Behind the scenes, our staff and board were working hard to secure additional funding so that despite the challenges of this year, we ended the year with no financial loss. As we closed the year, our Council was well-positioned to bring programming to girls in our city who needed it most this fall.

We have no idea what 2021 will bring, but through your support and our staff and board's commitment to our girls, we are confident that we will embrace the new year continuing to offer hope, activity, and inspiration for girls across our beloved city. **Your support ensures that all girls, regardless of race, socio-economic status, or zip code can thrive, not just during this crisis, but for years to come.**

With gratitude,

[Colleen Kelly Howard, Executive Director](#) + [Paula M. Riley, Board Chair](#)

Building confidence, transforming lives

We believe that ALL GIRLS are born with power and purpose. Together, we inspire girls to unleash their infinite potential and unstoppable strength.

OVER 1.9 MILLION
GIRLS TRANSFORMED!



86%

of girls said that because of Girls on the Run they go to people they can trust when they need help



76%

of participants are girls of color



70%

of girls said that because of Girls on the Run they have a positive attitude when facing a challenge at school

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

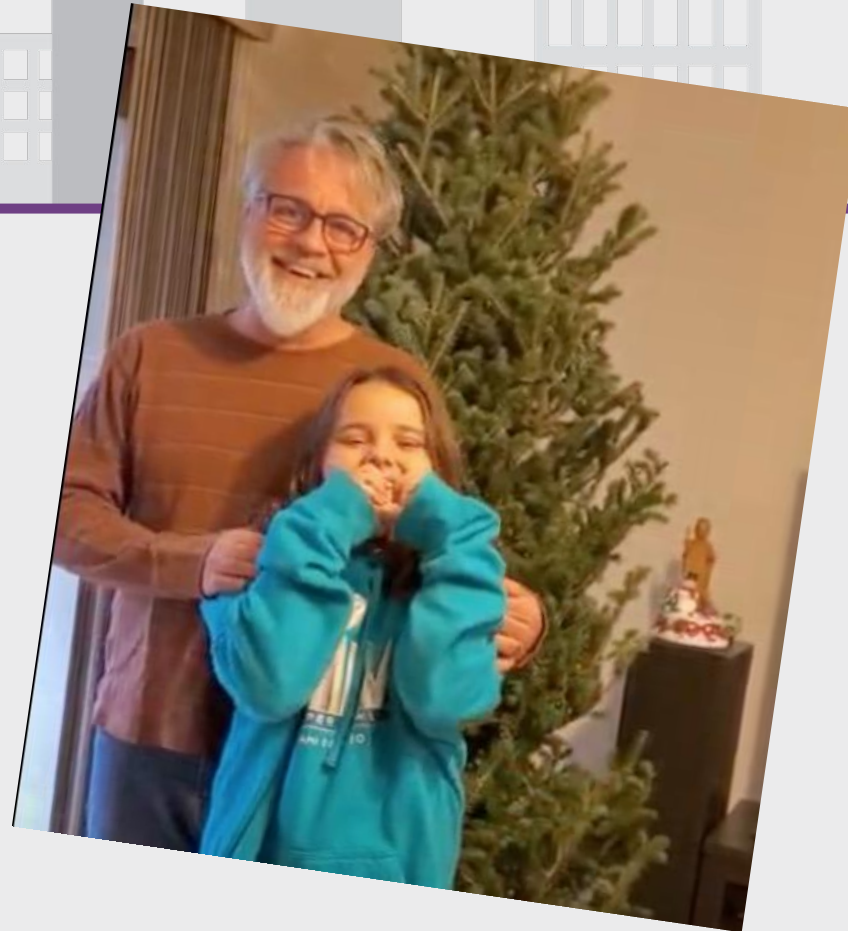


Stand up for ourselves and others

Meet George & Noelle

Parent and Participant

“We were really disappointed when last season was cancelled when everything shut down due to COVID. We thought that was it for Girls on the Run and that there’d be no experience this fall. We were so happy when the season was announced and Noelle signed up to get back into Girls on the Run. This year, more than ever, it really helped **build her confidence** and [gave her] some **interaction with people in a year when all of her routines and everything was disrupted**. So, thank you, Girls on the Run. Thank you, Coach Astrid and Coaches Heather and Michelle. Noelle and I love it!”



“

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“ They need this light at the end of the tunnel -- and that’s exactly what it was this season for my girls.”

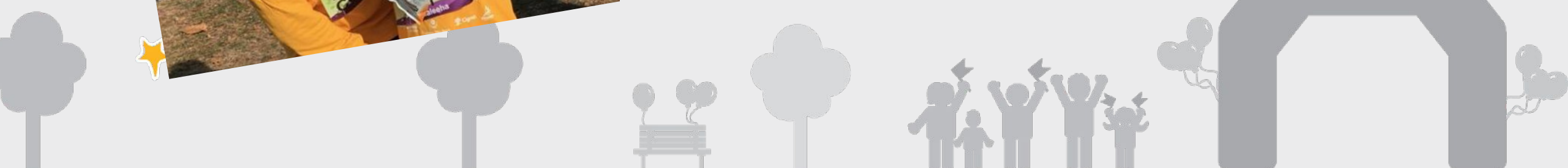


Meet Margot

Coach

“I wanted to bring Girls on the Run to our school because we didn’t have many programs after school. More than ever, especially during the time of the pandemic, **we need programs like this**. Especially for vulnerable girls, whose neighborhoods don’t have any programs right now. They need this **light at the end of the tunnel** – and that’s exactly what it was this season for my girls. It was that **bright spot at the end of the day**. Twice a week, they got to relax, they got to move their bodies, they got to see girls from other classes that they haven’t seen since March! They got to have fun. They involved their families, they involved their siblings, and they got to move their bodies in their home and outside. **They just had a blast.**”

FINISH



Meet Bella



Participant

“Girls on the Run has helped me to **see my potential by helping me achieve my goals and set bigger ones**. Girls on the Run has given me **courage** to try new things and always do my best in school and with my behavior. I would encourage a friend to do Girls on the Run because it’s fun, you get to meet new people, and you get to run, which I love doing! My favorite parts about Girls on the Run were seeing my teammates and coaches every week, the 5k, raising money for GOTR – which my family and church did – and the end of the season party.”



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2020 Statement of Activities

Assets	
Cash and cash equiv.	\$168,067
Accounts receivable	\$7,617
Prepaid expenses	\$3,014
Inventories	\$8,320
Property and equipment	\$775
Other	\$450

Liabilities and Net Assets	
Liabilities:	
Accounts payable	\$9,130
Deferred revenues	\$366
Payables / other obligations	\$21,200
Net Assets:	
Net assets without donor restrictions (Undesignated)	\$142,547
Net assets with donor restrictions	\$15,000

Looking forward:

Now more than ever before, we are emboldened by the support we have experienced this year, and that GOTR has played such a pivotal role in providing girls in Philadelphia with the ability to connect and find positive mental and physical outlets. If there were ever a time that girls in our region, and across the country, could benefit from a program that prepares them to successfully navigate life experiences - it is now - when so many are feeling isolated and disconnected.

With an eye on these pivotal next few years, GOTR Philadelphia will continue to work tirelessly to advance our mission in a changing world. As we adapt to changes in our internal and external environments, the GOTR board and staff are committed to holding ourselves to measurable goals implemented in a meaningful way.



OUR PARTNERS

Girls on the Run is grateful for the generous financial support and contributions from corporations, foundations and organizations that advance our mission of transforming the lives of girls across the country.



NATIONAL PARTNERS



SPONSORS

J.P.Morgan





Girls on the Run 5K

We believe ALL

girls have power

and potential





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JOIN THE
MOVEMENT ↘

www.gotrphiladelphia.org