

# Girls on the Run NJ North 2024 Annual Report





## DEAR FRIENDS,



It has been a remarkable year! In 2024, we expanded our reach to serve Warren County and we are continuing to grow our presence across Northern NJ. We remain deeply committed to our mission to build confidence, fuel a love for physical activity, and nurture emotional health in girls. At the heart of this work is our evidence-based curricula. We introduced two refreshed curricula this year, "Hello, Superstar" which focuses on developing the confidence to be yourself, and "Hello, Mountain Mover" which empowers girls to find the courage to do hard things. Both curricula include tools to manage the challenges such as the power of positive self-talk and the benefit of acknowledging a big emotion, and letting it pass. The response to the new lessons has been tremendous!



While our curricula build these vital skills, it is our trained volunteer coaches who bring them to life for the girls. In 2024, **226** coaches shared their time and energy with the **798** girls who crossed the finish line. We are in awe of our coaches whose enthusiasm is a gift that engages our girls and inspires them to reach for the stars!

After a powerful year of impact, we are as energized as ever. We are ready. We are set. Let's go!

**KEEP SHINING!**

*Maureen*

Maureen Dykstra  
Executive Director





As the challenges facing  
today's girls have increased,  
**Girls on the Run**  
**NJ North**  
is meeting the moment by  
meeting their needs.



# Uplifting and Inspiring Girls

## OUR MISSION

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

## OUR VISION

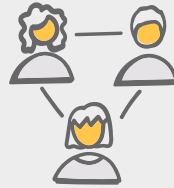
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



# 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**

As a new principal and GOTR coach, I witnessed first-hand our students engage with and benefit from each lesson. The culminating 5K event was spectacular and the smiles on our girls and family members provided evidence of the positivity the GOTR program affords our students. I could not ask for a better community partner or organization to help with the physical, social, and emotional well-being of our Girls on the Run.

— **Brandon**  
**Elementary School Principal**



# 2024

## ★ Your Support Our Impact

As we plan for the year ahead, we remain deeply committed to our mission to build confidence, fuel a love for physical activity, and nurture emotional health in girls. And in today's challenging times, programs like Girls on the Run are proving to be more essential than ever.



798

UNSTOPPABLE  
GIRLS



60

WELCOMING  
SITES



174

PAIRS OF  
SNEAKERS



426

DEDICATED COACHES  
& 5K VOLUNTEERS

\$56,530 IN FINANCIAL AID FOR GIRLS



300

GIRLS RECEIVED FINANCIAL AID

We are ready.  
We are set.  
Let's go!





“My daughter was having a difficult time standing up for herself since September. Another classmate was bothering her and she never knew how to address it. The other day she came home and said she finally spoke to him and he left her alone. She found her voice and I feel it had to do with GOTR. She felt confident and speaking up for herself empowered her. I am so grateful that she had the opportunity to join!”

– GOTR Parent

I like meeting new friends and also running and how we have lessons on Star Power and that you should be nice to people ... it's just like a fun experience. You might think you're not going to like it cause it's running but it's actually really fun if you try to do it. Once you start to do it, it really feels like a better community.

— Ariana  
GOTR Girl



# Thank You, Partners!

National Partners, corporations, foundations, and individual donors fueled our mission of empowerment in 2024.



*Your* investment made it possible for our girls to activate their limitless potential this past year. Thanks to *your* contributions, more girls throughout NJ North can confidently enter their next chapters and overcome any challenge that comes their way.



# ✧ Thank You Local Sponsors! ✧

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"I learned different strategies like the 5 finger breathing and that I am special in different ways."

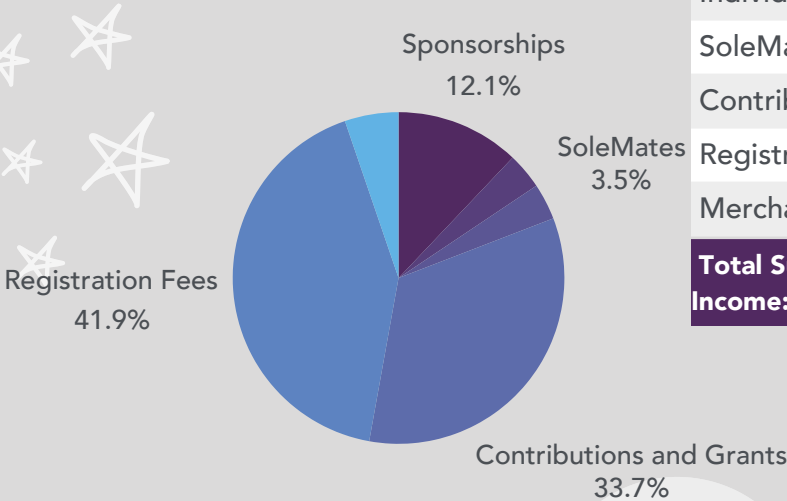
— GOTR Participant

I have been a GOTR coach for over 20 seasons in four different states. Throughout this time, my excitement for the program has not ceased. I continue to enter each season with the same joy and anticipation as I did on my very first day, 19 years ago.

— Jennifer  
GOTR Coach

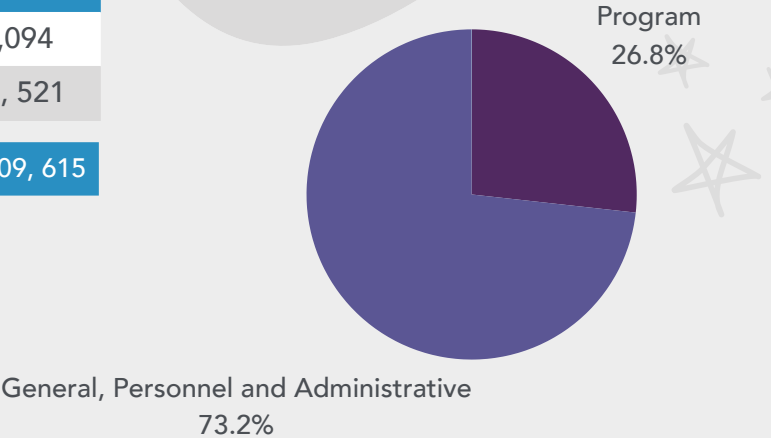


# Financials



| Support, Revenue and Other Income:               | Total     |
|--------------------------------------------------|-----------|
| Sponsorships                                     | \$27,928  |
| Individual Giving                                | \$8,181   |
| SoleMates                                        | \$6,160   |
| Contributions and Grants                         | \$77,929  |
| Registration Fees                                | \$96,974  |
| Merchandise Sales                                | \$12,129  |
| Total Support, Program Revenue and Other Income: | \$229,301 |

| Expenses                              | Total      |
|---------------------------------------|------------|
| Program                               | \$56,094   |
| General, personnel and administrative | \$153, 521 |
| Total Expenses                        | \$209, 615 |





# Board of Directors



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Thank you to our founder Melissa Fagersten  
who completed her board service in 2024.



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