



STARTING A NEW SITE



WELCOME TO GIRLS ON THE RUN!

Thank you for your interest in bringing Girls on the Run Berks program to a school or community site in Berks or Schuylkill County! We're eager to expand our programming to reach more girls with our message of joy, health, and confidence.

Our unique 10 week curriculum directly addresses the issues faced by girls today (e.g. body image, self-esteem, bullying, etc.); and provides real, actionable strategies that help girls navigate the challenges of adolescence with thoughtful decision-making. We offer two curricula:

- Girls on the Run for 3rd-5th Grade Girls
- Heart & Sole for 6th-8th Grade Girls

GIRLS ON THE RUN
OF BERKS COUNTY

484-332-6132
www.gotrberks.org

We're happy to meet (virtually or in-person) with you to talk about starting a site.

Contact Tania Hollos, Program Director,
tania@gotrberks.org for details.

ABOUT GIRLS ON THE RUN



Girls on the Run is a 501(c)3 non-profit organization dedicated to creating a world where every girl knows and activates her limitless potential.

Teams meet twice a week in small teams of 6-15 girls for ten weeks, we teach life skills through dynamic, interactive lessons and running games. The curriculum is taught by certified Girls on the Run coaches (training provided by Girls on the Run) and includes three parts: understanding ourselves, valuing relationships and teamwork, and understanding how we connect with the world at large.

Running is used to inspire and motivate girls to encourage lifelong health and fitness and build confidence through accomplishment. Important social, psychological, and physical skills and abilities are developed and reinforced throughout the program. At each season's conclusion, the girls and their running buddies complete a celebratory 5K event which gives them a tangible sense of achievement as well as a framework for setting and achieving life goals. The result—making the seemingly impossible, possible and teaching girls that they *can*.



OUR MISSION AND VALUES

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.

Girls on the Run 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
- Nurture our physical, emotional and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others



GIRLS ON THE RUN PROGRAM

Girls on the Run is a **physical activity-based positive youth development program (PA-PYD)** that is designed to develop and enhance girls' social, psychological, and physical competencies to successfully navigate life experiences. Over the course of the program girls will:



- Develop and improve competence
- Feel confidence in who they are
- Develop strength of character
- Respond to others with care and compassion
- Create positive connections with peers/adults
- Make a meaningful contribution to society

These life skills will help prevent unhealthy and risky behaviors, such as physical inactivity and negative body image, and promote positive health outcomes (e.g., physical, mental, and social health).



WHY START A SITE?

- **Engagement:** Our program provides interactive activities such as running, playing games, and discussing important self-empowering issues.
- **Accomplishment:** The program concludes with all participants walking, running, or skipping in a celebratory site based 5K event. This involves family, friends, teachers, and the community at large.
- **Personal Growth:** The program utilizes a whole-person approach to elevate emotional, social, mental, and physical health.
- **Accessibility:** We offer our program to girls of all abilities regardless of their ability to pay by providing financial assistance, payment plans, and scholarships.



GIRLS ON THE RUN CURRICULA



We offer two programs:

- Girls on the Run for 3rd- 5th grade girls
- Heart & Sole for 6th-8th grade girls

The principle philosophies and psychological research for both programs are the same, yet some topics and discussion questions vary for developmental reasons. The Heart & Sole curriculum allows for deeper discussion of girl-driven topics for middle school girls.

Each curriculum is divided into three parts:

- **Part One:** Understanding self and setting personal goals
- **Part Two:** Learning skills to foster leadership, team building, and cooperation
- **Part Three:** Examining relationships to the community, including development and implementation of a community service project

Each lesson focuses on a specific topic and follows a format that provides consistency and structure for the girls' experience. Lessons include activities, discussion and a workout component. The season concludes with the opportunity to participate in the GOTR 5K event with family and friends.



NEW POTENTIAL SITES

In a typical season, our GOTR council offers programming at 17-25 locations. Pre-pandemic seasons served more than 650 girls in 3rd-8th grade participated in Girls on the Run programming at various locations throughout Berks County. In the fall of 2019 we were approved to serve girls in Schuylkill County and are now in the process of expanding into the county. In order to offer programming, we partner with local (private and public) schools, health clubs, community organizations, YMCAs, parks, and churches in an effort to reach as many girls as possible.



SITE REQUIREMENTS

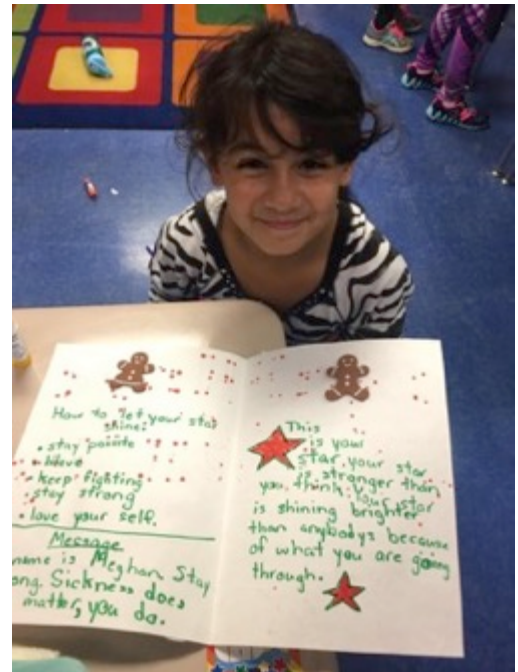


The following things are required of all sites interested in becoming a GOTR program location:

- **One Head Coach and one or more Assistant Coaches** to serve as coach mentors/facilitators and implement the GOTR curriculum at their location.
 - The Girls on the Run council staff will be responsible for training, communicating with, and providing all the materials your coaches will need to confidently implement the program.
- A **Site Liaison** who is responsible for communicating with the Girls on the Run council staff, identifying days and times of programming, recruiting coaches, and helping to publicize the program at their location. (Site Liaisons often serve as coaches, too.)
- A **safe space for running** (i.e. a field, track, or parking lot)
- A **“rainy day” meeting location** (i.e. gym, cafeteria, classroom, foyer, or pavilion)
- Help in promoting the program to eligible girls through flyers, assemblies, open house, etc.

Girls on the Run Provides

- Assistance with recruiting coaches and girls
- National training for all coaches
- Marketing/registration materials
- Materials/curriculum for season
- Ongoing support throughout the season



TEAM REQUIREMENTS

Each GOTR team must have 2-3 coaches. All coaches must complete an online National Coach Training session, complete a coach application, and a background check before the program begins.

Team Size: We must have a minimum of six girls and a maximum of 15 girls in order to offer programming. The minimum is based upon curriculum considerations because much of our curriculum is related to team building and group dynamics. Fewer than six girls may make it difficult to provide the experience we want to offer to the girls, and more than 15 girls make it complicated to establish the group rapport and the depth of community we are seeking.

Timing and Length of Sessions: We have two seasons of Girls on the Run each year.

- Fall Season usually begins the second or third week in September and ends in November.
- Spring season that begins second week in March and ends in May.



FEES AND FINANCIAL AID



Our current fee is \$165 per 10 week season.

Need-based financial assistance is available and based on household income and size.

Families may also opt to participate in a two- or three-payment options to help offset the cost at the time of registration.

It is our mission to ensure that any girl who wants to participate will not be prevented from doing so for financial reasons. We turn no girl away for financial reasons.

ROLE DESCRIPTIONS

Site Liaison: The Site Liaison reports to the Girls on the Run Program Manager. The Site Liaison is responsible for managing their specific Girls on the Run site:

- Complete site application; gain approval of principal/ authority in support of hosting the program at the site each season
- Assist GOTR Staff in the recruitment of coaches for the site
- Market program information at site and help distribute all registration materials
- Communicate with Program Director regarding any change of site information
- If desired, serve as sub-coach at site



JOB DESCRIPTIONS (Cont.)



Head Coach

The Head Coach is a volunteer position that works with a team of coaches to facilitate the Girls on the Run curriculum to participants. This position entails a commitment of about four hours per week for a season.

- Head coach must be female
- Must be at least 21 years old
- CPR and First Aid certified (will provide)
- Must submit PA Child Abuse History and Criminal History clearances*
- Attend Girls on the Run coach training
- Attend two practices per week for a weekly time commitment of approximately 3 hours

Responsibilities

1. Serve as a role model for participants
2. Prepare, organize, and supervise lessons
3. Collaborate with other coaches
4. Facilitate communication with parents/guardians of program participants



Assistant Coach

The Assistant Coach supports the Head Coach, while serving as a role model and mentor for participants. The position entails a commitment of 1.5-3 hours during a season.

- Must be at least 18 years old (female or male)
- Must submit PA Child Abuse History and Criminal History clearances*
- Attend Girls on the Run coach training
- Attend practices once or twice per week

Responsibilities

1. Serve as a role model for participants
2. Assist with the facilitation of weekly lessons
3. Collaborate with other coaches
4. Participate in games and workouts with girls

Junior Coach

The Junior Coach is a volunteer position for high school students to assist the coaches at a Girls on the Run program site. This position entails a commitment of approximately 1.5-3 hours per season.

- Must be female and 16-18 years old
- Must be a high school student
- Attend Girls on the Run coach training
- Attend practices once or twice per week

Responsibilities

1. Serve as a role model for participants
2. Assist with games and lessons
3. Participate in games and workouts
4. Lead an activity with assistance



*An FBI Criminal History Report is required for volunteers living in PA less than 10 years.

NEXT STEPS



Program Planning

1. Gain approval from principal or site administrator to host programming
2. Decide on program days/times
3. Recruit 2-3 volunteer coaches*
4. Complete online new site application at www.gotrberks.org/start-site
5. Follow up with our staff with questions/concerns (tania@gotrberks.org)

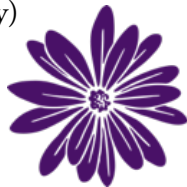
*Reach out to parents, guardians, and staff members at the site to see if they are interested in coaching



GET RUNNING!

All coaches will need to complete:

1. [Online Coach Application](#)
2. Girls on the Run National Coach Training
3. CPR/First Aid Training (if needed)
4. PA Background Clearances (if necessary)



Get girls on board!

1. GOTR will provide each site with marketing materials including posters, flyers, morning announcement templates, email templates, etc. GOTR staff may also attend Open House events and other events.
2. Paper and online registration begins about one and half months prior to start date
3. Sites must have a minimum of 6 girls or a maximum of 15 girls for the program

Please assess your ability to commit to the program. Girls on the Run incurs costs when preparing materials/personnel for a program site. By completing the online site application, you are affirming your commitment to run the program for the specified season. Please contact our Program Director, Tania Hollos, at tania@gotrberks.org or at 484-332-6132 x2 for guidance on the next steps in becoming a site or the answers to any questions you might have.