

2019 GRATITUDE REPORT



GIRLS ON THE RUN
NEW JERSEY EAST





DEAR FRIENDS,

When I look back on 2019, one of our core values comes to mind: “Express your joy, optimism and gratitude through your thoughts, words and actions.” At Girls on the Run New Jersey East, our staff and board strive to connect this value to our own lives. This connection makes us stronger as an organization and to our mission, communities, girls, stakeholders and supporters.

This year gave us much to celebrate as we make strides in building more confident, healthy girls in New Jersey. As part of our effort to expand our “Every Girl Can Run” initiative, we were thrilled to serve 400 girls with over \$68,000 in financial aid, including our first ever subsidized program site in Burlington County. We held our Remarkable Breakfast for the first time in our northern counties, while hosting a successful second event in our southern counties. We launched relationships with new corporate and foundation partners who will help further this initiative, and brought more supporters than ever to site visits and our season-ending 5k races.

Behind the scenes, exciting work is happening to drive this progress. We were thrilled to be one of nine nonprofits selected to participate in the Morgan Stanley Strategy Challenge where we partnered with an amazing team to address strategic challenges. We welcomed three new Executive Board members and have formalized an internship program for college students with a successful model initiated in Morris County this fall.

As we look to 2020, we have much to look forward to. We will be celebrating our 20th year as a council, launching a new Associate Board, and offering our first summer program, Camp GOTR - all with a goal of reaching more girls and offering more scholarships than ever before.

Thank you for being a part of our success in 2019, and we hope you will join us for our biggest year yet as we celebrate our 20th year in 2020!



SYDNEY DAVIS
Executive Director

AT GIRLS ON THE RUN, WE BELIEVE...



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

WHAT MAKES GIRLS ON THE RUN DIFFERENT?



Girls on the Run is so much more than a running program. Along with teaching life skills, our programs empower girls to celebrate what makes them unique, to stand up for themselves and others and to recognize their ability to make an impact on their communities. This, along with our research-based curriculum and national coach training sets us apart as an exemplar physical-activity based, positive youth development program.



WHAT WE DO



PRACTICE

Small teams of girls in 3rd-8th grade meet twice a week for 10 weeks for lessons led by trained coaches.

LEARN

Each lesson addresses issues important to adolescent girls, such as practicing positive self-talk or re-defining ideas of beauty while incorporating running activities.

SERVE

Girls learn about how they can positively impact their communities through a service project of their choice.

CELEBRATE

The season ends with a celebratory 5k event where girl participants come together with their families and local community members to achieve their goal of completing a 5k race.





OUR COUNCIL

Established in 2000, Girls on the Run New Jersey East is a 501(c)(3) nonprofit, independent council of Girls on the Run. What started as one team of 15 girls has grown to serve 2,000 girls each year. Our council is proud to host 70 program sites in Essex, Union, Morris, Mercer and Burlington Counties each year.

Our council offers two programs: Girls on the Run for girls in 3rd-5th grade and Heart & Sole for girls in 6th-8th grade. Each program is centered around a curriculum that addresses the unique needs of adolescent girls. Our programs run twice each year, once in the spring and once in the fall, and finish with a celebratory 5k run.

“

Girls on the Run helps you to be more confident and teaches you to learn to love yourself just the way you are.

- Annalisa, program participant

2019 SNAPSHOT STATS

**1,996
girls
served**

**593
volunteer
coaches**

**\$68,400 in
financial-aid
awarded**





“

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.

Charmae, Girls on the Run Coach



GIRLS ON THE RUN IS FOR EVERY GIRL

Central to our mission is the belief that Girls on the Run should be accessible and affordable for all girls. With this in mind, we launched our "Every Girl Can Run!" initiative in 2013 to offer subsidized program fees in communities with widespread need, and sliding-scale scholarships to all who request them based on a family's reported income. This year, we hosted 16 subsidized program sites in communities in-need, including new teams in Newark, Irvington, Roselle and New Hanover (Burlington County).

Additionally, the Girls on the Run and Heart & Sole curriculum and program materials have been translated into Spanish, making programs accessible to Spanish-speaking coaches, girls and families.

2019

\$68,000
in financial aid

400
scholarships
awarded

19%
of participants



You give girls something to look forward to

This is what we learned when speaking with Samantha Guzman, who is a 6th grade teacher and middle school Heart & Sole Coach at Hawkins Street Elementary School in Newark. Coach Sam, who attended Hawkins when she was in elementary school, benefited from the mentoring programs she participated in when she was a student.

Despite these opportunities, Sam says there is something unique about the Girls on the Run and Heart & Sole programs, which are for maturing girls and include physical activity. “I never had a program like this, where it involved exercise and a curriculum,” says Sam. “I wish someone would have told me about health and how important it is when I was younger.”

When Hawkins started hosting Girls on the Run in spring 2018, the coaches, teachers, and school staff noticed a change in attitude in the girls who participated. The girls were learning life lessons about growing up. Through the lessons, the girls were able to mature. Jill Welch, Hawkins school counselor and a former coach noted:

“

I was able to see countless female students, some whom I worked with during the school day and were classified as learning disabled, and others who had an extraordinary amount of personal family issues outside of school, and who were even identified as behaviorally ‘problemated’ students, showing up week after week in the rain and the heat, with or without the appropriate running attire, in an asphalt school yard directly outside of Newark airport with planes flying over the entire time, to set goals for themselves, to be open to learning from others, and to develop bonds with the coaches and their teammates to be their best selves and gain confidence that they would carry to all other areas of their lives.

Through Heart & Sole, girls are finding their voices and improving their relationships. Sam described one participant who, after learning that Heart & Sole is a safe environment for sharing, started developing her voice. Her mom reports that her daughter not only shares more openly, but also checks in to see how she is doing!

Hawkins Heart & Sole receive running shoes, thanks to your generosity.



Another set of sisters who've participated in the program have mended their difficult relationship after finding common ground at Heart & Sole. Girls who were not friends now stop each other in the school hallways to say hello and check in with each other.

Program participation is helping girls like Bella. "Bella has expression issues. She doesn't know how to express herself positively. One of the core pieces of Heart & Sole is expression. Through this, Bella learned how to express herself. This was something we've never been able to get her to do," shares Sam.

The impacts of Girls on the Run and Heart & Sole extend to the other students, school staff and families, strengthening the community.

Last fall, Heart & Sole sessions were held on the blacktop behind the Hawkins, where some of the other students would linger after school. A small group of boys would hang around at the edges of the practices, curious about what the girls were learning at H&S. When the girls worked toward their running goal for the session, the boys began cheering them on, and in some cases, running alongside them. Teachers, school staff, and parents who may not regularly exercise started training to be able to run with the girls at the 5K.

One grandfather took it a step further, wearing a tutu to celebrate his granddaughter at the 5K! Parents began to show support by coming to Heart & Sole, the 5K, and other events.

Seeing these changes in the girls, families, and school community motivates Coach Sam and the other coaches. "I appreciate young girls, teaching them and getting them involved in things that they never thought they could do. If I can advocate for girls and teach them that they're equals and teach them how to teach others like equals, I'm happy."

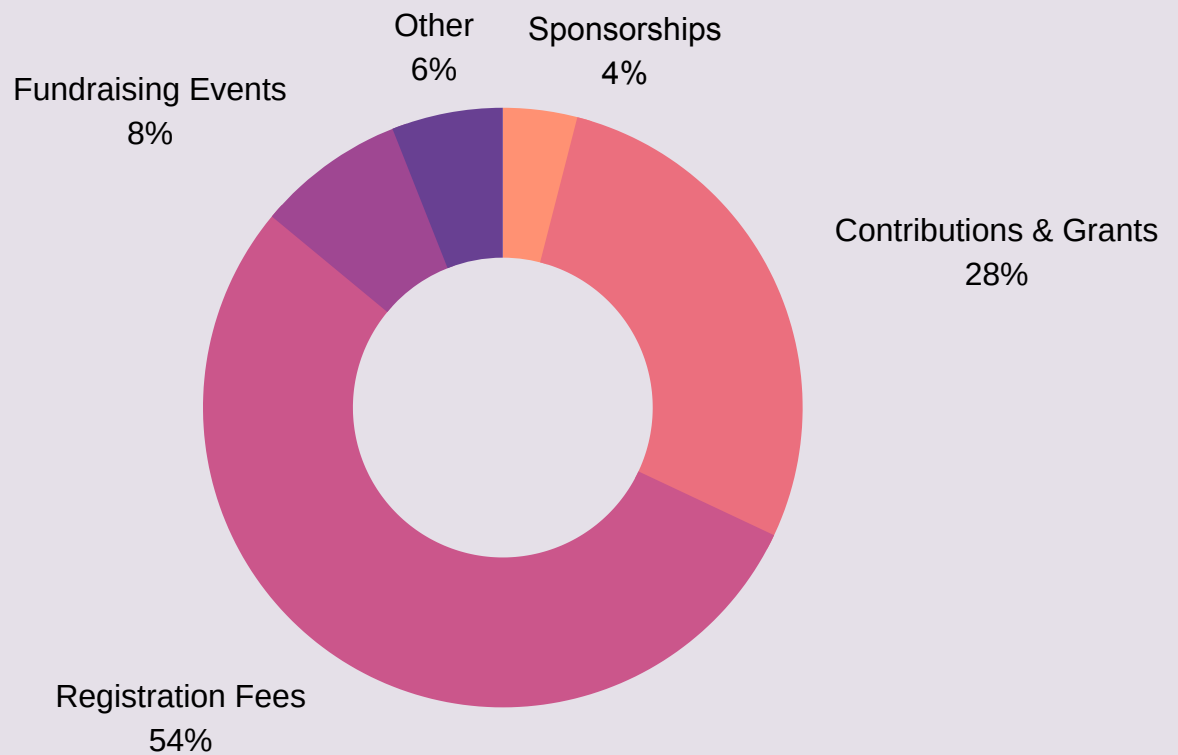


Heart & Sole girls thank some of their boy classmates by giving them a "Banana" energy award.

2019 Statement of Activities

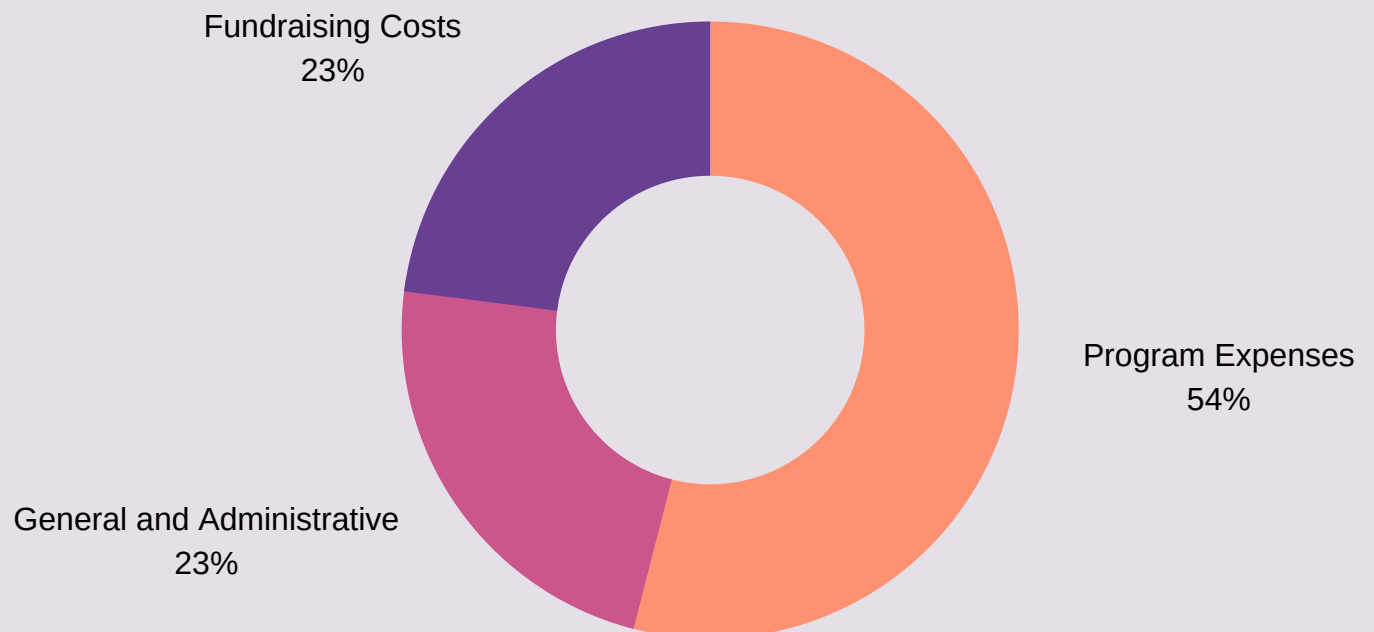
Income

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Expenses

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Support, revenue and other income

Sponsorships	\$25,200
Contributions and grants	\$169,381
Registration fees	\$329,740
Fundraising events	\$50,950
Other	\$33,740
	\$609,011

Expenses

Program	\$285,368
General and administrative	\$123,088
Fundraising costs	\$123,675
	\$532,131

Change in net assets **\$76,880**

Net assets, beginning of year	\$287,421
Net assets, end of year	\$364,301

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