



GIRLS ON THE RUN NEW JERSEY EAST

Power Rising

Running Ahead in 2020

2020 GRATITUDE REPORT





In 2020, girls across New Jersey stood strong using skills learned at Girls on the Run. Their **confidence, inner strength, and resiliency**- fortified through our curriculum lessons – were clearly demonstrated in their ability to rise during trying times. As an organization, we found new and different ways to show up for girls. From new program options to finding creative solutions to unprecedented challenges, Girls on the Run stood firm in its commitment to inspiring girls to be **joyful, healthy, and confident.**

Dear Friends,

I am honored to assume the Board Chair for Girls on the Run NJ East, despite the chaos in all our lives over the past year. As I reflect on the challenges we have faced as a community, I am filled with so much gratitude for our volunteers, our staff and our supporters - YOU ROCK!

Girls on the Run empowers girls to stand up for themselves and build confidence in their ability to impact their communities. The events of 2020 have deepened our resolve to provide girls with the opportunity to develop resilience and confidence.

Last March, we took decisive actions to scale back our costs, modify our program delivery, and conserve funds. In Spring, we adapted to a virtual program offering recorded lessons and at-home activities to girls. By fall, we hosted live, virtual lessons twice weekly for 138 girls across our five counties.

Both seasons culminated in virtual celebratory 5Ks and we were thrilled with the response to our virtual programs and excited by our ability to reach girls.

Entering 2021, we are equipped with a comprehensive and flexible operating plan. Preparations are underway for in-person programming this Spring, and we remain deeply committed to delivering our program in underserved areas and advancing a culture of inclusion, diversity, equity and access.

Thank you for helping us to get through 2020. We are more agile, more passionate, and more committed to our mission than ever before. It's going to be a great year!

With gratitude,

+ ***Ann Brodow***
Board Chair



20,000+ Girls Empowered in New Jersey over the past 20 years

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

“

Girls on the Run is so important during this time because our emotions are getting mixed up, and you don't really know what to think. It's good to go back to what you know about **generosity** and **gratitude**. Those lessons help in a time like this.

Casey, GOTR girl



Needed Now More Than Ever

The pandemic coupled with a tumultuous and divisive social climate has had a significant impact on girls. Stress, depression, and loneliness have increased while physical activity levels declined. As the leading national expert in physical activity-based, positive youth development, Girls on the Run understands the importance of physical and emotional wellness, particularly in positively influencing girls' ability to navigate their way through this difficult moment.

With the same confidence we inspire in girls, Girls on the Run quickly adapted its programming to provide girls with a safe, inclusive, and joyful space to learn the vital social-emotional skills we all need to endure life's most challenging times.

A Powerful Response



GOTR at Home

Take-home lessons provided content, resources, and activities aimed at helping over **600 girls** and families stay physically active, connected, and engaged during quarantine.



Virtual Programs

Live, virtual programming served over **130 girls** at 21 program sites this fall, providing the opportunity for connection, thoughtful conversation, and joyful movement.



5K Your Way

Held virtually in June and November, our community celebrations allowed over **800 girls and families** to experience the joy of achieving their goals.





The Impact

Parents reported decreased levels of loneliness and increased levels of physical activity in their girls after participating in Girls on the Run.

“ She was so eager to participate. The pandemic has been hard and Girls on the Run gave her respite from this.

“ She enjoyed being able to connect with girls her age. With being out of school and having limited friend interactions, Girls on the Run really improved her daily mindset and mental health.

Thank You, Partners

In a year like no other, Girls on the Run strengthened its partnerships with companies, organizations and foundations that collectively supported organizational needs and made it possible for us to advance our mission. We are thankful for the collaborative, innovative and generous support of our partners and individual donors that enabled us to thrive, adapt, and rise above the challenges of 2020. Together, we are delivering on our promise to create a world where all girls know their unlimited strength and potential.



National Partners



Corporate Sponsors

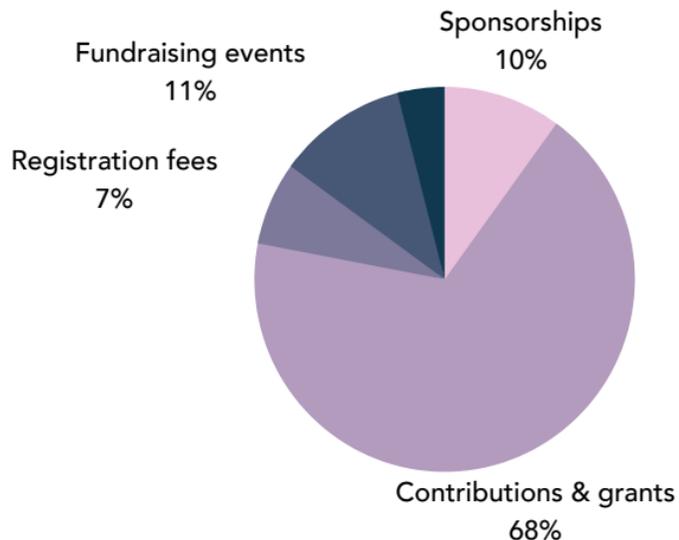


Foundation Partners

The Linus Gilbert Foundation
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The Rite Aid Foundation
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Statement of Activities

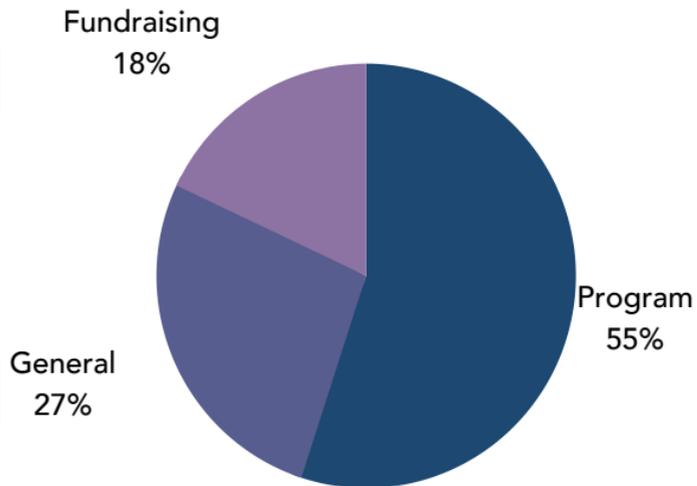


Fiscal Year 2020

Support, revenue and other income:	\$278,152
Sponsorships	\$29,709
Contributions and grants	\$188,251
Registration fees	\$19,308
Merchandise sales	\$0
Fundraising events	\$30,262
Other	\$10,622

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Expenses	\$360,111
Program	\$198,251
General and administrative	\$97,913
Fundraising costs	\$63,947
Change in net assets	(\$81,960)
Net assets, beginning of year	\$363,840
Net assets, end of year	\$281,880



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