

# Girls on the Run New Jersey East 2026-2028 Strategic Plan \*

At Girls on the Run NJ East, we believe every girl deserves the opportunity to build confidence, connection and skills that last a lifetime.

Over the next 3 years, we are focused on growing with intention -- reaching more girls while strengthening the experience for every participant, family and coach. ✨

## Our Focus Areas

### Grow With Purpose

Expanding access to more girls across our communities while strengthening existing programs.

### Deliver Quality Programs

Ensuring every girl has a meaningful, high-impact experience led by trained, supported coaches.

### Strengthen Our Community

Deepening connections with families, coaches, alumni, and partners across our region.

### Elevate the 5K Experience

Protecting and enhancing our signature celebration for participants and their families.

### Sustain Our Future

Building strong, diverse funding to support our mission and long-term growth.

## What Success Looks Like

- \* 2,200 girls served annually by 2028
- \* 40% + of participants receiving financial assistance
- \* 80%+ family participation at 5K events
- \* Positive and measurable impact for girls, coaches & families
- \* A diverse and inclusive community of participants, volunteers, staff, and partners

# How We Bring This Plan to Life

## GROWING STEP BY STEP

We are expanding thoughtfully across all six counties – bringing GOTR to new communities, launching new teams, and revitalizing programs in areas previously served.

## POWERED BY PEOPLE

### COACHES

We invest in training, connection, and ongoing support to ensure every team is led by confident, prepared coaches. **We celebrate and retain coaches** while welcoming new coaches from the communities we serve.

### FAMILIES

We help families build a deeper understanding of the GOTR program during the season and beyond. **We create meaningful opportunities** for families to connect and engage in their child's experience.

### ALUMNI & AMBASSADORS

**We strengthen lifelong connections** by growing local alumni involvement. We are building a robust ambassador network to support and expand our reach across all six counties.

### STAFF & BOARD

We invest in a talented staff and board who reflect the communities where we work. **We foster a culture of connection**, collaboration and long-term commitment to our mission.

### THE 5K EXPERIENCE

**Our 5K events are more than a finish line – they are celebrations of confidence, connection and accomplishment.** We enhance the experience by collecting feedback from participants and using insights to improve each event while preserving what makes it special.

### SUPPORTING OUR MISSION

We are building a vibrant and sustainable future by steadily growing financial support through individual giving, corporate partnerships, and foundation grants. **We are exploring bold and creative ways to generate revenue – ensuring every girl can participate, regardless of financial barriers.**

We are creating a future where **every girl knows** her voice has power, her choices matter and she belongs.