

# A PLACE WHERE *you belong*

## GIRLS ON THE RUN NJ EAST 2021 ANNUAL REPORT

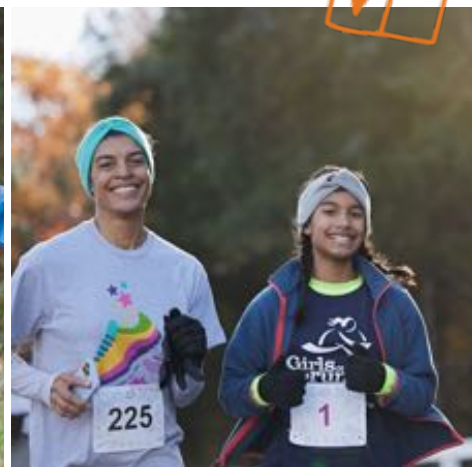


# WE ALL BELONG AT THE FINISH LINE

No two participants are alike at Girls on the Run and we believe that is their greatest superpower. When girls gather and learn to celebrate one another's differences, communities of belonging are formed. Confident, compassionate girls inspire others to find and share their spark. We take pride in igniting these moments.

Creating an environment where every girl has a spot on the track is nothing new to Girls on the Run. In fact, it's been the DNA of our mission-driven work since 1996 and locally since 2000.

Girls on the Run provides a safe place for girls to deepen their sense of community. In 2021, when in-person connection was limited, our girls learned not only how to get to the finish line, but how to support and rely on one another.



# A LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

"Now more than ever..."

Girls need joy and confidence. They need connection and community. Now more than ever, they need everything Girls on the Run has to offer.

As we prepare for a vibrant 2022, those four words capture our commitment to inspiring girls, helping them heal and finding their inner strength and unique voice. Today, girls need the social, emotional and physical skills taught at Girls on the Run. They need the fully stocked "tool belt" of life skills we provide, more than they have at any time in our 22-year history.

Last spring, we crafted a hybrid program to get girls moving and connecting, and in the fall, we resumed outdoor programming, serving 1,300 girls in Morris, Essex, Union, Mercer and Burlington counties.

We know that GOTR lessons such as "STOP and take a BRTHR," "Activate Your Star Power," and "Standing up for Myself," helped girls build their confidence, resilience and self esteem.

Our volunteer coaches and parents have told us how meaningful Girls on the Run has been to their children: "like a harbor in the storm," said one GOTR mom.

Capping off our spring and fall 2021 seasons with small 5K celebrations for each team reminded us of the power unleashed when girls believe, "I Can..." and accomplish their goals. Families and friends cheered at parks and schools as their girls crossed the finish line, and all were reminded that those finish lines are truly only the beginning of something greater.

Looking ahead to 2022, we will celebrate girls' victories in person with a return to community 5Ks in our north and south counties, allowing us to gather and witness the girls' sweat, tears, smiles and joy that fill our hearts.

2022 will bring a new Executive Director to Girls on the Run, with fresh leadership to launch us in a positive direction. Our staff and board remain committed to ensuring that our life-changing program continues to reach more girls in NJ.

We are so grateful for your support. Thank you for believing in our mission to truly "change the world one girl at a time."

With gratitude,  
**Sydney Davis**  
Founder and Executive Director

**CONTINUED ON NEXT PAGE...**

# PROUDLY

## *= uplifting & 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



2021



# IMPACT POINTS



1,312

Girls served in 2021!

50

Spring Sites

49

Fall Sites



248

Scholarships  
Granted

314

Coaches

# EXTERNAL PROGRAM REVIEW

The following findings are from an external review of inclusion, diversity, equity, and access (IDEA) within programming. Over 4,000 participants, families, and coaches felt that Girls on the Run was inclusive, promoted diversity, and was accessible and equitable.

**Nearly 100%** of participants agreed that they felt safe at Girls on the Run and that their coaches care about them.

**97%** of participants agreed that they could be themselves at Girls on the Run and felt included in all GOTR activities they wished to participate in.

**100%** of caregivers who reported that their child required accommodations to fully participate agreed that their child could participate equally to their peers.

**98%** of caregivers agreed that their child felt physically, emotionally, and socially safe at Girls on the Run and included in all GOTR activities they wished to participate in.


**“Girls on the Run is an amazing experience for my daughter and me. Girls on the Run cares about the girls and about what the program teaches them - to be involved within society, to love themselves, and to feel empowered to be the girl that they are.”**

Girls on the Run will use study findings to further its IDEA initiatives, particularly around overcoming barriers to participation and engaging more diverse volunteers. Results will also inform future program development and coach training initiatives.



# 97% OF GIRLS

## FELT LIKE THEY BELONGED AT GIRLS ON THE RUN.

A black and white photograph of a group of girls running on a track. In the foreground, a girl is running towards the camera, wearing a red t-shirt with the words 'heart' and 'ele' visible, a pink skirt, and colorful leggings. She has pink hair ties. To her right, another girl is running, smiling, wearing a dark t-shirt and shorts. In the background, several other girls are running on the track, which is surrounded by trees and foliage.

"[My daughter told me] 'Oh, mom I learned so many things. Everyone's religion and belief systems are so different, but it's so cool how at the end of the day we could still empower each other.'"

*-Ivory, GOR parent*



# WE THANK YOU, PARTNERS

The staunch support of national partners, local and corporate sponsors, foundations and individual donors made it possible for Girls on the Run to build back throughout 2021. With your dedication, councils from coast to coast served thousands of girls and opened new doors of opportunity. Collaboration is central to our success and our impact is stronger because of your generosity. Thanks to you, every girl who joins our program becomes braver, bolder and better equipped to achieve their dreams.



## NATIONAL PARTNERS



## CORPORATE SPONSORS & FOUNDATION PARTNERS

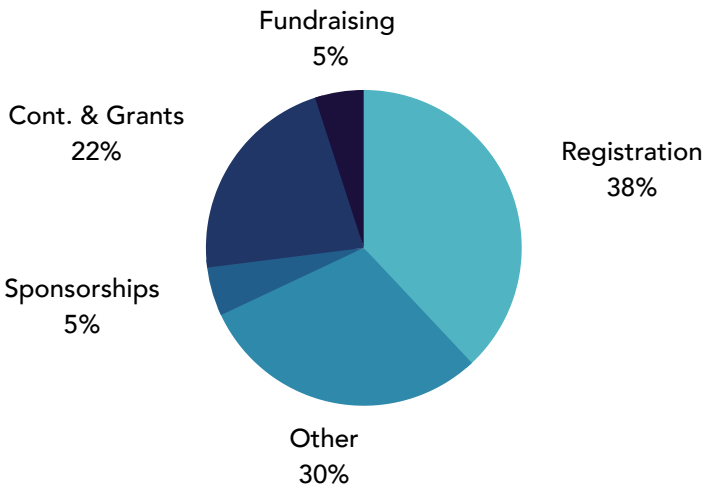
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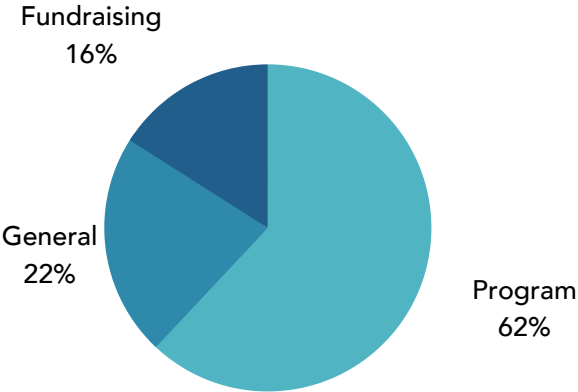
# FINANCIALS



Support, revenue and other income (loss):	\$555,632
Sponsorships	\$27,547
Contributions and grants	\$119,520
Registration fees	\$213,305
Merchandise sales	\$0
Fundraising events	\$26,156
Other (includes PPP loan)	\$169,105

Expenses	\$418,738
Program	\$258,520
General and administrative	\$93,868
Fundraising costs	\$66,351

Change in net assets	\$134,056
Net assets, beginning of year	\$300,148
Net assets, end of year	\$434,204



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