

New Site Information Packet

2022-2023



Girls on the Run Southeastern Wisconsin

EMPOWERING GIRLS

in 3rd-8th grade with the confidence and character
they need to become strong, healthy women.

Girls on the Run of Southeastern Wisconsin is a non-profit 501(c)(3) organization that inspires girls to be joyful, healthy, and confident using a fun, experience-based curriculum that creatively integrates running. Our after-school program combines physical activity with lesson plans designed to promote positive choices and an active lifestyle. We are proud to serve girls across seven counties in Southeastern Wisconsin (Milwaukee, Kenosha, Ozaukee, Racine, Walworth, Washington, and Waukesha). We host programs at private, public, and parochial schools, as well as neighborhood parks, community centers, and other community-based locations.



About Girls on the Run Southeastern Wisconsin

Our program is open to girls in 3rd-8th grade, regardless of athletic ability or fitness level. Girls on the Run offers two research-based programs:

- **Girls on the Run for 3rd-5th grade girls**

- **Heart & Sole for 6th-8th grade girls**

The structure, principle philosophies, and psychological research for both programs are the same, yet some topics and discussion questions vary to meet the developmental needs of each age group.



Girls on the Run inspires young girls to define their lives on their own terms, make new friends, build confidence, and celebrate all that makes them unique. The girls get a better understanding of who they are and what's important to them, the value of teamwork and healthy relationships, and how they can positively connect with and shape the world.

Heart & Sole creates a positive, structured space for middle school girls to learn about themselves, explore new ideas, cultivate empathy, strengthen connections, and develop life skills that will help them as they move through adolescence and beyond. The girls learn how to put concepts into action, including decision making, boundary setting, and team building.

Our Impact

What We Do

Using an intentional curriculum that integrates physical activity, our trained coaches teach girls critical life skills and strategies that support their mental and physical health.

Why It Matters

Girls' self-confidence begins to drop.

BY AGE

9

50%
of girls ages
10-13
experience bullying such as name-calling and exclusion.

Physical activity levels decline and continue to decrease throughout adolescence.

AT AGE

10

Our Results

Girls who were least active at the start increased in physical activity by more than

85%

improved in competence, caring, character or connection.

97%

learned critical life skills like conflict resolution and decision-making.

40%

Where Girls Made the Greatest Gains

CONNECTION

How supported they felt by their peers.

CONFIDENCE

How much they liked the person they are.



Our Impact

Girls on the Run makes a **STRONGER IMPACT** than organized sports or physical education programs in teaching **LIFE SKILLS**.

Girls on the Run has a **POSITIVE IMPACT** on girls during the program and **BEYOND**.



Colleen, age 9

"If you are a girl who is bad at making friends and nobody understands how you're feeling and you sit alone each day....that was me. I was that person out of the crowd. Then, I joined Girls on the Run. IT CHANGED MY LIFE! Now I have people who understand me. I love my life because of GOTR."



Program Structure & Volunteers

Program Structure

- Girls on the Run offers two 10-week seasons, spring and fall.
- Programming is delivered by trained coaches in small teams of 8-20 girls, twice a week for 10 weeks.
- Teams meet twice a week for 75-90 minutes.
- The season ends with a celebratory 5K!

We welcome coaches from all backgrounds, ages, abilities, and gender identities. Coaches do not have to be runners or have previous coaching experience—they just need the passion to change girls' lives!

Site Liaison

All sites must have one (1) Site Liaison that works closely with GOTR staff and serves as a link between their site's administration, coaches, parents/guardians, and participants. The Site Liaison is responsible for determining practice dates and times, securing practice space, and recruiting coaches and girls. During the season, the Site Liaison makes sure that all aspects of the program are running smoothly by checking-in, attending practices frequently, and attending the end-of-season event. The site liaison can also be a coach.

Site Liaison Requirements

- 21 years or older and associated with the site as a staff member, parent/guardian, etc.
- Complete a site application on the GOTR SEWI website
- Complete an online volunteer application and background check
- Complete the Girls on the Run National Coach Training
- Communicate with the GOTR SEWI office throughout the season as needed

Coach

All sites must have a minimum of two coaches per team at each practice. Coaches facilitate the Girls on the Run curriculum and work closely with the program participants and site liaison. Coaches are responsible for preparing and delivering the weekly lessons, in addition to communicating with parents/guardians. Coaches can coach one or two days per week. The expected time commitment is 2-4 hours per week, in addition to attending the end-of-season event. A coach can also be a site liaison.

Coach Requirements

- 18 years or older
- Complete an online volunteer application and background check
- Complete the Girls on the Run National Coach Training
- One coach per practice is required to be CPR and First Aid certified



Fees & Financial Assistance

Program Fee

Girls on the Run program fees are structured on a sliding scale based on household income. We also offer payment plans. Our goal is to provide programming that is equitable and accessible to all. We have never turned a girl away due to her family’s inability to pay, because we truly believe that every girl can be empowered to do amazing things through our program.

Annual Household Income	Program Fee
<\$20,000	\$20
\$20,001-\$30,000	\$75
\$30,001-\$50,000	\$115
\$50,000+	\$175

Program Fee Per Girl Includes:

- 10 weeks/20 lessons led by trained volunteer coaches
- Program T-Shirt and GOTR water bottle
- All curriculum supplies
- Girl’s entry into the end-of-season event and finisher’s medal
- Social emotional skills to help them thrive
- A lifetime love of physical activity
- New friendships and FUN!

Support Provided by Girls on the Run

- Marketing and registration materials to support girl recruitment
- National Coach Training for all new coaches
- Ongoing support and training for veteran coaches
- All materials and curriculum supplies

End-of-Season 5K!

Every season ends with a celebratory 5K. This celebratory, non-competitive event is the culminating experience of the program. The girls are encouraged to do their best and HAVE FUN!





Next Steps

New Site Checklist:

- ☐ Identify a **Site Liaison** to serve as the primary contact at the site
- ☐ Recruit at least two **volunteer coaches**
- ☐ Obtain **principal/director approval** for school-based sites
- ☐ Fill out the **online site application form**
- ☐ Identify **two days a week** to host practice, 75–90 minutes each

Thank you!

Thank you for your interest in becoming a new site! We look forward to supporting you in empowering your girls. Please let us know if you have any questions—we're here to help!

