

We all belong at the **FINISH LINE**

Girls on the Run®



**JOIN the Girls on the Run
community TODAY!**

gotrmemphis.org



WHY GIRLS ON THE RUN?

Evidence-based research from leading youth development experts has proven that Girls on the Run:

Prompts independent thought and intentional decision-making

Builds confidence



Strengthens self-respect



Enhances girls' ability to stand-up for self & others



Establishes a life-long appreciation for health and wellness

Fosters healthy relationships



WHAT SETS GIRLS ON THE RUN APART?

Intentional curriculum, expert coaches and an inclusive environment all lead to a long-term impact.

Girls on the Run programming is continuously evaluated, both internally and externally. Recent studies uncovered that:



97% of girls felt like they belonged at Girls on the Run.

97% of girls learned critical life skills they can use at home, school and with friends.

85% of girls improved their confidence, caring, competence, character and connection to others.

GOTR participants scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.

98% of girls would tell other girls to participate in Girls on the Run.

94% of parents reported Girls on the Run was a valuable experience for their girl.





TRANSFORMING LIVES

Two programs, one life-long impact.

At the heart of our programs are:

Evidence-based curriculum

Nationally trained coaches

Intentional evaluation

IDEA-focused approach

Physical activity accessible for all ability levels

Social-emotional skill development

Community service involvement



Girls on the Run: Grades 3-5

The research-based curriculum includes:

- Understanding ourselves
- Valuing relationships and teamwork
- Recognizing how we can shape the world at large

The program unleashes confidence through:

- Setting and achieving goals (like the 5K)
- Making new friendships
- Participating in community service work
- Empowering girls to appreciate the value of healthy habits



Heart & Sole: Grades 6-8

- Focuses on five key parts: body, brain, heart, spirit, and connection with others
- Incorporates movement-based activities and lessons that instill critical life skills such as:

- Developing a strong support system
- Fostering healthy relationships
- Offering help to those in need



Apply at gotrmemphis.org/start-team



GOTR PROGRAM ELEMENTS

COACHES



GIRLS ON THE RUN AND HEART & SOLE COACHES:

- Complete National Coach Training
- Receive season-long support, resources and tools from GOTR
- Create positive, trauma-sensitive and inclusive environments
- Lead teams through curriculum with co-coaches
- Do not have to be runners or athletes
- Are committed to seeing girls in their community grow, have fun and become leaders of tomorrow.



RESOURCES



PROVIDED BY GIRLS ON THE RUN

**Before the first practice to the 5K finish line,
Girls on the Run is there.**



Program sites can count on:

- Marketing and registration materials
- Parent/guardian communication
- National Coach Training (led by trained facilitators)
- Curriculum materials and coach supplies
- Program t-shirt and 5K participation
- Ongoing support to site liaisons, coaches and families

"From the girls I coach, I have learned a little bit more about myself and a whole lot about the power we have as adults to encourage and motivate the next generation."

- CASSIE, COACH

COST AND FINANCIAL ASSISTANCE

Program Cost

Our current program fee is \$150 per participant, which includes:

- 10 weeks/20 lessons led by trained coaches
- Curriculum materials
- Program t-shirt, water bottle, cinch sack
- 5K event registration - t-shirt and medal

Financial Assistance

EVERY GIRL DESERVES TO CROSS THE FINISH LINE

Financial assistance is available to families who cannot pay the full registration fee. **Girls on the Run Memphis** is proud to provide **70% of its participants** financial assistance each year. We are committed to being accessible to any girl who wants to participate and are dedicated to ensuring that program cost is never a barrier to participation. We use self-reported household income to determine the discounted rate for each girl. Families are also able to set up payment plans if needed.

Sites can offer families a reduced fee due if:

- pre-existing funding partnerships at the site cover extracurricular program costs
- site's ability to pay an administrative fee



HOW TO GET INVOLVED



Join us in making a difference as a site and/or site liaison.



Providing an environment for girls to learn meaningful skills, form new friendships and become their most authentic selves lays the groundwork for a better, more inclusive world for all.



Site Requirements

- Offer a safe and accessible outdoor place (and restroom).
- Provide a designated accessible indoor space in case of inclement weather.
- Accommodate a regular practice schedule:
 - Standard: 2 x per week 1.5 hrs (GOTR & H&S); 1 x per week/ 2 hrs (H&S only)
- Assist in identifying a site liaison.

Site Liaison Requirements

Site liaison responsibilities include:

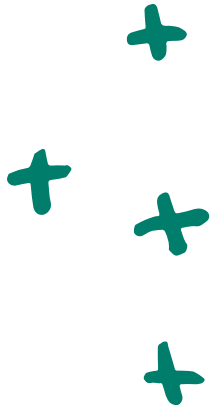
- Acting as the main site contact for families/participants and Girls on the Run council staff.
- Aiding in recruitment efforts by distributing marketing materials (provided by GOTR).
- Offering support to families who need registration assistance.
- Identifying 2-3 coaches from your site and/or community*

*If you cannot secure coaches, have no fear! Girls on the Run will work with you to identify coaches from our volunteer pool.





NEXT STEPS



Are you ready to join the GOTR community?

Invest in tomorrow's leaders! Kick off this new and exciting chapter by completing the following steps:

- Submit site application: <https://www.gotrmemphis.org/start-team>
- Identify Site Liaison
- Confirm your site's practice schedule
- Use GOTR marketing materials to help register girls



Mark these important dates on your calendar!

SPRING 24:

- Spring 24 New site application due date: 12/31/24
- Spring 24 season dates: Week of 2/11-4/21/24
- Celebratory 5K event date: 4/28/24

FALL 24:

- Fall 24 New site application due: 7/31/24
- Fall 24 season dates: Week of 9/1-11/10/24

We look forward to collaborating with you on this incredible journey. Your role in this program is pivotal to so many girls' futures. Because of your investment, many more girls will have the confidence to follow their dreams, defy societal norms and create healthy habits that last a lifetime.

Questions?

We are here for you!

Please contact

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"The experience my daughter, Lana, gained from Girls on the Run helped her realize that she could participate in any activity with fellow peers and work toward independence by building strength, a strong sense of self and more confidence in who she was and who she always desired to be."

- **SABRINA, PARENT**

