

We all belong at the



# FINISH LINE

Girls on the Run®



Bring Girls on the Run to  
your school, neighborhood  
or community!

# WHO WE ARE

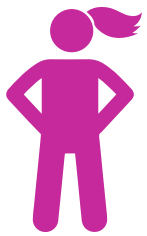


Girls on the Run is an international nonprofit that offers programs to strengthen third- to eighth-grade girls' social, emotional, physical, and behavioral skills. **Girls on the Run is one of the only youth development programs with compelling evidence that proves participants learn life skills** and then use them in other aspects of their lives.

## We take pride in our progress:

- Girls on the Run Central Virginia and Blue Ridge has supported girls in the community for 17 years!
- 12,400 girls served in Central and Southwest Virginia since 2006
- Our council covers 21 counties and 6 cities in Central and Southwest Virginia
- Operate at approximately 60 school/ community sites a year

# A CRITICAL NEED



Girls' self-confidence begins to drop by age nine.

Since the start of the COVID pandemic, 79% of girls feel lonelier and more depressed.



Physical activity declines starting at age ten and continues to decrease as girls age.

50% of girls ages 10 to 13 experience bullying.



The U.S. Surgeon General recently highlighted the urgent need to address the nation's youth mental health crisis, stating that "the future wellbeing of our country depends on how we support and invest in the next generation."

The Girls on the Run curriculum empowers girls to build confidence and successfully navigate life experiences. Over the course of the program, physical activity serves as a platform for teaching interpersonal skills and promoting holistic health outcomes.



# 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

Fosters healthy relationships



Establishes a life-long appreciation for health and wellness



These clear outcomes to social-emotional learning goals are just one aspect of GOTR key differentiator to other afterschool programs.

## 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

### Team Size

A minimum of 8 girls is required to offer programming and a maximum of 15 girls can join the team. Team sizes are based on:

- Curriculum
- Group dynamics
- Ability to cultivate close and meaningful relationships with peers and coaches





# A ONE-OF-A-KIND 5K CELEBRATION!

## Each Girls on the Run season concludes with a joyful and fun non-competitive 5K Celebration.



This is a day where communities throughout the region come together to recognize just how far participants have come and how far they will continue to go. Everything girls have been working toward leads to this unforgettable day and, here, they have the chance to show off their hard work.

At our 5K, participants experience a tangible sense of accomplishment that inspires them to be the hero of their own stories, today and everyday.



Each season our Girls on the Run council hosts 3 5K Events to support our teams.



On average, we have 300+ 5K participants at each event.



In Spring 2023, Girls on the Run helped 929 participants cross the finish line.

## No two participants who sign up for Girls on the Run are alike.

Girls' interests and passions vary, which is why the inclusive nature of our 5K event is so important. At this celebration, every girl takes something unique away from the experience.

Our 5K Celebration is an event where all participants – as well as caregivers, family members, community members, and friends – are free to be themselves, open their heart to boundless joy and have the stamina and confidence to cross the finish line.





# COST AND FINANCIAL ASSISTANCE

## Program Cost

### EVERY GIRL DESERVES TO CROSS THE FINISH LINE

Girls on the Run uses an income-based sliding scale registration fee so that every girl who wants to participate can.

The Girls on the Run Program Fee Includes:

- 10 weeks/20 lessons led by trained coaches
- Curriculum materials
- Program t-shirt
- Water Bottle
- Journal
- 5K event registration
- Snack at every practice
- End of Season Celebration

## Proposed Program Cost FY 24-25

Family Income & Fee	
Less than \$10,000	\$25
\$10,001- \$25,000	\$45
\$25,001- \$35,000	\$65
\$35,001- \$50,000	\$85
\$50,001- \$75,000	\$115
\$75,001- \$105,000	\$155
\$105,001 and greater	\$185
Elect to pay full cost	\$215

## Financial Assistance

While the actual cost of the program is \$215 per girl, the sliding scale allows more girls to have access to the program. Further Scholarship assistance is available for qualifying families with extenuating circumstances. Only those not able to meet the sliding scale should use the Scholarship Application. Use the sliding scale first and apply for Scholarship assistance only if a further reduction is needed.



# RESOURCES

## PROVIDED BY GIRLS ON THE RUN



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



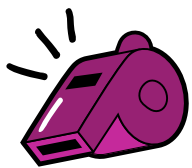
Program sites can count on:

- 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
- Site Stipend for a healthy snack
- Ongoing support to site liaisons, coaches and families

## SITES MUST PROVIDE



**Together we can make an impact.**



Program sites must provide:

- A Site Liaison to coordinate with program staff (Site Liaisons can also be coaches)
- At least 2 volunteer coaches. All coaches must attend a GOTR coach training
- One coach or the site liaison must be a school staff member
- Offer a safe and accessible outdoor place to run (and restroom)
- An indoor space to gather and use in case of inclement weather

Sites must also accommodate a regular practice schedule (2 times a week for 90 minutes for 10 weeks).

"Girls on the Run is an excellent program that allows girls to become physically fit while learning to have confidence and learn about character development.

**- PENNI, PRINCIPAL**





# VOLUNTEER WITH GIRLS ON THE RUN



**LEADERS. VOLUNTEERS. MENTORS.**



## **Girls on the Run and Heart & Sole Coaches:**

- Complete National Coach Training
- Must be CPR/ First Aid Certified
- Receive season-long support, resources and tools from GOTR
- Create positive, trauma-sensitive and inclusive environments
- Lead teams through curriculum with co-coaches
- Facilitate communication with caregivers of program participants
- Attend and participate in the Girls on the Run 5K with their team
- Do not have to be runners or athletes
- Are committed to seeing girls in their community grow, have fun and become leaders of tomorrow.

## **Join us in making a difference as a 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 Liaison Requirements**

- Complete Site Application and gain approval of principal or site authority
- 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
- Champion the Girls on the Run program at your site
- Please note: a coach can act as a site liaison

"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**





# 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:

- Gain approval from principal/ site director
- Submit site application found on our website ([www.girlsontheruncenva.org](http://www.girlsontheruncenva.org))
- Identify Site Liaison
- Decide on which GOTR season you will participate in (Fall, Spring or both!)
- Confirm your site's practice schedule
- Reach out to parents, caregivers, and staff members to see who is interested in coaching

### All Coaches will need to:

- Fill out a New/ Returning Coach Application
- Submit a Background Check
- New coaches will attend the GOTR National Coach Training
- Become CPR/ First Aid Certified

### Getting participants on board:

- Distribute and use marketing materials (flyers, posters, morning announcement templates, email templates) provided by GOTR
- Have caregivers complete online registration to enter their child into the team's lottery system. Each team will have a lottery pull date where the team will be selected.

## Mark these important dates on your calendar!

- Site Application Deadline: 8/15
- Coach Application Deadline: 8/15
- New Coach Training Dates:
  - Lynchburg- Tuesday, August 6th
  - Roanoke- Saturday, August 17th
  - Charlottesville- Sunday, August 18th
  - Lynchburg- Sunday, August 25th
- Fall Program Start:
  - Charlottesville- the week of August 26th
  - Roanoke- the week of August 26th/ September 2nd
  - Lynchburg- the week of September 2nd
- Celebratory 5K Event Date:
  - Roanoke - November 16th
  - Charlottesville- November 17th (TBC)
  - Lynchburg- November 23rd

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.

