

# Girls on the Run Upstate SC FY25 Annual Report






At Girls on the Run  
Upstate SC, we  
**empower girls** to  
build confidence  
and activate their  
limitless potential.

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**DEAR FRIENDS,**



When a GOTR participant crosses the 5K finish line, she confidently raises her arms, takes a deep breath, and celebrates the accomplishment with her team, family members, and friends. As we reflect on the last fiscal year, this experience perfectly describes how we feel at Girls on the Run Upstate SC.

With your unwavering support, we've reached meaningful milestones on our own path to the finish line in Fiscal Year 2025. Together, we confidently expanded to 11 new sites, launched our Sparkle Squad, and trained over 150 new coaches!

Your dedication, encouragement, and belief in our mission allowed us to expand our reach and deepen our impact. This year, we launched two new curriculums intentionally designed to meet the evolving needs of today's girls.



We're honored to celebrate this past year with you and are filled with excitement for what lies ahead. Thank you for investing in the power of girls—and in a future that's brighter, stronger, and more joyful because of them.

**WARMLY,**

Marie McDonald  
Council Director



# Uplifting and 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

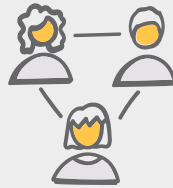
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



# 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**

“Girls on the Run was my outlet in elementary school that gave me a community to make friends but also a place to be myself. I learned goal setting through all the seasons I participated in GOTR as a young girl (6 seasons). When seeing the GOTR signs around the Upstate it reminded me of what the program did for me and gave me the encouragement to give back to the girls in the Greenville community. This last season showed me (after 11 years of being away) how much Girls on the Run truly cares about their girls as they continue to impact individuals and their families through the structured programming the coaches and teams carry out.”

— Lauren  
GOTR Alum and Coach

2013



2024

**We are ready.  
We are set.  
Let's go.**

As we look forward, we are excited to continue our mission to build confidence, inspire joy in movement, and nurture emotional health in girls.



**1,057 UNSTOPPABLE GIRLS**



**565**

**DEDICATED COACHES  
AND VOLUNTEERS**



**68**

**WELCOMING  
SITES**



**\$77,330**

**IN SCHOLARSHIPS  
FOR GIRLS**





My daughter Amari realized her abilities to not only run but to speak up and use her voice. She'd be so happy for practice and eager to learn how to inspire and believe in herself. I'm truly grateful for her coaches and team. Girls on the Run helped her dream big and achieve many goals.

— Ashley  
Parent of GOTR Alum

Girls on the Run came into my life when I was struggling with anxiety. It provided exactly what I needed: a safe space to express myself, build confidence and develop resilience. The support and camaraderie I found with my coaches and teammates were invaluable. The lessons I learned – teamwork, perseverance, and self-worth – have stayed with me through high school.

— Marris  
GOTR Alum





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