

Girls on the Run FY2024-2026 Strategic Map

<p>Our Compass</p>	<p>Maintain a culture of inclusiveness that honors our core values while scaling the organization</p>							
<p>Vision</p>	<p>Girls on the Run empowers girls to know and activate their limitless potential</p>							
<p>Marathon Goals</p>	<p>Our organization is inclusive, diverse, equitable, and accessible.</p> <p>By 2026, 75% of councils meet 'experience' Mission Advancement Markers</p>	<p>Our council network is strong and positioned for growth.</p> <p>By 2026, councils achieve 10% annual growth in girls served since 2024</p>	<p>Our organization is known, relevant, and respected.</p> <p>By 2026, aided awareness exceeds 50 and NPS is at least +70</p>					
<p>Strategic Imperatives</p>	<p>PROGRAM Develop programming and related supports that deepen impact, widen access, and ensure sustainability</p>	<p>PEOPLE Attract, prepare, and retain strong, diverse leadership to ensure operational excellence and future success</p>	<p>RISK MANAGEMENT Implement all components of ERM governance model</p>	<p>REVENUE Increase earned and contributed revenue to ensure financial health</p>	<p>CULTURE Reinforce a culture of connection, quality, performance, and belonging</p>	<p>COUNCIL NETWORK Provide strategic support and resources to ensure council sustainability and growth</p>	<p>BRAND Expand audience, strengthen engagement, and enhance national reputation</p>	
<p>FY25 HQ Measures</p>	<p>70% site retention</p>	<p>100% of councils implement HSS and 65% implement HMM</p>	<p>Recruit 22,000 new coaches and retain 45% of all coaches.</p>	<p>Implement strategies to improve council staff experience in key areas noted in FY24 survey</p>	<p>190,000 girls served</p>	<p>Establish processes that enhance effectiveness of internal and external communications</p>	<p>HQ net revenue of \$7.16 million</p>	<p>Execute Tier 1 risk management strategies; determine strategies for Tier 2 and 3</p>