

Annual GOTR Census FY24

- 0:00
Welcome to the fiscal Year 24 Girls on the Run Census report.
- 0:06
My name is McKenna Olson and I am the Director of Council Development for the Central Region.
- 0:13
I'm thrilled to be sharing our fiscal year data with all of you.
- 0:17
This Census report is an annual review included our fiscal year 23 financials and fiscal year 24 staff numbers.
- 0:29
Census reports will be released following the conclusion of each season and annually to share financials and staff information.
- 0:41
Today, we will be reviewing accomplishments and progress towards annual objectives made through the end of fiscal year 24.
- 0:51
We will also focus on some comparative data marking the difference between fiscal year 2019, our pre COVID operations through fiscal year 2024.
- 1:04
This review is designed to give insight into the organization through numbers to review national trends to further Council growth and gain insights from data to drive continuous improvement.
- 1:19
Our agenda for today.
- 1:22
We will review high level National Council landscape data, particularly girls served and growth.
- 1:31
The majority of today's Girls on the Run census will highlight Council revenue growth through fiscal year 23 and staff status, structure and compensation, along with board contributions, mission advancement markers and resources through fiscal year 24.
- 1:55
Before we start, it's always good to get grounded in our marathon goals as all of our work funnels up into these goals.
- 2:05
Our goals are that our organization is inclusive, diverse, equitable and accessible, that our Council network is strong and positioned for growth, and that our organization is known, relevant and respected.
- 2:23
And the data we'll review today reflects our work towards achieving these goals.
- 2:31
We are starting this fiscal year 25 with 165 councils, even though there are fewer councils in the network.
- 2:42
New councils, council mergers and territory expansions have played a major role in strengthening the council network.

2:54

It is very exciting to see all of our networks history of serving participants across the country and in Canada.

3:03

In fiscal Year 24, we served over 173,000 girls and it is amazing to share that over 2.5 million girls have been a part of our programming since the beginning.

3:17

Wow.

3:22

As you saw in a previous slide and as well as as on the chart on the left, we now have fewer councils.

3:31

In 2015, we started to strengthen program delivery by having fewer stronger councils, and mergers and expansions occurred.

3:44

On the right, you can see the average girl served per council over time.

3:51

Now, fewer councils serve a higher percentage of the US population, which is exciting to see.

4:02

Here you can see both the fall and Spring seasons for fiscal Year 24 with our seasonal goals and our actuals.

4:12

While we didn't meet our Goal Superstar Energy Award to the entire Council network for growth, we are excited to see growth which means more 3rd through 8th grade girls get to participate in this meaningful program.

4:30

We wanted to give a WOW Energy Award to the councils that hit girl served milestones in fiscal year 24.

4:39

Woo Hoo and WOW to all of you.

4:45

With our current council structure, we are now serving 80% of the nation's population.

4:56

Another shout out to share, we have 3 new girls on their own councils, so welcome El Paso, Central Coast and Miami as we close out this section.

5:11

A quick reminder here about council tiers.

5:15

Council tiers are defined as the number of girls aged 8 through 13 in your council's territory.

5:23

We use these tiers to look at national trends and council specific data in this presentation.

5:31

You can see here that as our council network strength strengthens and our sister councils expand their territories, there are more Tier 4 and Tier 5 councils.

5:44

If you are not sure which tier your council is in, please reference the Council Portal.

5:54

Now that we have a good picture of the council network, let's dive into council revenue next.

6:04

Revenue built back continues to be driven by contributed income.

6:09

It is clear that our supporters recognize the importance of our mission.

6:15

Earned income is still down, but as councils continue to serve more girls, this number will increase as well.

6:25

This slide illustrates how council budget sizes have evolved from fiscal year 19 to fiscal year 23, a healthy indicator of capacity and sustainability for our organization.

6:41

There are some remarkable achievements here.

6:45

24% of our council network has but have budgets greater than 500,000 and that's a 10% increase from fiscal year 19 and a 5% increase from last fiscal year.

7:01

There was an increase in councils in the 400,000 budget and above as well.

7:08

While 23% of councils have budget sizes below 100,000, it is a 10% decrease from fiscal year 19.

7:21

The most successful and sustainable nonprofit organizations have one thing in common.

7:27

They have diverse revenue streams.

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This is a best practice in our sector because we all know how risky it is to rely solely on contributed income.

7:39

While councils have made improvement in balancing earned and contributed revenue from the impacts of the pandemic.

7:47

As our councils continue to grow, we anticipate a closer balance between contributed and earned.

7:55

And again, it is truly remarkable to see the increased contributed income that councils are securing.

8:03

Let's have a look on the next slide to see where contributed income is coming from.

8:11

This chart shows the contributed income categories over the last few years.

8:17
First of all, in fiscal year 24 girls on their own HQ provided \$715,000 in funding for councils, one for support for Hello Mountain Mover and the BOGO offer and then grant funding for two initiatives, Council staff appreciation and Summit professional development.

8:42
And so over 2 million in pass through funding was provided to councils this past year.

8:49
Huge shout out to the partnerships team at HQ are amazing national partners and the generous corporate sponsors that made substantial investments in our organization.

9:01
But let's just take a look at take a closer look at contributed income across the network.

9:08
Sponsorships in kind, donations and special events are very close to returning to fiscal year 19 numbers.

9:16
Both corporate gifts and matching gifts have increased and wow, look at that grants bucket an increase in close to four million since 2019.

9:35
And individuals, individuals is another category to shout outlook at the increase of donations coming in through individuals.

9:44
Keep up the great work cultivating and stewarding these people.

9:50
And I look seeing peer-to-peer and soul mates gain momentum again.

9:54
peer-to-peer is such a great way to raise awareness and to raise funds.

9:59
And look at girl fundraising as well.

10:01
So many more councils are starting to implement unstoppable Loss, where they're thinking about it as a way to diversify their income.

10:14
Let's look at the top councils in the various contributed income categories.

10:20
The next three slides will show the top 10 councils in each category.

10:26
Here we have matching gifts, corporations, board members and staff.

10:35
Here you can see sponsorships, grants, special events and individuals, Next girl fundraising, peer-to-peer and soul mates and community.

10:52

So, if your council is looking to try a new fund development strategies in any of these categories, lean on your sister councils to learn some of their best practices.

11:04

This chart shows the highest contributed income by tier.

11:15

Now let's transition to staff.

11:18

In this section, we will highlight council data on staff status, staff structures, staff positions and compensation for council directors through fiscal Year 24.

11:35

Here we are looking at the total number of council employees in the network, paid full time, paid part time and unpaid full time and unpaid part time.

11:48

You will notice that we have fewer council employees than in 2019, but we do have less that are unpaid.

11:56

The council network also continues to show significant growth in the number of paid full time employees.

12:07

Here we are looking at how many employees councils had in fiscal year 24 compared to how many employees in fiscal year 19.

12:18

Councils are making progress here but are not yet back to fiscal year 19.

12:23

Staffing levels here are the total FT ES year over year.

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You can see the increases from the pandemic, but growth of FT ES has slowed.

12:41

We know that staff structure and size vary considerably in the council network.

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Many factors such as budget, size, resources, age of the council, and more impact the team size.

12:57

The chart on top shows the 25th and 75th percentile of girls served by FTE, broken down by tier.

13:07

This gives us an idea of roughly how many girls one staff member serves.

13:13

So for example, if your council is a Tier 4 council, 25% of councils have one FTE serving 258 girls and 75% serving 414 girls per FTE.

13:34

The biggest take away here is that as councils grow, they evolve and they strengthen.

13:41

FT ES can serve more girls.

13:44

This is likely due to sustainable and efficient practices that require less staff time, such as capitalizing on volunteer networks like Team Adelaide to conduct site visits, regional coordinators to maximize the impact and the support in one area in your footprint, or coach and site retention strategies.

14:10

While the top chart is girls served per FTE, the bottom chart shows the number of sites served per FTE.

14:20

So keep in mind these are the 25th and and 75th percentile.

14:27

There are girls served and site numbers much lower and much higher in the council network as well.

14:36

Please note that we removed Tier 1 councils since there are only a few councils that identify as tier one and they work limited hours at the at their council, which skews this data point.

14:52

We've looked at the total employee numbers for the council network.

14:56

Now let's look specifically at council directors.

15:01

The first chart shows the number of full time and part time paid council directors as well as full time and part time unpaid council directors for fiscal year 22 and fiscal year 24.

15:17

The part time unpaid number is higher for fiscal year 24 because there are currently a handful of interim board members in the council director role that are unpaid.

15:31

The second chart on the right shows the total compensation by status for full time and part time council directors.

15:40

For fiscal year 22 and fiscal year 24.

15:45

You can see there has been an increase in compensation.

15:50

The average total compensation for a council director this fiscal year was \$76,374 and the maximum maximum was 164,800, both an increase over fiscal year 22.

16:10

Council Director compensation has been a priority for many councils, are in our network, and is one of our updated mission advancement markers.

16:19

It is fantastic to see these compensation increases.

16:24

It is important to think about total compensation as well.

16:29

This doesn't just mean our hourly wage or salary, it means benefits, PTO, work flexibility, and so much more which I will share about shortly.

16:42

This chart shows that as councils evolve and they strengthen over the years, so do council director salaries.

16:52

What we saw on the last slide that the average full time council director salary was 76,000.

16:59

This chart shows a better picture of what it looks like at the council tier and the age level of the council.

17:09

You will notice that for tier 5 councils that are 6 years and older, the average total compensation for council directors is significantly higher.

17:20

Remember these are averages and the salary of council directors vary depending on the state and the budget size as well Well girls on the run council network salary data is important to understand.

17:36

The candid report found on the council portal should be used as benchmarking data as it is state specific.

17:45

The most important data point here is that salaries are going up and council directors are being paid more fairly and competitively.

17:56

The second chart shows average total compensation of council directors by the candid report budget size ranges, but remember it's important to compare this to your state as well.

18:11

A quick note before we move on.

18:13

We omitted the average salary for a Tier 1 council at six to 10 years of age because the salary was quite high compared to other Tier 1 councils.

18:24

This was because that that specific council was an affiliate model and the council director had various leadership responsibilities at that affiliate.

18:33

So we decided to omit that record because it really doesn't align with the other tier one models.

18:42

We zoom in and look at average council director total compensation by tier and compare fiscal year 22 to fiscal year 24.

18:52

For affiliate and independent councils, total compensation has increased at most levels for the majority of councils.

19:04

Now moving on to program staff.

19:08

We have seen an increase in program staff roles over the years both part time and full time with both salaried and hourly paid employees.

19:20

Expanding upon what we just reviewed here, you can see the percentages of top positions at councils.

19:28

The highest is program related positions at 52%, next council director positions at 30%, followed by development staff roles at 10%, 6% for marketing and communications staff, and then lastly office and admin or OPS related positions at 2%.

19:54

It's really exciting to see the growth in program staff, but also the growth of development staff.

20:01

The council network has hired on more staff members to support development at the local level.

20:08

And with a strong focus on increasing and diversifying revenue, it is really key to have more development staff to focus on this work.

20:20

Girls on the Run believes in providing a total compensation model, and this means working to offer benefits in addition to a fair and equitable salary.

20:32

Here's a history of how benefits have evolved among Girls on the Run councils, and this chart shows the improvement in council benefits over time.

20:45

We released a benefits webinar series this fiscal year if you want to learn more as well.

20:51

You will find that in GLA or on the council portal.

20:59

Mentioned this on an earlier slide, but total compensation involves various components ranging from benefits to professional development to time off to retirement and overall staff well-being.

21:17

It is important to include all of these factors into our compensation philosophy for this supports employee recruitment and retention.

21:29

Let's talk about council director turnover before we close out the staff section.

21:35

There has been a steady retention of council directors through the post pandemic years and the rate has steadily held lower the last few years than it was pre pandemic.

21:49

So for your SO for fiscal year 24, our turnover rate for council directors is 19% and that actually aligns with the nonprofit industry standard, which is 19% as well.

22:05

A quick shout out for our council leadership initiative for supporting councils with resources and direct support in hiring talented and diverse candidates.

22:17

Eli has supported 34 councils through a total of 60 recruitments, both council director and staff positions this fiscal year.

22:29

That wraps up the staff section and so up next our board members.

22:35

In this section we will look primarily at board members financial contributions.

22:43

We saw a slight increase in the number of board members this year and overall board impact has increased.

22:52

You can see the increase in both funds secured and an in kind gift secured and it is amazing to see our board members leverage their connections to support our mission.

23:05

In fiscal year, 2280% of board members participated in the board give get and this year it was at 79%, so only 1% lower.

23:18

While we can see a slight decrease in personal board giving, total giving was higher in other categories.

23:29

As I just shared on the last slide, personal board giving decreased.

23:35

One of our mission advancement markers is for 100% of board members to make an annual personal donation to the local council.

23:45

There was a decrease in the number of boards participating at the 100% level this fiscal year, as you can see on the right.

23:54

On the left you can see the average dollar amount.

23:58

For those board members that did personally give their average gift amount decreased from \$879 to \$796.

24:11

This could be due to councils transitioning to have board members make a meaningful gift instead of a set dollar amount, or it could be having a diverse set of board members with a variety with a varied capacity to give.

24:28

We will explore this in a future upcoming board survey and would love to hear from board members directly in regards to their reasons for the decrease.

24:41

Let's move on to mission advancement markers.

24:44

Our mission advancement markers were updated and released in Fall 2024.

24:52

At Girls in the Run, we embrace a mastery climate which influences our organizational culture, resulting in strong commitment to continuous improvement.

25:04

In January 2019, the organization launched Key Performance Indicators, KPIs, our mission Advancement Markers, to help measure and demonstrate how effectively we are achieving key goals from our strategic map.

25:23

Mission Advancement Markers were developed to support councils, strengthen the movement, and determine which services girls in our IN HQ could provide to effectively advance the mission.

25:37

Considerable thought, research and input went into selecting the original Mission Advancement Markers measures.

25:46

Measures were tied directly to girls in their own HQ strategic map and vetted through use and discussion with councils.

25:55

Shortly after the after the initial release in 2019, the Mission Advancement Markers were adjusted in response to the 2020 global pandemic.

26:07

With the release of our fiscal year 2024 through fiscal year 2026 girls and they're on HQ strategic map, the mission advancement markers were reassessed and to determine which mission advancement markers were relevant needed to be adjusted, added or removed.

26:26

And so these are the updated mission advancement markers as of 2024, with one target being released shortly.

26:37

As you know, many councils are addressing diversity within their strategic plans and implementing intentional tactics to mirror the 2020 census data for their council footprint.

26:51

Here is board representation for both HQ and the Council Board network.

26:59

Here is staff representation for both Councils and HQ.

27:08

Here are some of the common tactics that Council shared on their strategic plans to address representation in their community.

27:18

You can see there are 5 categories for addressing participant, coach and board diversity.

27:26

We are monitoring Council's progress towards mirroring the community and we'll report out to the whole Council network on progress as well.

27:38

That brings us to the end of our Census webinar.

27:41

Before we say goodbye, we wanted to remind you of where you can find data and information that might be helpful to further your benchmarking and planning at your Council.

27:54

At the top of the list is where to find guidance to set up your Pinwheel environment to get clean, reliable data.

28:02

Whether it is your first season or your 10th season, setting up your recruitment campaigns and your programming events, please use the Pinwheel Data Cleanup Guide.

28:13

You'll leverage new functionality and options if you do, and your reports will make sense and include more data points.

28:22

You can find mission advancement marker guides, worksheets, and many of the reports in this census on the Council portal in the Operations menu under Mission Advancement Markers and Planning.

28:38

And while you're looking at planning resources, be sure to review the Idea Informed Strategic Planning Toolkit resources so you can continue to make strides like the ones reflected in this report.

28:52

Be sure to check out the directory of all of our Pinwheel reports, our updated Board resources page, and the candid report for Council specific salary benchmark data.

29:04

Plus, there's information on the CLI as well, so please reach out to Council support@girlsontherun.org with any questions.

29:15

Thank you for your time.