

Girls on the Run®

2024 Annual Report





At Girls on the Run, we
empower girls to **grow**
in confidence, **move**
mountains, and **activate**
their limitless potential.






DEAR FRIENDS,




When a hiker reaches the top of a mountain, it is a moment to view the landscape, breathe in the air, and celebrate the accomplishment. As we reflect on the last year, this experience aptly describes how we feel at Girls on the Run. With your support, we scaled new heights and summited many metaphorical mountains in 2024!

A responsibility we take very seriously is ensuring our program meets the needs of all girls. This is particularly important now as today's girls are facing challenges unknown to prior generations. Our new curriculum *Hello, Mountain Mover!* launched this year to broad acclaim. It teaches girls how to activate their I Can! Power, which is the confidence to do hard things and face life's challenges.



In 2024, almost 80,000 volunteers made it possible for over 173,000 girls to have a joyful experience at Girls on the Run. Ensuring they are equipped to provide a positive, caring environment is another vital responsibility of ours. This is why we invested significant resources last year to revise our National Coach Training.

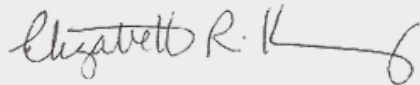
Ensuring the safety of our participants is also essential and part of a broader organization-wide enterprise risk management assessment conducted in 2024. In conjunction with an expert team from PwC, we identified and assessed potential risks and are now taking enhanced steps to mitigate our top enterprise risks.



Lastly, our longstanding commitment to life-long learning was on full display in June as more than 450 staff and board members, speakers, National Partners, sponsors, and vendors from across North America convened in Las Vegas for our 20th Summit. This opportunity to learn from industry experts makes it possible for us to effectively serve girls from the Appalachian to the Sierra Nevada mountains — and everywhere in between!

While we reflect on the progress we've made, we remain focused on the opportunities ahead. Thank you for your investment in our work — we could not empower girls to move mountains and reach new heights without you. Together, we can help girls everywhere know their limitless potential and work toward their sky-high goals.

ONWARD AND UPWARD,



Elizabeth Kunz
CEO



Sheila McGinley-Graziosi
Board Chair



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

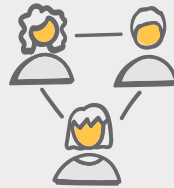
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



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**

Reaching New Heights

in FY24

11,600

Community
Impact Projects

39,000

Volunteer Coaches



79,900

Community
Volunteers



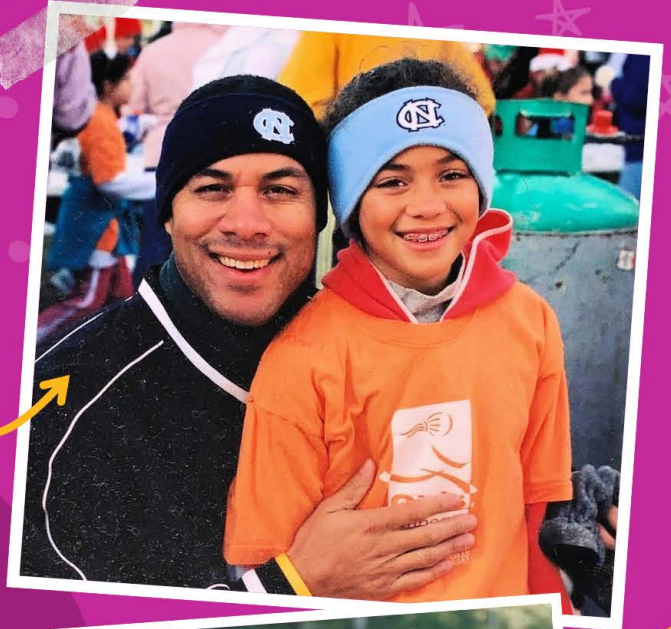
Over 173,000

Girls empowered
from coast to coast



Since 1996,
2.5 million
girls served!

2005



Girls on the Run taught me the importance of running my own race at my own pace because other people's stories are not my story. The program boosted my self-confidence. The skills I learned carried me through middle and high school, which are really tough times in girls' lives. Now, as a coach, I share that wisdom with girls and boost their self-confidence as they go through life.

— Breanna
GOTR Alum and Coach



2024



NEW CURRICULA: HELLO, MOUNTAIN MOVER! & MORE

After significant research, development, and piloting, we released two new 3rd- to 5th-grade curricula, *Hello, Superstar!* and *Hello, Mountain Mover!*. Each curriculum instills core life skills that build confidence to meet the evolving needs of today's girls.

Hello, Superstar! empowers girls to shine their Star Power, build confidence to be themselves, and encourage others to do the same. In *Hello, Mountain Mover!*, girls develop the confidence to do hard things by strengthening their I Can! Power.

Both versions include essential topics important to 8- to 10-year-old girls, such as managing emotions, fostering friendships, and expressing empathy. The lessons provide space for engaging activities that incorporate movement and open and relevant conversations.



2024 Key Highlights



ELEVATED EDUCATION: NATIONAL COACH TRAINING

Coaches are essential to the Girls on the Run experience, and quality training is key to their readiness and confidence. This year, we successfully launched our updated National Coach Training across all 165 councils. It equips volunteers with the skills to deliver our evidence-based curriculum, build meaningful relationships, promote a mastery climate focused on personal improvement, and create a positive environment where participants can feel free to be themselves. This comprehensive training sets Girls on the Run apart and is key to providing participants with both a meaningful experience and long-term positive outcomes.



2024 Key Highlights



OVER-THE-TOP SUPPORT



Through impactful investments, funders like ADM and the DSW Foundation fueled our mission advancing initiatives. The Susan Crown Exchange supported the update of our National Coach Training. Rite Aid Healthy Futures and the HDR Foundation funded the development and release of two curricula this year. Through the generosity of our donors and other funders, GOTR HQ directed approximately \$1.7 million in funds to our councils.



REACHING NEW PEAKS

In 2024, we cultivated and deepened relationships with companies committed to empowering women and girls. Team Milk hosted the inaugural Every Woman's Marathon, a race for women by women; adidas provided 13,000 pairs of discounted footwear so participants could hit the ground running; and BAND enhanced our network connectivity and communications. This year we celebrated the 50th anniversary of our longest-standing partner, Gamma Phi Beta, where our CEO, Liz Kunz, delivered an inspirational speech. Liz also inspired the employees of Flamingo and Dollar General at events celebrating International Women's Day.



Beyond investing in our mission, our partners enhanced brand awareness. Girls on the Run was featured alongside HERSHEY'S on The Drew Barrymore Show, and was also recognized at the Genesis Invitational and BNP Paribas Open tournaments. Our partners enable girls to reach their limitless potential, and we're grateful for their tremendous support.

2024 Key Highlights



TACKLING NEW TERRAIN IN TECHNOLOGY

Our rigorous program evaluation sets us apart from many other after-school programs. As such, we invested in Qualtrics, a leading survey platform, to better collect data and feedback from coaches and caregivers. We also established an Artificial Intelligence (AI) strategy for the organization, which included the release of an AI policy and ethical code of conduct rooted in our core values and organizational AI training and education. We continued to invest in our cybersecurity posture across the network to mitigate risk and elevate systems, tools, and data protection.



EXPANDING OUR COUNCIL NETWORK

We welcomed three new GOTR councils to our community. A former GOTR NYC board member founded GOTR Miami. Gamma Phi Beta sorority sisters worked with a GOTR coach and alum to start GOTR Central Coast, which serves five California counties. Lastly, through a partnership with the Junior League, long-standing supporters founded GOTR El Paso.



20th Summit

This year, more than 450 staff and board members, speakers, National Partners, sponsors, and vendors from across the United States and Canada traveled to Las Vegas for our 20th Summit. Keynote speakers included Jennifer Sirangelo, president and CEO of Points of Light, Rhea Wong, author and podcaster, and our own Liz Kunz, GOTR CEO.

An event highlight was a panel with Macaela MacKenzie, journalist and author; Jenny Nguyen, CEO and founder of The Sports Bra; and Aly Wagner, broadcaster and analyst, about how women in sports are shaping the future.



How GOTR Meets the Needs of Today's Girls

40% of girls were bullied, picked on, or excluded by other children.

[2022-2023 National Survey of Children's Health](#)

98% of participants

felt like they belonged and were included in all Girls on the Run activities.

53% of U.S. teen girls felt persistently sad or hopeless in 2023, nearly double that of boys.

[2023 CDC's Youth Risk Behavior Survey Data Summary & Trends Report](#)

92% of participants

said they learned things at Girls on the Run to help them deal with strong emotions.

87% of caregivers

said GOTR helped their child gain skills that are helping them handle stress.

Only 16% of girls met the guideline of 60 minutes of physical activity daily.

[2022-2023 National Survey of Children's Health](#)

98% of caregivers

said AFTER participating in GOTR, their child is physically active.



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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Thank You, Partners!

National Partners, corporations, foundations,
and individual donors fuel our mission.



In 2024, their investments allowed over 173,000 girls to activate their limitless potential. Thanks to this ongoing support, more girls are better prepared to confidently face challenges in the future.



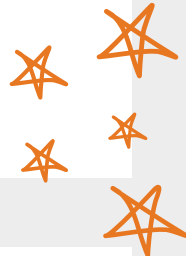
National Partners



Gamma Phi Beta
TRUE AND CONSTANT



Corporate Partners



Foundation Partners



Bill and Sharon Allen
Family Foundation



GOTR got me into running and inspired my future in cross country. The program helped me find the best in myself. I enjoyed GOTR so much that I became a junior coach! I met so many amazing people through this experience. I have learned so much and thank this program for shaping me today.

— Estella
GOTR Alum
and Junior Coach



My hope is to inspire women and girls to go for that tough goal no matter if it's with running or in life.



— Tara Dower
Fastest person ever to complete the Appalachian Trail, GOTR Supporter, Fundraiser, and Mountain Mover





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



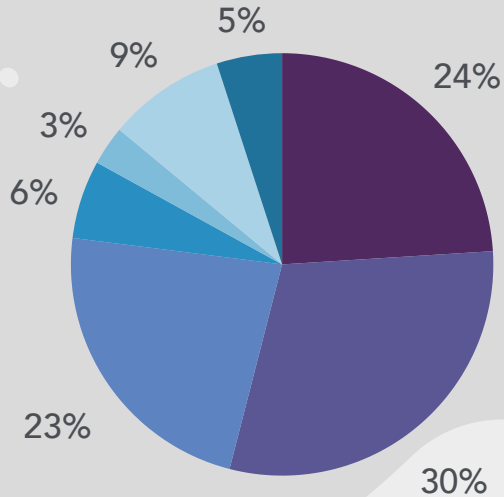
GOTR taught me the art of striding with confidence, building endurance, and developing the skills to become a top runner. It showed me how to be a role model, lead by example, and inspire others. Through GOTR, I learned valuable life skills like teamwork, sportsmanship, and mentorship, which have helped me become a well-rounded athlete and individual.

— Ally
GOTR Alum



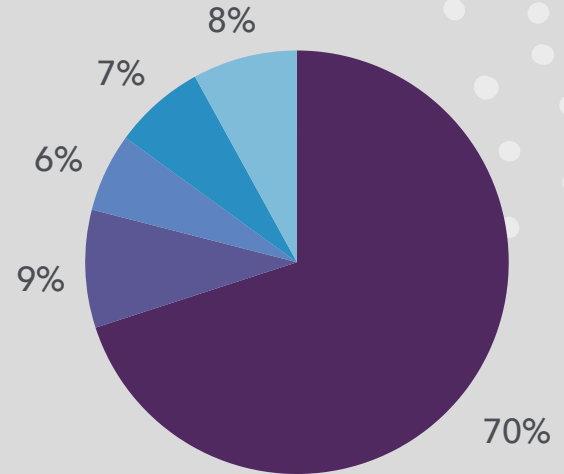
Revenues & Support

\$10,522,172*



Expenses

\$8,729,398*



- ◆ Sponsorships
- ◆ Contributions and grants
- ◆ Membership and renewal fees
- ◆ Merchandise sales and royalties
- ◆ Registration fees
- ◆ Other
- ◆ Investments (net)

- ◆ Council service delivery
- ◆ Program development and training
- ◆ Girls on the Run Greater Charlotte
- ◆ General and administrative
- ◆ Fundraising

*The financial information for Girls on the Run International solely represents the activities of National Headquarters and does not include the financial position or activities of independent Girls on the Run councils or subsidiaries.

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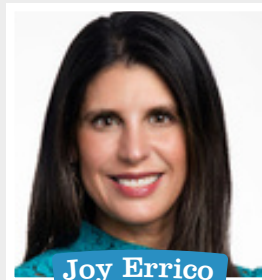
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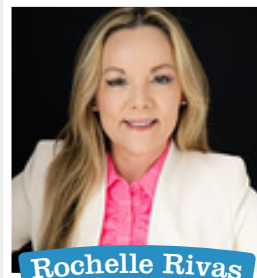
Nneka Ogwumike

WNBA



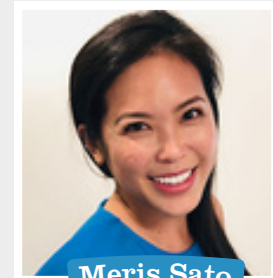
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Fleet Feet



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Ember Group Consulting



Meris Sato

PwC



Thank you to Chris Cotton, Phyllis Finley, Rakesh Gopalan, and Kristin Kelley, who completed their board service in FY2024.





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