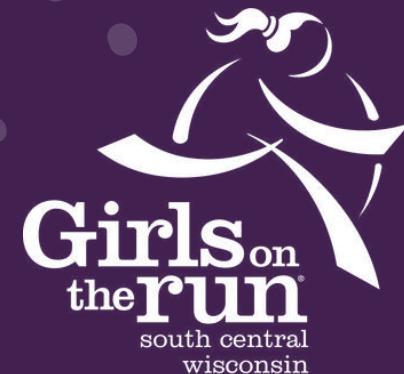


Girls on the Run South Central Wisconsin

2024 Annual Report





At Girls on the Run of South Central Wisconsin, we **empower girls** to build confidence and activate their limitless potential.





DENTAL
HEALTH
ASSOCIATES
dhaonline.com



DEAR SUPERSTARS AND MOUNTAIN MOVERS,

I am thrilled to share Girls on the Run's 2024 Impact Report with you. I am enormously proud of the work we were able to accomplish this year with your support.

We used our "I CAN POWER" to bring more programming to every corner of our territory - and we put the wheels in motion to expand to 3 new counties in 2025! And I'm not just proud of the record number of participants we served, but it's the stories of impact that you'll read about in this report that really give me confidence that we're changing the world one child at a time.

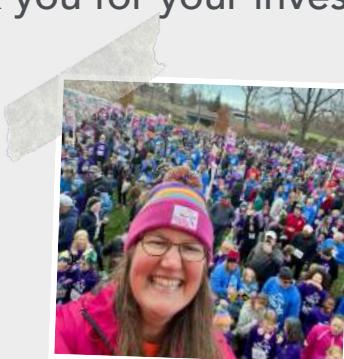
In addition to celebrating the accomplishments of 2,263 participants and their 625 remarkable coaches, we also want to celebrate launching Unstoppable Us - a youth led fundraising program - and 2 new curricular experiences this year, "Hello, Superstar" and "Hello, Mountain Mover!" We're still focused on powerful research-backed lessons and activities that keep kids moving, but they have been updated and intentionally designed to better meet the needs of today's youth.

We take pride in celebrating our past accomplishments with you and we are excited about the year ahead. Thank you for your investment in our work!

WARMLY,

Christine

Christine Benedict
Executive 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.



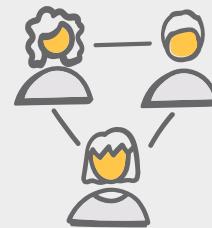
Our Core Values



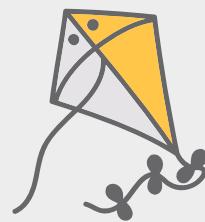
Recognize our power
and responsibility to be
**intentional in our
decision-making**



Lead with an open heart and
assume positive intent



Embrace our differences
and find strength in our
connectedness



Nurture our
**physical, emotional,
and spiritual health**



Express joy, optimism,
and gratitude through
**our words, thoughts,
and actions**



Stand up for
ourselves and others

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

It's fun to look back on 2024, as we are excited to continue our mission to build confidence, inspire joy in movement, and nurture emotional health in girls.



2,263 REMARKABLE
GIRLS



161 WELCOMING
TEAMS



625 DEDICATED COACHES
AND VOLUNTEERS



\$162,000 IN SCHOLARSHIPS
FOR GIRLS



\$13,000 RAISED BY
UNSTOPPABLE YOUTH



Girls on the Run
unstoppable
* * * **US!** *

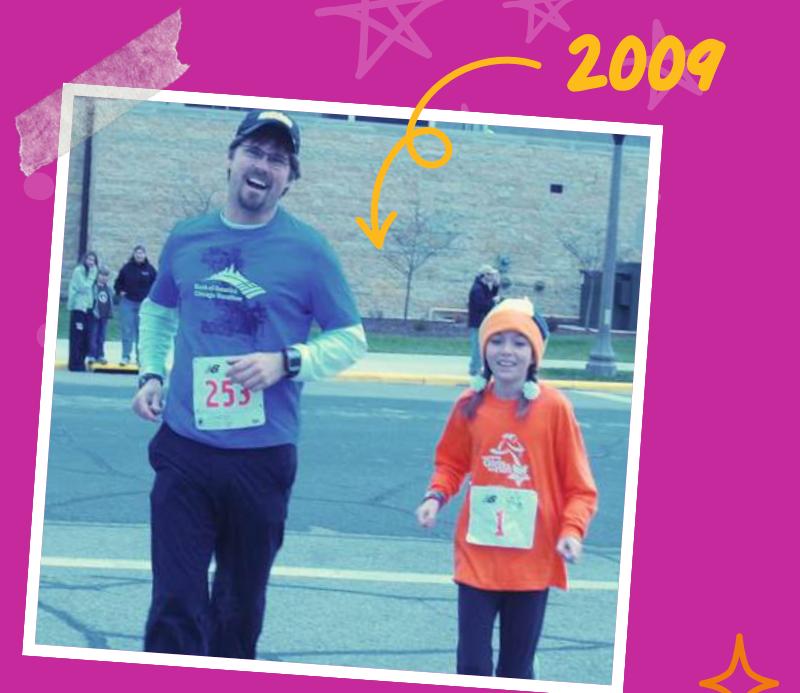


Meet Madeline P, GOTR Alumni and Coach!

Some of my favorite elementary school memories come from my time as a Girls on the Run participant. It was a fun, supportive space where I met new friends, gained confidence, and discovered a love for running. My coaches played such an important role in that experience - they encouraged me, a shy, reserved girl, to step outside of my comfort zone, and their support helped me become more confident in group settings. That confidence carried through to middle and high school, where I joined the cross-country team and made friendships built on kindness and encouragement, values I first learned in Girls on the Run.

I reconnected with Girls on the Run as a junior coach during my senior year of high school, wanting to give back to a program that had given me so much. After graduating college and returning to Madison to start my career, I knew I wanted to get involved again. Coaching has been a great way for me to reconnect with the community at this new stage in my life. Over the past seven seasons, I've seen firsthand how this program empowers young girls, helping them build confidence and resilience. It's always special to see myself in the girls I coach and to witness their growth throughout the season.

“**Madeline P.
GOTR Alum 2007-2009
Junior Coach 2016-2017
Coach 2021-present**



“My dad was always my running buddy, and his support pushed me through to the finish line. Now, as a coach, I have the privilege of being that running buddy for girls in the program, guiding and encouraging them just as my dad did for me.”



Q&A with GOTR participant KK

Q: What did you like best about GOTR?

A: That everyone is so nice, they cheer you on and say kind things to help you achieve your goals.

Q: What did you learn from GOTR?

A: The breathing techniques they taught helped me to better control my emotions and manage my big feelings when they happen.

Q: What was your favorite part of GOTR?

A: The Energy Awards at the end of every practice

Q: Any other lessons you learned?

A: When it got tough and I wanted to give up, I always had coaches pushing me, supporting me, and believing in me, and that made me want to keep going.

“During Zumba before the 5K, KK was front and center getting so into it and moving! She loved seeing a Zumba instructor that looked like her and was so motivated by her energy. Fast forward to gym class a few weeks later, our gym teacher had reached out to the Zumba instructor about coming in to run a class for our 5th graders. Crystal came in to lead a class and KK was again, front and center and present with so much energy! A lot of girls who would have normally been embarrassed or shy participated and many adults recognized that KK, being a positive and energetic presence, made others brave enough to try it as well!”

~ Coach Shannon L.





Coaching GOTR allowed me the opportunity to dedicate my time to a cause that directly benefits young girls. It has helped me gained valuable skills in leadership and communication. GOTR is structured and provides a comprehensive training program and lesson plans, making it easy to facilitate. These girls are learning life changing skills.

Running the celebratory 5K with my family (daughter and husband) is a great way to bond, create shared memories, motivate each other to develop healthy habits, and it's a sense of accomplishment.

— Coach Tina S.
Parent of GOTR participant

“
Kendall loved the practices, but was worried about running the 5K. She did great, and was smiling the whole time, even in the rain!! I remember her saying how much fun she had!

— Coach Chelsey T.



“
Maya was a little anxious at the beginning of the season but she came out of her shell and really pushed herself, especially during the 5K. It was a tough effort but she ran with her heart (and the wisdom of several GOTR lessons) and was so proud to finish the 5K.

— Coach Shannon R.



Thank You, Coaches!

Coaches and volunteers are the heart of our organization



In 2024, their commitment made it possible for **2,263** girls to activate their limitless potential in **South Central Wisconsin**. With them by our side, more girls are confidently and boldly pursuing their dreams.



Seasons of Service Capes



Thank You!

3+ Seasons Coaches!

Connie Allen
Kayla Allen
Caitlin Anger
Melissa Belk
Ashley Biddick
Kally Bishop
Seyenna Boegel
Emily Boettcher
Rebecca Bottorff
Kristin Branch
Kimberly Brosier
Elijah Burk
Amber Burton
Sara Chellevold
Meg Chin
Elizabeth Dahl
Jason Deal
Nicole Degner
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Erin Drewes
Jeanneen Eagon
Dylan Edwards
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Sarah Spencer
Karla Stoebig
Sara Thomas
Michelle Tobie
Rebecca Tollefson
Bill Topel
Mikayla Turner
Shalome Ullmann
Amanda Underbakke
Delon Underbakke
Toni Wellman
Tracey Woock
Kong Xiong
Sunny Yang
Victoria Ziemek

Thank You!

5+ Seasons Coaches!

Heidi Abrams (Larson)
Sydney Arneson
Christina Bailey
Kelly Baron
Ancha Barry
Ramatoule Barry
Vickie Baumel
Angela Beal
Amanda Birrenkott
Faith Boersma
Amanda Braverman-Brohn
Katie Burns
Genevieve Carter
Maria Chew
Beth Cody
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Sarah Wethal
Amy Whitford
Jen Wichowski
Julie Wilson
Sarah Wise
Emily Wohlers
Kelly Zimmer

10+ Seasons!

Sarah Bolser
Grace Cudney
Sarah Deadman
Stefany Grainger
Jill Guenther
Hailey Hahn
Connie Johnston
Stacy LaBorde
Alexandra Luckenbill
Jason McMahon
Kristen Nelson
Poppy Paynter

15+ Seasons!

Caitlin Bausch
Zia Brucaya
Hallie Lienhardt
AJ Rihn
Amber Waldo

20+ Seasons!

Shelley Bouffiou
Eileen Pierce
Jessie-Rae Starr

Thank You! *



Volunteers



Thank You!

Volunteers

Abby Linley	Ashley Brei	Denise Dias	Haley Smith
Abby Sanger	Ashley Kowalchuk	Dorothy Steffens	Halie Osborne
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Thank You!

Volunteers

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Thank You, Donors, Sponsors, and Community Partners!



Financial partners are the lifeblood of our programs. Roughly 50% of our budget depends on charitable investments. Girls confidence and physical activity drops dramatically between ages 9 and 10. Yet in 2024, our financial supporters made it possible for us to build the joy, health and confidence of 2,000 families across 25 school districts. With our financial partners by our side, more girls in South Central Wisconsin are confidently and boldly pursuing their dreams.



Thank You! *

Leading Local Partners



SSMHealth.



ICONICA



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A Power for Good

**SCHLECHT
FAMILY**
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SOLEMATES®

Girls on the Run

Your journey. Her future.

SoleMates is a community of passionate people raising money for Girls on the Run. Whether they're counting miles on the trail, laps in a pool, reps in the weight room, or downward dogs in the studio, all SoleMates share a common desire to be champions for girls.

Meet our wonderful SoleMates from 2024!



Jenn & Paul Woolson

Former Board chairperson Jenn and her husband Paul hiked 50 miles on the scenic West Highland Way in Scotland, while raising over \$2000!



Coach Olivia Quinn

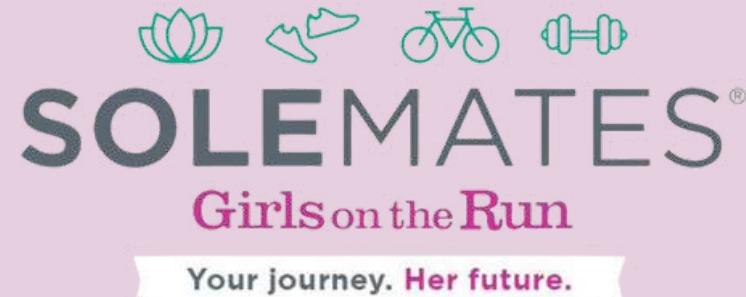
As a National SoleMate, Coach Olivia trained for and ran the Run Madtown half marathon, and raised over \$1200!



Thank You!



Erica T



Johnathon E



Amber L

We want to give a huge shoutout to these caregivers and supporters who committed to be SoleMates and raise critical funds while training for and completing our 5K events in 2024!

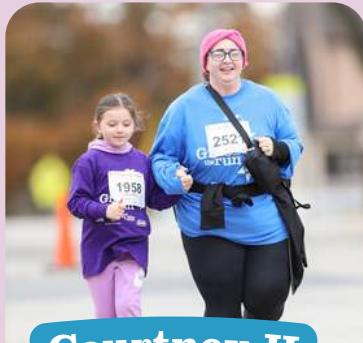
They collectively raised \$1300!



Toneka L



Leslie H-A



Courtney H



Jessica B



Brandon W



Melissa P

Thank You!

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"I am a donor to ensure this program continues for all girls. I am passionate about the scholarship program that GOTR offers making sure all girls have the opportunity to participate." - Melissa

"It is such a wonderful cause and we are so thankful to be a part of it." -Stacy



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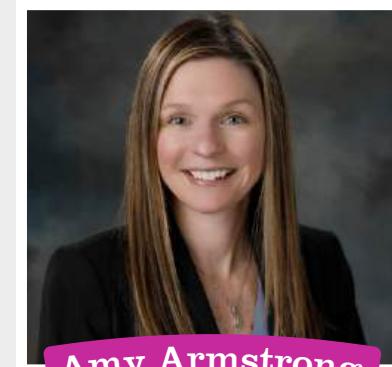
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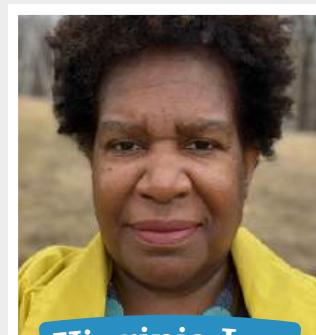
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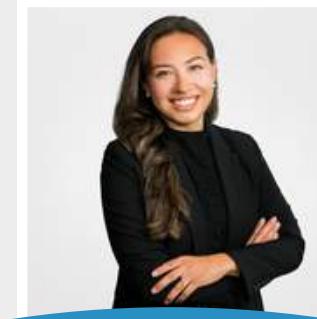
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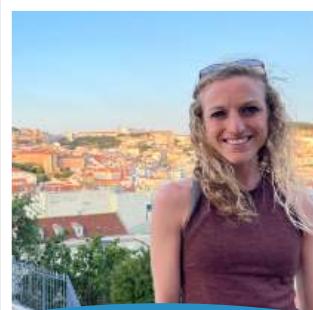
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Thank you to Jenn Woolson, Brittany Gill, and Liz Deihs who completed their Board service in 2024.



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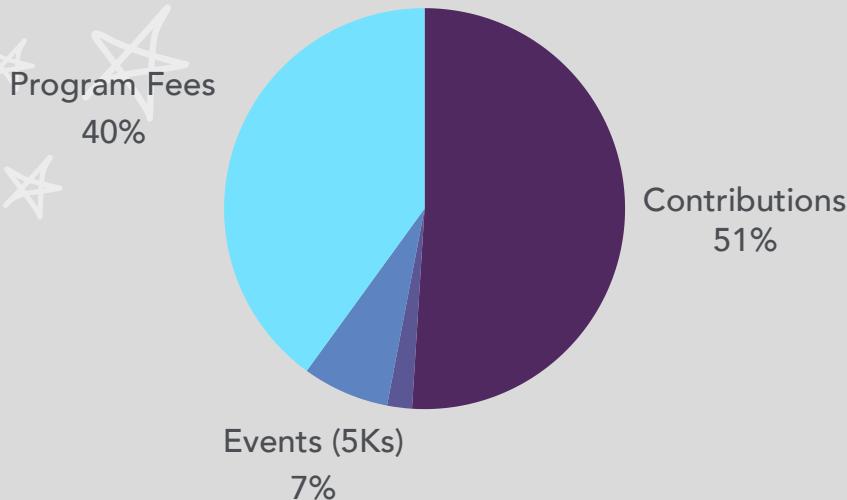
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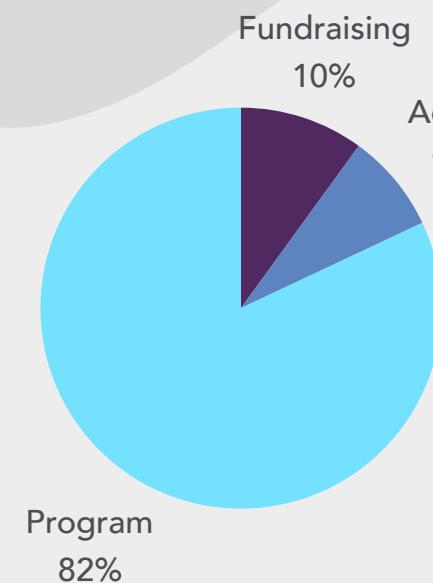
Thank you to Annie Taff for 6 and 1/2 years
of employment with GOTR SCWI!

Financials



Support, Revenue and Other Income:	Total
Contributions, Grants, and Sponsorships	\$496,500
Program Registration Fees	\$396,300
Fundraising Event Registration (5Ks)	\$69,000
Other	\$17,800
Total Support, Revenue and Other Income:	\$979,600

Expenses	Total
Program	\$758,000
General and Administrative	\$74,000
Fundraising Costs	\$92,400
Total Operating Expenses	\$924,400
Net Assets, Beginning of Year	\$395,027
Net Assets, End of Year	\$578,216
Change in Net Assets	\$183,189





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