

We all belong at the finish line



Bring Girls on the Run to your school,
neighborhood or community!



Girls on the Run serving Maricopa & Pinal Counties
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Who We Are

Girls on the Run is an international nonprofit that offers programs to strengthen third-to-eighth-grade girls' social, physical, emotional and behavioral skills. Girls on the Run is one of the only youth development programs with compelling evidence that proves participants learn life skills and then use them in other aspects of their lives.

We take pride in our progress:

- Each year, more than **200,000 girls** ages 8 to 13 participate in our programming across the United States and Canada.
- Since 1996, **over 2 million girls** have been transformed, inspired and empowered by the program.
- With more than 330 5K events taking place annually, **GOTR is the largest 5K series (by number of events) in the world.**
- Over **600,000 participants and spectators** attend GOTR 5Ks every year.

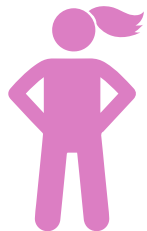


"The lessons reinforced through GOTR really helped strengthen my daughter Elyana's character. I am very proud to have watched Elyana flourish and learn to love and accept herself and even more importantly, become proud of what makes her unique."

-Diane, parent

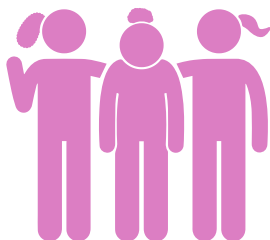


A Critical Need



Girls' self-confidence begins to drop by age nine.

Since the start of the COVID pandemic, 79% of girls feel lonelier and more depressed.



Physical activity declines starting at age ten and continues to decrease as girls age.

50% of girls ages 10 to 13 experience bullying.






The U.S. Surgeon General recently highlighted the urgent need to address the nation's youth mental health crisis, stating that "the future wellbeing of our country depends on how we support and invest in the next generation."

The Girls on the Run curriculum empowers girls to build confidence and successfully navigate life experiences. Over the course of the 10-week program, physical activity serves as a platform for teaching interpersonal skills and promoting holistic health outcomes.



Why Girls on the Run?

Evidence-based research from leading youth development experts has proven that Girls on the Run:

- Builds confidence 
- Prompts independent thought and intentional decision-making 
- Strengthens self-respect
- Establishes a life-long appreciation for health and wellness
- Enhances girls' ability to stand-up for self & others 
- Fosters healthy relationships

These clear outcomes are just one aspect of GOTR that is a key differentiator from other afterschool programs.



What Sets Girls on the Run Apart

Intentional curriculum, expert coaches and an inclusive environment all lead to a long-term impact.

Girls on the Run programming is continuously evaluated, both internally and externally. Recent Studies uncovered that:

97% of girls learned critical life skills they can use at home, school and with friends.
85% of girls improved their confidence, caring, competence, character and connection to others.

98% of girls would tell other girls to participate in Girls on the Run.

94% of parents reported Girls on the Run was a valuable experience for their girl.

97% of girls felt like they belonged at Girls on the Run.

GOTR participants scored higher in **managing emotions, resolving conflict, helping others and making intentional decisions** than participants in organized sports or physical education.



"This program is amazing. My daughter participated for three years and now volunteers and still does the 5K. Girls on the Run is a safe space for her to discuss the complicated issues preteens and teens are dealing with. The faces on the girls when they cross the finish line at the 5K are absolutely amazing. They know they've really accomplished something."

-Robin, parent

An Ongoing Commitment to Inclusion, Diversity, Equity and Access (IDEA)

Advancing IDEA is foundational to our mission.

A recent external program review study found participants, families and coaches felt that Girls on the Run was inclusive, promoted diversity and was accessible and equitable.

- **97% of girls** felt like they belonged at Girls on the Run.
- **Nearly 100% of girls** agreed they felt safe at Girls on the Run and that their coaches cared about them.
- **97% of girls** agreed they could be themselves at Girls on the Run and felt included in all GOTR activities they wished to participate in.
- **100% of caregivers** who reported that their child required accommodations to fully participate agreed that their child could participate equally to their peers.
- **98% of caregivers** agreed that their child felt physically, emotionally and socially safe at Girls on the Run and included in all GOTR activities they wished to participate in.

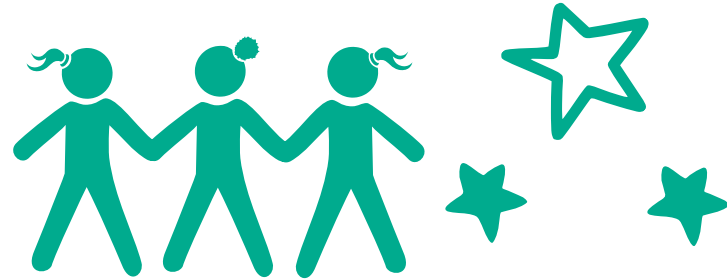


Transforming Lives

Two programs, one life-long impact.

At the heart of our programs are:

- Evidence-based curricula
- Life skill development
- Nationally trained coaches
- IDEA-focused approach
- Physical activity accessible for all ability levels
- Community service involvement
- Intentional evaluation



Girls on the Run: Grades 3-5

The research-based curriculum includes:

- Understanding ourselves
- Valuing relationships and teamwork
- Recognizing how we can shape the world at large

The program unleashes confidence through:

- Setting and achieving goals
- Making new friendships
- Empowering girls to appreciate the value of healthy habits

The program teaches building a life of purpose through:

- Team collaboration and completion of a Community Impact Project

Lesson Schedule:

- Teams will meet twice a week for 90 minutes on non-consecutive days

Heart & Sole: Grades 6-8

- Focuses on five key parts of the girl: body, brain, heart, spirit, and connection with others
- Incorporates movement-based activities and lessons that instill critical life skills such as:
 - Developing a strong support system
 - Fostering healthy relationships
 - Offering help to those in need
- Each girl completes an individual project called the Extending the Girl Wheel, where they reach out in small, meaningful ways to an individual or group in their community

Lesson Schedule:

- Teams have the option to meet once a week for two hours OR twice a week for 90 minutes on non-consecutive days

Team Sizes for Girls on the Run and Heart & Sole

- 8-15 girls led by two or more coaches
- Returning sites can have 16-20 girls on a team led by at least three coaches
- Multiple teams are allowed at a site if there are enough girls and coaches for each team
- Coaches are required to coach at least once a week for the 10-week season, and every team needs at least one coach that can be present both lesson days each week

Girls on the Run Coaches

Leaders. Volunteers. Mentors.

Girls on the Run and Heart & Sole Volunteer Coaches:

- Believe in the inherent power within every girl
- Complete National Coach Training before coaching a team
- Receive season-long support, resources and tools from GOTR
- Create positive, trauma-sensitive and inclusive environments
- Are present and prepared for each lesson
- Work with co-coaches to lead their team through the curriculum
- Do NOT have to be runners or athletes
- Participate in the Girls on the Run end-of-season celebratory 5K
- Are committed to seeing girls in their community grow, have fun and become leaders of tomorrow



"From the girls I coach, I have learned a little bit more about myself and a whole lot about the power we have as adults to encourage and motivate the next generation."

-Cassie, Coach

Resources Provided by Girls on the Run

**Before the first practice to the 5K finish line,
Girls on the Run is there.**



Program sites can count on:

- Marketing materials to drive girl recruitment and registration
- National Coach Training (led by trained facilitators) for all Girls on the Run coaches
- Curriculum materials, guidelines and support for coaches to deliver the curriculum as intended
- Ongoing connection to site liaisons, coaches and families through regular communication and responsiveness to individual needs
- Grown Up Guides for families: a general overview of each of the lessons is included in the guide as well as questions and conversation starters that families can use at home to reinforce the learning goals of the curriculum
- Financial aid: We offer our programs to all girls regardless of their ability to pay, providing simple and immediate scholarships for all families in need via the online registration form



"Girls on the Run is an excellent program that allows girls to become physically fit while learning to have confidence and learn about character development.

- Penni, principal

Program Cost and Financial Assistance

Program Cost

Our current program fee is \$200 per girl, which includes:

- 10 weeks of lessons led by trained coaches
- All curriculum materials and program supplies
- An engaging program journal for girls to connect with lesson themes
- Grown Up Guides for all parents
- Healthy snacks at all lessons
- Girls on the Run or Heart & Sole program T-shirt and water bottle
- Registration for the Girls on the Run 5K event
- Finisher's medal
- Celebration banquet for the girl and her family
- Sponsor giveaways
- Less visible things like background checks, insurance, support to coaches, program administration, 5K expenses, site facility fees, etc.
- Tools and lessons that will last a lifetime!

Financial Assistance

Every girl deserves to cross the finish line

The actual cost of program delivery is more than \$400 per girl, and we are grateful to the sponsors and donors whose contributions help us work to make Girls on the Run as accessible as possible for all.

Financial assistance is available to any girl who cannot pay the full registration fee. Girls on the Run serving Maricopa & Pinal Counties is proud to provide over \$130,000 in financial assistance each year. We are committed to being accessible to any girl who wants to participate and are dedicated to ensuring that program cost is never a barrier to participation.

If you have questions or concerns about program pricing, please reach out to us! We are happy to discuss further and explain registration fees and our easy scholarship process.



How to Get Involved

Join us in making a difference as a program site!

Providing an environment for girls to learn meaningful skills, form new friendships and become their most authentic selves lays the groundwork for a better, more inclusive world for all. Will you help us create pathways for more girls to become future changemakers?

Girls on the Run serves schools, community centers, churches, neighborhood parks, partner organizations and other sites every season!

Site Requirements

- Offer a **safe and accessible outdoor place** for running (such as a track, soccer field, backyard or any other accessible open space)
- Provide a **designated accessible indoor space** in case of inclement weather (such as a gym, cafeteria or multi-purpose room/classroom)
- Accommodate a **regular practice schedule** (two times a week for 90 minutes on non-consecutive days), according to the Girls on the Run program calendar. Heart & Sole Teams have the option to meet once a week for 120 minutes.
- Assist in identifying a **site liaison**

Site Liaison Responsibilities

- Act as the main site contact for families/participants and Girls on the Run council staff before and throughout the program season
- Aid in girl recruitment efforts by distributing marketing materials (provided by GOTR) and spreading the word about Girls on the Run throughout the site community
- Offer support to families who need assistance in registering their girl
- [Help identify 2-3 coaches from your site and/or community*](#)

**If you cannot secure coaches, have no fear! Girls on the Run will work with you to identify coaches from our volunteer pool.*



Next Steps

Are you ready to join the GOTR community?

Invest in tomorrow's leaders! Kick off this new and exciting chapter by completing the following steps:

- Identify a Site Liaison (teacher, parent, community member, etc).
- Get approval from the Site Director or Principal to host a team at the site.
- Submit an application to start a team: [Click here for the Girls on the Run Spring 2025 Application](#)
- After you submit your application, a GOTR staff member will follow up with next steps!

Mark these important dates on your calendar!

- October 1: [Site and Coach Applications are due](#)
- November 1-30: General Registration period for girls
- December 5: Late registration for girls opens on a first come, first-served basis only for teams with space remaining. A late fee of \$10 will be added to registration fees including all scholarship levels for the remainder of registration. This late fee covers the added expense of adding a girl to the team after the General Registration Period.
- Late January/Early February, 2025: Program will start for teams (start date is dependent upon your site calendar)
- April 26, 2025: [Girls on the Run 5K!](#)

We look forward to collaborating with you on this incredible journey. Your role in this program is pivotal to so many girls' futures. Because of your investment, many more girls will have the confidence to follow their dreams, defy societal norms and create healthy habits that last a lifetime.

Questions? We are here for you!

Please contact the Girls on the Run serving Maricopa & Pinal Counties Program Manager Cori Teeter at Cori.Teeter@gotrmc.org or call 602-795-6572 x 1



"The experience my daughter, Lana, gained from Girls on the Run helped her realize that she could participate in any activity with fellow peers and work toward independence by building strength, a strong sense of self and more confidence in who she was and who she always desired to be."

- Sabrina, parent