

BRING Girls on the Run® TO YOUR SITE!



Who We Are

Girls on the Run is a nonprofit that creates and offers evidence-based empowerment programs that help third- to eighth-grade girls build confidence, address negative issues, and deepen vital physical, mental, emotional, and social life skills.

Impacts of GOTR

By participating NOW...

- Life-skills lessons
- Fun movement-based games
- Impactful community projects
- Intentional goal-setting activities



...she gains these FOR LIFE.

- Deep inner strength
- Meaningful connection to others
- Foundation of physical health
- Empathy and respect for those around her
- Confidence to pursue dreams of all sizes

GIRLS NEED GOTR

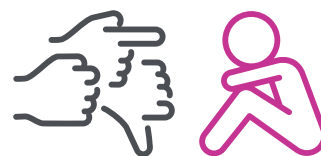
Here's why:



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



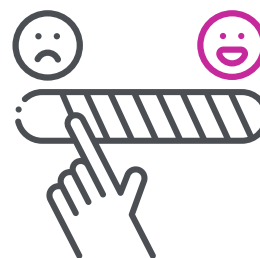
Physical activity starts to decline **at age ten** and continues to decrease as girls age.



50% of girls ages 10 to 13 experience bullying.



Only 24% of six- to 17-year-olds participate in at least 60 minutes of physical activity every day.



57% of U.S. teen girls felt **persistently sad or hopeless** in 2021 – double that of boys and representing a nearly 60% increase over the past decade.

OUR PROGRESS IS POWERFUL!

- Girls on the Run Capital Region annually serves more than 700 participants.
- Since 2014, 3,500 teammates have participated in our program.
- More than 200 volunteers (including caring coaches) support, uplift, and inspire our girls every year.
- Over 1500 participants and spectators attend our 5K Celebrations every year.





Transforming Lives

IT'S WHAT WE DO



Two programs, one life-changing impact.

Girls on the Run is the only physical activity-based, positive youth development program for girls with a research-based curriculum, trained coaches, and a commitment to serving all girls.

Every practice, coaches lead teams through fun and engaging activities that innovatively blend social emotional life skills with physical movement.



Girls on the Run: Grades 3-5

- Understand ourselves, value teamwork, and recognize our impact on the world.
- Set and achieve goals, nurture emotional health, connect with others, and appreciate healthy habits.



Heart & Sole: Grades 6-8

- Learn how to develop a strong support system, foster healthy relationships, and offer help to those in need.
- Understand the important connection between body, brain, and heart.



GET INVOLVED WITH GOTR

HOSTING A TEAM:




Provide a Site

- Offer a safe, accessible outdoor place with a restroom (and a designated indoor space for inclement weather)
- Accommodate a regular practice schedule 2 times a week for 75-90 minutes



Secure a Site Liaison

- Act as the main site contact for families, participants, and council staff
- Help recruitment efforts and distribute marketing materials
- Provide families with registration assistance
- Identify 2-3 coaches from your site and/or community*

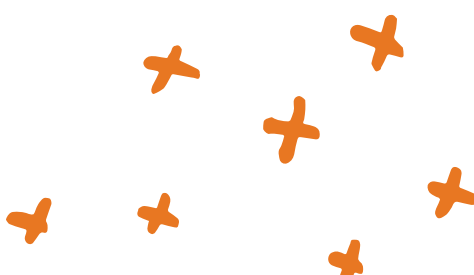


At a time when girls may be struggling to fit in or find their voice, our programs reassure them that they belong.



By hosting a team, you will inspire girls to embrace their individuality, make new friends, and find joy in movement.

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



How GOTR SUPPORTS You



EVERY STEP OF THE WAY

Program sites can count on GOTR for:

- Marketing and registration materials
- Parent/guardian communications
- National Coach Training (led by trained facilitators)
- Curriculum materials and coach supplies
- Program t-shirt, team water bottles, 5K participation & 5k medal
- Ongoing support to site liaisons, coaches, and families



The data – and participant voices – say it all!



98%

OF PARTICIPANTS

said they had fun at their Girls on the Run practice.



98%

OF PARTICIPANTS

said they would tell their friends to participate in Girls on the Run.



97%

OF PARTICIPANTS

said they learned things at Girls on the Run that are important to them.

PROGRAM FEE AND FINANCIAL ASSISTANCE

We believe that building confidence and setting young girls down the path of a healthy lifestyle is priceless! However, there are real costs associated with delivering the Girls on the Run program to over 700 girls per year.

The program fee is **\$175 per girl**. This amount is subsidized by sponsors of Girls on the Run Capital Region, meaning the cost of providing programming and operating our nonprofit is greater than the program fee (approximately \$350 per girl).

What is included in the fee?

- Sixteen practice sessions facilitated by certified GOTR volunteer coaches
- Curriculum and lesson materials
- Official GOTR Program T-shirt
- 5K Registration Fee
- 5K Finisher's Medal
- Post 5K Celebration

How to Apply for Financial Assistance - PROCESS

We are proud to honor our commitment that no girl is ever turned away for the inability to pay the registration fee; therefore, we offer financial assistance (scholarships) using a sliding scale based on household income.



Household Income Guidelines	Sliding Scale Fee
Under \$29,999	\$25
\$30,000 - \$44,999	\$60
\$45,000 - \$59,999	\$100
\$60,000 - \$74,999	\$135
Over \$75,000 (or decline to state)	\$175
Require Additional Assistance	Contact Office

The financial assistance process is now included in the online program registration. To use financial assistance, simply answer the questions during registration, and the computer will determine your eligibility based on household income and adjust the fee accordingly. If you need assistance beyond where your family falls in the above chart, please email karina.black@girlsontherun.org with information on your specific circumstances and what amount you can afford. Our minimum fee for any participant is \$25.

Payment Plans Available

Program fees can be paid in multiple installments. **Two- or three-month payment plan options are available to every family, regardless of whether financial assistance is needed.** You can choose your preferred payment plan during the online program registration.



NEXT STEPS

Are you ready to join the GOTR community?

1. Submit site application www.gotrcr.org/start-team
2. Identify a site liaison
3. Confirm site practice schedule
4. Share GOTR marketing materials to help register girls



New site application due date: 2/14/25

Spring Season program start date: 3/31/25

Celebratory 5K event date: 6/7/25

We are excited for you to join us and need your help!

Your involvement plays a vital role in building self-confidence in girls. As a result, your community and the world beyond it will become a better, more welcoming place.

With your involvement, that better tomorrow can be filled with girls who nurture their emotional and physical health, boldly follow their dreams, and become adults who lead with integrity, empathy, and kindness.



Questions?

Please contact 518-635-0828 or info@gotrcr.org

We are here to help!

Visit www.gotrcr.org for more information!

