



Girls on the Run of Northern Virginia

What is the Girls on the Run® Program?

Girls on the Run is a ten-week curriculum-based program for girls in grades 3-8 that uses the power of running to help prepare girls for a lifetime of **self-respect** and **healthy living**. Girls of this age are more open to the positive peer influences, positive adult role models, and the **confidence** enhancing lessons that are all parts of the GOTR experience. Twice-weekly lessons and interactive activities are led by trained female volunteer coaches who guide and mentor the girls through an uplifting **curriculum** that focuses on life-long skills to improve emotional and physical health.

Each of GOTR's 10-week seasons culminates in a **5K run** that recognizes the achievements of the girls in the program and brings together parents, coaches, teachers, families and friends to form a **community** reinforcing healthy lifestyles and decisions. Nearly **10,000 people** gather to run, cheer on and support the efforts of each of the girls taking part in the 5K.



inspiring girls to be healthy and confident

Girls on the Run® & Northern Virginia

Girls on the Run of Northern Virginia (GOTR NOVA), founded in 2001, operates over **230 programs** in schools across almost every county and city in Northern Virginia – including Arlington, Fairfax, Prince William, and Loudoun Counties and the cities of Alexandria, Falls Church and Manassas – reaching nearly **8,000 girls** each year. The program not only involves young girls, but embraces the entire community through parent, teacher, coach, and buddy runner **volunteers**. Their involvement fortifies the Girls on the Run mission to inspire girls to be **joyful**, healthy and confident using a fun, experience-based curriculum which creatively integrates running.



FACT

GOTR NOVA has grown to serve **83% more girls** since 2005

Why Girls on the Run NOVA?

With the explosion of childhood obesity, along with the escalating occurrence of bullying and increasing peer pressure, we believe that every adolescent girl can benefit from our proven curriculum by learning skills and tools to make healthy decisions, form **positive self-images**, and stand up for themselves. Seasonal evaluations have shown, with statistical significance, that girls who complete the GOTR program have a stronger sense of identity, a greater acceptance of themselves, a healthier body image, and a better understanding of what it means to be **physically and emotionally healthy**. As a result, the GOTR program is open to (and encouraged for) girls in grades 3 through 8 who want to participate.

GOTR NOVA is poised for **growth** and is building a foundation of community partners to join us in our mission to help girls, and their families, throughout **Northern Virginia** build healthy lives.



Girls on the Run Vision

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

Girls on the Run 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
- ★ Nurture our physical, emotional and spiritual health
- ★ Lead with an open heart and assume positive intent
- ★ Stand up for ourselves and others



Stats (Spring 2011)

- ★ % increase in girls from 2010 to 2011: **12%**
- ★ Number of **Volunteer Coaches**: **646**
- ★ % of girls who repeat the program: **85%**
- ★ % of girls receiving financial assistance: **17%** (totaling over \$86,000)
- ★ **Operating Budget** (FY 2011-12): **\$1,325,839**

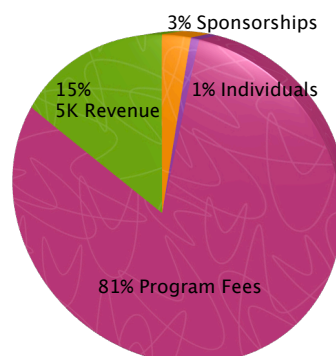
"In Northern VA, one in four children under the age of 18 are overweight or at risk of becoming overweight." The Community Foundation for Northern VA, 2010

"We partner with programs and contribute to programs that further the wellness of our community. GOTR NOVA is the perfect fit" INOVA Health System

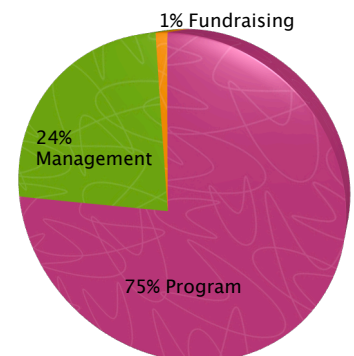
"Girls on the Run's programs and services exemplify the type of work that is necessary to help fight childhood obesity and promote the overall health and well-being of young girls and their families." Jim Cronin, Mid-Atlantic CEO, UnitedHealthcare

"This has such a big impact. Programs like this put kids on a healthy track & provide a foundation for self-esteem and confidence." GOTR Sponsor

Revenue Sources



Expenses



Revenue & Expense Numbers from 2009 GOTR NOVA Annual Report