



learn



dream



live



2008-2009 ANNUAL REPORT



run



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2009 A YEAR OF GROWTH & CHANGE

It has been said that the key to success is the ability to adapt. The 2008-2009 program year was certainly successful, and it tested our ability to embrace change and adapt in many ways.

In spring 2009, Girls on the Run of Atlanta launched an exciting new Girls on Track curriculum that addresses the ever-changing hurdles that girls face on their road to positive self-esteem and healthy living. The updated curriculum includes age-appropriate discussions regarding eating disorders, Internet safety, harassment and other current content and is designed to be delivered in a manner that appeals to girls in middle grades.

We also initiated the conversion from a once-a-week format to a twice-a-week format, beginning with collecting feedback from current coaches and increasing coach recruitment in the community.

As always, our girls and coaches were the heartbeat of the program. The Atlanta council served over 1,100 girls at 80 sites, led by over 200 dedicated coaches.

Challenging our ability to adapt fiscally, a downturn in the economy

triggered an increase in the number of scholarship requests we received. Anticipating an increase in need, we proactively sought funding sources to meet the increase.

Thanks to generous contributions from supportive donors, foundations, and community partners, we were able to grant all requests! 30% of all girls who participated were on full or partial scholarships, and over 200 running shoe coupons were distributed, providing safe, well-fitting shoes to girls in need.

The 2009-2010 program year is already in gear as we hold summer orientations and coach trainings. We have an excited team of volunteers and coaches made up of dedicated returning coaches and ready-to-roll new recruits who are committed to making a difference in lives of girls in the Atlanta area.

OUR MISSION

To educate and prepare girls for a lifetime of self-respect and healthy living.

2008-2009 highlights

We RAN

Girls on the Run of Atlanta logged major miles this year, making memorable milestones along the way. In Fall 2008, Girls on the Run of Atlanta hosted its inaugural New Balance Girls on the Run 5k race series, becoming part of the second largest race series in the country.

GOTR families and communities showed their support for the girls through outstanding participation in our end of the season races. Over 93% of our girls participated in the New Balance GOTR 5K, and at the 2009 Sprint for Cancer 5K we made them take a second look, doubling their participant numbers and prompting them to choose Girls on the Run of Atlanta as their 2009 Charity Partner.



We SERVED

Community requests for our program were overwhelming, and we experienced a growth in the number of girls served over the previous year by 29%. As the numbers increased, so did our scholarship distributions, and we were able to provide close to \$33,000 in full and partial aid for our girls, as well as race fees and over **200 pairs of running shoes.**

We successfully partnered with school communities in underserved areas and increased the number of full-scholarship sites from two to five. Our programs reached a wide berth of diversity to include; Cobb, Fulton, Dekalb, Fayette, Coweta and Henry County public schools, as well as, City of Atlanta and City of Decatur schools.

The Atlanta Council also formed its first ever Team Tiara group, the charity running leg of Girls on the Run of Atlanta. In an impressive feat, the team of 25 runners raised over \$11,000 dollars to sponsor three and half full scholarship sites !



We GREW

This has truly been a year of outreach and growth for Girls on the Run of Atlanta. As always, our girls and coaches were the heartbeat of the program. The Atlanta Council served over **1,100 girls at 80 sites**, led by over 200 dedicated coaches.

We REACHED

A key goal for FY 08-09 was to increase our presence in metro-Atlanta. We approached this goal by concentrating our efforts in three areas: volunteer and board recruitment, heightened presence in the local running community, and collaborations with other non-profits.

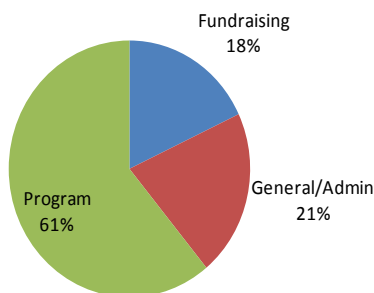
As part of these efforts, we initiated and trained a board-run, volunteer outreach and marketing committee and initiated our first Advisory Council. GOTR also made an impact in the running community through our involvement with local and national race partners at local races and expos. Due to our strong presence in Atlanta metro area, we were recognized by three national race series and invited to become charity affiliates.

GOTR further expanded its outreach by partnering with other local, girl-serving non-profit. by joining and heading a girl-serving collaborative whose mission is to increase awareness and funding opportunities for non-profits who serve girls. By combining resources, we will collectively strengthen our ability to work with others to make a difference in the lives of Atlanta girls.

Financials

GOTR - Girls on the Run of Atlanta	
Profit & Loss	
July 2008 - June 2009	
Income	
Contributed Income	\$139,264.67
Earned Income	\$122,872.95
Interest/Dividend Income	\$502.62
Other	\$50.00
Total Income	\$262,689.88
Gross Profit	\$262,689.88
Expenses	
Board Expense	\$1512.65
Event	\$24,654.47
General Administrative	\$4,952.38
Insurance	\$5,852.00
Marketing	\$12,286.91
Professional Fees	\$3,055.17
Program Expense	\$37,385.58
Rent	\$11,076.00
Salary	\$115,020.15
Taxes and Licenses	\$9,969.40
Utilities	\$1,773.73
Total Expenses	\$228,538.40
Net Operating Income	\$35,151.48
Net Income	\$35,151.48

FY2009 Expenses



Our Board & Advisory Council


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LOOKING FORWARD...A MESSAGE FROM OUR CHAIR

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Beginning with the 2009 fall program, Girls on the Run of Atlanta will transition from a once a week delivery to a twice a week, ten week program. We will also introduce an updated Girls on Track curriculum that is designed to address the ever-changing hurdles that girls face on their road to positive self-esteem and healthy living.
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We are excited to be in a position to host two New Balance Girls on the Run 5Ks in the 2009-2010 academic year, celebrating the culmination of the programs and the girls' accomplishments. The upcoming fall race on November 15th marks the Atlanta Council's 2nd year participating in the national race series.
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In Spring 2010, the Atlanta Council will celebrate its **tenth anniversary**, celebrating not only the girls' individual accomplishments but also those of the Atlanta Girls on the Run Council!