



Girls need Girls on the Run now more than ever



Girls on the Run West Michigan

www.gotrwm.org

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

WHO WE ARE



Girls on the Run, a 501c3 nonprofit organization, is dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

Our programs – which include physical distancing and safety modifications and can seamlessly transition to completely virtual – are designed to enhance girls' social, mental, and physical health and behaviors to successfully navigate life experiences.

Girls on the Run supplies volunteer coaches with the training and materials required to provide girls a safe, trauma-sensitive space to learn valuable life lessons. These include coping when things get difficult, demonstrating care for self and others, and identifying what she values.

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“When you look at the core group of girls participating in the program, you see them standing a little taller among their peers and how they solve problems, speak up and then aren't afraid to express how something made them feel.” - Sharon, School Administrator

The intentional, inclusive and flexible curriculum shows an evidence-based impact on developing positive social-emotional skills in young girls. Two times per week, trained coaches lead small teams of elementary and middle school girls of all abilities through an interactive curriculum that incorporates running and other physical activities.

Physical Activity

- Physical activity – including running, strength and conditioning and a variety of other movement-based activities like dancing – is woven into Girls on the Run and Heart & Sole lessons
- At the end of the program, all girls complete a noncompetitive, celebratory event that offers girls a tangible sense of goal-setting and achievement
- The program is accessible to girls of ALL abilities and includes movement adaptations

Community Service

- Girls on the Run inspires girls to build lives of purpose and make meaningful contributions to their community and society.
- Girls on the Run participants complete a group Community Impact Project that they plan and execute as a team.
- Heart & Sole participants complete an individual project called Extending the Girl Wheel, where they reach out in small, meaningful ways to an individual or group in their community.

Girls on the Run – Elementary program for 3rd – 5th grade girls

- Supports girls in gaining a better understanding of who they are, recognizing the importance of teamwork and healthy relationships, and learning how they can positively connect with and shape their communities and the world. **Now offered 100% virtually!**
- Social-emotional curriculum themes include: turning negative self-talk into positive self-talk, understanding emotions, standing up for self and others, forming and maintaining healthy relationships, and making an impact on the community.

Team Sizes:

- 6-15 girls led by two or more coaches

Heart & Sole – Middle school program for 6th – 8th grade girls

- Addresses the whole girl – body, brain, heart, spirit and social connection – and supports girls in building critical life skills such as team building, developing a support system, boundary setting, decision making, positively impacting others, and asking for and providing help. **Now offered 100% virtually!**
- Social-emotional curriculum themes include: getting to know and understand your “Girl Wheel,” goal-setting, overcoming obstacles, asking for and giving help, and positively impacting others.

Team Sizes:

- 6-12 girls led by two or more coaches

Our Curriculum

GIRLS ON THE RUN: COACHES

Girls on the Run and Heart & Sole teams are led by volunteer coaches. We train coaches through our on-demand National Coach Training to build relationships, create positive, trauma-sensitive and inclusive environments and focus on girls' effort and growth, whether in person or virtually.



Coaches:

- Believe in the inherent power within every girl
- Have a desire to help girls learn, grow and have fun
- Want to leave a lasting impact on the lives of girls in their community
- Can be from within or beyond your site community
- Receive inclusive training including CPR and First Aid certification as well as ongoing support from Girls on the Run
- Do not have to be runners or athletes



Coach Responsibilities:

- Serves as a role model to girls
- Attends National Coach Training-**For Spring 2022, all training will be virtual/online with optional in person practice**
- Works with co-coaches to lead girls through the curriculum as intended
- Is present and prepared for each practice
- Participates in the Girls on the Run Celebration 5K

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"These coaches were a great asset to me as a young girl transitioning into adulthood. As strong female role models, they helped me gain self-confidence and healthy habits that I continue to use on a daily basis." - **Phoebe, Former Participant**

WHAT SETS GIRLS ON THE RUN APART

IT'S FUN. IT'S EFFECTIVE. IT'S EMPOWERING.

Girls on the Run is the only national physical activity-based positive youth development program for girls with compelling evidence of program impact.

An independent, national longitudinal study provided the following evidence-based outcomes:

- 97% of Girls on the Run participants said they learned critical skills to manage emotions, resolve conflict, help others or make intentional decisions
- Girls who were the least active at the start of the program increased their physical activity by more than 40%
- Girls on the Run made a stronger impact on teaching social-emotional life skills to participants than organized sports or physical education

INNOVATIVE AND DISTINCT EVIDENCE-BASED APPROACH

Girls on the Run was recognized in Harvard University's 2017 report, **Navigating SEL from the Inside Out**, for its innovative and distinct approach to social-emotional learning. Girls on the Run was **one of only three afterschool programs** recognized as a top research-based social-emotional learning program, acknowledging that there are few examples of evidence-based programs like Girls on the Run that have been specifically designed for out-of-school contexts.



A National Movement with a Strong Local Presence

- Girls on the Run has served nearly 2 million girls since it was founded in 1996.
- More than 200,000 girls experience the power of our transformational programs every school year
- Girls on the Run West Michigan started in 2004. Since then, the council has:
 - Provided financial assistance to over half the girls served each season
 - Empowered over 20,000 girls
 - Provided programming in every school district in Kent County
 - Provided programming in many districts throughout Ottawa and Muskegon Counties

Support Provided by Girls on the Run

Girls on the Run West Michigan is committed to the success of each site. We are invested in building a long-term relationship to ensure that your girls have an opportunity to benefit from our transformational program. With this in mind, we provide the following robust support:

- Marketing materials to drive girl recruitment and registration, including email templates that can be used for outreach to parents and guardians
- National Coach Training (led by trained facilitators) for all Girls on the Run coaches as well as CPR certification through the American Red Cross
- Materials, guidelines and support for coaches to deliver the curriculum as intended, virtually or safely in person through physical distancing and safety modifications
- Girls on the Run t-shirt and journal to enhance interactive participation and reflection
- Ongoing connection to site liaisons, coaches and families through regular communication and responsiveness to individual concerns
- Virtual practice instructions and tips to ensure program quality and impact is achieved while keeping girls and volunteers safe

HOSTING THE PROGRAM AT YOUR SITE

To host a team, sites must:

- Offer a **safe outdoor place** for running (such as a track, soccer field, backyard or any other accessible open space)
- Provide a **designated accessible indoor space** for Girls on the Run to meet in case of inclement weather (such as a gym, cafeteria, multi-purpose room/classroom or space in a residential home) and **accessible bathrooms**
- Accommodate a **regular practice schedule** (2 times a week for 75-90 minutes), according to the Girls on the Run program calendar
- Assist in identifying a **site liaison**

Please note: In the case of virtual programming, Google Meet or other recommended digital tools will be used in lieu of the in-person meeting spaces noted above and practices will be 1 hour.

Site Liaison Responsibilities

- Acts as the main contact at the site for Girls on the Run families/participants and Girls on the Run council staff before and throughout the program
- Aids in girl recruitment efforts by distributing marketing materials (provided by Girls on the Run) and spreading the word about Girls on the Run throughout the site community and via email using provided digital templates
- Offers support to families who need assistance in registering their girl
- Helps identify 2-3 coaches from your site and/or community*
- Help deliver program materials to coaches and girls

*If you cannot secure coaches, we will work with you to identify coaches from our volunteer pool

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“Being a Site Liaison has been such a rewarding experience as I have been able to build a deeper relationship with my school, coaches, and girls that has led to many successful seasons. The GOTRWM office is attentive, supportive and reliable...such a great team that will lead you to be a successful liaison!” -Niki, Site Liaison

Program Cost and Financial Assistance

Our current program fee is \$125 per girl. This includes:

- 8 weeks/16 lessons led by trained coaches
- All curriculum materials
- Girls on the Run and Heart & Sole program t-shirts
- A personalized journal to use throughout the program
- Registration for Girls on the Run 5K event along with 5K tshirt and medal

Financial assistance is available to any girl who cannot pay the full registration fee. Girls on the Run West Michigan provides financial assistance to over half of our girls 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.

- The cost per girl is \$125 which reflects a discount on our actual costs of roughly \$170 per girl. Additionally, due to the generous support of local and national funders, we are able to provide financial assistance to any family that requests it.

Next Steps:

- Site Application due by December 15
- Site Application can be found at www.gotrwm.org
- Questions? Contact Heidi Roberts
Heidi.roberts@girlsontherun.org

Dates to Remember:

- Girl Registration Opens January 1, 2022
- Start of season: March/April 2022 (county dependent)



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OUR SAFETY PLAN

To promote the health and safety of all participants and volunteers, GOTRWM, in partnership with GOTR International, has put the following safety measures in place for the Spring 2022 season (see COVID Action Plan for full COVID19 Policies):

- ❖ A later start date so that teams can meet entirely outside
- ❖ Girls and coaches will be asked to follow school/site guidelines with regards to masking
- ❖ Curriculum has been adapted so all activities maintain social distance requirements
- ❖ Coaches will receive additional training in safety (both health and COVID related trauma awareness)
- ❖ Updated supply list that ensures girls do not share any materials including personal GOTR journals in place of team handouts
- ❖ Team Size has been reduced to 6-15 girls (no exceptions)
- ❖ 100% Virtual Team option for schools unable to do in person programming
- ❖ Specialized online safety training for coaches provided through a partnership with The Beau Biden Foundation
- ❖ In the event of team illness, school closures or poor weather conditions, teams can seamlessly move practices into the virtual space