



learn. dream.



Girls on  
the run<sup>®</sup>  
capital region



Who We Are  
What We Do  
How You Can Help



[www.gotrccr.org](http://www.gotrccr.org)

# Girls on the Run Capital Region

## Mission

We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

## Vision

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

## Core Values

Girls on the Run honors our core values. We strive to:

- 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



# Who We Are

Girls on the Run® is a physical activity, positive youth development program for girls in 3rd through 8th grade. The goals of the program are to develop and improve **competence**, unleash **confidence** through accomplishment, develop strength of **character**, respond to others and oneself with **care** and compassion, create positive **connections** with peers and adults and make a meaningful **contribution** to community, all while establishing a lifetime appreciation of health and fitness.

Girls on the Run has served over one million girls since its first team was formed in 1996. There are now more than 220 councils in all 50 states and the District of Columbia. Girls on the Run hosts the largest 5K series in the world with over 335 events and 619,000 participants in FY2016.

**Girls on the Run Capital Region, Inc.** was founded in fall 2013 as an independent, 501(c)3 council of Girls on the Run International. We serve girls in Albany, Rensselaer and Schenectady counties. Our first team of ten girls was held in spring 2014. Over six seasons we have served nearly 400 girls and we're growing fast. Our goal is to serve at least that many in the coming year. More than 200 volunteers each season offer their time and talents to make this program come alive for our girls.

We believe that *any girl can be a Girl on the Run.*

About half of our girls receive full or partial scholarships to participate. And, girls who need sneakers get them. More than 350 individuals have contributed over \$15,000 to support our girls; local businesses have donated or helped raise over \$30,000; and FundRunners like our SoleMates have raised over \$13,000 through personalized online fundraising and events.

# What We Do

We use running to inspire and motivate girls, encourage lifelong health and fitness, and build confidence through accomplishment. Girls learn life skills through dynamic, conversation-based lessons and running games led by certified volunteer coaches. Our curriculum is evidence-based and includes three parts: understanding ourselves, valuing relationships and teamwork, and understanding how we connect with and shape the world at large through community service. The goal is to develop and enhance each girl's competencies to successfully navigate life experiences.

Certified volunteer coaches lead small teams of 8-16 girls. Teams meet twice a week over a 10-week season in spring or fall. At each season's conclusion, the girls and their running buddies complete a non-competitive 5K running event. Completing a 5K gives the girls a tangible sense of achievement as well as a framework for setting and achieving life goals. The result—making the seemingly impossible, possible and teaching girls that they **can**.

In short, we inspire girls to become independent thinkers, enhance their problem solving skills and make healthy decisions, all while becoming physically and emotionally capable of completing a 5K!

## 1 ORGANIZATION, 2 CURRICULA

Girls on the Run is the name of the organization, but we offer two programs: **Girls on the Run** for 3rd-5th grade girls and **Heart & Sole** for 6th-8th grade girls. The principal philosophies and psychological research for both programs are the same, yet some topics and discussion questions vary for developmental reasons. The Heart and Sole curriculum allows for deeper discussion on topics becoming more and more relevant as girls grow into middle school, providing a safe outlet for discussion at this crucial stage of development.

# How You Can Help

There are lots of ways you can support our girls, our programming and our organization. You can:

- Set up a recurring donation
- Sponsor a team
- Sponsor our 5K
- Sponsor one of our events or create your own
- Become a SoleMate
- Form a workplace FundRunner Team
- Donate items or services
- Volunteer your time



*Empower a girl, change the world*



[www.gotrccr.org](http://www.gotrccr.org)

# Your Donations Make an Impact

We often hear the term Return of Investment (ROI) used to describe financial investments. But it applies to philanthropy as well. Investing in a nonprofit organization is much the same as investing in a company. You expect to see a good return for your dollars.

Donors to Girls on the Run Capital Region see very large returns. Our supporters have watched us grow from our first team of 10 girls in 2014 to 30 teams serving nearly 400 girls through this past season. We have trained more than 50 coaches and engaged over 350 volunteers.

Your investment of:

- \$25 hangs a 5K finisher medal on the shoulders of 10 proud girls
- \$40 provides a pair of sneakers and socks to a girl who needs them
- \$50 purchases program shirts for a whole team
- \$150 provides a scholarship for a girl to participate in Girls on the Run
- \$500 feeds our teams healthy snacks at every practice
- \$1,000 provides each of our teams with all the supplies they need
- \$1,500 trains our coaches, including CPR/First Aid
- \$2,500 sponsors a whole team for a season



*Half of our girls receive full or partial scholarships to participate in this life changing program.*

*\$25,000 in scholarships have supported more than 200 girls to date.*

**Any girl can be a Girl on the Run.**

# Girls on the Run Capital Region 5K Sponsorship Opportunities

	Presenting Sponsor*	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Running Buddy Sponsor	GOTR Spirit Sponsor
	\$5,000	\$3,000	\$2,000	\$1,000	\$500	\$250
EXCLUSIVE Naming Rights as the Presenting Sponsor - "GOTR 5K Presented by (Company Name)"	✿					
Check Presentation/Speaking Opportunity at 5K Celebration Event	✿					
Company Name and/or Logo Displayed at Start/Finish Line	✿	✿				
Company Provided Banner/Sign Displayed at 5K Celebration Event	✿	✿	✿			
Company Name and/or Logo on 5K Promotional Materials	✿	✿	✿	✿		
Recognition in General Press Release and Press Advisory for 5K Celebration	✿	✿	✿	✿	✿	
Logo and/or Company Name on Race Shirts	✿	✿	✿	✿	Name Only	
Tabling Space at 5K Celebration	✿	✿	✿	✿	✿	
Company Acknowledgment by MC at 5K Event (Shoutouts)	✿	✿	✿	✿	✿	✿
Social Media Mentions and Links to Company Website	✿	✿	✿	✿	✿	✿
Recognition in Council E-News and on Website (Logo/Link or Name)	Featured	✿	✿	✿	✿	✿
Mile Markers (company provides layout)	2	1	1	1	1	1
Race Entries	5	3	2	1	N/A	N/A

\*This sponsorship opportunity is limited to one and will no longer be available once secured.

# Sponsor a Team

Your gift of \$2,500 supports a whole team of girls for one season! This includes scholarships for 20 uplifting and empowering lessons, running shoes (as needed), water bottles, healthy snacks at each lesson, program t-shirts, 5K registrations, and 5K medals for a team of up to 16 girls.

## Team Sponsor Benefits:

All the 5K Silver Sponsor Benefits (see 5K Sponsor Chart) PLUS:

- Sponsor plaque and team photo to proudly display at your place of business
- Special invitation to see the team in action
- A personal note of gratitude from the girls who benefit from your generosity

Sharing team sponsorships is possible. Please contact the Council for more information.

# Support our Teams

- **Be a Snack Fairy** – Girls get a healthy snack at every practice consisting of a dry snack (e.g., granola bar) and a fresh piece of fruit. A season's worth of snacks for a team is about \$500. Options for Snack Fairies:
  - Make a monetary donation for snacks
  - Purchase boxes of granola or other dry/healthy snacks and deliver to the program site or Council
  - Deliver the snacks to practice and watch the girls in action!
- **Supply our Teams** - We provide coaches with everything they need for the whole season, from copies of curriculum and all handouts to washable markers and field markers.
  - Your gift of \$75 supplies a team with all the supplies they need for a season.
  - A gift of \$500 supplies our teams for a whole season.
- **Support our Coaches** - Every team has at least two coaches who volunteer their time twice a week for ten weeks. Your gift of \$1,200-\$2,100 supports our coaches, from preseason training including CPR/First Aid to ongoing support throughout the season.
  - Does your company offer unique gifts? We acknowledge our coaches' investment of time and energy with an end-of-season gift.

# Sponsor an Event - Big or Small

- Sponsor one of our fundraising events or create your own
- Host a one-time event at your business and donate the proceeds to our girls
- Host an at-home party
- Have your own idea? We'd love to hear it!

Fitness Classes

Indoor Cycling

Holiday Bazaar

Yoga

Pilates

Paint and Sip

Yard Sale

Dinner Party

# Be a FundRunner

There are lots of ways to raise funds for us while you're doing something else, like running, walking, biking or hiking.

## Be a SoleMate

SoleMates is the adult charity program of Girls on the Run. The program provides male and female athletes of all abilities the opportunity to raise money while training for an athletic event of their choice. We provide a free and easy to use web-based fundraising platform for you to create your own webpage and solicit donations through social media as you train. It's a fun way to stay motivated during training and support our girls at the same time!

## Create a SoleMates Team

Gather your friends, family or co-workers to do a fun event together. Create a SoleMates Team and raise money while you train together.

## Turn on Charity Miles

Download the Charity Miles app, select Girls on the Run as your charity, then start moving! It's that easy. Works in the background with other exercise apps.

## Workplace Opportunities

- Lace Up for Girls – Designate a day or two each month for coworkers to give a donation to wear sneakers to work, for example.
- Lunchtime Walks for Girls – Grab your coworkers, turn on the Charity Miles app and raise money for girls as you relieve some stress.
- Kick it up a notch and set up a team fundraiser on our free platform. Set a team goal to walk a certain distance or amount of time and collect donations as you reach your goal.
- Workplace Raffles – We have items you can raffle off at your workplace. Contact the Council office for details.
- CLYNK bags - collect returnable bottles and cans in our special Hannaford CLYNK bags. Contact the council for a supply of bags for your office or home.
- Form a Team and run our Girls on the Run 5K.
- Not a workplace of runners? Host a 5K hydration station.
- Have another idea? We'd love to hear it.

## Volunteer Opportunities

Want to be more hands on? We rely on volunteers to assist with many different aspects of our organization. There are plenty of opportunities to get involved at a variety of different times and in many different ways. We welcome women and men. We look forward to putting your time and talents to good use to help inspire girls to be joyful, healthy and confident!

- Coach a Team – Perhaps our most rewarding volunteer opportunity. No coaching experience necessary.
- Be a Running Buddy – Connect with a girl through weekly notes of encouragement during the season and run together in the 5K.
- Help Plan an Event – Join our event planners in creating fun events to raise funds for our girls.
- Volunteer at our 5K – Be part of “the happiest race on the planet!”
- Join Our Board – Do you have the experience and enthusiasm to move our organization forward? We invite you to submit an application to join our board of directors.



# Donate Goods or Services

Girls on the Run Capital Region relies on the generous donations of items, services, and volunteers to keep costs at a minimum. Contribution Sponsors are given recognition at the sponsorship level that is equivalent (or nearest) to the monetary value of the donation.

The following in-kind donations represent samples of potential Contribution Sponsor Opportunities:

## **Wish List**

Access our current wish list through Amazon Smiles: [www.smile.amazon.com/GirlsontheRunCapitalRegion](http://www.smile.amazon.com/GirlsontheRunCapitalRegion)

## **Items for Teams**

Snacks (dry and healthy)  
Washable markers, sidewalk chalk  
Poster board  
First Aid Kits  
Race course marker cones  
Sneakers, socks, and running gear (please contact the council before purchasing)  
Gift cards to athletic stores

## **Items for 5K**

Water and cups for 5K Hydration Stations  
Bananas and snacks for post-race Snack Shack  
Supplies for pre-race Activity Station (face paint, ribbons, markers, etc.)  
Race course marker cones  
Balloon arch

## **Services**

Photographer at events  
Certified CPR instruction  
Race shirt production  
Copy and print services  
5K race planning  
Council office support (data entry, general administrative support, accounting)

## **Office Supplies**

Ink cartridges  
Printer paper  
Envelopes and stamps  
Gift cards to Staples

If you would like to contribute an item or service not listed, please contact the Council.

# Ready...Set...GO!

Thank you for considering supporting Girls on the Run Capital Region.  
We encourage you to contact the Council with any questions regarding the information listed or to learn more about customizable sponsorship opportunities.

To register your Girls on the Run Sponsorship, please select your Opportunity, complete the form on the next page and return to:

Girls on the Run Capital Region  
P.O. Box 261  
Slingerlands, NY 12159

or email the form to:  
LuAnn.McCormick@girlsontherun.org



## Stay Connected

<http://www.gotr-cr.org>

<https://twitter.com/gotr-cr>

<https://www.instagram.com/gotr-cr>

<https://www.pinterest.com/GOTRCR>

518.635.0828

LuAnn.McCormick@girlsontherun.org

# Donation & Sponsorship Form

## Corporate Opportunities

Company Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Email \_\_\_\_\_  
Telephone \_\_\_\_\_ Website \_\_\_\_\_

### Opportunity

- 5K Sponsorship
  - \$5,000 Presenting Sponsor
  - \$3,000 Gold Sponsor
  - \$2,000 Silver Sponsor
  - \$1,000 Bronze Sponsor
  - \$500 Running Buddy Sponsor
  - \$250 GOTR Spirit Sponsor
- \$2,500 - Sponsor a Team
- \$500 - Snack Fairy Sponsor
- \$500 - Team Supply Sponsor
- \$1,200 - \$2,100 - Coach Sponsor (please designate amount) \$ \_\_\_\_\_
- Donate to the Scholarship Fund (please designate amount) \$ \_\_\_\_\_
- Recurring Donation (please designate amount and frequency) \$ \_\_\_\_\_
- Sponsor an Event (please describe) \_\_\_\_\_
- In-Kind Donation (please describe) \_\_\_\_\_
- Services Donation (please describe) \_\_\_\_\_
- Workplace Opportunity (please choose from the list below)
  - Lace Up for Girls
  - Lunchtime Walks for Girls
  - Team Fundraising
  - Workplace Raffle
  - CLYNK Returnables
  - 5K Team
  - Hydration Station Host
- Join as a SoleMate
- Volunteering (please describe) \_\_\_\_\_
- Other Opportunity (please describe) \_\_\_\_\_

### Method of Payment

- Enclosed is my sponsorship check in the amount of \$ \_\_\_\_\_
- Please charge my credit card (please print clearly)
  - Card Type  VISA  MasterCard  Discover  AMEX
  - Card holder's name \_\_\_\_\_
  - Billing Address \_\_\_\_\_
  - Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSC # \_\_\_\_\_
  - Card holder signature \_\_\_\_\_

Please make checks payable to GOTRCR

*Thank you for your interest in supporting Girls on the Run Capital Region.  
We look forward to reviewing your application and will be in touch.*

# Donation & Sponsorship Form

## Individual Opportunities

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Email \_\_\_\_\_  
Telephone \_\_\_\_\_

### Opportunity

- \$2,500 - Sponsor a Team
- \$500 - Snack Fairy Sponsor
- \$500 - Team Supply Sponsor
- \$1,200 - \$2,100 - Coach Sponsor (please designate amount) \$ \_\_\_\_\_
- Donate to the Scholarship Fund (please designate amount) \$ \_\_\_\_\_
- Sponsor an Event (please describe) \_\_\_\_\_
- In-Kind Donation (please describe) \_\_\_\_\_
- Services Donation (please describe) \_\_\_\_\_
- Join as a SoleMate
- Volunteering (please describe) \_\_\_\_\_
- Other Opportunity (please describe) \_\_\_\_\_

### Method of Payment

- Enclosed is my donation check in the amount of \$ \_\_\_\_\_ (Please make checks payable to GOTRCR)
- Please charge my credit card (please print clearly) \$ \_\_\_\_\_  
Would you like to make this a recurring donation?  Yes, monthly  Yes, annually  No  
Card Type  VISA  MasterCard  Discover  AMEX  
Card holder's name \_\_\_\_\_  
Billing Address \_\_\_\_\_  
Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSC # \_\_\_\_\_  
Card holder signature \_\_\_\_\_

**Please return this form to**  
Girls on the Run Capital Region  
PO Box 261  
Slingerlands, NY 12159

**Or email to**  
LuAnn.McCormick@girlsontherun.org

*Thank you for your interest and support.*