

# Girls on the Run of Charlotte

SERVING CABARRUS, LINCOLN AND  
MECKLENBURG COUNTIES

## New Site Information Packet

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The Fall 2016 Program Begins Sept. 19

The Spring 2017 Program Begins Feb. 13



A nonprofit organization

A positive youth development program

Girls on the Run for 3rd-5th Grade Girls

Heart & Sole for 6th-8th Grade Girls



Thank you for your interest in learning more about Girls on the Run programming! We would love to have your site join us! Feel free to contact us with any questions that you may have, and we look forward to partnering with you to ensure our community is filled with joyful, healthy and confident girls!



Sincerely,

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**Can you say,  
“Girls on the Run is so much fun!”?**

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## **About Girls on the Run**

Girls on the Run® is a 501(c)3 non-profit organization dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

Meeting twice a week in small teams of 8-15 girls, we teach life skills through dynamic, interactive lessons and running games. The 24-lesson curriculum is taught by certified Girls on the Run coaches and includes three parts: understanding ourselves, valuing relationships and teamwork, and understanding how we connect with and shape the world at large.

Running is used to inspire and motivate girls, encourage lifelong health and fitness, and build confidence through accomplishment. Important social, psychological, and physical skills and abilities are developed and reinforced throughout the program. At each season's conclusion, the girls and their running buddies complete a 5k running event which gives them 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.



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Girls on the Run of Charlotte  
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[www.gotrcharlotte.org](http://www.gotrcharlotte.org)

# ✿ Mission, Vision and Core Values ✿

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## Our Mission:

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

## Our 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 Honors Its Core 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



## Key Words That Align With Our Core Values:

- Empowerment
- Responsibility
- Intentionality
- Diversity
- Connectedness
- Joy
- Optimism
- Gratitude
- Nurturing
- Healthy
- Open-hearted
- Compassion



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## ✿ Girls on the Run Programming ✿

Girls on the Run is a physical activity-based positive youth development program (PA-PYD) that is designed to develop and enhance girls' social, psychological, and physical competencies to successfully navigate life experiences. Over the course of the program girls will:

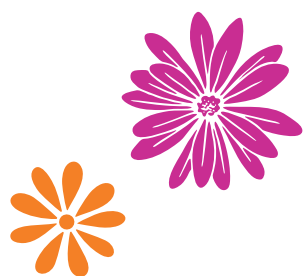
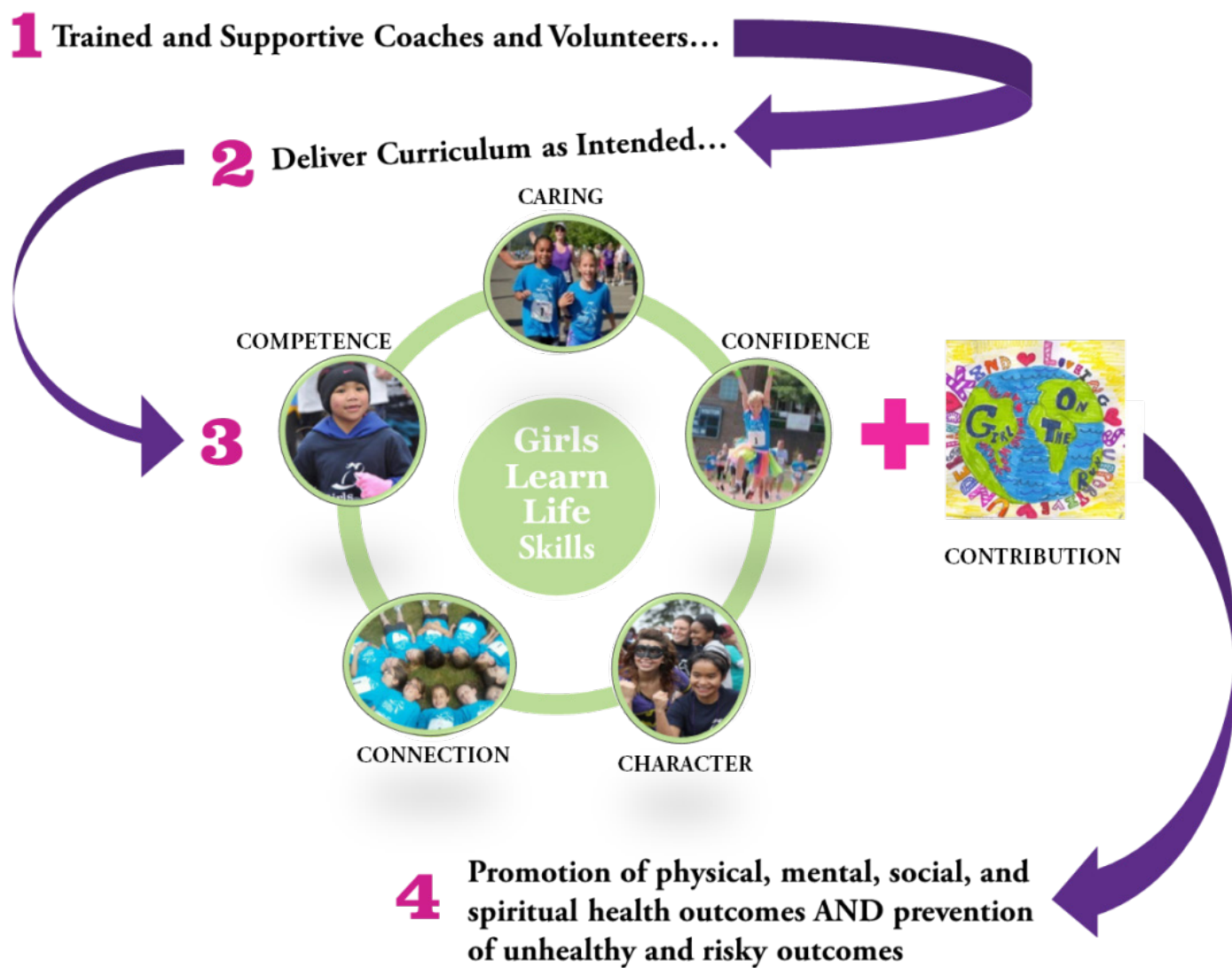
- Develop and improve competence
- Feel confidence in who they are
- Develop strength of character
- Respond to others and oneself with care and compassion
- Create positive connections with peers and adults
- Make a meaningful contribution to community and society

Such life skills will prevent unhealthy and risky behaviors, such as physical inactivity and negative body image, and promote positive health outcomes (e.g., physical, mental, social, and spiritual health).



# ✿ Girls on the Run Process and Impact: ✿

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## ✿ Why Offer Girls on the Run? ✿

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- Our 10-week program provides interactive activities such as running, playing games, and discussing important self-empowering issues.
  - The program concludes with all participants walking, running, or skipping in a community 5k event. This involves family, friends, coaches, and the community at large.
  - The program utilizes a whole-person approach to elevate emotional, social, mental, and physical health.
  - We offer our program to ALL girls regardless of their ability to pay. We provide financial aid for families depending on their household income and household size.
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## ✿ Girls on the Run Curricula ✿

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Girls on the Run is the name of the organization, but we offer two programs:

- Girls on the Run for 3rd-5th grade girls
- Heart & Sole for 6th-8th grade girls

The principle philosophies and psychological research for both programs are the same, yet some topics and discussion questions vary for developmental reasons. The Heart & Sole curriculum allows for deeper discussion on girl-driven topics.

Each curriculum covers 20 lessons. The curriculum is divided into three parts:

**Part One:** Understanding themselves and setting personal goals

**Part Two:** Learning skills to foster leadership, team building, and cooperation

**Part Three:** Examining their relationship to the community, including development and implementation of a community service project



Each lesson focuses on a specific topic and follows a format that provides consistency and structure for the girls' experience:

**Introduction/Getting on Board:** As the girls arrive and settle into a circle, the coaches “check in” with them, seeing how each is feeling, getting a feel for the group’s dynamic for the day, and introducing the topic of the lesson.

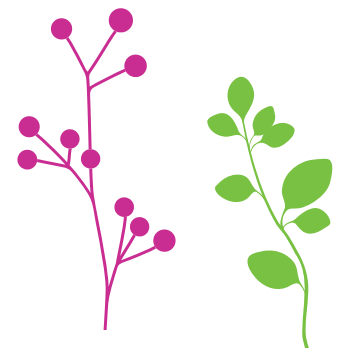
**The Warm Up:** The warm-up is a brief activity, relay or game that energizes the girls and warms up their muscles. The warm-up activity is usually a short interactive running game that incorporates the lesson topic.

**Processing:** With their muscles warmed up a bit, the coaches lead the girls through a brief stretching session. During that time, the girls and the coaches “process” the topic. In this specific lesson, they might discuss how people can have different likes and dislikes and still be friends! Or they could discuss how our likes and dislikes develop.

**The Workout:** The workout follows the warm up/stretch. This involves more actual running/walking. The amount of running varies based on each girls’ ability, pace, and their stage of training. The program starts with shorter periods of running and builds up as the coaches assess each girl’s ability and pace. Eventually, the workout will build up to a “practice” 5k on site, to give the girls the confidence in participating in an actual 5k run. The running also involves the “topic of the day.” For instance, in the session on positive attitude, each girl may be asked to share a positive statement about herself to the coaches, each time she completes a lap.

**The Wrap-Up:** Following the workout is a cool down and stretching period where the girls do a group processing and discussion. Each session ends with positive reinforcement from the coaches and a group cheer.

At the end of the season, the girls participate in a Girls on the Run 5k event. This celebratory, non-competitive event is the culminating experience of the curriculum. Completing the 5k gives the girls a tangible understanding of the confidence that comes through accomplishment as well as a framework for setting and achieving life goals. Crossing the finish line is a defining moment when the girls realize that even the seemingly impossible IS possible.





## Participating Locations

(Fall 2015 and Spring 2016)

### CABARRUS COUNTY LOCATIONS:

Cabarrus Charter School  
Carolina International School  
Coltrane-Webb STEM Elementary  
Cox Mill Elementary  
Fred L. Wilson Elementary  
Harrisburg YMCA  
Jackson Park Elementary  
Mt. Pleasant Elementary  
Winecoff Elementary  
WM Irvin Elementary  
Wolf Meadow Elementary  
WR Odell Elementary

### LINCOLN COUNTY LOCATIONS:

Catawba Springs Elementary  
Love Memorial Elementary  
St. James Elementary

### MECKLENBURG COUNTY LOCATIONS:

A Better World Charlotte  
Alexander Graham Middle  
Albemarle Road Elementary  
Allenbrook Elementary  
Aristotle Preparatory Academy  
Bailey Middle  
Bain Elementary  
Ballantyne Elementary  
Barnette Elementary  
Barringer Academic Center  
Berewick Elementary  
Berryhill School  
Beverly Woods Elementary  
Billingsville Elementary  
Blythe Elementary  
Briarwood Academy  
Chantilly Montessori  
Charlotte Choice Charter School

Charlotte Country Day School  
Charlotte Lab School  
Charlotte Latin School  
Charlotte Preparatory School  
Charlotte Secondary School  
Clear Creek Elementary  
Collinswood Language Academy  
Community Charter School  
Cornelius Elementary  
Corvian Community School  
Cotswold Elementary  
Crestdale Middle  
Croft Community School  
Crown Point Elementary  
David Cox Road Elementary  
Davidson Elementary  
Devonshire Elementary  
Dilworth Elementary  
Druid Hills Academy  
Eastover Elementary  
EE Waddell Language Academy  
Elizabeth Lane Elementary  
Elizabeth Traditional School  
Elon Park Elementary  
Endhaven Elementary  
First Ward Creative Arts Academy  
Grand Oak Elementary  
Greenway Park Elementary  
Hawk Ridge Elementary  
Hidden Valley Elementary  
Highland Creek Elementary  
Highland Mill Montessori  
Highland Renaissance Academy  
Hornets Nest Elementary  
Huntingtowne Farms Elementary  
Idlewild Elementary  
Irwin Academic Center  
JH Gunn Elementary  
Joseph W Grier Academy  
JV Washam Elementary  
KIPP Charlotte



## ✿ Participating Locations

(Fall 2015 and Spring 2016)

### MECKLENBURG COUNTY LOCATIONS (CONTINUED):

Lake Norman Charter School

Lake Wylie Elementary

Lansdowne Elementary

Lebanon Road Elementary

Long Creek Elementary

Mallard Creek Elementary

Matthews Elementary

McAlpine Elementary

McKee Road Elementary

Merry Oaks International Academy

Military Global and Leadership Academy at  
Marie G Davis

Mint Hill Middle School

Montclair Elementary

Mountain Island Lake Academy

Myers Park Traditional School

Nathaniel Alexander Elementary

Nations Ford Elementary

Newell Elementary

Oakdale Elementary

Oakhurst STEAM Elementary

Oaklawn Language Academy

Olde Providence Elementary

Omni Montessori

Palisades Episcopal School

Palisades Park Elementary

Park Road Montessori

Parkside Elementary

Paw Creek Elementary

Pineville Elementary

Pinewood Elementary

Piney Grove Elementary

Polo Ridge Elementary

Providence Day School

Queen City STEM School

Queens Grant Community School

Rama Road Elementary

Ranson Middle School

Reid Park Academy

River Gate Elementary

River Oaks Elementary

Saint Ann Catholic School

Saint Gabriel Catholic School

Saint Matthew Catholic School

Saint Patrick Catholic School

Selwyn Elementary

Shamrock Gardens Elementary

Sharon Elementary

Smithfield Elementary

Socrates Academy

Southwest Middle School

Starmount Elementary

Statesville Road Elementary

Steele Creek Elementary

Sterling Elementary

Stoney Creek Elementary

Thunderbird Preparatory Academy

Torrence Creek Elementary

Trinity Episcopal School

Tuckaseegee Elementary

University Meadows Elementary

University Park Creative Arts

Walter G. Byers School

Whitewater Academy

Whitewater Middle

Winding Springs Elementary

Windsor Park Elementary

Winget Park Elementary





## Potential Sites



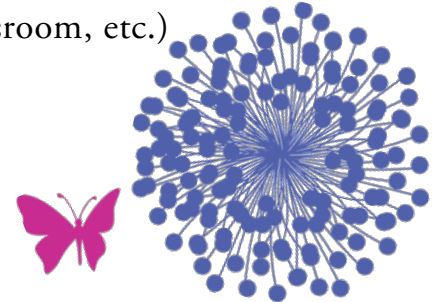
Each season, our GOTR council offers programming at 100+ locations. This past year (fall 2015 and spring 2016 seasons), more than 3,600 girls in 3rd-8th grade participated in Girls on the Run programming at various locations throughout Cabarrus, Lincoln, and Mecklenburg Counties. In order to offer programming, we partner with local (private and public) schools, community organizations, YMCAs, and churches in an effort to reach as many girls as possible.

### Sites Must Provide:

- Provide a contact person (Site Liaison) to coordinate with our office
  - Usually a staff member, parent, or member of that particular community
  - See Site Liaison job description for more information
- Two to four volunteer coaches
  - All coaches must attend a GOTR in-person training in order to be a coach
- A safe place for running (for example a track or field that can be measured)
- A rain site (classroom, gym, etc.)
- Two days/week for practice at least 75-90 minutes in length
- Registration information to all girls in age group (we provide marketing materials)
- A space for the end of season celebration (cafeteria, classroom, etc.)

### GOTR Will Provide:

- Volunteer training for all coaches
- Marketing and registration materials
- Materials and curriculum for each season
- Site stipend and ongoing support



### Volunteer Coaches:

Each team must have 2-4 coaches. All coaches must attend a GOTR in-person training session, complete paperwork and a background check before the program begins.

- See Volunteer Coach job descriptions (Head, Assistant and Junior Coaches) for more information

### Team Size:

Teams must have a minimum of 8 girls and a maximum of 15 girls in order to offer programming. The minimum is based upon curriculum considerations because much of our curriculum is related to team building and group dynamics. Fewer than 8 girls may make it difficult to provide the experience we want to offer to the girls, and more than 15 girls make it complicated to establish the group rapport and the depth of community we are seeking.

### Timing and Length of Sessions:

We have two sessions of Girls on the Run programming each year.

- Fall Session, which usually begins in mid-September and runs for 10 weeks, meeting twice a week, ending around mid-December.
  - To begin a session at your site in the fall, planning should begin in early April and be finalized no later than **August 1**.
- Spring Session, which usually begins in mid-February and runs for 10 weeks meeting twice a week, ending around late April or early-May.
  - To begin a session at your site in the spring, planning should begin in September and should be finalized no later than **December 1**.

### Fees and Financial Aid:

Our current fee is \$160 per 10-week season. Partial needs-based scholarships are available and are based on household income and the number of people living in a household.

#### Number of People Living in the Household

Annual Household Income	Number of People Living in the Household			
	2	3	4	5+
\$50,000 - \$75,000	\$160	\$160	\$75	\$75
\$40,000 - \$49,999	\$160	\$75	\$75	\$30
\$30,000 - \$39,999	\$75	\$75	\$30	\$15
\$20,000 - \$29,999	\$75	\$30	\$15	\$15
\$10,000 - \$19,999	\$30	\$15	\$15	\$15
\$0 - \$9,999	\$15	\$15	\$15	\$15

### Registration fee includes:

- Twenty 75-90 minute lessons conducted by certified GOTR coaches
- Lesson handouts and materials
- Girls on the Run t-shirt
- 5k registration (for the registered girl)
- End of season celebration, certificates, and awards





## Site Liason Job Description

### Position Profile

The Girls on the Run Site Liaison must possess a passion for and commitment to improving the lives and opportunities of girls in third through eighth grades. The Girls on the Run program provides a safe and interactive way to learn about healthy living which includes information on important topics such as goal-setting, cooperation, healthy decision-making, and self-respect, while training for a 5k event. The innovative curriculum teaches girls to listen and open up while also encouraging them to commit to a healthy lifestyle, and harness the inner strength that they possess. Our important mission is accomplished by giving girls the tools to make positive choices for a healthy body and mind, while reducing the many risks they face today.

The Site Liaison works with the Girls on the Run Program Manager and is responsible for managing their specific Girls on the Run site. Some of the key responsibilities falling within these areas include:

- Complete online site application; gain approval of principal/authority in support of hosting the program and confirm programming with principal each season following
- Assist in the recruitment of coaches for the site and inform GOTRC of these coaches
- Attend any necessary informational meetings/conference calls
- Market program information at site and distribute all registration materials
- If paper site, collect registration forms with payments. Review for accuracy and confirm completion of information on registration forms; follow-up with families if necessary and submit to GOTR office by registration deadline
- If online site, direct all families to online registration page on the GOTRC website
- Meet with coaches prior to the start of the season and communicate with them throughout the season
- Communicate with Program Manager regarding any change of site information
- Keep in contact with Program Manager regarding registration problems, need for additional publicity, site changes, etc.
- Serve as sub-coach at site if needed (must attend training)
- Provide occasional feedback to Girls on the Run organization
- Champion the Girls on the Run program at your site and have fun!





## Volunteer Coach Job Descriptions (Head, Assistant and Junior Coaches)

### Head Coach

The Head Coach is a volunteer position that works with a team of coaches to facilitate the Girls on the Run® curriculum to program participants. This position entails approximately four hours per week for a 10-week commitment. \*The Head Coach must be CPR/first aid certified.

#### Major responsibilities include:

- Preparing, organizing, and supervising the weekly lessons;
- Leading the program participants through each lesson;
- Facilitating communication with parents/guardians of program participants;
- Attending the Girls on the Run® 5k with program participants and their family;
- Planning and coordinating the team's end of season party, and
- Understanding and believing in the mission of the organization.



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### The Assistant Coach

The Assistant Coach is a volunteer position that assists the Head Coach at a Girls on the Run program site while serving as a role model and mentor for program participants. The position entails approximately 1.5-3 hours per week for a 10-week commitment.

#### Major responsibilities include:

- Attending program sessions on a consistent basis;
- Setting-up/breaking down of games and lessons; encouraging and cheering for all participants;
- Participating in games and workouts as needed;
- Attending the Girls on the Run® 5k with program participants and their family, and
- Understanding and believing in the mission of the organization.

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### The Junior Coach

The Junior Coach is a volunteer position for individuals under 16-17 years of age to assist the Head and Assistant Coaches at a Girls on the Run program site. The position entails approximately 1.5-3 hours per week for a 10-week commitment.

#### Major responsibilities include:

- Attending program sessions on a consistent basis;
- Assisting with setting-up/breaking down of games and lessons;
- Providing one-on-one attention to program participants;
- Leading an activity with assistance and supervision of the Head Coach if desired
- Understanding and believing in the mission of the organization.







## Next Steps:

### Program Planning:

- Review New Site Information Packet
- Gain approval from principal/site director to host programming
- Decide on program days/times
- Complete online new site application (will be emailed directly to you)
- Follow up with GOTRC staff with questions/concerns

### Getting Coaches On Board:

- Reach out to parents, guardians, and staff members at the site to see if they are interested in coaching
- GOTR can recruit for additional coaches if necessary
- New coaches will attend a coach training
- GOTR provides the 10 week curriculum and coach materials for the lessons.

### All coaches will need to complete:

- Online Volunteer Coach Application which includes a non-compete clause, volunteer health form, and informed consent form
- Background Check Authorization
- Coach Training (in-person and online)
- CPR/First Aid Training if Head Coach

### Getting Girls on Board:

- GOTR will provide each site with marketing materials including posters, flyers, morning announcement templates, email templates, etc.
- Paper and online registration occurs
- Sites must have a minimum of 8 girls and a maximum of 15 girls to have a program.

