

Girls on the Run of Southern Oklahoma

Annual Opportunity to Reflect



Our Mission

We inspire girls to be joyful, healthy and confident through an experience-based curriculum, which creatively integrates running.

Why

Girls on the Run believes that girls can become the best version of themselves by discovering their capabilities early. We see that girls sometimes experience low self-esteem and a deep sense of unworthiness. Especially during adolescence, girls struggle with where they fit in and whether they can measure up to unattainable societal expectations. This coupled with disengagement in physical activities and sports, creates a frightening prospect both for our community and for the individual girl. This is the reason we exist. This is the specific reason Girls on the Run has resonated with so many in our community. A girl that is in 3rd grade now at Jefferson Elementary can grow up to be productive member of society even with the probable adversities she will face. Girls on the Run gives her a place to safely navigate hardships in a positive and profound way. Regardless of her challenges, she is that much more confident in her ability to accomplish goals whether they are physical goals, career goals, or life goals. She is able.



Our Vision

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

What

In 2015, Girls on the Run of Southern Oklahoma served **195** girls through our elementary program while serving **15** through our middle school program. The middle school program was successfully piloted in the fall at **Plainview Middle School** with the help and encouragement of one of our returning coaches, Michelle Moore.

Girls on the Run 5K

In the spring, we held our first 5K in conjunction with the Corporate Fitness Challenge. Our presenting sponsor, The Chickasaw Nation manned a booth and raffled off a bicycle.

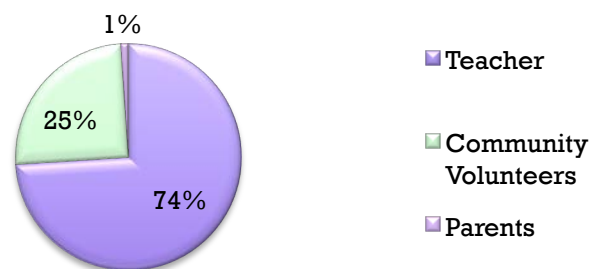
Coaches

Over the course of the year, we held two “New Coach” training session, one “Returning Coach” training, and two mid-season coach trainings; and one end-of-season coach meeting. The coaches continue to be the most important factor in quality programming. As such, we continue to be challenged with retaining qualified, trained, and reliable coaches. In the fall season, coaches reported 1,200 volunteer hours, averaging five hours per week. Programming requires 3 hours and most coaches report volunteering more hours than mandatory. Head coaches take on more responsibilities, as they are the liaison between the school, team, parents, and council.

Head Coaches	Assistant Coaches	Substitute Coaches
11	20	8

Program Participants	Running Buddies	Public Participants	Volunteers
81% of our girls participated on race day	70 running buddies joined	140 public and CFC runners	50 volunteers in all areas of our 5K

2015 Coaches



learn. dream. live. *run.*[™]

Who Are We

Coaches

Connie Boyt
Lorraine DeSivo
Kelli Dighton
Robin Greenwood
Melissa McMahon
Michelle Moore
Callie Pollard
Tonya Smithey
Stacy Wilson
Bobby White
Kiersten Stewart

Assistant Coaches

<i>Erica Brown</i>	<i>Jennifer Juric</i>
<i>Kelsey Cox</i>	<i>Amanda Stearns</i>
<i>Parna Ghosh</i>	<i>Kara Scifres</i>
<i>Heather Hacker</i>	<i>Marsha Silva</i>
<i>Lisa Jordan</i>	<i>Beth Windel</i>
<i>Angie Kennedy</i>	<i>Laura Young</i>
<i>Michelle Mette</i>	<i>Ashley Mason</i>
<i>D'Nee' Mitchell</i>	<i>Chandra Arnold</i>
<i>Tina Pyles</i>	<i>Haley Rogers</i>
<i>McKinzie Ray</i>	<i>Amelia Wilkerson</i>

Junior Coach

Kailey DeSivo

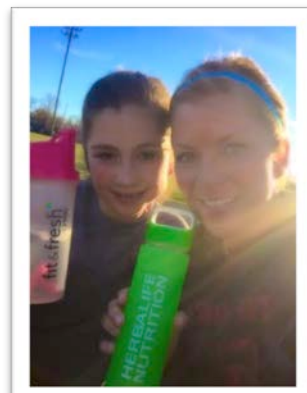
Substitute Coaches

Sutanuka Ray
Mary Thomas
Mandy Roberts
Monica Stolf
Roxanne Herron
Erica Gay
Paula Tucker
Tonya Smithey

In addition to our regular programming

We took an opportunity presented us by the Ardmore Institute of Health. A small project aimed a rewarding physical activity, through wearing and tracking individual activity through Fitbits, proved complimentary to our program needs. This group of 20 individuals devoted their time to physical activity to raise funds for our program. They also became Running Buddies and part of our first “team” of Solemates.

At the end of the year, the first team of 13 Solemates was formed under the planning and passion of our Program Coordinator. They are all training to run, walk, or skip their way to the finish line of the A2A Half-Marathon. Solemates is designed to be the charity running leg of Girls on the Run. It funds our scholarship program so that every girl, regardless of her family’s financial situation, can participate in our program.



Our Girls

38% of our girls were from minority groups

50% registered girls requested/required some financial aid

75% of our registered girls received 'free' running shoes

90% attendance rate in the fall

36% of registered girls reported to have participated in one or more seasons before



When adding two rural schools in the fall, it became obvious that the scope of financial and family limitation could keep some girls from fully participating in the program. We had several individual girls that expressed the desire to participate to coaches, but said they couldn't pay the \$60 registration fee. One even filled out registration by herself. Felicity said that she and her family had no money to pay. Fortunately, we were able to waive her fee and had a coach willing to transport her on

practice days, for the 5K, and to the Christmas parade. She sat at the table with a group of girls, after the parade. "Felicity, are you going to come back and participate in Girls on the Run in the spring?" "I hope so. My Daddy says he is saving money so I can do it again." It is because of Felicity and girls like her, that we know Girls on the Run is important and impactful. We know that the program has increased her desire to be physically active, improve her self-esteem, improve her body image, and has given her a place to 'belong'.

Where

Spring 2015

Lincoln- 14 girls
 Jefferson- 15 girls
 Charles Evans Stars- 15 girls
 Charles Evans Diamonds- 15 girls
 Oak Hall Episcopal School- 10 girls
 Lone Grove Intermediate- 15 girls
 Plainview Intermediate- 16 girls

4% attrition rate

Fall 2015

Lincoln- 14 girls
 Jefferson- 15 girls
 Charles Evans Stars- 12 girls
 Charles Evans Diamonds- 14 girls
 Lone Grove Intermediate- 15 girls
 Plainview Intermediate- 11 girls
 Plainview Middle School- 15 girls
 Springer Elementary- 8 girls
 Wilson Elementary- 10 girls

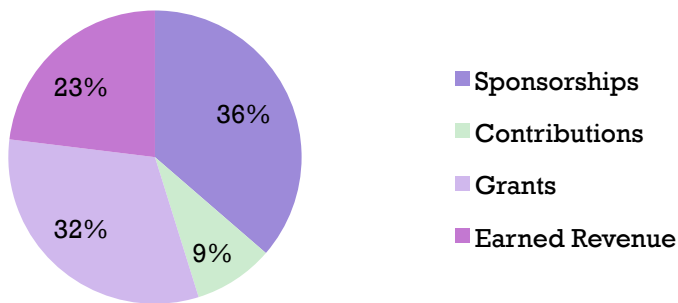
8% attrition rate

How Much Growth

	Girls	Sites	Coaches	Running Buddies
2014	160	11	30	150
2015	210	14	35	160
% increase	31%	21%	15%	6%

How

Income



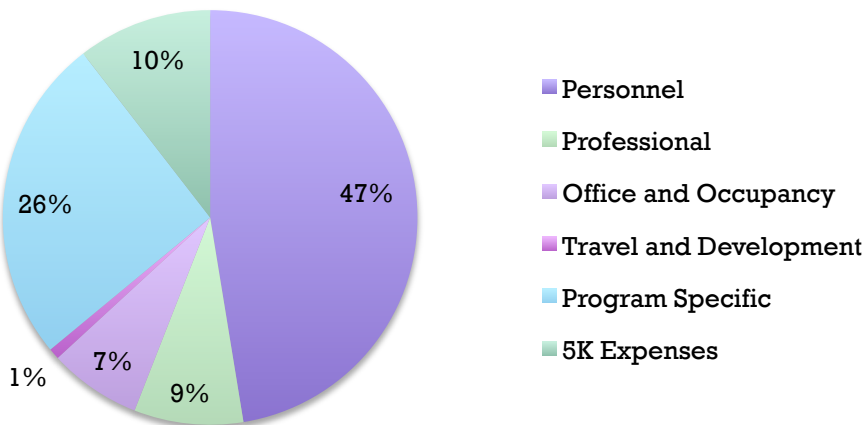
Sponsorships- Spring 5K, Fall Campaign for 2015-2016 seasons

Contributions- Individual, Corporate, Board, and Solemates

Grants- AIH, Westheimer, KOHAW, Unsolicited Westheimer grant from Trustee

Earned Revenue- Program & 5K Registrations and Merchandise

Expenses



Personnel- Office and Events Coordinator/Program Coordinator/Council Director

Professional Expenses- Marketing, website, background checks, GOTRI license

Office Expenses- supplies, equipment, telephone, internet, copy, print, postage

Occupancy- 911 W. Broadway

Travel and Development- training

Insurance- General liability, D&O, Workers Comp, Events

Program Specific- curricula, volunteer coach training, coach supplies, site allowance, shirts, shoes, Running buddies

5K Expenses- medals, bibs, permits, volunteers, materials,

Our Sponsors

Volunteers: Ginny Lang, Shellie Lane, Tina Norton, Robin Greenwood, Allison Orr, Tucker Family, Lorraine Acevedo, Cathy Alexander, Judy Armstrong, Jenna Blakely, Amy Bridges, Yuhui Chen, Kristi Combes, Rosaelva De La Torre, Lesslie Dominguez, Caitlin Faustner, Liangfa Ge, Margaret Gilbert, Annelise Gile, Amy Hanus, Paula Henley, Chase Hightower, Robbie Hightower, Keaira Howell, Cara Jackson, Sydney Joe, Chance Johnson, Jowana Johnston, Tesia Kalinowski, Meredith Ladd, Hee Kyung Lee, Guifen Li, Julie Lollman, Mark Elliott, Sean Maher, Gilbert Mares, Randy Mares, Misty Mendenall, Erika Morton, Kiran Mysore, Paxton Norton, Shawn Norton, Sutanuka Ray, Rachel Reid, Erin Sasser, Dharmendra Signh, Michael Smith, Gracelyn Spears, Meika Spears, Fran West, Gary White, Linda White, Ashley Yeager, Eric Yeager, Katie Yeager, William Yeager

Solemates: Dr. Bill and Mary Parker; Shirley Word; Tonya Smithey; Amber Freeman

Running Buddy Group: Amber Freeman, Andrea Thompson, Angie Christman, Bobby White, Bonnie Rigney, Caitlin Willis, Jessica Pfau, Beth Windel, Lisa Lemons, Mandy Roberts, McKinzie Ray, Melanie Long; Monica Stolf; Neysha Moore; Rachel Hayes; Renita Broades; Stephanie Martin; Sutanuka Ray; Tonya Smithey; Debbie Card

Grantors: McCrory Foundation; Westheimer Family Foundation; KOHAW Foundation; Valero Energy; Ardmore Institute of Health

Contributors: David Smart, Brian Gunter, Christal Wells, Mary Harmon, Kellie Kelley, Julia Roberts, Erica Gay, Harry Spring, Beth and Lance Windel, Bre Roberts, Sommer Maytubby, Stephanie Martin, Cecily Sutterfield, Melanie Williams, Mike Whitson, Kim Tucker, Bobby White, Rebecca Gibbs, Heather Brown, Melissa McMahon, Henry Roberts, Paula Tucker, Jaime Marshall, Jay Anthony, Verlon and Donna Duggan, Sally Ann Ghotly, Robyn & John Goggs, Rebecca Hembree, Kevin & Patty Howard, Scott Huska; Brett & Erika Morton, Amanda & Torrey Prince; United Technologies, Mendy Spohn, Paula Tucker, Joann Goff, Shalaine Alexander, Gina

Berger, Ashley Brand, Cleta Freeman, Carol Harmon, Tiffany Mayes, D'nee Mitchell, Rusty Reed, Mandy Roberts, Janice Shockley, Amanda Stearns, Elizabeth Tucker,

In-kind Contributors: Terry Callister, Lyn Ervin, Courtney Schob, Denny Moore, Jamie Smith, Paula Tucker, Harry Spring, Shana Hammond, Sommer & Mike Maytubby; Nicole Mitchell; Go Girl Go, Jerry McMahon, Beth Windel

Board of Directors: Kristi Combes, President; Debbie Card, Vice President; Erika Morton, Secretary; Joyce White, Treasurer; Abi Holland, Treasurer; Beth Windel, Past President, Coach, Graphic Artist; Meredith Ladd, Secretary; Mendy Spohn, Secretary, M.C.; David Blankenship, Joy Liaison

Staff: Energetic Erica Gay, Council Director; Post-it note Paula Tucker, Events & Office Coordinator; Talented Tonya Smithey, Program Coordinator

Business Sponsors: Chickasaw Nation, Henry Roberts Express Pharmacy, Oak Tree Photography, Landmark Bank, Brett Morton Law Office, Southern Design Group, Anonymous, Overland Corporation, Ignite Nutrition, DOT foods Inc., Boy Scouts of America, Campfire – Ardmore; Hyper-reach; Ardmore City Schools, Oak Hall Episcopal School, Wal-mart; Lone Grove Schools, Ardmore Police Department; Aldi's; Plainview Schools; Corporate Fitness Challenge, Full Plate Living; Michelin – Ardmore; Citizens Bank; Warren CAT; Kelly & Rebecca Hembree; John & Sue Gibbs; MW Financial; Ideal Home Care, Justin & Tara Landgraf, The Bramlett Agency; Wells Vision & Laser Eye Center, Bob & Nanette Bramlett; Ardmore Plumbing & Supply, First national Bank and Trust Company; Mercy Ardmore; Belynn Whatley; Melody Townsend; Lonnie & Rose Whatley; Janet Rider; Rebecca Gibbs; Little Law Firm, PLLC; Meredith & Craig Ladd; Barnes Vision Clinic; Big River Sales in Lone Grove; Randy & Marian Hopkins; Sullivan Insurance Agency; David & Jinny Blankenship; Dennis & Amy Thompson; Sue Combes, Jan Tindale; Emily Avants; Barbara Dickson; Glen & Dana Burns, Wilson Public Schools, Springer Public Schools, Ramsey Ward Electric; Rick & Marie Bramlett; Barbara Sessions; Matt & Abi Holland; Ardmore Kiwanis Club; Keith & Jane Nance; Melanie Davis; Michael & Barbara McCauley;

Note from the Director

Looking back to 2015, I'm mostly humbled by the work that we've done to add value to our community. When we started this program, I was doing my part as a mom of two girls. It is no wonder then, that the aspects I value most in our program are not the direct impacts. I value the times when we all get together for the sake of our teams – for the sake of connections with each other: when families attend the 5K; when girls drag their moms to happy hour; when coaches show-up despite the weather, despite that they are tired, dirty, or down; when Running Buddies meet their girl; when the girls beam as they cross the finish line. These are my favorite aspects of our program. Thank you for allowing me the great privilege to truly love my work.



In 2016,

I want to successfully maintain a quality program with impactful results. Now is the time to be patient and wait for leaders at outlining schools to initiate the process of bringing Girls on the Run to their community. This is quite the opposite of what I am accustomed to doing. But 2015 has shown our staff that while growth in numbers is our ultimate desire, it cannot be done quickly without compromising some aspect of ourselves or of our program. In 2016, we will create ways to engage our neighbors in Marshall, Murray, and Johnston County, with the long-term prospect of expanding our territory so that more girls can experience the impact. But we will be patient and wait for other communities to realize the value of Girls on the Run.

Erica Gay