

Girls on the Run of Greater Milwaukee MAKE AN IMPACT



Our Mission:

.....
We inspire girls to be joyful, healthy, and confident using fun, interactive curriculum that 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.



Statements Of Facts

Girls on the Run of Greater Milwaukee Evaluation Results from Spring 2014

- Higher self-confidence
- Increase from sedentary behavior to physical activity
- Higher frequency of physical activity
- Less screen time



Wisconsin high school girls screen time for non-academic tasks has risen from 14% in 2009 to 35% in 2013.*



1 in 4

Wisconsin high school girls report being bullied on school property.**

1 in 5

U.S. girls admit to not eating 24 hours or more to lose weight.



**Nationally
7 in 10**

report they are not good enough in someway.***

*Status of Girls in Wisconsin (2014)

** CDC, Youth Risk Behavior Survey (2011)

***Dove Self-Esteem Fund (2014)

If you had the power to change the world one girl at a time, what would you do?

CORE VALUES

Girls on the Run honors its
core values by striving to:

1

Recognize our power
and responsibility
to be intentional in our
decision making.

2

Embrace our differences
and find strength in
our connectedness.

3

Express joy, optimism
and gratitude through
our words, thoughts
and actions.

4

Nurture our physical,
emotional and
spiritual health.

5

Lead with an open heart
and assume positive intent.

6

Stand up for ourselves
and others.

A Summary

Girls On the Run is a transformational, experiential learning program for 3rd-8th grade girls that combines training for a 3.1 mile (5K) running event with self-esteem enhancing, uplifting workouts. Our goal is to educate and empower preteen girls in order to prevent the display of at-risk activities (substance/alcohol use, eating disorders, early onset of sexual activity, sedentary lifestyle, depression, suicide attempts, confrontations with the juvenile justice system.) Girls on the Run reaches girls when they are just beginning to face the challenges of early adolescence but are still receptive to adult influence, to prepare them to successfully navigate the challenges of adolescence. Girls complete the program with a stronger sense of identity, a greater acceptance of themselves, a healthier body image, and a greater likelihood to continue healthy exercise habits.*

* DeBate RD. Girls on the Run: Formative Impact Evaluation. Spring, 2006.
(Available at: http://www.girlsontherun.org/assets/docs/2011_Evaluation.pdf)

The Growth of Girls on the Run International:

- Founded in 1996 in Charlotte, North Carolina
- From 3 councils in 1998 to 218 councils in 49 states and Canada in 2014
- From 200 participants in 1998 to over 160,000 in 2014
- More than 89,000 volunteers deliver the program
- 39% of program participants received scholarship funding in 2012
- 287 Girls on the Run 5K events with more than 310,000 participants in 2014

The Growth of Girls on the Run of Greater Milwaukee:

- Founded in 2007 in Milwaukee
- From 4 sites in 2007 to over 50 sites in 2014
- From less than 60 girls in 2007 to over 1,000 girls in 2015
- More than 400 passionate volunteers/year
- Approximately 50% of our participants are on full or partial scholarships each year
- Offers two community Girls on the Run 5Ks per year with close to 2,000 participants
- Working in concert with community partners, granting entities, school districts, local businesses, and parents of Girls on the Run continues to grow exponentially each year
- Our vision is that participants in Girls on the Run will be a developmental milestone for every girl in Milwaukee, Waukesha, Ozaukee and Washington Counties



Sponsorship Benefits

Program Support

Community support is critical to our success. Well over 50% of our girls are either on full or partial scholarship to participate in our program. Financial assistance from businesses and individuals ensures that all girls are able to participate in this transformational program regardless of their ability to pay the program fee. Our 5K race sponsors help us offset the costs of our season-culminating event, giving each girl the opportunity to reach the finish line of the program. Sponsors receive a variety of recognition and marketing opportunities throughout the season and at the 5K that capstones the season.



PLATINUM - \$10,000+

- Media-wide press release with optional event/photo op
- Girls on the Run 5K Presenting Sponsor Introduction & Welcome at 5K events
- Company name/logo premium placement in advertising & media sponsorship benefits
- Special company feature in two monthly e-newsletters
- Verbal mention at all Girls on the Run coach trainings & meetings (reaching 400+ coaches 6 times per year)
- 16 complimentary Girls on the Run 5K event entries (8 per race)
- 26 social media mentions (10 during each season + 3 during the week of each 5K event)
- Plus all benefits noted below (excluding race entries & social media)



GOLD - \$5,000

- Company name/logo displayed on ALL program t-shirts (worn by 2,800+ each year)
- Company name/logo on 5K entry form and in all 5K related collateral
- Company logo/link in ALL e-newsletters (monthly)
- 12 complimentary Girls on the Run 5K event entries (6 per race)
- 12 social media mentions (5 during each season + 1 during the week of each 5K event)
- Plus all benefits noted below (excluding race entries and social media)



SILVER - \$2,500

- Company name/logo on Girls on the Run website
- 2 verbal mentions at Girls on the Run 5K event (1 per event)
- 8 complimentary Girls on the Run 5K event entries (4 per race)
- 6 social media mentions (2 during each season + 1 during the week of each 5K event)
- Banner placement near finish line (banner provided by sponsor)
- Co-branded merchandise opportunities
- Plus all benefits noted below (excluding race entries and social media)



BRONZE - \$1,000

- 4 complimentary Girls on the Run 5K event entries (2 per race)
- 2 social media mentions (1 during the week of each 5K event)
- Company name/logo in e-blast promoting 5K
- Company name/logo on signage at Girls on the Run 5K
- Girls on the Run 5K Celebration Expo table/tent space (twice per year)



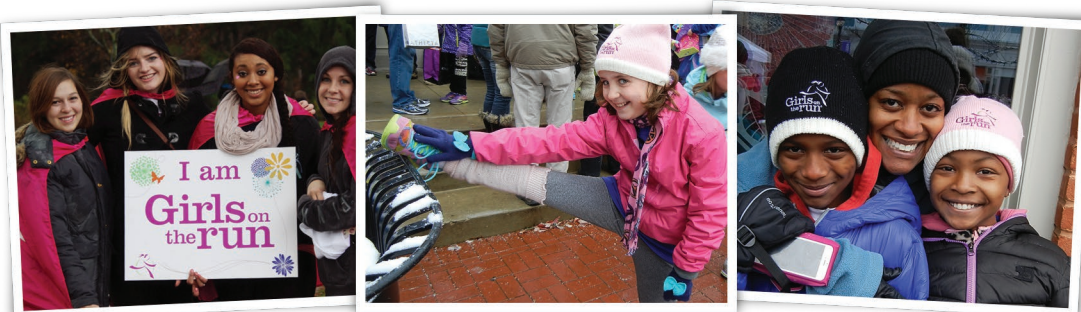
Make an Impact

\$35	Provides properly fit running shoes to 1 lucky girl
\$150	Sponsors 1 lucky girl
\$250	Fully stocks 5 coach kits with fun program materials for full teams of girls
\$500	Provides running shoes for an entire team of 15 girls
\$750	Supports our efforts to recruit and retain a team of amazing volunteer coaches
\$1,000	Provides running shoes and healthy snacks for an entire team of 20 girls
\$1,500	Helps underwrite a fantastic 5K
\$2,000	Provides all supplies, materials, and refreshments for a terrific coach training for all of our coaches
\$2,500	Launches or sustains one GOTR team
\$5,000	Launches or sustains two GOTR teams
\$10,000	Launches or sustains four GOTR teams

For more information about these and other opportunities to support the work of **Girls on the Run of Greater Milwaukee**, please contact:

Tina Jones | 414-367-8171 | tina.jones@girlsontherun.org

Inspiring Girls to be Joyful, Healthy, and Confident!





Partnership Opportunities

Girls on the Run 5K Events

Two 5K events each year (mid November and early June)- support our Girls on the Run participants and their families/friends as they complete their 10-week journey at the finish line of our 5K event. 5K event open to outside community.

NEEDS

- Volunteer
- Race Expo (Booth/Demonstration/ Giveaways/Retail Vendors)
- Race Support (Host a Water Stop, Cheer squads, Corporate Running Teams)



SoleMates Share the Power of Running

Pursue your passion, achieve your goals and share the power of running with a new generation. A Girls on the Run SoleMate will register to run, climb, bike or whatever the athletic GOAL is and at the same time, raise money for Girls on the Run. Our SoleMate team will help set up a user-friendly, online fundraising page, give best practice tips, send motivational emails and other support. Milwaukee Lakefront Marathon welcomes SoleMates every year. Check out our website for more details or contact solemates@gotr-milwaukee.org.

Inkind Donations

- **Healthy snacks or gift cards** to local grocery stores for girls at practice times
- Healthy food donations for our 5K events
- **Auction items** for our annual fundraiser in February
- Giveaways for our 5K participants
- **Co-branded items** for 5K participants-race shirts, gloves, hats, socks, water bottles
- Office equipment-iPads, desktops, laptops
- Office space/storage space with access to training room to train at least 50 coaches per training
- Print service & signage donations
- Moving company truck rental & movers-heavy lifting
- Athletic apparel for GOTR participants in need
- Storage bins

Fundraiser at Café 1505 Raise Your Glass for Girls on the Run

Annual wine & beer tasting and auction held at Café 1505 in Mequon in Mid-February

NEEDS

- Volunteer
- Direct Donation
- Auction Items
- In Kind Support



Shoe Campaign

Opportunities to get involved helping support our shoe program where we provide any girl in need with a free pair of running shoes. Ways to get involved include our annual giving campaign and our "Buy a Shoe" campaign. We can provide point of purchase displays and giving shoes to put up in your retail location or at your company. Inquire for details.



Volunteer Descriptions

We have many people power opportunities that can fit into any schedule!

Girls on the Run is run by a committed staff and a team of passionate volunteers. Join like-minded individuals who want to make a difference in the community in which we live, work and raise our families.

Committees

We are always looking for volunteers who want to share their professional skills and personal interests with our organization.

1

MARKETING COMMITTEE

Public Relations/Media professionals

Social Media experts

Journalists

Advertising specialists

Special Event planning

Time: Monthly meetings.

Time requirements depend on your availability.

Contact: Marketing@gotr-milwaukee.org

2

5K COMMITTEE FALL AND/OR SPRING

Showcase event

Assist Race Director in planning 5K event

Two 5K events each year, mid-November and early June

Time: Meet regularly three months prior to each event.

Contact for Spring 5K: racedirector@gotr-milwaukee.org

Contact for Fall 5K: fallracedirector@gotr-milwaukee.org

3

FUND DEVELOPMENT COMMITTEE

Grantwriters and researchers

Fundraising experts

Time: Monthly meetings.

Time requirements depend on your availability.

Contact: funding@gotr-milwaukee.org

4

VOLUNTEER COMMITTEE

Recruit groups of volunteers to help staff 5K events and special events

Help coordinate volunteers at events

Help cultivate and integrate new volunteers into organization

Time: Monthly meetings.

Time requirements depend on your availability.

Contact: volunteers@gotr-milwaukee.org

5

EVENT COMMITTEE

Assist with planning and implementing annual fundraiser which includes auction, wine and beer tasting

Event held in Mequon at Café 1505 in mid February

Time: Meet regularly three months prior to event.

Contact: events@gotr-milwaukee.org

One Day Opportunities for Individuals, Corporate or Groups

Great opportunity for high school teams or corporations to volunteer as a team at a 5K event or fundraiser.

5K events (cheer stations, water stops, running teams)

Fundraiser events (servers, registration support, volunteer management)

Administrative (bin stuffing, t-shirt sorting)

Contact: volunteers@gotr-milwaukee.org



GIRLS ON THE RUN COACH

Facilitate Girls on the Run curriculum

Serve as role model for young girls

Run, walk, skip or cheer alongside your Girls on the Run team

Qualifications: Strong commitment to girls' positive development, excellent verbal communication, living a healthy lifestyle. You do not need to be a runner. We need head coaches, assistant coaches and junior coaches (16 and over).

Time: 10 week program - 3-4 hours per week plus 3-4 hour training session

Contact: sites@gotr-milwaukee.org



Girls on the Run of Greater Milwaukee
5800 N. Bayshore Dr. Ste. A226, Glendale, WI 53217
tina.jones@girlsontherun.org
www.gotr-milwaukee.org



The Starting Line is Now

To register your Girls on the Run Sponsorship, please check your Opportunity in the right column, complete the form below and return to:

Tina Jones, Executive Director, Girls on the Run of Greater Milwaukee
5800 N. Bayshore Dr. Ste. A226, Glendale, WI 53217

Sponsorship Listing

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment

☐ My check is enclosed

☐ To pay by credit card securely, visit:
www.gotr-milwaukee.org

Please contact us if you have any questions:

Phone: 414-367-8171

Email: tina.jones@girlsontherun.org

Web: www.gotr-milwaukee.org



learn
dream
live
run.™

Sponsor Opportunities

(Check One)

☐ Platinum \$10,000+

☐ Gold \$5,000

☐ Silver \$2,500

☐ Bronze \$1,000

☐ Make an Impact \$ _____

Partnership

Volunteer

