



2020 Annual Report

GIRLS GOTTA RUN[®]

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Pictured: Athletic Scholar Burke Girma studying.



A LETTER FROM OUR EXECUTIVE DIRECTOR



To our devoted Girls Gotta Run supporters,

It has been an honor to join the incredible global community that is Girls Gotta Run as the new Executive Director. In a year of unprecedented crisis and turmoil, you stepped up to ensure that this organization could continue to provide critical relief to Ethiopian families most in need. This support served as a salient reminder to the world about the importance of investing in girls and women, especially in times of crisis.

Throughout 2020, Ethiopian girls and women experienced greater vulnerability to gender based violence, child marriage, and restrictions on resources and opportunities due to the COVID-19 pandemic, national economic turmoil, dismal crop and livestock production, a conflict raging in the northern region of Tigray, and nine months of school disruption due to public health regulations. As a grassroots organization, Girls Gotta Run was able to respond to evolving community needs in real time as the pandemic unfolded and as other calamities began to wreak havoc on the lives of rural Ethiopian families. By centering girls and women in our crisis response, we helped ensure that the progress made on girls' access to education and women's economic resiliency was not lost.



Our work is not yet finished. Efforts continue to ensure that every girl and woman has the freedom and agency to design the life of her choosing, free from all forms of violence and discrimination. Thank you for being a part of this movement.

Warm regards,

Danielle Taylor



OUR JOURNEY

The Girls Gotta Run Foundation's story is much the same as the communities it serves – a story of tenacious girls and women coming together to overcome barriers and empower a new generation of female leaders.

In a nation where girls and women have limited access to education and economic opportunities, Ethiopia's national sport of running is viewed as the great gender equalizer. Girls Gotta Run uses running as an innovative approach to creating safe spaces for girls, ending child marriage, and expanding access to secondary school for girls. Through our programs we focus on investing in girls and their mothers to ensure they have the ability to design the futures of their choosing.

Since its inception, Girls Gotta Run has seen 96% of its program participants in its two program locations avoid early marriage, complete the Girls Gotta Run program in full, and enter higher education levels. Over our 14 year history, Girls Gotta Run has impacted more than 1,300 people in four regions in Ethiopia.

OUR PROGRAMS

The Athletic Scholarship Program model focuses on four key investment strategies for Ethiopian girls and their mothers:

01 EDUCATIONAL SCHOLARSHIPS

Girls Gotta Run provides full scholarships for girls to attend secondary school. We cover tuition, books, supplies, uniforms, hot meals, clean water, healthcare subsidies for girls and their mothers, and hygiene products including sanitary pads, soap, space to wash clothes, female-only hygiene facilities.

02 LIFE SKILLS TRAINING

Girls in our program meet weekly with a female mentor to train in life skills. The weekly workshops were developed to create safe spaces for girls and provide experiential learning modules on communication, health and hygiene, human rights, and financial literacy.

03 RUN CLUBS FOR LEADERSHIP DEVELOPMENT

In our run clubs, girls are not only trained for races, but also learn to set goals, build plans, and practice discipline to pursue their dreams. Girls are provided with a full running kit, two pairs of shoes, training gear, a female coach's oversight, and entrance and transportation to Ethiopian races throughout the year.

04 MOTHERS SAVINGS AND ENTREPRENEURSHIP

Girls Gotta Run establishes savings and entrepreneurship groups with the mothers of the girls to whom we provide scholarships. Mothers are provided with a 5-day business development workshop, seed capital to establish a savings group, and the oversight of a trained community mobilizer for 3 years.

ALUMNI PROJECT

Upon completing the three-year Athletic Scholarship Program, girls who want to continue their education but lack the resources to do so are invited to join our Alumni Project, which provides tuition and a basic living stipend to girls in high school and university. Since its inception, Girls Gotta Run has provided ongoing support to 95 girls through the Alumni Project. Of the 95 girls pursuing further education, 22 of them are currently pursuing university studies.



OUR IMPACT:

“We are very happy to get training from a coach who is a woman. Because there were men before but never a woman coach. Because women were considered only to work in the kitchen in the home after they get married. Nowadays, they have got equality, women are more equal to men.”

- Zabu Husain,
10th grade Athletic Scholar

275

Girls Served served during covid-19

1,300

Family and community members indirectly benefited by our programs



COVID-19

Throughout 2020, Girls Gotta Run worked to mitigate the impact of COVID-19 in Bekoji and Soddo.

The deadly COVID-19 virus entered the world swiftly, leaving many families and communities with an inability to rapidly respond to the havoc it wreaked. As social distancing measures were introduced, women in rural Ethiopia were left unable to safely conduct business in the markets yet unable to give up a day's wages. School aged children were removed from class and had no access to alternative learning opportunities between March and November of 2020. This posed a grave risk to girls who became increasingly vulnerable to child marriage, gender-based violence, and child labor.

Girls Gotta Run worked with local community partners to assess the needs of families and to repurpose funding to address the new and urgent needs caused by the pandemic.

“COVID-19 could reverse the limited progress that has been made on gender equality and women’s rights... Progress lost takes years to regain. Teenage girls out of school may never return.”

- UN Secretary-General António Guterres

FROM COVID TO CONFLICT

With the launch of our Covid-19 Emergency Relief Fund, Girls Gotta Run was able to:

- Increase our provision of soap, masks, hand sanitizers, sanitary pads, menstrual hygiene resources, and access to safe hygiene facilities for handwashing.
- Provide communities with healthy, daily lunches despite school closures to combat food insecurity.
- Provide members of the Girls Gotta Run Mothers' Savings Group with access to small business grants to strengthen their ability to generate income for their families in a strained economy.
- Provide students and families medical subsidies to cover any necessary medical costs during this time.



Distribution of masks and other COVID-19 supplies to Girls Gotta Run Athletic Scholars.

As the pandemic continued to alter the lives of Ethiopians, conflict reached a breaking point that added to the national turmoil. Longstanding tensions between the Ethiopian government and the leadership of the northern region of Tigray erupted into full-scale military conflict in November 2020. This resulted in a widespread humanitarian crisis that left women and children displaced and with limited access to basic resources to live healthy, dignified lives.

The conflict is ongoing but has been concentrated in northern Ethiopia, far from the Girls Gotta Run program sites in Bekoji and Soddo. As such, the communities where Girls Gotta Run operates did not experience a direct humanitarian crisis in relation to the conflict. They did, however, experience tension from the increased nation-wide military presence, disruption to commerce, and diverted government attention.



Map of Ethiopia. Girls Gotta Run operates in the towns of Bekoji and Soddo and were therefore not directly impacted by the militarized dispute in the Ethiopia's northern region of Tigray.

LEADERSHIP TRANSITION

After eight years as Girls Gotta Run second Executive Director, Kayla Nolan announced her decision to step down from her position in March 2020. During her tenure, Kayla advanced Girls Gotta Run from a grassroots project to a sustainable institution by building our signature Athletic Scholarship Program in Soddo and Bekoji that has impacted the lives of over 1,200 girls, women, and community members. From living and working in Ethiopia to stretching our small budget in the early years; from securing major donors worldwide to engaging thousands of supporters through annual international fundraisers and campaigns, Kayla truly poured her heart and soul into this organization.

After an extensive international search, the Girls Gotta Run Board of Directors welcomed Danielle Taylor as the new Executive Director in August 2020. Danielle brings over a decade of experience championing women's and girls' right to education and economic opportunities in Sub-Saharan Africa, from The Carter Center to Òman Baako, a non-profit organization she founded that works to build stronger, more equitable communities across Africa and the African diaspora. She holds a Bachelor of Arts from Louisiana State University and a Master of International Policy from the University of Georgia. Danielle's background, leadership experience, and passion for vulnerable girls' education make her the perfect fit for Girls Gotta Run's next phase of growth and impact.



BEKOJI 100 FILM

The Bekoji 100 short film explores the stories of Desta and Zabu, two adolescent female runners from Bekoji, Ethiopia, supported by the Girls Gotta Run Foundation.

On Thursday morning, January 10th, 2019, a history-making run in honor of peace and women's empowerment began in Ethiopia's Oromia Region: 48 runners worked together to cover 100 miles in an ultra relay, the first of its kind in the region.

As they embark on completing the race across Ethiopia alongside international runners and their Girls Gotta Run teammates, they share their athletic ambitions and the trials they face as young women in their society.

The film premiered at the No Man's Land Flagship Film Festival March 5-8, 2020.

Half of the runners were young female athletes from Bekoji and the Girls Gotta Run Athletic Scholarship Program, and other half were women and supporters from different corners of the world. Most didn't know each other until they gathered at the starting line, but together, they worked for a greater purpose: to uplift and empower the next generation of female leaders.



BEKOJI 100

A Film By ALISTAIR WILSON and Exec Producers
JULIA HANLON and KAYLA NOLAN In Partnership with
GIRLS GOTTA RUN FOUNDATION and CANOPY FILMS



**GIRLS GOTTA
RUN**



EVENTS

Black Lives Matter Run

Girls Gotta Run stands in solidarity with all those working against institutional racism, white supremacy, police brutality, unequal justice, and the systemic oppression of black people all over the world. Our mission is to invest in and empower Ethiopian girls and women to design the future of their choosing. A future that delivers equality, freedom, justice, personal sovereignty, and opportunity. A future free of the threat of violence, prejudice, and systemic oppression. There is much work to be done and we, the Girls Gotta Run team, stand by you in this movement. Black Lives Matter.

In solidarity with the Black Lives Matter movement, Girls Gotta Run teamed up with Fast Feet NYC for a socially distanced fundraiser. Together we raised over \$10,000 to support Black Lives Matter, Girls Gotta Run, and Fast Feet NYC.

Girls Gotta Run Holiday Party

On December 19, 2020, Girls Gotta Run hosted its annual Holiday Party. It was a time to reconnect as a global community and celebrate the work being done to uplift Ethiopian girls and women. Together we raised over \$18,000 to support Athletic Scholars in Ethiopia. Special thanks to African Chophouse, Picky Bars, and goTeff for sponsoring our first ever virtual event!



Photos of Black Lives Matter Run courtesy of Justin Aharoni



Keynote speaker, Gelila Bekele at the 2020 Girls Gotta Run Holiday Party.

THANK YOU TO OUR DONORS AND SUPPORTERS

We would not be able to do the critical work of expanding access to education and opportunities to girls and women across Ethiopia who are vulnerable to poverty without your support.

Grantmakers and Corporate Supporters

Allegro Coffee-Whole Foods
 American Institute for Research
 Coffee Academics
 Community Foundation for Greater Atlanta
 Distance Project NYC
 Falcon Coffees
 Falmouth Road Race
 Gatorade
 Good for Girls
 Gorlitz Foundation
 La Marzocco
 Mothers with a Heart for Ethiopia
 New Hampshire Charitable Foundation
 Perry Foundation
 San Francisco Foundation
 Sucafina Specialty
 Sweet Maria's Coffee
 Wildcat Café

\$1,000 - \$4,999 Level

Caitlin Phillips
 Tim Green
 Craig Forecee
 Jesus Bronchalo
 Gaby Grebski
 Elizabeth McHutcheon
 William Butz
 Mayra Buviniv
 Gail Inaddis
 Kristina Kiehl
 Phylssa Koshland
 Katherine Burnham
 Anne Friendman
 David Garrison
 Gelia Yilma Jones

\$5,000 + Level

Ellen Carnevale
 Patricia Ortman
 James Scott
 Maureen Duignan
 Allyson Senie
 Ashley and Doug Kollme

Event Sponsors and Partners

African Chophouse
 goTeff
 Picky Bars
 Fast Feet NYC

Although we are able to list only those gifts that totaled \$1,000 or more from January 1, 2020 to December 31, 2020, please know that we are immensely grateful for every gift made in support the lifechanging work Girls Gotta Run does in Ethiopia. We have worked to ensure the accuracy of this report, but ask for your grace and forgiveness if there is an error or omission. Please feel free to contact us at info@girlsgottarun.org.

2020 BOARD OF DIRECTORS

The work of Girls Gotta Run would not be possible without the support of our dedicated Board of Directors.

Our board shares our passion for fulfilling Girls Gotta Run's mission to expand access to education and opportunities for Ethiopian girls and women.

Their vision and leadership gives us courage to boldly move in innovative directions and their integrity drives their stewardship over Girls Gotta Run's resources and activities that promote better lives for Ethiopian families.

Kayla Nolan
President of the Board

James Scott, M.B.A.
Board Treasurer

Gaby Grebski, M.A.
Board Secretary

Allyson Senie, J.D.
Board Member

Rosie Rodriguez, M.B.A.
Board Member

Ashley Kollme, M.A.
Board Member

Leigh Pasqual, M.A.
Board Member

Kate Meyer
Board Member



FINANCIALS

SUPPORT INCOME

\$206,601

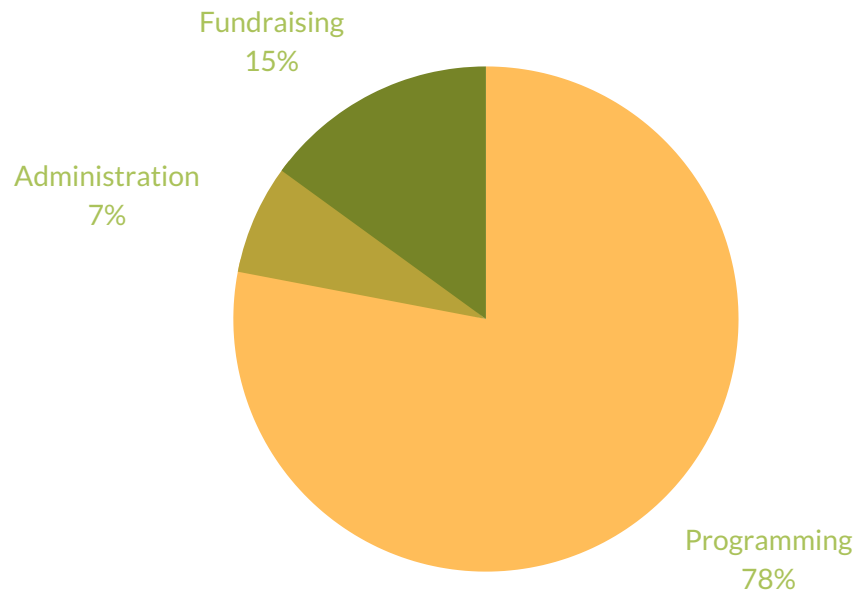
Total Support Income in 2020

TOTAL EXPENSES

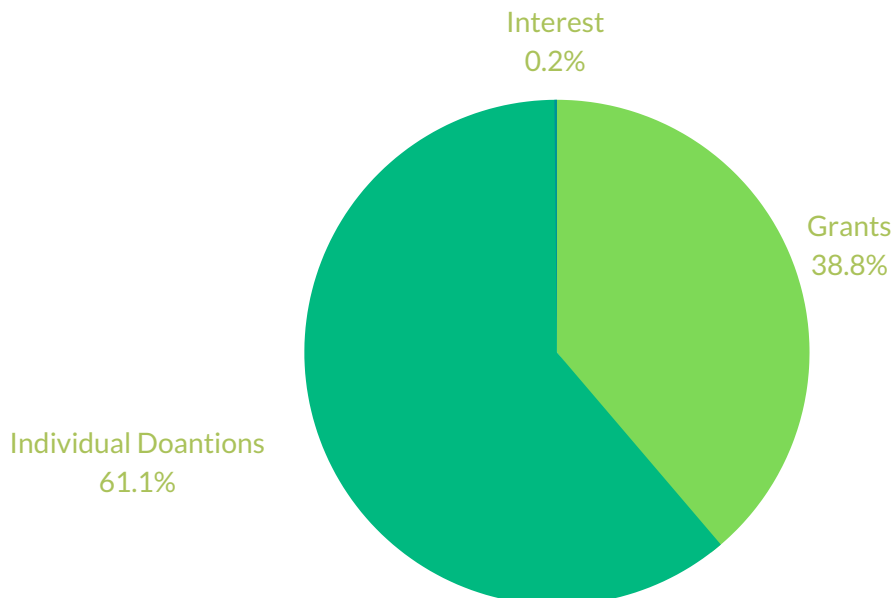
\$210,469

Total Expenses in 2020

ALLOCATION OF EXPENSES






SOURCES OF REVENUE



THANK YOU FOR MAKING THIS WORK POSSIBLE

Follow our journey and witness the power of female changemakers across Ethiopia.

-  @girlsgottarun
-  /GirlsGottaRunFoundation
-  /company/girls-gotta-run-foundation



Thank you to our partners who make this work possible.

Interested in partnering with Girls Gotta Run?

Contact us at info@girlsgottarun.org.



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