



**girls  
gotta  
run**

**foundation**

2018 annual report



# why girls

Every girl deserves to attend school and design a future of her choosing. Yet more than 1 million school-aged girls are not enrolled in Ethiopia and 40% of girls are married before the age of 18.

We work alongside girls and women who are changing these statistics. GGRF is here to make the smartest investment, in girls as changemakers in their lives and communities.

# Our mission

GGRF invests in girls who use running and education to empower themselves and their communities in Ethiopia.



# 2018 at a glance



\$160,937

raised

215

girls & women served

740+

community members impacted

# our programs

Since our founding, GGRF has funded innovative and impactful local partners in four regions in Ethiopia to invest in girl changemakers and their communities.

GGRF pioneered our holistic Athletic Scholarship Program Model in 2014 alongside the local partners and communities we serve. In 2018, we continued to grow our programs in Bekoji and Soddo, Ethiopia.





120

Girls and Women Served

360+

People Impacted

## PARTNERS

- Siquee Women's Development Association
- Center for Creative Leadership
- Bekoji Women's and Children's Affairs Office
- Bekoji Education Office
- Bekoji Youth and Athletics Office

## INVESTMENTS

- Education, Athletics, Life Skills,
- Mother's Savings and Entrepreneurship Groups
- Alumni Project





soddo

95

Girls and Women Served

380+

People Impacted

## PARTNERS

Abba Pascal Girls School  
Center for Creative Leadership

## INVESTMENTS

- Education
- Athletics
- Life Skills
- Alumni Project





# programmatic strategy

GGRF is the only non-profit organization in Ethiopia dedicated to using the national sport of running as an innovative approach to creating safe spaces, ending child marriage and expanding access to secondary school for vulnerable girls. GGRF programs focus on four key investment strategies for girls and their mothers: education, running, life skills, and savings and entrepreneurship.





# education

1

GGRF provides adolescent girls with a full scholarship to attend primary and secondary school. The scholarship includes a medical subsidy for the students and their moms, daily meals, uniforms, school supplies, tutoring, soap, sanitary pads, showers and space to wash clothes on the weekend. GGRF also covers the cost of annual school exams that allow students to graduate into higher levels of education.

GGRF launched the Alumni Project in 2017 which provides girls who have graduated from three years of GGRF programming with tuition support to help them complete their education through grade 12.



# athletics

2

GGRF Athletic Scholars meet four times per week to run as a team and train under the direction of their Coach. Their schedule allows them to train without sacrificing the time they need for homework and family obligations. Each girl is provided with athletic gear, running shoes, water, and healthy snacks after each practice. The GGRF teams also compete in at least one local race annually.





# life skills

3

GGRF creates safe spaces for girls by establishing life skills clubs for girls to learn critical lessons needed in navigating adolescence and build a community of peers. Each Saturday, the GGRF Athletic Scholars complete life skills lessons with a monthly theme organized by their Female Mentor. The curriculum for these lessons was co-developed by the Center for Creative Leadership and GGRF to provide experiential learning modules on family planning, financial literacy, HIV/AIDS awareness, nutrition, healthy relationships, leadership, and creative expression. Upon completing the year long life skills course, the Athletic Scholars become peer educators for the incoming class of female students.



# savings & entrepreneurship

## 4

GGRF helps to establish savings and entrepreneurship groups with the mothers of the girls whom we provide Athletic 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. At the end of the three-year GGRF Athletic Scholarship Program, participating mothers are invited to continue to invest in and develop their savings groups. This program strategy equips mothers with the knowledge, tools and mentorship needed to build financially resilient futures for themselves and their families.

# Our community



GGRF is a grassroots organization built for and by changemakers in Ethiopia and around the world. Everything we do is powered by our community – our passionate donors, committed leaders, and inspired program participants.

# athletic scholarship sponsors



GGRF Athletic Scholarship Sponsorships provide ways for individuals, teams, and businesses to sponsor the participation of a girl and her family in the GGRF Program.

Through monthly giving and fundraisers, GGRF Athletic Scholarship Sponsors raised \$26,400 and invested in 88 girls and mothers in 2018. Their support impacted over 250 family members of GGRF Athletic Scholars in two regions of Ethiopia.

# partners

## BRANDS & GRANTS

Allegro Coffee

Aptiv

Camp 4 Collective

Coffee Academics

Coffee Manufactory

Falcon Coffees

Good for Girls Foundation

Goritz Foundation

Jaybird Sport

Karma Coffee

Mother's with a Heart for  
Ethiopia

Perry Foundation

Sweet Maria's Coffee

32 Cup Coffee



# events

**IWD NYRR Panel** - GGRF celebrated International Women's Day with a panel discussion in collaboration with New York Road Runners at their headquarters in New York City.

**Lululemon & SELF Magazine Wellness Event** - GGRF collaborated with SELF Magazine and Lululemon to host a panel and meditation benefitting GGRF Programs. The event focussed on women's health and empowerment.

**Tate Modern IDG Panel and 5K -**

GGRF celebrated International Day of the Girl with the Tate Modern Museum in London. Together, we hosted a 5K Run led by Adidas Global Ambassador Jessie Zapo and a panel discussion with key stakeholders in business, development, and film in Ethiopia.

**Holiday Party** - GGRF organized its first holiday party in New York City. Asmeret Berhe-Lumax and Gelila Bekele hosted the holiday party in Brooklyn, inviting an international community to celebrate the holidays and give back to GGRF.





# fundraisers

International Women's Day Fundraiser with Citius Magazine  
International Running Day Fundraiser with Aptiv  
Giving Tuesday Fundraiser with GGRF Founder Dr. Patricia Ortman  
Jason Suarez NYC Marathon Fundraiser



# international day of the girl

Since 2015, GGRF has celebrated the International Day of the Girl with a Global 5K Campaign. This year we partnered with Ragnar Relay to raise funds and awareness for the GGRF Bekoji 100 Relay. Together, 4,193 people ran 9,745 miles raising \$8,000 in support of the GGRF Athletic Scholars. Additionally, Pacers Running Company and local high school running teams in Washington DC hosted 5K runs which raised \$3,385 for GGRF Athletic Scholars.

GGRF also hosted a panel discussion and run at Tracksmith in Boston to celebrate the IDG. The panel featured pro female runners and activists for women and girls.



# our board

Ashley Kollme, M.A., Chair of the Board  
James Scott, M.B.A., Treasurer  
Gaby Grebski, M.A., Secretary  
Leigh Pasqual, M.A.  
Rosie Rodriguez, M.B.A.  
Allyson Senie, J.D.  
Kayla Nolan, GGRF Executive Director

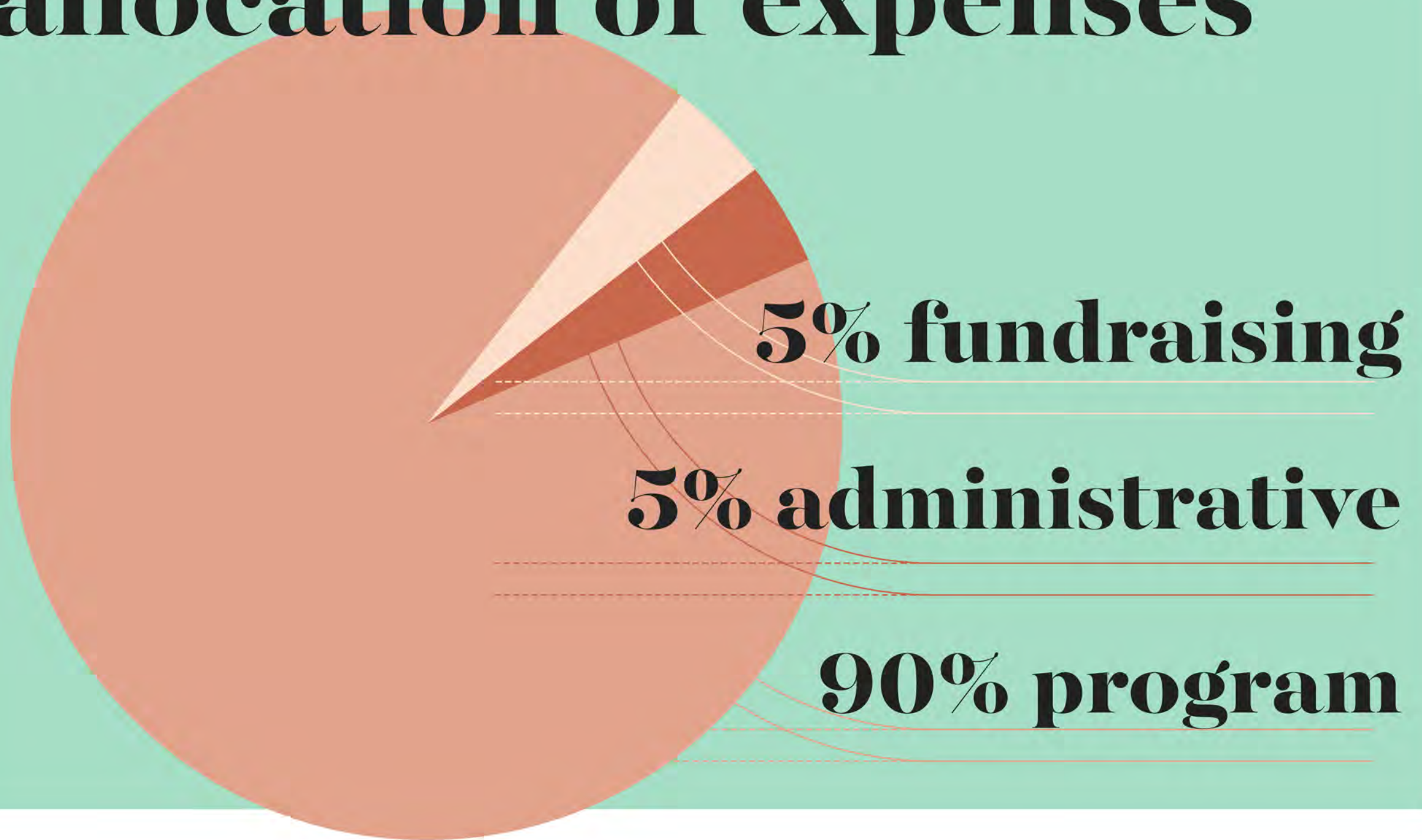




# 2018 financials

**GGRF solicits funds from private donations. Local groups, businesses, and supporters based in Canada, the United Kingdom, Europe, Ethiopia and the United States of America. In 2018, we raised \$160,937 and expended \$136,409, with \$24,528 reserved for programming in 2019.**

# allocation of expenses



# thank you

Thank you to the businesses, organizations, foundations, individual donors, and Athletic Scholarship Sponsors that have supported our work in Ethiopia.

