



**Girls Gotta Run Foundation
Annual Report 2012**



OUR MISSION

Girls Gotta Run Foundation is a 501(c)3 non-profit organization that provides support for impoverished Ethiopian girls who are training to be professional runners. While most do not become professional athletes, some do; and training allows them all to stay in school, avoid early marriage, and enhance their personal economic opportunities. It also develops their sense of well being and personal power. Material support provided by GGRF includes, but is not limited to, funds for running shoes, training clothes, extra food ("calorie money"), coach subsidies, and other training-related expenses. GGRF also advises local and partnering organizations on gender sensitive issues and advocates for gender equity in all running programs and organizations.

OUR VISION

Girls Gotta Run envisions a world that empowers and invests in the exceptional initiative of young women who are working to establish their place in the world as competitive runners and leaders in their communities, who are finding strength, courage and power in their pursuit of excellence, and who are achieving their fullest potential in running and society.

OUR PROGRAMS



Team Tesfa

We continued to support 20 girls on Team Tesfa, a professional track and cross country team based in Addis Ababa and owned by the Tesfa Foundation. The girls of Team Tesfa are provided funds for coaching, running clothes and shoes, entrance to races, a safe team environment and extra food over and above what their families can provide.

Transitions Charity

We continued to provide support for the Ethiopian-based charity, Transitions Charity, which three of the original Team Tesfa members founded to rescue homeless teenage girl runners and oversee and mentor their education and training. Since the establishment of their organization, Meseret and Amsal recruited five homeless teenage female athletes that benefit from the Transitions Charity. They secured a home for the teens to live in and a 'house-mother' to care for the well being of the young women. As members of the Transitions Charity, the teens compete and train as members of Team Tesfa. The Girls Gotta Run Foundation provides additional funds for part-time salaries for Meseret and Amsal, a part time Tesfa staff person and office equipment and supplies for the administration of the charity.



Bekoji Project

The Bekoji Running Project is a collaborative effort by [Running Across Borders](#), the [Town of Runners](#), the Bekoji Youth and Sports Administration, and the Girls Gotta Run Foundation to expand the economic opportunities of youth in Bekoji through running. Bekoji is a small farming town in the Ethiopian Highlands with an astonishing record of developing long distance runners. Under the direction of Coach Sentayehu, Bekoji has produced some of the world's greatest distance runners, including Olympic medalists Tirunesh Dibaba, Kenenisa Bekele and Deratu Tulu. Some 250 local young people attend Coach Sentayehu's dawn training sessions every morning in Bekoji. The Bekoji Running Project provides training and funding for three assistant coaches for Coach Sentayehu and supports the athletic growth of ten young athletes. The Girls Gotta Run Foundation is supporting five female athletes (one of whom is featured in the film "Town of Runners") and the training and funding of Bekoji's first-ever female coach. The program was launched in November 2012.



YaYa Girls Running Program

GGRF continued to serve as an advisor in the establishment of the YaYa Girls Running Program at the YaYa Village. With the support of Xavier Curtis and Joseph Kibur, in the fall of 2012, the program supported three female runners in their pilot program and is planning to support six girls in the spring of 2013.



GGRF Team and Leadership Program

The GGRF Team and Leadership Program: Athletic Scholarships for Female Future Leaders is a new, three year program that will equip teams of 15-20 impoverished female runners in Addis Ababa with the knowledge, skills and support needed to achieve their personal and professional goals upon graduating from secondary school. Each year, beginning in 2013, GGRF will award 15-20 scholarships to impoverished 8th grade female runners who are working to create a better future for themselves and their families through education and running. The scholarship recipients will complete the training, mentorship and leadership program over the last three years of their secondary school education. We look forward to launching this program in the Fall of 2013.

LEADERSHIP



(L to R, Chair-Elect Sheena Dahlke, Vice Chair-Elect Ashley Griffith Kollme with baby Otto, New Executive Director Kayla Nolan.)

Kayla Nolan, formerly the GGRF Director of Outreach, Research and Development for about a year, stepped into the position of Executive Director on October 1st, 2012. GGRF Board member Sheena Dahlke took over the role of Chair of the Board and Board member Ashley Griffith Kollme, the role of Vice Chair. GGRF Founder, Patricia E. Ortman, continues to serve as a member of the GGRF advisory board.

ORGANIZATIONAL DEVELOPMENT

GIRLS GOTTA RUN

[Home](#)[Who We Are](#)[What We Do](#)[Get Involved](#)[News](#)[Blog](#)[DONATE](#)

Ethiopian women runners are powerful agents of change and so are you – click the photo to learn how you can make a difference today

1 2 3 4 5 6

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New GGRF website, designed & built by Kayla Nolan with the support of Patricia E. Ortman and Squarespace.

We strengthened our online presence. In 2012 we built and launched a new [website](#) and [blog](#), established new [Facebook](#), [Twitter](#) and [Linkedin](#) accounts, and upgraded our e-mail system.

We further developed our mission statement and drafted the GGRF vision statement.

We conducted an analysis of our program and organizational strategy to find opportunities for increasing our mission impact.

We produced the GGRF long-term Strategic Plan and Leadership Program model.

We expanded our volunteer group and added our first intern.

OUTREACH & PARTNERSHIPS



World Bank Africa Region Film Series screening of the Town of Runners (LEFT TO RIGHT) Ruth Afandi Mulahi (Senior Program Assistant, The World Bank), Sarah Farhat (Multimedia Producer, The World Bank), A'Melody Lee (Multimedia Producer, The World Bank), Kristina Nwazota (Communications Officer, The World Bank), Greg Toulmin (Country Program Coordinator for Ethiopia, Sudan and South Sudan, Africa Region, The World Bank), Don Bundy (Lead Health Specialist, Africa Region, The World Bank), Patricia Ortman (Executive Director, GGRF), Dan Demissie (Producer, Town of Runners), Jerry Rothwell (Director, Town of Runners), Nicole Amarteifio (Social Media Strategist, The World Bank), Sarwat Hussain (Senior Communications Officer, The World Bank), Yohannes Kebede (Information Officer, The World Bank)

We forged a new partnership with the Town of Runners Filmmakers to support girl runners in Bekoji, Ethiopia and raise awareness around the challenges facing the upward mobility of girl runners in Ethiopia. The feature length documentary about young runners from Bekoji - an Ethiopian highland town which has produced some of the world's greatest distance athletes, including Tirunesh Dibaba, Kenenisa Bekele and Derartu Tulu. The film follows the story of two young girls as they strive to emulate their local heroes, making the journey from school track to national competition and from childhood to adulthood. We look forward to working with the Town of Runners Filmmakers more closely in 2013 on the Bekoji Project and expanding film screenings in the USA.

We attended the Town of Runners screenings at the Tribeca Film Festival. The Town of Runners screened April 19th, 21st, 28th and 29th at the Tribeca Film Festival in New York

City. Kayla Nolan of GGRF attended each screening, spoke about the work of GGRF and recruited new volunteers.

We attended the World Bank Africa Region Film Series screening of the Town of Runners. The World Bank Africa Region presented "Town of Runners" in July 2012. Following the screening, there was a discussion with the filmmakers, Dan Demissie and Jerry Rothwell, as well as Patricia E. Ortman the Founder of GGRF, Greg Bundy the World Bank Country Program Coordinator for Ethiopia, Sudan and South Sudan, and Donald Bundy the World Bank Lead Health Specialist for the Africa Region.

We attended and ran in the Runner's World Half Marathon Festival. GGRF Executive Director, Kayla Nolan and GGRF supporter, Leandra Lehmann, raced in the Runner's World 10K and attended the Festival workshops and seminars.

We participated in the Do Something Organization Bootcamp. GGRF Executive Director, Kayla Nolan, attended workshops and participated in the speed pitching session.

We published 13 issues of "Running Matters," the GGRF monthly newsletter, keeping supporters well informed about organizational development, the accomplishments of the GGRF athletes and volunteers, and soliciting donations.

Conferences

George Mason University - Sport and the Global South Conference II: The Second Annual Sport and the Global South Conference was held at George Mason University on November 12-14, 2012. GGRF Executive Director, Kayla Nolan, was invited to present research titled "Renegotiating Gender Norms through Running in Ethiopia." The conference program may be viewed here: <http://rht.gmu.edu/assets/docs/RHT/SGS%20II%20Program%20Final.pdf>

Ohio University - Sport and Community Building in Africa and the Global South: Garrett Ash, Co-founder of Running Across Borders; Pat Ortman, Founder and Executive Director of GGRF; and Kayla Nolan, GGRF Director of Outreach, Research and Development presented research titled "Supporting Impoverished Ethiopian Girls Who Are Training to Become Professional Runners: Successes, Challenges, and Future Directions" as part of the conference's opening day round table. To learn more about the 8th Sports in Africa Conference go to <http://www.ohio.edu/sportsafrica/communitybuilding/>

International Conference of Ethiopian Women in the Diaspora: The Mission of the three-day Conference from March 9-11, 2012 in Washington DC was to strengthen independent voices of Ethiopian women by highlighting and examining different issues pertinent to women and their status in society. The Conference provided a forum for participants to freely and openly discuss the issues of Ethiopian women in Ethiopia and in the Diaspora. Girls Gotta Run Foundation was proud to both attend and present research at the conference. GGRF Executive Director, Kayla Nolan, was invited to present research titled "More than a Sport: Gender Relations, Running and the Ethiopian National Identity" at the conference. To learn more about the annual conference, please visit <http://www.ethiowomenconference.org/>

Press



GGRF is featured in Canadian Running Magazine

In 2012, we were featured in the following magazines: Runner's World France, Canadian Running Magazine, Tadias Magazine, Popoli Italian Magazine.

We were recognized in the Mercy Corps Resilience Photo Contest as a "favorite" for our submission of a photo by GGRF supporter, Soeren Malmose.

We launched a London Olympics outreach campaign in which we published exclusive interviews on the GGRF blog and provided up-to-date information on the performances of Ethiopian athletes. The GGRF blog published an interview with Ethiopian sports journalist, Elshadai Negash, and an article entitled "Women in Sport - London Olympics from 1908 to 2012" which featured Donna Lopiano, President and Founder of Sports Management Resources and Former Chief Executive Officer of the Women's Sports Foundation.

We were featured in the following blogs: Six Seconds High Blog and Margaret Webb's Blog

Fundraisers

We supported four pledge races in 2012: Kayla Nolan - Runners World 10K, Sheena Dahlke - Chicago Marathon, Joanna Johnson - Rotterdam Marathon, Margaret Webb - Boston Marathon.

We facilitated a fundraising screening of the Town of Runners at Oberlin College. The screening was kindly organized by GGRF advisory board member, Joanna Johnson.

FINANCIAL RESOURCES

GGRF solicits funds from private donations, local groups and the international community both in the U.S. and Ethiopia. In 2012, despite the ongoing difficult economic climate, we raised \$18,793.00. We expended \$14,072.00.

2012 DONORS

Richard Almonte
Rose Angry
Ty Asfaw
Rob Bartlett
Andrew Beardall
Margaret Bergen
Helen Bradshaw
Elyse Braner
Royce Brooks
William Butz
Felisia Castaneda
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Natalie Coupe
Curt Dahlke
Londa Dahlke
Sheena Dahlke
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Peter Mansour
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Andrea McCabe
Katie McDonald
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Kate Newman
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Madeline Rose
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Kebebush Ali Tesfaye
Sandra Timmons
Mark Travaglini
John Tucker
Elizabeth Valentine
Terry and Vickie Velleck
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