



**girls
gotta
run
foundation**
2017 annual report

Our mission

A group of young girls are sitting on the grass, seen from behind. They are wearing colorful athletic wear, including a red jacket, a teal jacket, and a blue jacket. The scene is outdoors on a grassy area. The image is framed by a dark red border on the left and bottom.

Girls Gotta Run Foundation is a non-profit organization that invests in girls who use running and education to empower themselves and their communities in Ethiopia.

girls

the
smartest
investment

“Investing in girls is the single most powerful investment for development.”

– United Nations Department of Economic and Social Affairs, 2014





girls on track

why aren't girls in school?

Ethiopia has over 1 million primary-aged girls who are not in school. Girls face a multitude of challenges in accessing and completing education, including but not limited to increasing domestic duties, early marriage, social isolation, fear of violence, family disapproval, and financial barriers.

investing at the right time

Girls are particularly at risk of dropping out of school as they enter adolescence and transition from primary to secondary school. During adolescence, girls begin to take on more responsibilities at home and are seen by their communities as ready for marriage and childbirth. Adolescence is the time when investing in girls can have the greatest impact: breaking down barriers to education and building pathways out of poverty.

creating sustainable change

Every year of secondary schooling increases girls' future earnings by up to 20 percent, and when women and girls earn income, they reinvest 90 percent of it into their families – two to three times as much as men do. Girls who receive an education are also more likely to marry later, have fewer children and have healthier families. (UN 2016)

Our impact



2017 at a glance

\$94,245

raised

155

girls & women served

460+

community members impacted

Since 2007, GGRF has invested in 213 women and girls, impacting more than 850 people in four regions in Ethiopia.



TEAM TESFA Addis Ababa	SIMIEN GIRL RUNNERS Simien Mtns	TEAM NAFTECH Addis Ababa	RUNNING ACROSS BORDERS Addis Ababa	TRANSITIONS CHARITY Addis Ababa	RUNNING ACROSS BORDERS Bekoji	ATHLETIC SCHOLARSHIP PROGRAM Soddo	ATHLETIC SCHOLARSHIP PROGRAM Bekoji	MOTHER'S SAVINGS GROUP Bekoji	ALUMNI PROJECT Soddo
'07	'08	'09	'10	'11	'12	'14	'15	'16	'17

ten years of impact

In 2007, we made our first investment in girls in Ethiopia. GGRF launched programming by providing a grant to help establish Team Tesfa in Addis Ababa and invest in 4 girls on the team. Over the past ten years, we have designed the GGRF Athletic Scholarship program model based on the needs of the girls and families we work with. Today, we work with 155 girls and women in two regions in Ethiopia.

our programs

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

In 2017, we focused our work on the GGRF Athletic Scholarship Programs in Bekoji and Soddo, Ethiopia.





bekoji

80

Girls and Women Served

240+

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

Mother's Savings and Entrepreneurship Groups
Education
Athletics
Life Skills





soddo

75

Girls and Women Served

300+

People Impacted

PARTNERS

Abba Pascal Girls School
Center for Creative Leadership

INVESTMENTS

Education
Athletics
Life Skills





program strategy

GGRF programs focus on four key investment strategies for girls and their mothers: education, running, life skills, and savings and entrepreneurship.

The GGRF Athletic Scholarship is a grassroots program that integrates education, life skills, safe spaces, athletics, savings groups and entrepreneurship to holistically address the diverse challenges facing adolescent girls ages 11 to 18 and their families in Ethiopia.

Over a three-year period, GGRF helps our Athletic Scholars move from primary to secondary school by addressing and providing solutions for the diverse challenges girls face in moving into higher levels of education. Upon completing this three-year intensive investment period, GGRF provides program alumni with academic support to complete their education up to grade 10, the academic year in which they can formally enter the job market in Ethiopia.

In addition, GGRF invests in the girl's future and that of her family by including her mother in entrepreneurship and savings group programming.



education

1

GGRF provides adolescent girls with a full scholarship to attend primary and secondary school. The scholarship includes healthcare for the students and her mom, 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 Alumni Project: In 2017, GGRF established the Alumni Project for girls graduating from our 3-year intensive Athletic Scholarship Program. The goal of the Alumni Project is to ensure that every girl who enters the GGRF Program completes her education up to at least Grade 10, the year in which they can formally enter the workforce. All 15 of the graduating class of Athletic Scholars have entered into the Alumni Project and are on their way to completing their higher education.

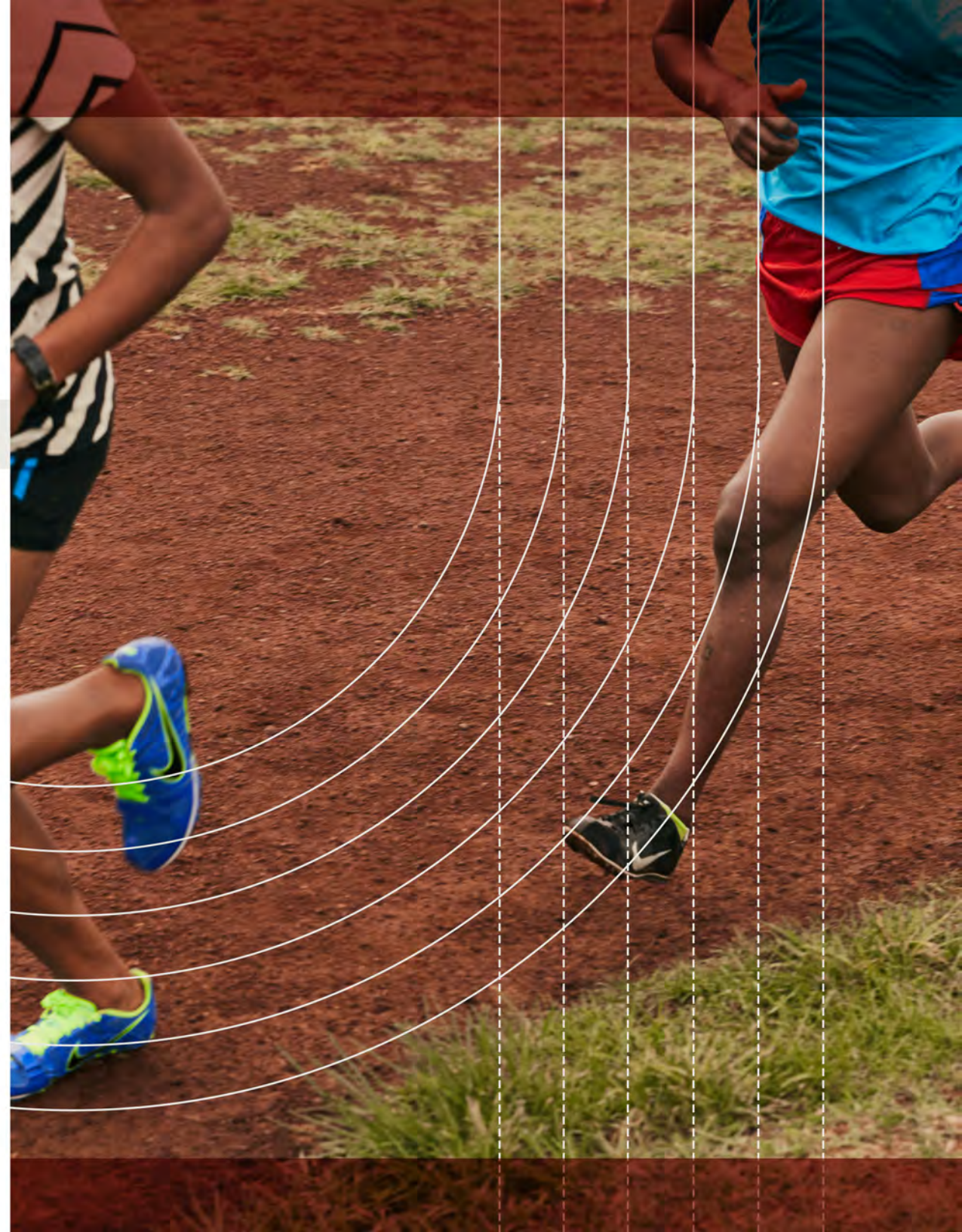


athletics

2

GGRF Athletic Scholars meet three times per week to run as a team and train under the direction of their female 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 one local race annually.

Town of Runners: GGRF works in Ethiopia's running Mecca, Bekoji. This small town, known as the Town of Runners, has produced more Olympic athletes than anywhere else in the country. GGRF is proud to invest in Bekoji's first and only female Coach, Fatia, to lead the Athletic Scholar team.





life skills

3

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

Did You Know? One in ten girls in Sub-Saharan Africa misses school during their menstrual cycle due to a lack of access to sanitary products, facilities, and information. This can equal up to 20% of a given school year that girls are absent for. (UNESCO 2016)

In 2017, GGRF partnered with WRAPS, a women-operated, local non-profit organization, to provide locally made, washable, and reusable sanitary pads for the Athletic Scholars in Soddo, Ethiopia. WRAPS conducted a hygiene and menstrual education workshop with the girls as part of their outreach program as well. GGRF provides soap, clean washing facilities and sanitary pads year-round for the girls.



savings & entrepreneurship

4

GGRF helps to establish savings and entrepreneurship groups with the mothers of the girls for 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.

Mom Power: In Bekoji, GGRF has established two savings and entrepreneurship groups with the mothers of the girls in our program. Since their establishment in 2015, members of these groups have met every Saturday and contributed 2 Birr (\$.07 USD) individually to their savings. Together, the two groups have saved more than \$1,156 collectively which they use to invest in their own businesses and families.

Our community



GGRF is a grassroots organization, built for and by changemakers in Ethiopia and around the world. Our growth over the past 10 years is thanks to people like YOU; the donors who have invested in our work, the leaders who make our work come to life in Ethiopia, and the girls who inspire us every day with their courage and vision.

partners

Over the past 10 years, GGRF has cultivated meaningful partnerships across industries to invest in girls and their communities in Ethiopia. We partner with coffee exporters to give back to GGRF programs in coffee growing regions and athletic companies to provide quality running gear for the girls to feel comfortable and confident while training in Ethiopia. In partnership with multimedia storytellers in the creative industry, GGRF has been able to share and celebrate the inspiring stories of our girls and their families with an international audience. We are incredibly thankful to partner with foundations, businesses, and individuals to empower girl changemakers in Ethiopia.

BRAND

Activyst
Addis Exporter
adidas Women
Allegro Coffee
B'Uniqu
Falcon Coffees
Karma Coffee
Oiselle
Outdoor Voices
Pacers Running Store
Soul of Africa
Sweet Maria's Coffee
Whole Foods Market

CREATIVE

Getty Images
Inspired Storytellers
Belmont-Paul Women's Equality National Monument
Shutterstock
Town of Runners Film
Tribeca Film Festival
VSCO

FOUNDATION

BP Foundation
ExxonMobil Foundation
Good for Girls Foundation
Gorlitz Foundation
JavaJog for a Cause
Lean In Foundation
MacArthur Foundation Match
Macleod Charitable Foundation
Mother's with a Heart for Ethiopia
Riverstyx Foundation

PRESS

The Atlantic
The BBC
Euronews
France 24
The Guardian
The Huffington Post
InStyle Magazine
Refinery29
Runner's World Magazine
SELF Magazine
Tadias Magazine
Undo-Ordinary Magazine

athletic scholarship sponsors



In 2013, GGRF launched the Athletic Scholarship Program where individuals, teams, and businesses 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 2017. Their support impacted over 250 family members of GGRF Athletic Scholars in two regions in Ethiopia.

international day of the girl

In 2012, October 11th was designated as the International Day of the Girl by the United Nations. The following year GGRF launched our first campaign, “Strong Girls, Strong World,” in partnership with Every Mother Counts and Activyst to celebrate and raise awareness for girls globally.

In 2015 GGRF launched the International Day of the Girl Global 5K Campaign in partnership with Oiselle Running, Inc to raise funds and awareness for girl changemakers in Ethiopia. Since then, GGRF’s IDG Global 5K Campaign has organized 350 runners across 15 countries, raising over \$18,000 in support of the GGRF Athletic Scholars.

In 2017, GGRF hosted panel discussions and group runs in Boston and New York City as part of the Global IDG 5K Campaign. The all-female panels were hosted in partnership with Shutterstock and Tracksmith and featured a range of speakers including Olympic runners, activists, and the UN Women Sport Partnerships Manager.



our board

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James Scott, M.B.A., Treasurer
Gaby Grebski, M.A., Secretary
Kayla Nolan, Executive Director
Leigh Pasqual, M.A.
Rosie Rodriguez, M.B.A.
Allyson Senie, J.D.
Patricia E. Ortman, PhD, Founder





2017 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 2017 we invested in GGRF's organizational development growth, raising \$94,246 and expending \$102,764.

thank you

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

