



girls
gotta
run
foundation

2019 annual report

why girls

Every girl has the right 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 with girls and women who are changing this statistic. GGRF makes the smartest investment: in girls creating change in their lives and communities.



The image features a group of runners on a dirt path, with a line of trees in the background. The scene is overlaid with a graphic design consisting of a teal horizontal bar at the top, a light blue vertical bar on the left, and a teal vertical bar on the right. A large orange semi-circle is positioned at the top center, partially behind the text. Several thin white lines, both solid and dashed, curve across the left side of the image.

Our mission

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

2019 at a glance



\$211,163+
raised

275
girls & women served

1100+
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 the holistic Athletic Scholarship Program Model alongside the local partners and communities we serve. In 2019, we continued to grow our programs in Bekoji and Soddo, Ethiopia.





bekoji

160

Girls and Women Served

640+

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





soddo

115

Girls and Women Served

460+

People Impacted

PARTNERS

Abba Pascal Girls School
Center for Creative Leadership
WRAPS

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.

Going to College: GGRF expanded the Alumni Project in 2018, providing girls who have graduated from three years of GGRF programming with tuition support to continue their education through 12th grade and into the University level. In 2018, GGRF had its first class of Athletic Scholars graduate from 12th grade in Soddo with 100% of graduates entering University.



athletics

2

GGRF Athletic Scholars meet three 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 one local race annually.

Women First: In 2018 the GGRF Bekoji team raced in the Women First 5K race in Addis Ababa, celebrating International Women's Day. The GGRF Bekoji team has competed in the Women First race each year for the past 4 years.





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 a creative expression. Upon completing the year long life skills course, the Athletic Scholars become peer educators for the incoming class of female students.

Hygiene and Sanitary Products: For the second year in a row, GGRF partnered with WRAPS, a women owned 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 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: Since the establishment of the mother's groups in 2015, members have met every Saturday and contributed 2 Birr (\$0.07 USD) individually to their savings. At the end of their first year a group, GGRF provides an investment to increase the amount of savings funds that the group has access to. Together, the four groups have saved more than 97,788 Birr (\$3,492 USD) 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. Everything we do is powered by our community – our passionate donors, committed leaders, and inspired program participants.



partners

BRANDS & GRANTS

Addis Exporter
Allegro Coffee
Artiken
Camp 4 Collective
Coffee Academics
Coffee Manufactory
Falcon Coffees
Gatorade Play It Forward
Spotlight Grant
Good for Girls Foundation
Goritz Foundation
Jaybird Sport
Karma Coffee
Mockingbird Analytics
Mother's with a Heart for
Ethiopia
Perry Foundation
Simien Eco Tours
Sweet Maria's Coffee
Whole Foods Market
32 Cup Coffee



events

IWD Jaybird Sport Campaign - GGRF partnered with Jaybird Sport, a leading sports headphone company, to celebrate International Women's Day and raise funds for GGRF. Together, we launched the global film series RUN WILD episode "Elevate" produced by the award winning Camp 4 Collective featuring the work of GGRF. Donating \$5 for every headphone sold in the month of March, Jaybird Sport raised \$16,000 for GGRF programs and outfitted all of our Athletic Scholars in new running gear.

Volt Women IWD Global Run - GGRF has partnered with Volt Women to celebrate International Women's Day with a virtual 5K run for the past 4 years. This year, Volt Women chose an organization to raise funds for on this special holiday. GGRF was selected as their first donation partner, raising funds to invest in girl changemakers in Ethiopia with GGRF.

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



international day of the girl

In 2015, GGRF launched the International Day of the Girl Global 5K Campaign to raise funds and awareness for girl changemakers in Ethiopia. Since then, GGRF's IDG campaign has organized over 4,400 runners across 15 countries, raising over \$40,000 in support of girl changemakers in Ethiopia. In 2019, GGRF coordinated pop-up runs around the globe, including runs hosted by Olympians Molly Huddle and Molly Seidel.

As part of GGRF's International Day of the Girl campaign, we launched our new website featuring stories of the GGRF families, resources on the power of investing in girls and women, and innovative ways to get involved with and contribute to our work.



a seat at the table

GGRF and The Manufactory presented, A Seat at the Table, an intimate dinner benefiting girl change-makers in the birthplace of coffee, on October 15th, 2019 in Los Angeles. GGRF's first dinner fundraiser raised \$15,365 towards the launch of GGRF's new program in Agaro, Ethiopia's acclaimed coffee growing community. In partnership with Coffee Manufactory, Tartine Bakery, and the LA Little Ethiopia Cultural and Resource Center, GGRF celebrated International Day of the Girl at Tartine Bianco with 60 attendees, Tartine's first custom Ethiopian inspired menu, a traditional Ethiopian ceremony, signature cocktails, and a live DJ after party.



bekoji 100 ultra relay

In January 2019, GGRF organized The Bekoji 100: Ethiopia's first ultra relay for and by girls. 48 runners, 100 miles, one day. A historic relay for women's empowerment and peace. Runners from around the globe, including 2020 Olympic marathon qualifier Molly Seidel, joined the GGRF Athletic Scholars in Ethiopia to run 100 miles from the Bale Mountains to Bekoji, raising \$30,000 to invest in the empowerment of women and girls in Bekoji. The first ultra relay of its kind, the Bekoji 100 relay was featured in Runner's World, Candaian Running, iRunFar, and the award winning self titled short film. Thank you to everyone who made the Bekoji 100 Relay such an inspired demonstration of joy, grit, community, and the human spirit.

To learn more about the ultra relay visit www.girlsgottarun.org/bekoji100film.



our board

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





2019 financials

GGRF solicits funds from private donations, local groups, businesses, and supporters from around the globe. In 2019, we raised \$211,163 and expended \$196,402, with \$14,761 reserved for programming in 2020.

thank you

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

To learn more about GGRF visit www.girlsgottarun.org

