

May 3, 2007

State of Franklin Track Club
ATTN: ROB SCHOBORG
623 W. Maple Street
Johnson City, TN 37601

Dear SFTC Board Members:

Please accept this four-page application for \$500.00 in State of Franklin Track Club Grant-In-Aid funding for Northeast Community Services Agency's (NECSA) Girls on the Run program. The tax ID number for NESCA is 621409992.

Girls on the Run is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. The curriculum addresses all aspects of girls' development, including physical, emotional, mental, and social well-being. Focusing on girls between the ages of eight and eleven, the program aims to reduce the potential display of at-risk activities (adolescent pregnancies, eating disorders, depression, etc.) in program participants.

NECSA has recently received approval to operate a single-site council of Girls on the Run in Johnson City. The inaugural session will kick off in February 2007 at Fairmont Elementary School. Although the initial session is small in size, we anticipate growing the program into one that is able to serve girls throughout the northeast region of Tennessee. In fact, we have begun efforts to establish Girls on the Run of Washington County as an independent 501 (c) 3 organization, and hope to obtain the independent charitable status by summer 2007.

Given that the program is run completely by volunteers, the cost of operation is relatively low; however, there are still a number of costs associated with offering the program. We are requesting support from State of Franklin Track Club Grant-In-Aid funding to specifically offset the expenses associated with scholarships, promotional materials, and program supplies.

Thank you for considering this grant request for funding. Please feel free to contact me if you have any questions regarding the Girls on the Run program.

Sincerely,

Ani Q. Boyd

Ani Q. Boyd
Council Director

Program Narrative

Girls on the Run (GOTR) is a non-profit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running. Volunteers serve as role models to participants by coaching a 12-week training program. At the end of the program, the girls participate in a 5K running event. The unique and innovative curriculum combines physical training with uplifting lessons that encourage positive emotional, social, mental and physical development.

This character development program uses training for a 5K event as a channel to teach essential life skills to 3rd – 5th grade girls. The program strives to:

- Reduce the potential display of at-risk activities among participants, including eating disorders, teen pregnancy, substance abuse and depression
- Provide positive, healthy images of girls and women through quality and life-changing programming
- Encourage physical as well as emotional, mental, and social health for participants
- Promote an environment that allows girls and women to reach their full potential

The curriculum is divided into three 4-week sessions that foster healthy growth in specific focus areas. The first eight lessons allow participants to learn about their strengths and weaknesses; explore the importance of being physically, mentally, and emotionally healthy; and examine their core values and what makes them unique.

The second four-week session focuses on team building. The girls discover the importance of cooperation, active listening, and “positivism” in interacting with others, as well as examining the components of good decision-making.

Finally, the third portion of the curriculum explores how the girls fit into the community. Lessons explore civic responsibility; analyze the cultural and social messages portrayed by the media about women; and examine personal stereotyping and discrimination. As part of the curriculum, the girls develop a community project. The project can focus on helping a local, national, or global community. Coaches provide support in implementing the project; however, choosing the project is completely driven by the participants.

Participants complete the program with a stronger sense of identity, a greater acceptance of themselves, a healthier body image, and an understanding of what it means to be part of a team. They also benefit from support provided by a positive peer group and role models.

Pre- and post-program academic evaluations conducted in 2001 and 2005 found that the GOTR curriculum improved self-esteem, body size satisfaction, and physical activity behaviors to a statistically significant extent.

Girls on the Run of Washington County will kick off its inaugural session in February 2007 at Fairmont Elementary School in Johnson City, TN. Currently, the organization is run entirely by volunteers, which helps keep program expenses relatively low. Girls will be charged up to \$130.00 per session to participate. However, the program has an assistance program which offers both full and partial scholarships so that income will not be a barrier to participation. Registration fees help pay for several program expenses, although they do not cover all operational costs. The remainder of expenses must be obtained from local sponsors, donors, and grant funding.

Grant-In-Aid Budget

Expense	Amount
Scholarships	\$250.00
Program supplies	\$125.00
Promotional materials	\$125.00
TOTAL	\$500.00

Scholarships

Registration fees are required to cover many of the program expenses. However, as mentioned above, Girls on the Run strives to remove all barriers to participation. A portion of State of Franklin Track Club Grant-In-Aid funds will be used for scholarships. The funds will subsidize one (1) full scholarship and two (2) partial scholarships.

Program supplies

State of Franklin Track Club Grant-In-Aid funds will be used to provide materials needed for each lesson (i.e. markers, paper, whistle, cones, etc.).

Promotional materials

Since the program is new to the area, marketing and promotion is essential to the program's success. A portion of State of Franklin Track Club funding will be used for creation and production of brochures, flyers, and business cards.

Running/Community Service Accomplishments

Program Level

Girls on the Run of Washington County is a new program, so, as an organization, it has not had time to give back to the running community. However, GOTR would like to work with and support the State of Franklin Track Club and the local running community. GOTR supports the SFTC mission to promote running and walking for physical fitness, good health, and sport. GOTR would like to develop a mutually beneficial relationship with SFTC to leverage existing programs, including the Kids Festival of Miles, summer track meets, and local races.

Individual Level

The two primary volunteers operating the program have significant experience and accomplishments in running, health, and fitness.

Ani Boyd served as race director for the Eastern Eight 8K Home Run for two years. This role included mapping out the race course, securing financial sponsorships, coordinating with local government and emergency personnel, recruiting and managing volunteers, and working directly with State of Franklin Track Club race management officials. Although the race was relatively small in scope, it provided an alternate distance to the standard 5K, as well as serving as a successful fundraiser for Eastern Eight's mission of affordable housing. In addition, Boyd has also volunteered with several local races including ETSU's Take Back the Night and the Komen Race for the Cure. Boyd has more than five years of experience in the health and fitness industry and is a certified spinning instructor.

Nicole Goodman, another primary volunteer for the program, is a SFTC member and serves as Membership Chair for the organization. She is extremely active in the running community and has participated in and volunteered at numerous races and events throughout the region. Goodman has five years of youth coaching experience.