



Girls on the Run of Greater Richmond

2017 Site Information and Guidelines

Thank you for your interest in becoming a new program site of Girls on the Run®! Please read through the following information before submitting a New Program Site Application. The purpose of this document is to provide an overview of Girls on the Run (GOTR) and the responsibilities of program sites to ensure that sites are aware and prepared to move forward with a GOTR program after they receive approval.

About Girls on the Run

Girls on the Run is a physical activity-based positive youth development program designed to develop and enhance girls' social, psychological, and physical competencies to successfully navigate life experiences. Girls in the 3rd-8th grades combine training for a 5k running event with healthy living education. Our program **instills self-esteem** through health education, **life skills development, mentoring relationships, and physical training** - all of which are accomplished through an active collaboration with girls and their parents, schools, volunteers, staff and the community.

There are no comparable programs to Girls on the Run. It is a unique curriculum in the genre of youth programs. It incorporates physical activity to teach very specific and well-defined social and personal skills. Research validates that the development of these skills prevents the future display of at-risk behaviors including early onset of sexual activity, disordered eating, depression and anxiety, substance and alcohol abuse and confrontations with the juvenile justice system.

Program- The program is currently taught in elementary schools in Henrico and Richmond and meets twice a week over the course of 12 weeks. Each hour and a half session (90 minutes) is led by specially trained volunteer coaches and includes lessons dealing with issues such as **body image, negative self-talk, resisting peer pressure, gratitude, gossip, nutrition, substance abuse, making healthy decisions and contributing to the community.** Running is woven into our program to **inspire an appreciation of fitness and to build habits that lead to a lifetime of health.** At the end of each 12-week season, the girls participate in the celebratory, non-competitive Girls on the Run 5k event.



Teams- Each team has between 10-15 girls with a maximum of 20 girls per team. Because much of our curriculum is related to team building and group dynamics, fewer than 10 girls may make it difficult to provide the experience we want to offer to the girls. We do not allow for teams smaller than 10 girls to operate. Additional girls above the maximum of 20 will either be put on a wait list or a second team will be started, if there are a minimum of 10 participants and if enough coaching staff is secured to support an additional team.

Greater Richmond History

Girls on the Run of Greater Richmond launched programming in the Fall of 2013 and finished its inaugural year in May of 2014. For two seasons the program was offered in two schools in the Greater Richmond area, Fox Elementary School in Richmond and Short Pump Elementary in Henrico County. Site expansion in the Fall of 2014 included Collegiate, Linwood Holton and Mary Munford Schools while maintaining our inaugural sites, Fox and Short Pump Elementary Schools. Fox became an open site at this time, allowing us to offer the program to girls from other area schools to participate.

In the Spring of 2015, with the financial support of sponsors, strategic financial planning of the council and committed leadership from our volunteer Executive Director, a site was started in the East End of Richmond at Woodville Elementary School. This fully sponsored site continued in the Fall of 2015 and an additional program site was added at Glen Allen Elementary School with existing sites continuing at Collegiate, Fox and Short Pump.

In 2016 we expanded to 9 sites, serving four Title 1 schools and providing financial assistance to 52% of our program participants. We are proud of our growth and ability to leverage community support so we can serve and empower more young girls in the Greater Richmond area.

To date our Council is largely run by volunteers who are passionate about the mission and program that is Girls on the Run. It is imperative that every volunteer understand and carry out his/her role and responsibility with great care.

With this in mind, we created this document to help identify critical components that are required for sites to be successful and for all involved in launching and carrying a GOTR program to understand the program and commitment required.

We are so very grateful to all who help make this program possible and their important volunteer commitment. Our volunteers make our program possible and are our “feet on the ground”.



New Site Planning: Requirements and Logistics

Program Season

Currently, we offer one Fall season of Girls on the Run each calendar year.

- **Fall Season** - Begins the third week of September and ends the second week of December. We currently partner with local 5K's to deliver our final celebratory event.

Planning a Season

To host a team at your site in the fall, planning should take place September – March before the fall season. **Sites must work in advance of submitting the application for program consideration to confirm the required details for the team and season.**

All site applications, coach applications and meeting times must be finalized no later than April 1st be able to begin the program in September.

Site Involvement

Girls on the Run provides everything needed to run the program. The site has the following responsibilities:

- Provide a Site Liaison
Ideally this is a school nurse, counselor, PE or other teacher. This person actively assists in promoting Girls on the Run at their school, distributing flyers or communicating information to school news outlets, informing the community of the program and race information, etc.
- **Provide a minimum of 3 committed volunteer coaches** who are willing and available to deliver the program twice a week, after school or during the day, for 12 weeks.
 - Coaches will be trained by Greater Richmond to deliver the curriculum. Training consists of online modules (to be completed in advance of in person training) and one in person training day prior to the start of the season. **GOTR Coach training takes place over the summer.** *See dates section*
 - Coaches must be CPR and First Aid certified by the start of the season. Certifications are completed independently of GOTR and not covered by the organization.
- Set up a date to communicate the GOTR program with the PTA.
- Provide a safe place for running. This does not have to be a track. A field, walking trail or safe unused parking lot is fine.



- Provide a spacious rainy day location (large classroom, gym, etc.).
- Provide a closet or locker where GOTR coach box and supplies can be stored and locked.
- Choose 2 non-consecutive days a week (Monday- Friday) for the program to meet directly after school (90 minutes each session).
- Understand that GOTR does not provide transportation home for the girls. Any transportation issues need to be worked out in advance of activating a season by the site's Principal and administrative staff and coaches.
- All details for these requirements need to be finalized for each site prior to submitting the application.

Empty applications or applications with ANY missing coach information, etc. are not considered complete and will not be given consideration.

Program Fees and Scholarships

- The registration fee for the program is \$185 per participant.
- This fee helps to underwrite a portion of the cost of program which includes: supplies, curriculum, liability insurance, snacks, program shirt, end of season 5K registration and participation shirt, 5k finisher medal, certified coach training, scholarships and volunteer staff support. The actual cost of programming for our organization is significantly more than our registration fee.
- Individual scholarships of 25% to 75% of the program fee are available based on individual family need. Scholarship applications are available and may be accessed via our website. A family must indicate what they can pay based on need and must provide a legal document (2016 1040 tax return) communicating their total family household income for the scholarship application to be complete and given consideration.
- Team Sponsorships- If PTA support or a company would like to sponsor a team at a site, there are levels and agreements provided from the Council. Such support reduces the costs of registrations and /or fully sponsors a site and supports the Greater Richmond Council.

***Girls on the Run of Greater Richmond has leveraged its resources and strategic growth plan to serve sites that require significant financial support. In an effort to maintain these sites and continue to grow and serve girls who otherwise would not be able to afford to participate, it is important for new sites that will require financial assistance to partner with GOTR to leverage resources for sponsorships and team funding.

For more information about 2017 Sponsorship Opportunities, visit our website:
<http://gotrrichmond.org/local-sponsors> or email: Ruthie.burke@girlsontherun.org



Volunteer Coaches

Volunteer Coaches facilitate the easy-to-follow, research and experience based curriculum at each program site. **Coaches *do not* have to be runners;** they only need to have the desire to serve as a role model for the girls by **showing positive behavior, being interactive with them and listening attentively.** Coaches can be faculty, staff, parents or community members.

One of the biggest challenges in starting a new program site is recruiting volunteer coaches.

We have found that program sites are most successful when coaches are a part of the community they serve. Therefore, **we require that potential programs recruit and secure coaches for their site in advance of applying for new site consideration.** Girls on the Run will provide coach descriptions, recruitment posters, a sample newsletter article, etc. to support new sites in recruiting coaches.

Girls on the Run also independently recruits coaches from the community, and may be able to assign additional coaches to your site based on need, coach interest and availability.

It is mandatory for there to always be at least 2 volunteer coaches on site with Girls on the Run participants, preferably a head coach and an assistant coach. **We require a minimum of 3 coaches per site to be committed to the program** to ensure program delivery is uninterrupted in the event that one coach is unable to attend a practice. 3 fully committed coaches are required for the application (name and contact information).

Can I coach if I have a daughter that would like to participate?

YES. Absolutely. Coaches with daughters in grades 3-5 or 6-8 (for our middle school program, Heart and Sole) may coach teams, however no additional children who are not GOTR participants are permitted to be a part of the team or practices (unless an older sibling is a GOTR certified volunteer). Registration is still required and program fees still apply.



Volunteer Coaches: Positions, Requirements and Responsibilities

Head Coach

Qualifications

- A strong commitment to girls' positive development
- Experience working with youth
- The ability to recognize conflict and have the skills to help resolve it
- The capacity to work in a partnership with a co-coach and assistant coaches

Responsibilities

- Understand and support the mission of Girls on the Run
- Attend the Girls on the Run program 2 days a week
- Lead your coaching team in decisions regarding curriculum facilitation, calling participants' families, storing and bringing coach box supplies and healthy snacks or delegating these to other individuals
- Arrive at the program site at least ten minutes before the lesson begins and wait to leave until all girls have been picked up
- Be the main contact of your team for the GOTR Program Manager and families
- Communicate regularly with the GOTR GR Program Manager
- Attend the end of season 5k event and supervise program participants
- Practice positive behavior management
- Serve as a role model for the girls by being on time, dressing appropriately, having a positive attitude and leading a healthy lifestyle

Requirements

- 21 years or older
- Submit a Coach Application to Girls on the Run of Greater Richmond (online)
- Complete online coach training modules prior to in person GOTR coach training over the summer.
- Attend one 6-hour coach training session over the summer 2017 (dates TBD)
- Hold current CPR and first aid certification
- Consent to a background check (must pass check)
- 3.5- 4.5 hours a week is the estimated time commitment for this position



Assistant Coach

Qualifications

- A strong commitment to girls' positive development
- Experience working with youth is a plus but not requirement
- The capacity to work in a partnership with a Lead Coach

Responsibilities

- Understand and support the mission of Girls on the Run
- Attend the GIRLS ON THE RUN program 2 days a week*
- Support the Lead Coach by handing out supplies, snacks, setting up for activities, filling water bottles, communicating with parents, etc.
- Provide one-on-one attention to girls as needed
- Run or walk with girls and encourage them to put their best effort into the activities
- Communicate regularly with the GOTR GR Volunteer Manager
- Attend the end of season 5k event
- Be willing to lead the lesson in the absence of the lead coach or alternating w/lead coach
- Serve as a role model for the girls

*Should a team have assistant interest, but that volunteer can only commit to one day a week, he/she will be given consideration as long as the site can provide additional coaches on the other days the program is offered, if not both days. **Consistency is imperative to the fidelity of program delivery and establishing a connection with the girls. Assistant coaches must be consistent with their commitment to be a role model for the girls.**

Requirements

- Must be 18 years or older
- Submit a Coach Application to Girls on the Run of Greater Richmond (online)
- Complete online coach training modules prior to in person GOTR coach training over the summer.
- Attend one 6-hour coach training session over the summer 2017 (dates TBD)
- Hold current CPR and first aid certification
- Consent to a background check (must pass check)
- 3.5 hours a week is the estimated time commitment for this position

Additional Notes about Coaching Teams

- In order for the program to run, **a minimum of 2 coaches must be present at practice!** Teams with more than 15 girls participating require a **minimum of 3 coaches** to be present at each practice.
 - In the event that coaches required to be present are not available for practice, **the**



practice must be cancelled. This is why 3 coaches are required for site consideration. However, additional coaches are always welcome and a great way to ensure a successful coaching season.

- It is a good idea for the site to vet interest for extra coaches and “substitute” and submit coach names only for individuals who are certain of the commitment. More information can be found on our website for anyone interested in being involved in a coaching capacity.

Junior Coach

The Junior Coach is a volunteer position for individuals under 18 years of age to assist the Head and Assistant Coaches at a Girls on the Run program site. The position entails approximately 1.5-3 hours per week for twelve weeks. They may choose to attend both program sessions per week OR commit to only one day a week. We ask each Junior Coach to determine which schedule works the best for them and to maintain that schedule throughout the program for consistency on behalf of the girls. While the Junior Coach is not responsible for facilitating the Girls on the Run curriculum, they are there to support the Head and Assistant Coaches and program participants in many ways.

This volunteer position may be used as a service learning project/high school community service credit project, internship, or other high school credit project upon agreement of the School and Program Coordinator or Executive Director.

Qualifications

- A strong desire to work in the field of youth character development
- Excellent communication skills
- Flexible / ability to accommodate to a changing environment
- Strives to lead a healthy lifestyle
- Submit a Coach Application to Girls on the Run of Greater Richmond (online)
- Complete online coach training modules prior to in person GO'TR coach training over the summer.
- Attend one 6-hour coach training session over the Summer 2017 (dates TBD)

Responsibilities include the following (other duties may be assigned):

- Understand and believe in the mission of Girls on the Run
- Serve as a role model and mentor for program participants
- Attend program session on selected day(s) on a consistent basis
- Encourage and motivate all participants
- Assist the head and assistant coaches with games and lessons
- Participate in games and workouts with the girls, encouraging them to put their best effort into the workout
- Provide one-on-one attention to girls
- If desired, lead an activity with assistance and under the supervision of a head or assistant coach.



New Site Application Timeline

New Site Application Deadline for Fall 2017 Season Sites: **Saturday, April 1st**

Once approved, the site liaison is to begin marketing the program within school community so the program is anticipated in advance of the summer and the end of the school year. GOTR programming is to be listed on afterschool program listings affiliated with the site.

Certified GOTR Coach Training: There will be 4 trainings during the course of the summer. Attending one session is mandatory for all new GOTR coaches.

Coaching teams benefit from sending as many of their coaches as possible to the same training. Pre-work will be sent to coaches to be completed online before training days. This work is online and is self-paced. Certifications are not complete until the modules are completed.

Coach Training Dates at the Downtown YMCA 2 W Franklin St, Richmond, VA 23220

- Sunday, June 25 (10:30- 5:00)
- Saturday, July 15 (8:15-3:00)
- Saturday, August 12 (8:15-3:00)
- Saturday, August 19th (8:15-3:00)

Fall 2017 Program Registration

Online Program Registration –This will be communicated from the site to parents and participants before school closes in June. Registration is completed online from our GOTR GR website. Sites that require paper registration will need to work in advance with GOTR GR operations to plan this process, collect registrations and fees and transfer team information into team’s database..

Registration is first come, first served. A wait list is utilized for sites that have interest beyond the number of spaces available on the team. Girls can be added to the team within 4 practices of the start of the season.

- **August 1st**-Registration opens at 7:00 a.m. online
 - **Season Starts** – Week of **September 18th**
 - Celebratory Culminating 5K -Sunday, **December 10th**, Toys for Tots 5K
(*tentative date)

Ideally registration will close at least 1.5 – 2 weeks prior to the start of each team’s season to allow for administrative preparation. In the event that the 10 girl minimum requirement is not fulfilled, 1 week prior to the start of the season, the season will be cancelled and a full refund will be given to any participants that have registered. By working together to market the program to parents well in advance of registration opening, sites are very successful in reaching maximum capacity for a team.



Submitting an Application

Once a site has all the required elements in place and has received approval from the site's Principal and Director of after school programming, then the **site liaison** may begin the process of starting a new site by filling out the new site application below.

Incomplete applications will not be given consideration.

Anticipate and estimated 5 business days for your application to be reviewed and to receive a response from someone from our team. Applications will be considered on a first come, first served basis.

Application Questions

In an effort to help you prepare for the application, please have the information for pg. 3 & 4 as well as your coach contact information. The following questions are also a part of the application:

- How many girls are there in Grades 3-5 (total) at your school?
- How many girls are there in Grades 6-8 (total) at your school?
- What is the total school enrollment (boys and girls)?
- PTA President Name (First and Last)
- PTA President Email
- What is the percentage of students at the school who receive free or reduced lunch?
- Percentage of non-white students at your school
- Percentage of students who graduate from your school or district

Click below to complete your application:

[2017 Site Application](#)

Questions?

Contact Girls on the Run of Greater Richmond with any questions. To set up a meeting with your school, church or development center, please contact our **Programs Manager**, at info@gotrrichmond.org

Thank you for your interest in starting a Girls on the Run of Greater Richmond site!
We look forward to working with you to have a successful Fall 2017 program!

