

December 9, 2008

Girls on the Run  
is a life-changing after  
school program for 3rd  
through 8th grade girls.

The highly interactive  
curriculum combines  
self-esteem enhancing  
lessons with uplifting  
workouts aimed to  
develop the whole girl:  
her physical, mental,  
emotional and social self.

Young girls are empowered  
with a greater self-awareness,  
a sense of achievement,  
and a foundation in team  
building to help them  
become strong, contented  
and self-confident women.

learn  
dream  
live  
run.

Dear Council Directors:

As we near the end of the year, I find myself reflecting on the last twelve months. It has been a year of *personal* transformation for me. Twelve months ago, my legs were literally cut out from under me. The verdict was out as to whether I would ever run again. Hours of rehabilitation focusing on healthy alignment of muscles and joints has allowed me to once again move my body forward in a unified fashion. I now take each step with intention, thoughtfully placing one foot in front of the other. Each run is a celebration of mind, body and spirit.

Thanks in part to our branding initiative I have spent a great deal of time over the last year trying to succinctly capture what rests at the core of this program. What words can we use to describe the feeling our girls and coaches have when they are connected to this program and to each other? With time to consider the answers to that question, I have realized that the existing Girls on the Run curricula no longer fully address the current set of challenges our girls are facing.

Therefore, I am pleased, to share some curriculum changes we will be implementing over the next year. When these changes are implemented, I can say with certainty, that the movement I had once dreamed would occur will be more clearly underway. With unified implementation of our curriculum, our organization can truly be one in voice, vision and mission.

So, here goes...a review of important curriculum introductions and requirements for the spring of 2008 through the fall of 2010.

**Fall of 2008** - Pilot of the new Girls on Track curriculum. The new curriculum is based on the most up to date research and materials collected by Sonali Rajan. Sonali is a coach for GOTR-Manhattan and a doctoral candidate in the Health and Human Behavior Studies program with a focus in Health Education at Columbia University. While still building on the work of Fantini and Weinstein, the new curriculum is enhanced with additional attention toward girls activating their power by honoring their bodies, their voices and their gifts.

**Spring of 2009** - The new Girls on Track curriculum will be distributed to all councils. Date of release is January 8. Councils will be able to order copies of curriculum through GOTRI approved printer or through approved local printers.

**Fall of 2009** - Pilot of new Girls on the Run curriculum with 8 councils. The curriculum will include many of the fun games we've all come to know and love, but will be enhanced with a deeper line of questioning which has the girls looking *inward* when seeking answers. A ten week and twelve week curriculum will be created – each will

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more than just  
a running program



include lessons offered twice per week. No alterations, edits or shortened versions will be available.

**Fall of 2009** - All councils not involved in the new curriculum pilot who operate a fall season will deliver our existing 12 week curriculum two times per week. A modified 10 week program of the existing curriculum will also be distributed. No one-day-per-week alterations or programs shorter than ten weeks in length will be permitted.

**Spring of 2010** – The new Girls on the Run curriculum released to all councils. Tentative release date is January 11, 2010.

**Fall of 2010** – Pilot of second new Girls on the Run curriculum. This curriculum will be introduced to the entire nation in the spring of 2011.

As we move forward, I hope everyone understands why we must discontinue any alteration, abridgement or amendment of the curriculums. To truly measure the efficacy of our program and its impact on the girls we serve, we must deliver the program as written. We recognize that stringent adherence will affect several councils which is why we are not initiating this until the fall of 2009. We also understand the challenges some councils face with weather, school schedules and the overcommitted lifestyle of many participants and volunteers. However, we are going to move forward with positive intention to ensure our girls reap the most significant outcomes this program can provide. To do this, all girls must receive the program as it was originally intended – a minimum of 20 lessons, two days per week, for a minimum of 10 weeks. Based on both objective formal research and subjective experience regarding the efficacy of the program, we must provide our girls with quality and consistent delivery of the entire program.

I know this type of "tough voice" is not one many of you have experienced with me. In this case, my belief in moving toward ONE voice...ONE message...and ONE curriculum is so strong, that I find myself completely committed to leading this shift in our program delivery.

If you'd like to share your thoughts, you know I'm here for you...so send them to me at [molly@girlsontherun.org](mailto:molly@girlsontherun.org) I am confident that once this transition is made and the new curriculums are introduced, the benefits to your council and, more importantly, your girls will be limitless!

I don't think I have ever been so excited to be a part of Girls on the Run as I am now. I thank each of you for your commitment to this organization, your passion to serve girls and your willingness to work collaboratively toward our vision-- "To positively transform how girls and women perceive themselves and their place in society."

I look forward to seeing many of you at the Summit.



Molly B.

