

# New Site Information Packet

## Spring Season



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***Mission:*** *We inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum which creatively integrates running.*

***Vision:*** *We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.*

## **About Girls on the Run of the Chippewa Valley**

Girls on the Run of the Chippewa Valley (GOTRCV) is a 501(c)(3) non-profit organization dedicated to educating and preparing girls for a lifetime of self-respect and healthy living. We offer physical activity-based positive youth development program (Girls on the Run) that combine training for a 5K (3.1 mile) with lesson plans designed to promote positive choices and an active lifestyle.

Girls on the Run was created in Charlotte, North Carolina, in 1996 by Molly Barker, a social worker and four-time Hawaii Ironman triathlete. Girls on the Run International (GOTRI) remains based in Charlotte and has since grown to more than 225 councils across the U.S. and Canada, with more than 100,000 participants each year. GOTRCV is 1 of 7 councils in the state of Wisconsin. **Our territory includes Eau Claire and Chippewa counties.** We will only consider new sites within these 2 counties.

The Girls on the Run program provides a safe and interactive way to learn about healthy living which includes an introduction and education on important topics such as goal-setting, cooperation, healthy decision-making, and self-respect, while training for a 5K event. The innovative curriculum teaches girls to listen and open up while also encouraging them to commit to a healthy lifestyle, and harness the inner strength that they possess. Our important mission is accomplished by giving girls the tools to make positive choices for a healthy body and mind, while reducing the many risks they face today.

1. **Girls on the Run (GOTR)** for girls in elementary school (3rd through 5<sup>th</sup> grade)
2. **Heart & Sole** for girls in middle school (6<sup>th</sup>-8<sup>th</sup> grade)

## Potential New Program Sites

Since it was first founded in 2006, GOTRCV has had programs at more than 15 elementary schools within our territory.

In order to be considered for Spring GOTRCV season, a potential program site must first be approved for facility use by the school principal or site director (if not meeting at a school). It is up to the applicant to discuss the program with the principal or site director and obtain his/her approval as part of the site application process. The principal or site administrator must write a letter of support ([template on our website](#)) that will be submitted with site application.

After a potential new program site submits the online Spring - Site Application (on website) as well as ALL accompanying online - Coach Applications, GOTRCV will then review the applications, conduct a site visit, and determine acceptance.

### **Site Involvement & Expectations**

GOTRCV provides almost everything needed to run the program, but each site has the following responsibilities:

1. Provide an engaged, dedicated Site Liaison. The Site Liaison may also serve as Head Coach, but is responsible for marketing the program and will be the key contact between other coaches and with the GOTRCV office. *(See below for Site Liaison role descriptions and responsibilities.)*
2. Provide 2-3 coaches per team of up to 15 girls to be trained by GOTRCV. (New sites are limited to one team of up to 15 girls; returning sites may grow to two or three teams at GOTRCV's discretion.) One of these coaches will be the designated Head Coach for the team, and will be the key contact with the Site Liaison and GOTRCV. *(See below for coach descriptions and coach responsibilities.)*
3. Provide a safe, dedicated space for outdoor running. This is essential. The space does not have to be a track; a field or large blacktop area is fine. It should be away from other activities and distractions. You should be able to measure distances. Access to water and bathrooms is also required.
4. Provide a rainy-day site. Your rainy-day space should ONLY be used on rainy days. It must be a RESERVED indoor private space, preferably a gym reserved for GOTR and NOT in conflict with any other program. It may also be a multi-purpose room or classroom, depending on the number of participants. Classrooms and hallways are also acceptable on a limited basis.

Please note: Each site chooses two days each week for the program to meet (for ninety minutes each lesson) depending on what works best for the coaches and site. The ideal start time is 10-15 minutes after dismissal time. The program meets for 10 weeks.

## **Site Fundraising Expectation**

On average, 50% of our overall participants require some sort of financial assistance from the council. We fundraise, seek sponsorships, and write grants to make up this 50% shortfall in our budget. ***Each site will be asked to look for different ways to help out during each season to help us meet our budgeting goals.*** Please pass on any ideas or venues where we can reach out to the community. Here are some ideas: individual donations, employee contribution match programs, cultivating new sponsorship opportunities, SoleMates (new GOTRCV) participation, PTO funds, application of grants through school district (ex. Local community grants), etc. These funds will then be used to provide scholarships and to offset general programming costs associated with all sites. Please contact us with questions or for fundraising ideas.

## **Site Volunteers**

Please note: ALL volunteers of GOTRCV are required to complete Volunteer Application and submit and pass a GOTRCV approved background check (a cost of \$8.00 if paid by volunteer).

### **Site Liaisons**

This is a critical, VOLUNTEER position. The Site Liaison must possess a passion for and commitment to improving the lives and opportunities of girls in third through eighth grades. An engaged, committed Site Liaison is absolutely necessary to the success of the site. The Site Liaison is the point of contact for coaches and GOTRCV council. The most successful Site Liaisons are usually a staff member at the site as well as one of the coaches of the team. Site Liaison must complete Coach Application, Site Application and pass background check.

The Site Liaison reports to the Girls on the Run Program Director and is responsible for managing their specific Girls on the Run site. Below is the job description as well as some of the key responsibilities falling within these areas:

- Serve as main site contact and distribute information to coaches. It is extremely helpful if the Site Liaison is also regularly involved at site (teacher, staff member, involved parent, etc.).
- May also serve as Head Coach – this is the most successful arrangement, but not necessary.
- Complete site application; gain signature of principal/site director in support of hosting Girls on the Run.
- Provide “letter of support” template to principal/site director and submit completed letter with application.
- Identify storage space for Girls on the Run supplies, if needed.
- Recruit at least 2-3 coaches for the site. Ensure they complete Coach Applications.
- Attend Coach/ Site Liaison training.
- Attend any necessary informational meetings before and during season.
- Market GOTR at site. This includes, but is not limited to, providing program materials, writing information to be included in site newsletter or website, hosting informational sessions at site, attending open houses or other events to promote program, etc.
- Understand and be able to facilitate registration process.
- Communicate Fundraising ideas from site (refer to Site Fundraising Expectation above)

- Distribute program materials to eligible girls at your site.
- Collect registrations/review for accuracy and complete check-list to verify completion of information on registration forms; follow-up with families if necessary.
- Enter in registrations at site to Registration on-line (Race Planner)
- Keep track of registrations in Race Planner, print and distribute information to coaches (Health History Form, Program Waiver, Allergy information, Transportation Authorization, photo release, etc.)
- Meet with coaches at least one time prior to the start of the season.
- Submit registration forms and fees by season deadline (Sunday, September 14, 2014).
- Responsible for picking up or returning any items to GOTRCV office. For example, if additional t-shirts are needed it is the responsibility of the site liaison to make arrangements for pick up and submit payment.
- Help recruit extra running buddies for girls in the program.
- Market annual Girls on the Run of The Chippewa Valley 5k at your site. Distribute announcements, flyers, emails, etc. to staff, parents, & friends of site.
- Read all newsletters and provide accurate email addresses for all coaches at site. Ensure that all coaches are also receiving weekly newsletter (from GOTRCV Council Director).
- Provide occasional feedback to Girls on the Run of The Chippewa Valley.
- Champion the Girls on the Run program at your site and have fun!

## Coaches

This is a VOLUNTEER position. Coaches are provided with a research-based curriculum and all the materials necessary to deliver the program. Coaching requires a flexible afternoon schedule; nearly all sites meet on weekdays sometime between 3 pm and 5 pm.

New sites are limited to one team of 15 girls and thus are required to provide 2 (**and no more than 4**) coaches to be trained by GOTRCV. **Two** coaches per group **MUST** be present at all times; however, having three coaches for one team gives coaching teams some flexibility if one coach is unable to make the practice in an emergency.

All coaches receive a program “COACH” T-shirt, GOTRCV coach training, support throughout the season, complimentary 5K registration, a 5K T-shirt, and an as well as occasional discounts from our national partners and other fun surprises.

Coaching is an opportunity to do something great for the girls in your community! (And many coaches report feeling as though they get as much if not more out of the experience as the girls do!)

Coach Application: ([will be sent to you once approved](#))

## **Coach Responsibilities**

**Head coaches** must be female and age 21 or older. The head coach serves as the site's main contact person with the Site Liaison and parents. **They must be CPR and First Aid certified.** They must commit to coaching TWICE weekly for EACH of the ten weeks (20 sessions total) at the same site and need to plan to attend the end-of-season Girls on the Run of The Chippewa Valley 5K (on Saturday, date and location TBD) with their team. Head coaches must complete online Coach Application and pass a background check.

**Assistant coaches** must be age 18 or older, male or female, and they collaborate with the Head Coach and other Assistant Coaches to implement the program at their site. They must commit to coaching at least ONCE weekly for EACH of the 10 weeks (20 lessons). Assistant Coaches must also attend the end-of-season Girls on the Run of The Chippewa Valley 5k. It is preferable if Assistant Coach can be at ALL practices; however, they are allowed flexibility to coach once weekly (as long as another Assistant Coach is filling vacancy). \* Assistant coaches must complete online Coach Application and pass a background check.

\*In this case, please note 3 trained coaches would be needed to implement program.

**Junior Coach/Practice Partner** a Junior Coach/Practice Partner is a man or woman, age 16 or older, that is able to assist with practices on a fairly regular basis. Practice Partners are NOT required to attend GOTRCV coaches training; and therefore, are NOT allowed to deliver the curriculum at site. Practice Partners are able to provide a helping hand and assist with games and workouts. Teams are NOT required to use Practice Partners; however, this role is incredibly useful and allows those men and women (parents, other staff members, etc.) who want to get involved, but can't make the full coaching commitment, an opportunity to help the team. Practice Partners MUST complete online Volunteer Application and pass a background check. Additionally, they must attend a minimum of 5 practices throughout the season, attend the practice 5k (end of October at site), and be available to partner with a girl at the 3<sup>rd</sup> Annual Girls on the Run of The Chippewa Valley 5k if needed. Practice Partners will receive a GOTR practice t-shirt, discounted 5k race registration, and the opportunity to encourage girls in 3<sup>rd</sup>-6<sup>th</sup> grade to tap into their unlimited potential. No more than 2-3 Practice Partners will be allowed per site.

### **Pre-Season:**

- New coaches must complete GOTRCV's 5-6 hour, in-person coach training (which will take place in December or January)
- Returning coaches must complete GOTRCV's returning coach training.
- All coaches must complete the online GOTRCV online Coach Application.
- All coaches must commit to the Coach Responsibilities as well as agree to and sign the Coach Contract and Non-Compete Agreement (included in the coach application).
- Head coach at each site must obtain and/or maintain both CPR and First Aid certification, AND be present at EVERY GOTR lesson throughout the season.
- Communicate with fellow coaches to discuss site logistics (dates, times, day of first session, etc.).
- Promote the program at your site to encourage registration. Online registration for the GOTRCV season will begin TBD.
- Call and email parents to introduce yourself and to let them know where first practice will be held and where they can pick up their daughter after practice.
- Compile an Introduction Letter (including coach bios, practice calendars, and GOTRCV policies) to be given to every girl the first day of practice. A template will be provided.

### **During the Season:**

- Coach at BOTH practices EACH week. (Head Coaches must commit to coaching TWICE weekly EACH week for the entirety of the season. Assistant Coaches must commit to coaching at least ONCE weekly for entirety of the season.)
- Communicate with fellow coaches to discuss lesson planning, task delegation, etc.
- Prepare for each session by reading the lesson and reviewing materials in your coach box.
- Purchase healthy snacks for your GOTR site using your snack stipend (if applicable) and keep track of receipts to turn in at the end of the season.
- Arrive prepared at least 15 minutes before the program start time and supervise the girls from school dismissal time through the program start time (which in some cases may be more than 15 minutes before the program start time).
- Record attendance at each session.
- Lead and/or assist with each lesson in a manner consistent with the GOTRI philosophy and curriculum.
- Participate in games and activities with the girls at each practice.
- Wait after practice until all girls have been picked up or have left in a way their parents have granted permission to GOTRCV. (Parents are required to pick up their daughters immediately at the end of the program. GOTRCV has a late-guardian policy and procedure if tardiness becomes a problem.)
- Arrange for a GOTRCV-trained substitute coach if you cannot attend a session and inform GOTRCV staff when a substitute is identified.
- Read weekly coach newsletters and respond when appropriate. Be sure to supply GOTRCV an accurate, working email address.
- Facilitate the distribution and/or collection of program materials such as T-shirts, national sponsor samples, fundraising packets, etc.
- Return any materials, forms, etc. in the totes given to you.
- Head coaches administer pre-season and post-season survey instruments and arrange for mailing papers back to the GOTRCV office if your site is selected to participate in the survey.
- Help recruit 5K running buddies for girls at your site, if needed.
- Attend the end-of-season 5K with your site and run/walk with and support your girls at the event.
- Provide a fun, end-of-season celebration for the last session.
  
- Demonstrate a positive, encouraging demeanor and a healthy lifestyle.
- Be your wonderful self with the girls at all times, and above all, have fun with them!

### **Post-Season:**

- Return coach box, curriculum books, snack receipt envelopes, and any other materials neat and orderly in your totes
- Complete end of season Coach Survey and provide feedback and suggestions based on your coaching experience. ( if asked)

## Timing and Length of the Season

Each year, we have one Girls on the Run season, which takes place in the spring. The - spring season will begin the end of February, and will run for 10 weeks. The season ends in mid-May with the Girls on the Run 5K on TBD, followed by one more week of practice where the girls implement their community service projects and host an end of season celebration.

### Key dates for Spring - Season:

- **September:** All GOTRCV Site Applications and Coach Applications are due. Applicants are online only and can be found at [www.GOTRCV.org](http://www.GOTRCV.org).
- **August - October:** A Site visit will be conducted by GOTRCV staff to determine site accessibility. Site Liaison MUST be present as well as school principal/site director (coaches may also be present).
- **November or before:** All GOTRCV program sites will be determined and applicants will be notified.
- **December** Site Liaison training – 2-3 hour training for ALL site liaisons to learn basics about program and how to effectively market Girls on the Run. Sites will need to market the program at school.
- **January :** Market GOTR/GOT at site. Registration will begin in January/February.
- **December -January** All new coaches will be required to attend GOTRCV's 5-6 hour, in-person training, location to be announced
- **January (at coach training):** Coach totes, snack gift card, etc. are delivered
- **January - February:** Online program registration opens. Program registration is online only and will close at your site at the end of the allotted time. All sites will be using a random lottery system, if there is over the allotted number of participants at the site to choose the participants that are in the program.
- **End of February** - GOTR Season starts!
- **March - "If the Shoe Fits...Run" night presented by the Eau Claire Marathon** Location: Eau Claire Sports Warehouse
- **March :** Online registration for the Annual Girls on the Run 5K opens. Each girl must have a running buddy (someone who runs with them at the 5K), and all running buddies MUST register for the 5K. Family, friends and other community members may also register to participate in the 5K.
- **April**– Coach Appreciation Night
- **May at 10am** The Annual Girls on the Run 5K will take place TBD (coaches and girls arrive 9am)  
Location: Carson Park



## **Team and Sites Sizes**

We require a minimum of 8 girls per team and limit each team to a maximum of 15 girls. Because much of our curriculum is related to team building and group dynamics, fewer than 8 girls makes it difficult to implement the lessons and provide the experiences we want to offer to the girls. Having more than 15 girls stretches the coaches and materials too thin and makes it difficult to establish group rapport and allow each girl to fully participate in the curriculum.

At the discretion of GOTRCV, returning sites are allowed to grow to two or three teams if they are able to provide the required number of coaches to support those teams. A team of 16-20 requires 3 coaches at ALL practices.

## **Program Participant Registration**

Program registration is online only and will open at TBD. (If paper registrations are needed for site, it is the responsibility of the Site Liaison to assist in entering the registrations on-line.)

## **Submitting your Site Application and Coach Applications**

**All GOTRCV Site Applications and GOTRCV Coach Applications are online only and are due no later than September 1<sup>st</sup>, -** (but may be submitted any time before then). New Spring GOTRCV sites will be notified by November 1st. See website for application.

Please note that GOTRCV is continually expanding, and we do our best to accommodate as many new site requests as possible. We are limited in the number of new sites we can accept each year, therefore, it may not be feasible to start a program at your particular site this year. If we are not able to start a program at your site this year, please do reapply in future years!

# Girls on the Run Curriculum

Each curriculum (for Girls on the Run) is made up of 20 lessons taught over the course of the ten-week season, and each lesson follows a general pattern that incorporates the lessons' goals.

## Lesson Format

### **1. Getting On Board**

Hand out healthy snack as girls arrive (each Head Coach is given a snack stipend - .45/girl/practice - from program fees or snacks will be provided). As they settle into a circle, the coaches' check in with them, see how each is feeling, get a feel for the group's dynamic that day, and introduce the topic of the lesson. This portion of the lesson includes an activity and discussion.

### **2. Warm Up**

Next is a game, perhaps a short relay or some other brief activity. The topic of the lesson is incorporated into the game. For example, in one of the first lessons, one of the coaches marks off a short running course. The girls stand at the start, and one coach calls out a "like statement" such as "I like chocolate chip cookies!" or "I like math." All of the girls who agree with the statement run (or walk or jog at a pace that is comfortable for them) along the course marked out by the coach. These statements continue, with contributions from the girls, until everyone has had a chance to run and warm up.

The coaches then lead the girls through a brief stretching session. During that time, the girls and the coaches "process" the topic. In this example, they might discuss how people can have different likes and dislikes and can still be friends, or how our likes and dislikes develop.

### **3. Workout**

This involves more actual running. The season starts with shorter periods of running and increases as the season progresses. Eventually, the workout will build up to a practice 5K to build the girls' confidence about participating in the actual 5K event at the end of the season. The topic of each lesson is incorporated into the workout. For example, in a session on positive attitudes, each girl may be asked to tell a coach a positive statement about herself each time she completes a lap.

### **4. Cool Down**

After the workout, there is cool down and more processing. The lesson always ends with Energy Awards. (You can find examples of Energy Awards at <http://www.youtube.com/watch?v=2xQ-BWTBZr4>)

## **Curriculum Format**

The curriculum is divided into three parts:

### **1. Self-Care, Self-Awareness, Knowing Self**

The first eight lessons are centered on the girls getting to know themselves and examining their own values, their likes and dislikes, and who they envision themselves to be. As the girls get to know themselves, they are also sharing with each other.

### **2. Connectedness: Selecting Healthy Relationships and Keeping Them Healthy**

The next seven lessons concentrate on team building, being supportive, and learning to listen and cooperate.

### **3. Empowerment: Celebrating and Sharing Our Strengths**

The last five lessons relate to the world at large, including making a contribution to your world (family, school, etc.) and also coping with the negative messages we can receive from the world (media awareness, negative peer pressure, etc.). During these lessons, each site designs and implements a community service project to demonstrate the impact that one girl can have on her community.

At the end of the 9<sup>th</sup> week all the girls and coaches participate in a 5K. We host our very own event, and our Annual Girls on the Run 5k at Owen Park in Eau Claire. All members of the community (men, women, boys, girls, walkers, runners) are welcome to register for and participate in the event, and it is a great family and community event that celebrates all of the Girls on the Run participants and coaches.

The season concludes the following week with the implementation of the site community service project and an end-of-season celebration to reflect on each of the girls' accomplishments throughout the season.

## **General Information**

### **Program Registration Fees**

The registration fee is \$135 per girl, and we offer financial assistance for girls in need. **The program fee does NOT cover our actual cost per girl**, and we rely on fundraising and other sources of revenue to keep our costs as low as possible for all girls who want participate.

Included in the registration fee are:

20 lessons conducted by GOTRCV-trained coaches

New Site Information Packet (updated 4.13.17) | [www.gotrchippevalley.org](http://www.gotrchippevalley.org) | 715-514-5075

Healthy snacks at each lesson  
Lesson handouts & supplies  
An official GOTR program T-Shirt

Registration for the GOTRCV 5K  
An official GOTRCV 5K T-Shirt

Event day goody bag

GOTR water bottle

5k finisher's medal  
End-of-season certificates and awards  
GOTRCV coach training & support  
Operating overhead, including licensing, printing, and insurance costs

All administrative assistance to coaches, sites, girls, and parents

### **Registration Fee Financial Assistance**

It is our goal to make our programs accessible to all girls who wish to participate, regardless of their financial status. In the event that a girl is unable to afford the full cost for the program, we will do everything we can to offer her financial assistance. Families in need may be awarded financial assistance based on their income or special situation. We offer a sliding fee scale to those families who may need assistance. **We are proud to say that have never turned a girl away based on an inability to pay.**

Please remember: On average, 50% of our overall participants require some sort of financial assistance from the council. We fundraise, seek sponsorships, and write grants to make up this 50% shortfall in our budget. ***Each site will be asked to look for different ways to help out during each season to help us meet our budgeting goals.*** Please pass on any ideas or venues where we can reach out to the community. Here are some ideas: individual donations, employee contribution match programs, cultivating new sponsorship opportunities, SoleMates (new to GOTRCV) participation, PTO funds, application of grants through school district (ex. Starfish Grant), etc. These funds will then be used to provide scholarships and to offset general programming costs associated with all sites. Please contact us with questions or for fundraising ideas.

### **Evaluation**

Program participants may be asked to complete pre-season and post-season evaluations to measure attitudinal changes and program successes. The information gathered through these evaluations helps us evaluate and improve our programs. GOTRCV may independently elect to ask program participants to complete the evaluations or may be requested to do so by GOTRI.