Girls on the Run FY2024-2026 Strategic Map

**Our Compass**
- Maintain a culture of inclusiveness that honors our core values while scaling the organization

**Vision**
- Girls on the Run empowers girls to know and activate their limitless potential

**Marathon Goals**
- Our organization is inclusive, diverse, equitable and accessible.
  By 2026, 75% of councils meet Mission Advancement Markers
- Our council network is strong and positioned for growth.
  By 2026, councils serve 220,000 girls annually.
- Our organization is known, relevant and respected.
  By 2026, aided awareness exceeds 50 and NPS is at least +70.

**Strategic Imperatives**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>PEOPLE</th>
<th>RISK MANAGEMENT</th>
<th>REVENUE</th>
<th>CULTURE</th>
<th>COUNCIL NETWORK</th>
<th>BRAND</th>
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<tbody>
<tr>
<td>Develop programming and related supports that deepen impact, widen access and ensure sustainability</td>
<td>Attract, prepare and retain strong, diverse leadership to ensure operational excellence and future success</td>
<td>Protect the organization through an enterprise risk management framework</td>
<td>Increase earned and contributed revenue to ensure financial health</td>
<td>Reinforce a culture of connection, quality, performance and belonging</td>
<td>Provide strategic support and resources to ensure council sustainability</td>
<td>Increase and diversify audience, strengthen engagement and enhance national reputation</td>
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**FY24 HQ Measure**
- Enhance process for measuring constituent experience to ensure inclusive culture
- Launch new culturally responsive curriculum with 100% of councils implementing by 12/24
- Launch new coach training with 100% council adoption by spring 2024 season
- Establish processes that enhance effectiveness of internal and external communications
- HQ net revenue of $7.19M million
- Formalize and implement risk management strategies including cyber security