End of Season Survey Report
Fall 2020

Girls on the Run International
**Introduction**

Fall 2020 was a season like no other, and the Girls on the Run mission has never been so important. The following report compiles thoughts and feedback from over 1,000 coaches and over 1,600 parents/guardians and their girls regarding their experience with Girls on the Run programs in fall 2020 (whether in person, virtual or fluid).

The fall 2020 end-of-season survey was one component of a robust evaluation strategy designed to inform program development and demonstrate impact (other components included feedback collected via the attendance app, pilots and focus groups).

The end-of-season survey is also part of a long-term strategy to support council evaluation efforts. We hope the information in this report can be used to inform grant applications, marketing and communication among stakeholder groups, program delivery improvements, communication improvements, etc., as we continue to partner to serve the girls and families in our communities.

**Contents**

The report will focus in on the following key areas:

I. Survey Participant Demographics
II. Overall Experience
III. Showcasing Impact
   a. Girl & Parent/Guardian Impact
   b. Coach Impact
   c. COVID Impact
   d. Other Season Components
IV. Key Takeaways

A special thanks to:

- GOTR Birmingham Metro
- GOTR Buffalo
- GOTR Capital Area
- GOTR Central Iowa
- GOTR Central Kentucky
- GOTR Central Maryland
- GOTR Central Virginia
- GOTR Coastal South Carolina
- GOTR DFW Metroplex
- GOTR Eastern Iowa
- GOTR Greater Boston
- GOTR Greater Charlotte
- GOTR Greater Cincinnati
- GOTR Greater Hartford
- GOTR Greater Houston
- GOTR Greater Kansas City
- GOTR Hampton Roads
- GOTR Kentuckiana
- GOTR Lehigh Valley
- GOTR Margaret Mary Health
- GOTR Mid and Western Maryland
- GOTR Montgomery County Maryland
- GOTR New Hampshire
- GOTR North Central West Virginia
- GOTR Northeast Florida
- GOTR Northeast Wisconsin
- GOTR Northern Arizona
- GOTR Northwest Indiana
- GOTR Portland Metro
- GOTR Puget Sound
- GOTR Roanoke Valley
- GOTR Shenandoah Valley
- GOTR Snohomish County
- GOTR South Central Wisconsin
- GOTR Southeastern Suburban PA
- GOTR Southwest Florida
- GOTR Western Massachusetts
- GOTR WestSound
- GOTR Worcester County
Method

In the fall of 2020, thirty-nine councils opted in to have Girls on the Run HQ distribute an end of season survey to their parents/guardians and coaches.

Survey Development:

The survey items were drawn from an end-of-season survey designed by an evaluation task force in 2018 and updated to meet council-specific interests as it related to COVID-19 and its effects. Councils provided feedback, along with Dr. Weiss and Dr. Rajan, and the programming, marketing, and development teams at HQ.

Data Collection Strategy:

Councils opted in to participate, and then HQ distributed the surveys via SurveyMonkey in two waves. The survey was available for two weeks per wave. Sending the survey out through a central survey platform allowed HQ to easily provide council-specific reports to participating councils, as well as roll the data up to the national level.

Other information:

- 1,004 coaches and 1,626 parents/guardians and their girls completed online surveys
- Response rates: 27% for parents/guardians and 44% for coaches
- Incentive to participate: drawing to win one of ten $25 gift cards
- Data were analyzed for the full group and to look at the difference in experience across program delivery methods (in-person, fluid, virtual)

Survey responses were collected from across the country!
Survey Sample
Coaches
Coaches provided basic information about themselves.

Race/Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Coaches</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian/Alaska Native</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Multi-racial</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>White</td>
<td>84%</td>
<td>73%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Age of Coach

- 45+ 27%
- 35-44 32%
- <35 41%

Seasons Coached

- 2 – 4 37%
- 6 - 8 15%
- 9+ 9%
- first season 39%

Relationship to GOTR

- Community Member 49%
- Parent/Guardian 20%
- Teacher 23%
- School Administrator 8%

Program Participants
Parents provided information about participants.

Race/Ethnicity

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</tr>
<tr>
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<td>3%</td>
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</tr>
</tbody>
</table>

Girl Grade

- 3rd Grade 31%
- 4th Grade 32%
- 5th Grade 27%
- 6th Grade 3%
- 7th Grade 3%
- 8th Grade 1%

Since councils opted into the data collection, the sample was not as diverse as the girls we serve. Several sub-groups are large enough to conduct further analyses, so HQ will disaggregate the data as a next step to explore differences across groups. Our organization remains committed to gathering insights from individuals from diverse socio-cultural backgrounds and will continue to pursue strategies to this end (ex: increased council participation to ensure representation, alternative data collection methods).

Q25 C Which best describes your racial or ethnic heritage?
Q26 C Please indicate your age Q24 C How many seasons have you coached for Girls on the Run? Q23 C Which of the following best describes you? (N = 894)
Q19 P/G What grade is your girl currently in? Q20 P/G Which best describes your girl’s racial or ethnic heritage? (N = 1553)
**Program Participation**

See below for a glimpse of program participation from those who participated in both the parent/guardian and coach surveys.

**Most girls participated in Girls on the Run and participated in-person.**

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls on the Run</td>
<td>92%</td>
</tr>
<tr>
<td>Heart &amp; Sole</td>
<td>7%</td>
</tr>
<tr>
<td>Camp GOTR</td>
<td>0.32%</td>
</tr>
</tbody>
</table>

**Program Delivery Model**

- In Person: 54%
- Virtual: 23%
- Fluid: 22%

**Most coaches coached for Girls on the Run and coached in-person.**

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls on the Run</td>
<td>90%</td>
</tr>
<tr>
<td>Heart &amp; Sole</td>
<td>10%</td>
</tr>
<tr>
<td>Camp GOTR</td>
<td>0.22%</td>
</tr>
</tbody>
</table>

**Program Delivery Model**

- In Person: 48%
- Virtual: 32%
- Fluid: 20%

Q10. P/G Please indicate which program your girl participated in during the fall 2020 season. (N = 1568)
Q5. P/G This season some teams met virtually, some met in-person, and others a mix of the two. How did your girl’s team meet this season? (N = 1620)
Q10. C This season some teams met virtually, some met in-person, and others a mix of the two. How did your team meet this season? (N = 907)
Q14. C Please indicate which program you coached during the fall 2020 season. (N = 906)
Overall Experience
Parent/Guardian Survey

96% of parents and guardians surveyed agreed that Girls on the Run was a valuable experience.

Of the 1,626 parent/guardians, 1,431 (or 88%) said that they would sign their girl up again next season. Some differences were seen across delivery models: 82% of virtual parents/guardians said they would sign their girl up again versus 90% for in-person and 90% for fluid. From the general sample, most say this was related to conflicts with other seasonal activities or desires to try other activities. See below for other reasons:

Reasons May Not Sign Up for Next Season (# of responses)

- She’ll be too old to participate next season: 7
- Transportation challenges: 7
- She got everything out of the program she can get: 8
- She did not have a good experience: 9
- COVID safety concerns: 9
- Cost of the program: 11
- She wants to try other things: 15
- Conflict with other seasonal activities: 25
- Something else: 29

From those who chose “Something else,” the most common reason is that they prefer in person over virtual programming (9 respondents).

Q2. P/G How much do you disagree or agree with the following statements? Girls on the Run has been a valuable experience for my girl. (N = 1619)
Q3. P/G If I can, I will sign my girl up for Girls on the Run again next season. (N = 1625)
Q4. P/G Which of the following are reasons why you might not sign your girl up with Girls on the Run next season? (Check all that apply.) (N = 92)
Coaches

Almost **100%** of coaches (99% to be exact) agreed that the coaching experience was valuable for them.

**Value of Coaching Experience**

- **Strongly agree** 76%
- **Agree** 23%
- **Neither disagree or agree** 1%

**89%** of coaches find it likely they will return as a Girls on the Run coach. No notable differences were found between program delivery models. Most say this was related to timing. See below for other reasons coaches said they would not return:

**Reasons may not sign up for next season (# of responses)**

- I do not have time to volunteer in the future: 16
- Something else: 12
- My girl is no longer participating so I do not plan to continue coaching: 6
- COVID safety concerns: 4

From those who chose “Something else,” the most common reason is that they had scheduling conflicts (3 respondents).

Q2. C How much do you disagree or agree with the following statements? Coaching Girls on the Run has been a valuable experience for me (N = 960)
Q5. C It is likely that I will return as a Girls on the Run coach (N = 960)
Q6. C Which of the following are reasons why you might not coach again? (Check all that apply.) (N = 33)
Likelihood to Recommend

The Net Promoter Score (NPS) measures the likelihood that our consumers (girls, parents/guardians and coaches) would recommend Girls on the Run to others on a scale of 0-100. The higher the score, the more loyal our “consumer” base. Girls on the Run earns an enviable NPS of 84 among parents and guardians and 83 among coaches.

We also asked girls if they would tell other girls to do Girls on the Run, and nearly 98% of girls agreed they would. When describing their experience with their team, more than 95% of girls had positive experiences with their team throughout the season (as seen by the statements below), and 94% of coaches agreed that girls on their team developed positive relationships with their teammates.

Girls agreement with how they felt about the season.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Girls on the Run coaches care about me.</td>
<td>16% 84% 100%</td>
</tr>
<tr>
<td>My Girls on the Run teammates support me.</td>
<td>2% 29% 69%</td>
</tr>
<tr>
<td>I felt like I belonged at Girls on the Run.</td>
<td>3% 29% 67%</td>
</tr>
<tr>
<td>I had fun at my Girls on the Run practices.</td>
<td>2% 27% 71%</td>
</tr>
</tbody>
</table>

Q2. On a scale of 0 to 10, how likely are you to recommend Girls on the Run to others seeking volunteer opportunities? (N = 960)
Q3. How much do you disagree or agree with the following statements? (N = 960)
Q1. P/G On a scale of 0 to 10, how likely are you to recommend Girls on the Run to a friend or colleague? (N = 1623)
Q23. P/G Choose the answer that best describes how you feel. (N = 1372)
Showcasing Impact

What our organization does matters, and we want to share with you the impact we had on girls, parents/guardians and coaches this fall. Let this section be encouragement as we navigate this difficult time and use the below statistics for furthering grant opportunities/funding opportunities and recruitment of sites, girls, board members and coaches.

Girl & Parent/Guardian Impact

Studies show that confidence levels in girls begin to drop at age 9. Now more than ever, girls need tools and strategies to unleash their power and confidence. 84% of parent/guardians said they would describe their girl as confident **BEFORE** the fall 2020 season of Girls on the Run. **AFTER** the season, 95% of parent/guardians said they would describe their girl as confident (representing a statistically significant increase).

83% of parents/guardians agree that their girl is **more** confident because of participating in Girls on the Run!

94% of coaches agree that the girls on their team are **more** confident because of participating in Girls on the Run.

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**Girl Confidence**

- **Before fall 2020 season:** 84% of parents/guardians who said they would describe their girl as confident.
- **After fall 2020 season:** 95% of parents/guardians who said they would describe their girl as confident.

Q2. P/G How much do you disagree or agree with the following statements? (N = 1626)

Q8. P/G In this section you will indicate how true a statement was **BEFORE** your girl participated in Girls on the Run and then **AFTER** she participated in Girls on the Run. (N = 1597)

Q3. C How much do you disagree or agree with the following statements? (N = 960)
Girls who participated in Girls on the Run learned critical life skills throughout the season. Over 90% or more girls agreed with all the statements about the beneficial impact of Girls on the Run.

Parents were also asked to share one way that their girl was positively impacted by her Girls on the Run experience. This could have been something she learned, a favorite moment or activity or a lasting take-away. Some of the common responses of parents are as follows:

- She made new friends.
- She was proud of herself for completing a 5K.
- She gained more confidence.
- The program helped her think positively.
- She felt like she belonged.
- She is doing more physical activity or discovered a love for running.

“**We were driving home one day & her older sister who is not in girls on the run made a negative comment about herself. My daughter that participates in the program stated, "Nope, stop putting down your STAR power!" It was very impactful then & now that they both were able to hear that message from outside their home & parents.**” -GOTR Parent/Guardian
Additionally, we know that physical activity matters. About 91% of girls say they like to do physical activity more because of Girls on the Run. Additionally, parents believe that Girls on the Run has positively impacted their girl’s physical activity, as well. 95% of parents/guardians reported that AFTER participating in Girls on the Run, their girl was physically active. This is compared to 77% who said their girl was physically active BEFORE participating. Increases were statistically significant.

My girl is physically active.

<table>
<thead>
<tr>
<th>% of parent/guardians that would describe their girl as physically active.</th>
<th>77%</th>
<th>95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before fall 2020 season</td>
<td>After fall 2020 season</td>
<td></td>
</tr>
</tbody>
</table>

85% of parent/guardians said that their girl’s experience with Girls on the Run has led to a conversation about an important topic.

Parent/Guardian Impact Statement

Girls on the Run has led to at least one conversation with my girl about an important topic.

| Agree (net) | 12% | 38% | 47% | 85% |
| --- | --- | --- | --- |
| Neither disagree nor agree | Agree | Strongly agree |
Girls also shared their experience through several open-ended questions.

If another girl was thinking about joining Girls on the Run and wanted to know what it is like, what would you tell her?

“**You get to hang out with your friends and get exercise. It starts off hard, but it gets easier as you progress. And your friends are always there to help you.**” – GOTR Girl

“**It’s more than just running, and you learn things like how to stop and take a breather.**” – GOTR Girl

“I would tell them that it is very fun and rewarding. You develop a very strong bond with you peers and teammates. You also learn a lot of important skills along the way.”

- H&S Girl

What is the most important thing you learned about yourself at Girls on the Run?

“I am strong and important.” - H&S

“I am POWERFUL!!” – GOTR Girl

“You can be confident in yourself and you can do anything you set your mind to.” - H&S Girl

“I can do things that I didn't think I could do. I can make goals and meet them.” – GOTR Girl

“That my voice can make an impact.” - H&S Girl

“That I am beautiful!!” – GOTR Girl

“I am much stronger than I thought I was, and other girls have feelings and experiences just like me.” - H&S

“To be more confident and know that we are all unique and different.”

- GOTR Girl

Q25. P/G If another girl was thinking about joining Girls on the Run and wanted to know what it is like, what would you tell her? (N = 1372)

Q26. P/G What is the most important thing you learned about yourself at Girls on the Run? (N = 1372)
Coach Impact

Coaches are at the core of what we do at Girls on the Run, and approximately 95% of coaches agreed with the following statements, indicating that they found impact and meaning by coaching Girls on the Run.

Coach Agreement with Statements

- As a Girls on the Run coach, I felt like I was making a difference in girls’ lives.
  - Agree (net): 94%
  - Agree: 58%
  - Neither disagree nor agree: 36%

- I formed positive relationships with the girls on my team.
  - Agree (net): 96%
  - Agree: 68%
  - Neither disagree nor agree: 28%

Additionally, coaches were asked to describe their experience in 3 words. You can see the most popular words in the cloud below!

Q3. C How much do you disagree or agree with the following statements? (N = 960)
Q9. C What three words would you use to describe your Girls on the Run experience? (N = 856)
When coaches described how they were personally impacted this season, these were some of the stories they shared.

“There are too many ways to count, for me this program is so rewarding. Seeing the girls grow throughout the season(s), their beautiful souls opening up to new friends and avenues in their lives. I learn more from them and want to be the best role model that I possibly can. They have assisted in moving my clouds on many occasions and they do not even realize it.” -GOTR Coach

“I have been impacted by my GOTR experience during this time by sharing joyful moments with the girls and coaches on my GOTR team. It has been a very welcome escape to virtually spend time with students away from the academic sphere.” -H&S Coach

“It gave me something to look forward to during the day.” -GOTR Coach

“Virtually connecting with the girls and my co-coach/sister was a life-saver. Literally, I had some very low moments this season and this was one of the main elements of my life that gave me purpose to keep going.” -H&S Coach

Q8. C In what ways, if any, have you personally been impacted by your Girls on the Run experience during this time? (N= 772)
COVID Impact

In today’s world of isolation and stress related to COVID-19, Girls on the Run creates a safe place for girls to grow in confidence and strengthen self-worth.

42% of parents/guardians said that BEFORE participating in GOTR, their girl felt lonely, but only 15% of parents/guardians said their girl felt lonely AFTER participating in GOTR. This is a statistically meaningful difference.

We are pleased to report that 93% of parents/guardians agreed that Girls on the Run strove to create a safe place for their girl last season. 91% of coaches said they were satisfied with COVID-19 safety precautions. Additionally, 94% of coaches felt they had the support needed to coach during COVID times, and 91% of coaches felt they had the supplies they needed to safely deliver the program.

Of the parents/guardians who had additional thoughts about COVID-19 safety precautions, most cited a lack of enforcement of masking as the cause for concern (9 respondents). Coaches asked for councils to provide materials such as hand sanitizer or a box of face masks as a way to improve safety measures. Other materials councils can reference include:

- Following along with local and CDC guidelines regarding physical distancing
- Using the coach guide addendum for physical distancing modifications

Q3. C How much do you disagree or agree with the following statements? (N = 960)
Q11. C How satisfied were you with the COVID-19 related safety protocols implemented this season (N = 614)
Q12. C I had the supplies I needed to safely deliver the program. (N = 614)
Q13. C If you think we can improve the safety protocols or supplies, please elaborate here. (N = 234)

Q6. P/G The COVID-19 precautions in place gave me confidence that Girls on the Run was striving to create a safe experience for my girl. (N=1242)
Q8. P/G In this section you will indicate how true a statement was BEFORE your girl participated in Girls on the Run and then AFTER she participated in Girls on the Run. (N = 1597)
Q7. P/G Please elaborate on what could have been done to increase your confidence in the safety measures. (N = 28)
Finally, almost **9 out of 10 (87%)** parents/guardians said that Girls on the Run helped their girl gain skills that are helping her handle the stress associated with the pandemic. Agreement was slightly higher among participants in in-person (88%) and fluid (88%) delivery models of Girls on the Run (as compared to the virtual model (83%)).

### Parent/Guardian Impact Statement

Girls on the Run helped my girl gain skills that are helping her handle the stress associated with the pandemic.

- **11%** Neither disagree nor agree
- **38%** Agree
- **49%** Strongly agree

“**2020 was a very rough and unstable year for everyone. I think that the GOTR organization stepped up and did a great job, especially when considering what the world has been up against for the majority of this calendar year. I'm looking forward to having my daughter continue with GOTR.”** - GOTR Parent

“**[I] was extremely impressed with the virtual option this year due to Covid. Obviously would have preferred in person, but the level of engagement from Coach Kendra was amazing! Really appreciated the emails with the lesson plans (very well thought out) and my daughter was always eager to join the meeting and talk with the team.”** – GOTR Parent

When coaches were asked what the greatest need met for their girls through Girls on the Run this season, most cited **connection**.

“**I think the greatest need met was connection with other girls as well as coaches. The girls clearly looked forward to checking in and chatting with one another.”** - H&S Coach

“**Definitely the need for social and emotional interaction. Without GOTR, many girls wouldn’t have had the chance to interact with each other or share their feelings in a safe place.”** - GOTR Coach

**Q7. C** This is a challenging time for many girls. What do you think was the greatest need met through the program during this time? (N = 907)

**Q2. P/G** How much do you disagree or agree with the following statements? (N = 1626)

**Q18 P/G** Please share anything else about your Girls on the Run experience that you want us to know, including anything we could have done to improve your experience. (N = 847)
Other Season Components

End of Season Event

Overall, the end of season was successful, whether held virtually or in person at the site. Overall, 83% of parents/guardians were satisfied with the End of Season event, and about 80% of coaches were satisfied, too. Parents/guardians and coaches who participated in an in-person event were much more satisfied with the event than those who participated in a virtual event. The main suggestion for improvement from parents/guardians and coaches was an in-person option.

Q17. C What best describes the location of your team’s end of season event? (N = 900)
Q18. C How satisfied were you with the end-of-season event? (N = 900, Compare base, Virtual = 292, In Person = 426, Fluid = 184)
Q19. C How can Girls on the Run change or improve the end-of-season event? (N = 74)
Q11. P/G What best describes the location of your girl’s end of season event? (N = 1557)
Q12. P/G How satisfied were you with the end-of-season event? (N = 1557, Compare base, Virtual = 359, In Person = 853, Fluid = 345)
Q13. P/G How can Girls on the Run change or improve the end-of-season event? (N = 93)
Community Impact Project

This season, the majority of teams held the Community Impact Project (CIP) in person.

Community Impact Project Delivery

- Virtual space: 34%
- In-person: 56%
- Did not complete: 10%

Please note that 10% of the 808 coaches who answered this question indicated they did not complete the Community Impact Project with their team. This finding is particularly interesting when considering that the CIP is a part of the curriculum lessons.
Communication

Over 89% of parent/guardians were satisfied with communication from both their council AND coaches. About 92% of coaches were satisfied with communication from their council. See opportunity ideas for parent/guardian communication below.

Parents/guardians enjoy:
- Regular communication from coaches
- More robust communication about the End of Season Event (including information about Running Buddies, etc.)
- Hosting a “week zero” or intro meeting with parents/guardians before the season begins

Q20. C How satisfied were you with the communication from Girls on the Run? (N =902)
Q14. P/G How satisfied were you with the communication from your Girls on the Run council? (N = 1559)
Q15. P/G How can your Girls on the Run council change or improve communication? (N = 31)
Q16. P/G How satisfied were you with the communication from your girl’s coaches? (N = 1557)
Statements by Delivery Model

Fall 2020 was distinct in many ways, but the addition of virtual and fluid delivery models was a key difference from past seasons. While some differences were found across delivery models, overall the data suggests that girls, coaches, and parent/guardians had a valuable and impactful experience regardless of whether they participated virtually, in-person or a mix of the two.

Here we provide some key stats broken down by delivery model. See the next section for key takeaways from the comparison.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Virtual</th>
<th>In Person</th>
<th>Fluid</th>
</tr>
</thead>
<tbody>
<tr>
<td>98% of girls had fun at their Girls on the Run practices.</td>
<td>95%</td>
<td>99%</td>
<td>98%</td>
</tr>
<tr>
<td>96% of girls felt like they learned things at Girls on the Run that are important.</td>
<td>95%</td>
<td>97%</td>
<td>96%</td>
</tr>
<tr>
<td>98% of girls felt their teammates support them.</td>
<td>99%</td>
<td>97%</td>
<td>98%</td>
</tr>
<tr>
<td>91% of girls like to do physical activity because of participating in Girls on the Run.</td>
<td>89%</td>
<td>93%</td>
<td>91%</td>
</tr>
<tr>
<td>99% of coaches agree that Girls on the Run was a valuable experience!</td>
<td>99%</td>
<td>99%</td>
<td>98%</td>
</tr>
<tr>
<td>94% of coaches agree that they felt like they were making a difference in the girls’ lives.</td>
<td>94%</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>94% of coaches felt like girls on their team developed positive relationships with one another.</td>
<td>86%</td>
<td>98%</td>
<td>97%</td>
</tr>
<tr>
<td>94% of coaches agree that girls were more confident after Girls on the Run!</td>
<td>92%</td>
<td>94%</td>
<td>95%</td>
</tr>
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96% of parents and guardians agreed that Girls on the Run was a valuable experience for their girl.

- 93%: Virtual
- 98%: In Person
- 97%: Fluid

85% of parents and guardians agreed that Girls on the Run has led to at least one conversation about an important topic.

- 85%: Virtual
- 84%: In Person
- 87%: Fluid

87% of parents and guardians agreed that Girls on the Run helped their girl gain skills to help her handle stress associated with the pandemic.

- 83%: Virtual
- 88%: In Person
- 88%: Fluid

95% of parents surveyed from our fall season reported that **AFTER** participating in Girls on the Run, their girl was physically active. Compared to 77% who said their girl was physically active **BEFORE** participating.

**BEFORE**
- 75%: Virtual
- 78%: In Person
- 77%: Fluid

**AFTER**
- 93%: Virtual
- 97%: In Person
- 94%: Fluid

95% of parents surveyed from our fall season reported that **AFTER** participating in Girls on the Run, they would describe their girl as confident. Compared to 84% who said they would describe their girl as confident **BEFORE** participating.

**BEFORE**
- 84%: Virtual
- 84%: In Person
- 83%: Fluid

**AFTER**
- 94%: Virtual
- 95%: In Person
- 94%: Fluid

42% of parents/guardians said that **BEFORE** participating in GOTR, their girl felt lonely, but only 15% of parents/guardians said their girl felt lonely **AFTER** participating in GOTR.

**BEFORE**
- 42%: Virtual
- 41%: In Person
- 44%: Fluid

**AFTER**
- 21%: Virtual
- 13%: In Person
- 14%: Fluid
Key Takeaways

Overall, the data suggests that girls, families and coaches experienced the transformative impact of Girls on the Run this fall.

Overall

- Positive change in physical activity for girls was observed by parents/guardians, and girls. Given that Girls on the Run is a physical activity-based youth development program, these findings are encouraging.
  - 95% of parents surveyed from our fall season reported that **AFTER** participating in Girls on the Run, their girl was physically active. Compared to 77% who said their girl was physically active **BEFORE** participating.
  - 91% of girls like to do physical activity because of participating in Girls on the Run.

- Positive change in confidence for girls was observed by parents/guardians and coaches.
  - 95% of parents surveyed from our fall season reported that **AFTER** participating in Girls on the Run, they would describe their girl as confident. Compared to 84% who said they would describe their girl as confident **BEFORE** participating.
  - 94% of coaches agreed that girls on their team were more confident after Girls on the Run!

- Decreases in feelings of loneliness paired with a high sense of belonging at Girls on the Run this season support the role Girls on the Run is playing to bring connection during this time of social isolation.
  - 42% of parents/guardians said that **BEFORE** participating in GOTR, their girl felt lonely, but only 15% of parents/guardians said their girl felt lonely **AFTER** participating in GOTR.
  - Overall, 97% of girls felt like they belonged at Girls on the Run.

- Some teams did not complete the Community Impact Project, as indicated by coaches. Given the importance of this project to the overall program impact, this is an area of opportunity.

- Parents/guardians and coaches who participated in an in-person end-of-season event were much more satisfied with the event than those who participated in a virtual event.

- One parent from our fall season shared, “**Especially during this pandemic it was so nice to have structure, physical activity, connection with peers and it helped her gain physical strength!**”
By Delivery Model

- While some differences were found across delivery models, overall, the data suggests that girls, coaches, and parent/guardians had a valuable and impactful experience regardless of whether they participated virtually, in-person or a mix of the two.
  - Parents/guardians found slightly greater value in the in-person experience (though all three models were very valuable).
  - Physical activity increased regardless of the model. Data from the parent/guardian survey suggested that increases were similar across models, though girls participating in the virtual program started with slightly lower levels. Girls in the virtual program were slightly less likely to say they like to do physical active because of GOTR. To address this, a team workout option for fluid/virtual teams was added to the curriculum for this spring, as well as the development of three short team workout videos.
  - No differences were found across models in the value of the experience for coaches or their perceived impact. They also reported that they likely to return for next season, regardless of delivery model. 91% of virtual coaches indicated they would likely return, compared to 87% agreement for in person coaches and 86% agreement for fluid coaches.
  - While virtual coaches were less likely to agree that girls formed positive relationships with their teammates, data gathered from girls suggested that there were no differences across models in building relationships with their teammates. Additional teambuilding opportunities were added to the curriculum to continue to focus on the important connections among teammates.
Conclusion

The work we are doing matters! We hope you find value and helpful information in the following internal report from our fall end of season survey. Everything we do, from practice to surveys to reports means reaching more girls and helping each one realize her limitless potential. The data in this report will be used to inform:

- Future program development
- Initiatives for council support – including parent engagement
- End-of-Season survey/data collection
- Evaluation model updates

Please reach out to program@girlsontherun.org with any questions you may have about the information/data in this report.