



girls
gotta
run
foundation

2016

annual
report



mission

Girls Gotta Run Foundation is a 501(c)(3) non-profit organization that invests in girls who use running and education to empower themselves and their communities in Ethiopia.

vision

Girls Gotta Run envisions a world that empowers and invests in the exceptional initiative of young women who are working to establish their place in the world as competitive runners and leaders in their communities, who are finding strength, courage and power in their pursuit of excellence, and who are achieving their fullest potential in running and society.

the ggrf social impact model



"One of the soundest investments we can make is in girls - in educating them, empowering them and keeping them healthy." - Ban Ki Moon

GGRF is the only non-profit organization in Ethiopia using the national sport of running as an innovative approach to creating safe spaces, ending child marriage and expanding access to secondary school for vulnerable girls. GGRF invests in girls and their families to create long-term paths for self-reliance and financial resiliency. In 2016, GGRF provided Athletic Scholarships for 95 girls and established savings and entrepreneurship groups for 40 of the girls' mothers.

impact

model

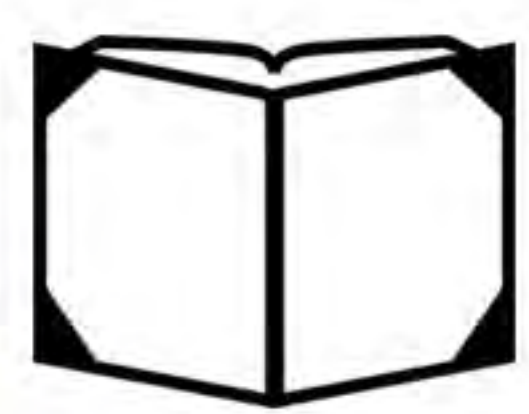
The GGRF Athletic Scholarship is a holistic grassroots program that integrates education, life skills, safe spaces, athletics, savings groups, and entrepreneurship for Ethiopian girls and their families. Over a three year period, GGRF helps Athletic Scholars ages 11 to 18 move from primary to secondary school by addressing and providing solutions to the diverse challenges they face in moving into the higher levels of education. In addition, GGRF invests in the girl's future and that of her family by inviting her mother to participate in entrepreneurship and savings group programming, thus providing a basis for the family to achieve financial resiliency.



athletic scholarship program

The GGRF Athletic Scholarship helps adolescent girls in completing primary school and moving into higher levels of secondary school in Ethiopia. GGRF provides a holistic scholarship package that works along with girls and their families to address and reduce the challenges they face on the path to higher education.

The following challenges to attending and completing school have been identified by the girls and families with whom we work and are addressed in the GGRF Athletic Scholarship package:



Quality & Cost of Education: Although more girls have been attending school in the past decade, studies have found that girls continue to experience lower levels of literacy than their male counterparts. GGRF provides scholarships for girls to attend all-girls schools and quality government schools based in the communities where they live. GGRF reduces the economic barriers to education by covering student school fees, school uniforms, tutorial and academic supplies (pencils, pens, notebooks, erasers, paper, books, etc.).



Hygiene: Many girls miss school during their menstrual cycle each month because they lack access to sanitary pads and safe lavatories. GGRF provides all Athletic Scholars with sanitary pads (both reusable and non-reusable types), soap, safe access to toilets and showers, and a place to wash their clothes and school uniforms on the weekends.



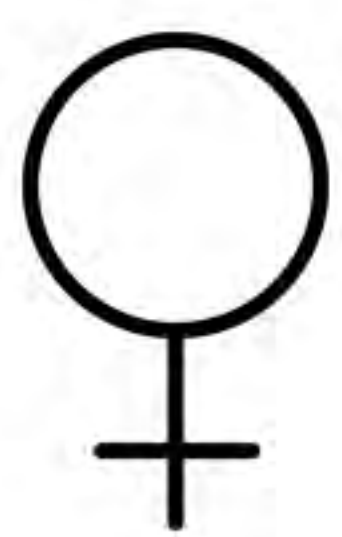
Nutrition: Malnutrition has been found to impact student literacy rates. Many of the girls GGRF works with struggle to access three meals a day and find it hard to focus in class while hungry. GGRF provides the girls with hot, nutritionally balanced lunches every school day. In addition, scholarship recipients are provided snacks after athletics practice and lunches over the summer to ensure they have proper access to nutrition throughout the year.



Healthcare: When the mother in the family becomes ill, it is often the responsibility of the girl child to take care of her and take on her daily housework. This limits the girl's ability to attend school when her mother is ill. GGRF provides healthcare for both the girl and her mother throughout the year to address this barrier to attending school.



Running: Running provides a culturally relevant, low cost, high impact method of creating safe spaces for girls to develop self confidence, identify female role models such as Ethiopia's female Olympic champions, develop a peer network, and to identify and reach personal goals.



Safe Spaces: GGRF creates engaging, culturally relevant safe spaces for girls using a three-pronged approach of running, life skills workshops and peer mentorship. GGRF Athletic Scholars use these safe spaces to learn valuable information on topics such as health, financial literacy, HIV/AIDS and personal safety; to develop their self confidence and leadership capacity; to build a network of peers and access peer mentorship; and to discuss and learn how to navigate the challenges they face, such as early marriage and social pressures, which often create barriers for them to attend school.



Economic Resilience: GGRF helps to establish savings and entrepreneurship groups with the mothers of the girls for whom we provide Athletic Scholarships. The aim of this project is to integrate a long-term sustainability plan for the families participating in the GGRF Athletic Scholarship Program by providing them with the tools they need to build successful, female-led businesses, and ultimately a better life for themselves and their communities.



impact story

Merawit Metekia entered the GGRF Athletic Scholarship Program in 2013 as part of our first class of scholarship recipients in Sodo, Ethiopia. Merawit's mother explains how the scholarship inspired her and her husband to finish their education, helped their family afford to keep their children in school, provided a way for the family to put a roof over their heads and helped Merawit grow into a strong student and leader.

“Merawit has been advising me to continue my education and she would say that by learning we will change our lives. She would encourage me,” explains Roman.

“My name is Roman Woldezelde. I have 5 children, three girls and two boys. After Merawit was taken into the (GGRF) project, I started my education.”

“Merawit has changed a lot (since joining the GGRF program). She has improved in her education. Before her average in school was not good but now, she does well. After Merawit joined this project, my husband got a new education (and completed college). I continued my education and we put (Merawit's) sister into school.”



merawit & roman



“I am happy because she gets lunch, clothes, uniform, soap. She has plenty to share with her sisters. I used to send my younger daughter to a government school where it was cheap but now I have put her in a private school (where she receives a better education). Merawit shares with me what she brings from the project, like soap. I remember that because of finance (problems), I made her drop out of her former school. Providing her lunch was my other challenge. Now this problem has been solved.”

“(After Merawit joined the GGRF Athletic Scholarship Program), I decided to complete my education. I started in grade 9 and continued to grade 10. I took the grade 10 national exam but I failed so I took the re-examination (a year later and passed the exam). After, I was promoted to grade 11. I hope to do well in school and if I succeed, I will change the life of my family.”

“Before, our house was not painted. It did not have a ceiling. We had only wooden chairs. We did not have doors. Now, the house has been painted, the ceiling has been made and we bought new chairs. There have been many changes.”

““I hope for bigger things for (Merawit). After achieving her goal, I hope that she could in turn support others,” says Roman.



impact story

BEKOJI

GGRF Athletic Scholar Tsegereda lives with her mother, Ayuntu, in a small room they rent from another family in Bekoji, Ethiopia. Before Tsegereda joined the GGRF Athletic Scholarship Program, Ayuntu made a small amount of money to support their family by working as a daily laborer and making Tella, a traditional alcohol, for people that would commission her help.

Ayuntu completed her education up to grade 5 and was first married at the age of 17 when her ex-husband was 40 years old. She had Tsegereda when she was 18 and gave birth at her home without a midwife.

After joining the GGRF Athletic Scholarship Program, Ayuntu has begun participating in the GGRF Mother's Savings and Entrepreneurship group. Here she learned how to build a small business and invested a micro-loan from the savings group to start an Injera (traditional Ethiopian bread) and Tella business. As a result, she has been able to buy the ingredients to make Injera and Tella and has begun to make more money selling these products in the town market.

“Education for girls is very important. You get different knowledge and skills from school. After Tsegereda completes her education, she can get different job opportunities,” explains Ayuntu.

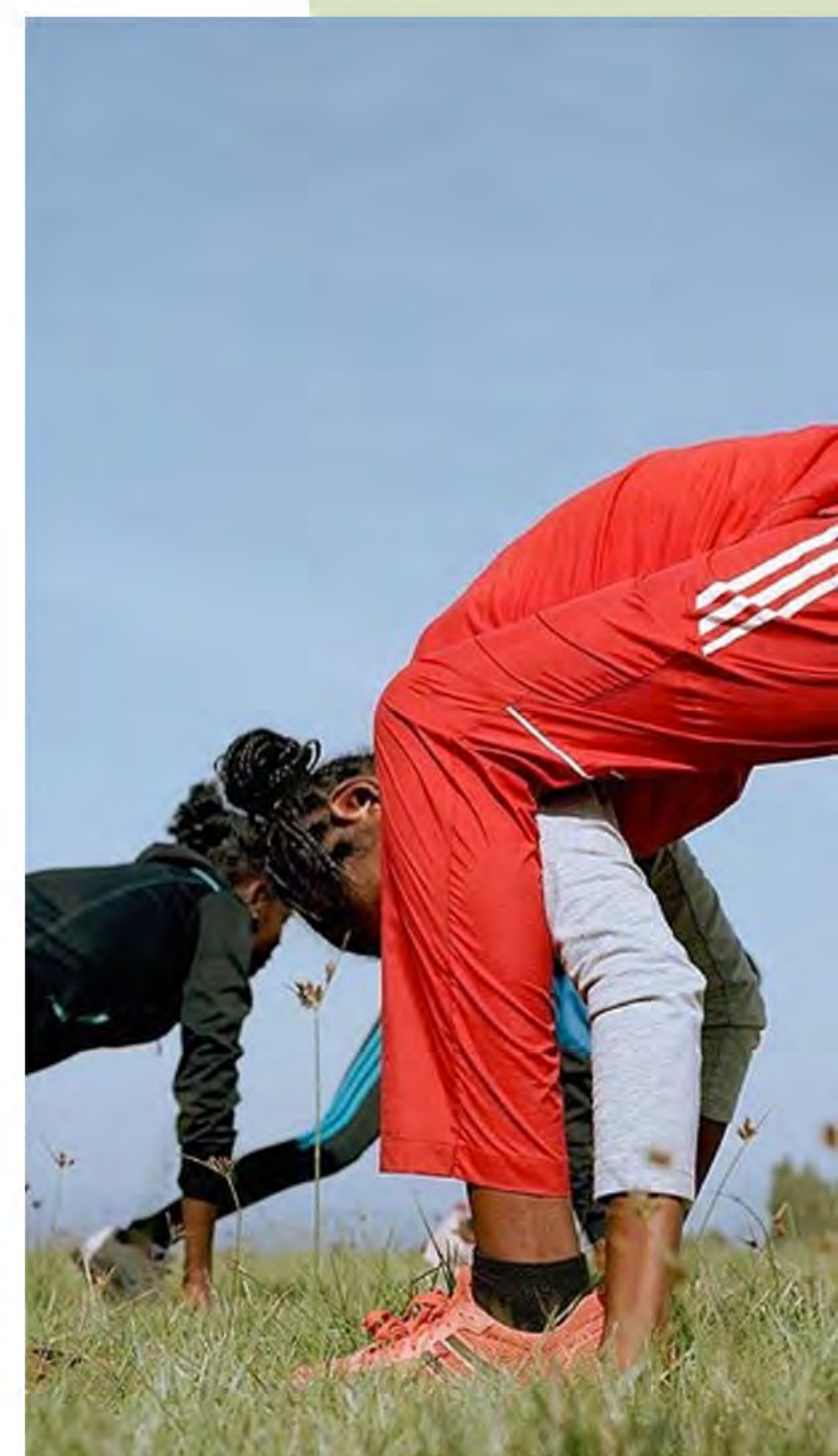
Ayuntu explains how the GGRF Athletic Scholarship and her new business has helped to supplement what she needed to provide for Tsegereda to attend school: “Before I worried about getting my daughter clothes and food. Now I don't have to stress as much. I can rest and relax my mind. No one was helping me before. Thank you for your help.”



Tsegereda and her family

activism & partnerships

VSCO // GGRF PROJECT: GGRF partnered with VSCO for their four part, multi-media storytelling project 'BEKOJI' which told the stories of the GGRF Athletic Scholars in Bekoji, Ethiopia through film, photos and written storytelling. VSCO premiered this project at their Headquarters in New York City. GGRF's Executive Director was invited to speak at the event on a panel with the project's creative team.



FALCON COFFEES: GGRF partnered with Falcon Coffees for their Rocko Mountain Coffee which was sourced in Ethiopia. The coffee was sold to coffee companies across the globe and invested back in to GGRF Programs.

WHOLE FOODS MARKET // GGRF was selected as the Allegro Coffee Origin Direct Grant recipient for the second year in a row. Allegro Coffee supporting GGRF was made available for purchase in Whole Foods Market stores nationwide.

international day of the girl

IDG 5K AWARENESS & FUNDRAISING EVENT: GGRF organized the second annual IDG Global 5K to raise awareness and funds for girl changemakers in Ethiopia. Individuals around the globe ran in support of the the GGRF Athletic Scholars and raised more than \$5,000 for GGRF Programs.

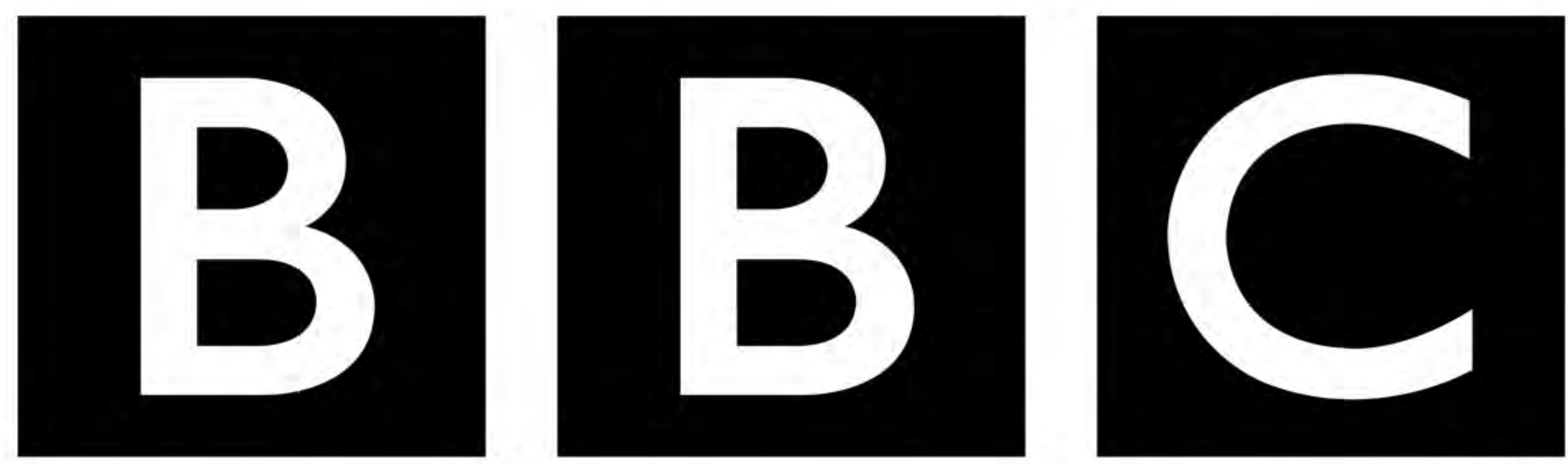
OISELLE COLLABORATION:
To celebrate the IDG with GGRF, Oiselle offered a “buy one, give one” promotion for their sports bras. With every sports bra purchased, Oiselle donated a sports bra to GGRF.

LEAN IN // GETTY IMAGES:
GGRF was the first ever recipient of the Getty Images Lean In Creative Grant. To celebrate the IDG, we launched the GGRF 360 Video Storytelling website where individuals can take a 360 view of what it means to be a GGRF Athletic Scholar in Sodo, Ethiopia.



media

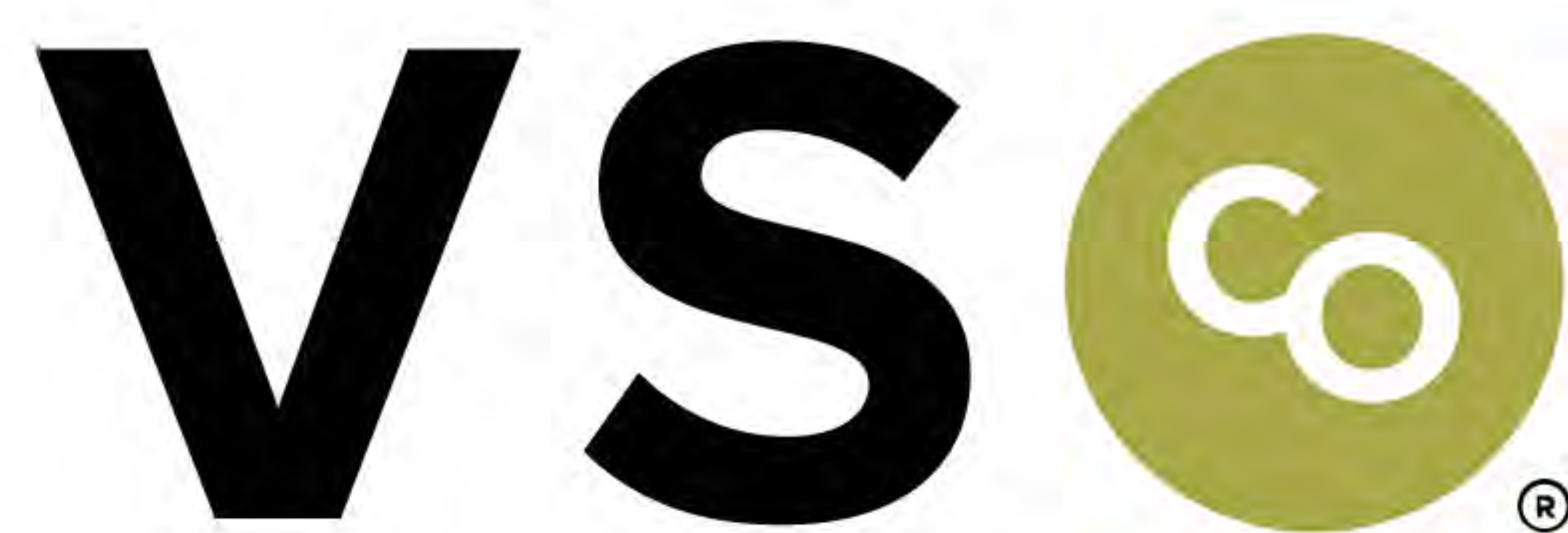
FEATURED IN: BBC, Refinery 29, UNDO Magazine, Tadias Magazine, and VSCO.



REFINERY29

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TADIAS



leadership

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Executive Director | Kayla Nolan

financial resources

GGRF solicits funds from private donations, local groups, businesses, and supporters based in Canada, the United Kingdom, Europe, Ethiopia, and the United States of America. In 2016, we raised \$78,934 and expended \$74,934 with a \$4,030 commitment for 2017 scholarships and operations.

thank you

Thank you to the businesses, organizations, foundations, individual donors and athletic scholarship sponsors that have supported our work in Ethiopia: Allegro Coffee, Falcon Coffee, Falcon Specialties Coffees, Addis Exporter, Sweet Maria's Coffee, Karma Coffee, Gorlitz Foundation, Riverstyxx Foundation, Mothers with a Heart for Ethiopia, Good for Girls Foundation, Whole Foods Markets, Java Jog for a Cause, Soul of Africa Shoes, Oiselle, B'Uniqu, VSCO, Getty Images, Lean In Foundation, Center for Creative Leadership, Siquee Women's Foundation.

