

# Annual Report 2024



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# Dear friends,

As we reflect on the incredible strides we made together in 2024, I am filled with gratitude and inspiration. Run Your City began with a simple yet ambitious vision: to ensure every child has the chance to reach the starting line—literally and figuratively—and discover the transformative power of sports, community, and self-belief. This year, thanks to your support, we've taken that vision further than ever before.

In 2024, we expanded to new communities, deepened our impact in existing chapters, and empowered hundreds of children to break through barriers that often hold them back. Whether it was providing mentorship through our collegiate volunteers, fostering inclusivity on the track, or offering holistic support like healthcare and education through our international programs, every milestone reminded us of why we do what we do: to build a world where every child can run toward their full potential.

As we look ahead to 2025 and beyond, our mission remains steadfast. We're committed to reaching even more children, breaking down barriers, and creating opportunities for every child to grow into a healthy, confident, and inspired individual. Achieving this will take all of us—our dedicated volunteers, generous donors, and incredible supporters who believe in the power of what we're building together.

**Thank you for being part of this journey.** You are helping us create more than a program; you are helping us build a legacy of inclusion, empowerment, and possibility. Together we (really) can.

## With gratitude,

*Mary Blankemeier*

**Mary Blankemeier**  
CEO & Founder





# Our Mission

Run Your City aims to **provide every child, regardless of ability, gender, or socioeconomic background, the opportunity to grow into healthy, confident & inspired individuals.** We are committed to building an inclusive community through the sport of running. Our programs are designed to be accessible and free, and we **actively work to eliminate the barriers that prevent participation.**





# OUR NORTH STAR

Increase the number of children with exposure to sports, ensuring we reach the children with the greatest barriers to access, and that we inspire sport participation **beyond** the duration of our programs.



## WHO WE ARE & WHAT WE DO

Run Your City is a nonprofit organization promoting inclusive communities through running. Founded at the University of Virginia in 2018, **Run Your City bridges college campuses and communities by providing accessible sports programs** for children in Kindergarten through 8th grade.

Run Your City hosts **six-week seasons each Fall and Spring** with weekly one-hour sessions. College and community volunteers coach participants, forming meaningful connections. By partnering with local schools to reach at-risk children and working with local businesses to source donations like food and sports gear, Run Your City ensures a **supportive sports environment for every child**.



## WHY WE DO THIS

**Income Barriers:** Children from low-income families are **three times less likely to join traveling sports teams** and only 56% of low-income kids frequently enjoy sports, compared to 72% of high-income children.

**Racial barriers:** In 2023, 41% of White youth regularly participated in sports, compared to 37% of Hispanic youth and 35% of Black youth.

**Disability barriers:** Only **18% of youth with disabilities meet daily activity recommendations**. Rates are even lower for specific groups, such as youth with intellectual disabilities (14%) & cerebral palsy (16%).

# Our Impact Goal

Empower **10,000 children to cross their starting line in sports through our programs by 2035**, breaking down barriers and setting them on a path where they can chase their dreams, build confidence, and develop lifelong healthy habits.



## Strategic objectives



### Organizational Leadership

Ensure program structure maximizes impact while providing a sustainable and inspiring executive team experience. **Support, motivate, and empower chapter leadership teams** to confidently launch and run inaugural and subsequent programs.



### Continued Growth

Onboard 30 new chapters throughout Spring/Fall 2025 and build a pipeline for 2026. **Begin tracking demographics of participants** to ensure we're reaching those with disabilities and disadvantaged socioeconomic backgrounds.



### Constant Evaluation

Implement systematic tracking and community feedback to review program impact, along with a **centralized chapter review process** for quality, continuous improvement, and team experience.



### Reliable Funding

Secure stable funding for all chapters in 2025, **raising 150%+ of annual expenses**. Begin building a self-sustaining funding model (e.g., endowment) to support international programs and **strengthen partnerships** to expand non-cash donations.



# 2024 US Chapter Highlights



At Run Baltimore, Rajwa started the season shy and reserved, often staying by her dad's side and sitting out activities. With patience and encouragement from Coach Nicole, Rajwa slowly began to smile, join in, and discover her love for running. By the final practice, she amazed everyone — running not just the 200-meter race but stepping up for the 400 as well, beaming with confidence. Rajwa's story is a powerful example of how RYC helps kids build confidence, step out of their shells, and thrive.

In our first season at Run NYC, friendships blossomed, and the joy of running brought kids closer to their coaches and each other. Nathaniel, one of our enthusiastic participants, eagerly asked every Sunday, "Is it run time yet?" His excitement was contagious — he greeted us with big hugs and couldn't wait to start sprinting. By season's end, he had built such close bonds with the coaches that he and his family attended Coach Jake's basketball game to cheer him on.





# US Chapter Roster



## Current chapters (fall '24)

- University of Georgia (Athens, GA)
- Johns Hopkins (Baltimore, MD)
- University of Virginia (Charlottesville, VA)
- University of Maryland (College Park, MD)
- Duke University (Durham, NC)
- University of Southern California (Los Angeles, CA)
- Columbia University (New York City, NY)
- Old Dominion University & Eastern Virginia Medical School (Norfolk, VA)
- Stanford University (Palo Alto, CA)
- Brown University (Providence, RI)
- Wake Forest University (Winston-Salem, NC)

## Chapters joining spring '25

- University of Tennessee (Knoxville, TN)
- Vanderbilt (Nashville, TN)
- James Madison University (Harrisonburg, VA)
- Princeton (Princeton, NJ)
- UC Irvine (Irvine, CA)
- University of Connecticut (Storrs, CT)
- Notre Dame (South Bend, IN)
- Dartmouth (Hanover, NH)
- Cornell (Ithaca, NY)
- University of North Carolina at Chapel Hill (Chapel Hill, NC)
- University of Miami (Miami, FL)
- University of Rhode Island (South Kingston, RI)
- Florida Atlantic University (Boca Raton, FL)
- Yale (New Haven, CT)
- Northeastern (Boston, MA)
- Georgetown (Washington D.C.)
- Georgia Tech (Atlanta, GA)

# Fall 2024 U.S. Impact

School	Funding	Kids Reached	Volunteers
Brown	\$1,326	105	32
Columbia	\$1,000	112	26
Duke	\$196	17	4
Johns Hopkins	\$100	100	27
Stanford	\$0	44	2
Old Dominion University	\$1,065	36	N/A
University of Georgia	\$200	58	16
University of Maryland	\$0	87	8
University of Southern California	\$0	19	7
University of Virginia	\$2,500	256	38
Wake Forest	\$1,060	63	9
<b>Total</b>	<b>\$7,447</b>	<b>897</b>	<b>169</b>



# Run Bugesera 2024



## Letter from the Director

In 2018 we joined forces with Serge Gasore, a genocide survivor and former college runner who founded a youth development nonprofit in his hometown, expanding Run Your City to Bugesera, Rwanda. **Together we built out a 9-day program that goes beyond sports programming to include healthcare, dental care, hygiene education, and nutritious meals for all participants.** We've reached the most vulnerable children through the simple sport of running.

*Mary Blankemeier, Run Your City Founder*

## Mission

Where **every** kid has the opportunity to experience the transformative power of sports. In **partnership with Rwanda Children** we aim to build a community through sports.

## Highlights

**426 program participants, 38 coaches and support staff, and hundreds of community members** impacted by day of service, community race, and cultural programming



**Food & Water:** Over 9,000 meals & snacks



**Medical Care:** Full annual medical coverage, free clinical care & medicine



**Education:** Speakers from former Olympians & local government leaders to medical professionals & nonprofit directors



**Dental Care:** Provided in partnership with the Oral Health Foundation of Rwanda



# Impact



## 98%

of campers said that camp positively impacted their self esteem and self confidence



## 99%

of campers reported feeling more inspired to explore a wide range of activities after attending the camp

“Last year when I came to camp, I learned endurance and exercises. Now I am ready to learn more sports this summer that will help me be healthy!”



-Jean Baptiste



## 99%

of campers said they feel their understanding of how to take care of their teeth has grown



## 99%

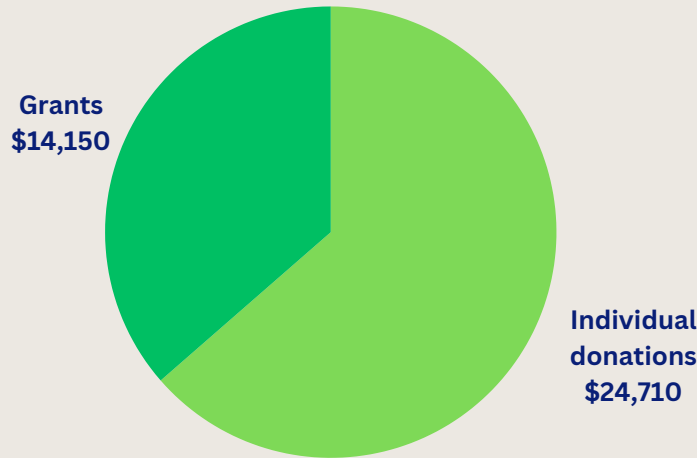
of campers felt that camp provided them with the **skills / knowledge that will benefit their schooling**

“Today I am very excited because they taught us how to fight against diseases caused by not brushing our teeth. They also taught us that brushing your teeth 3 times a day is good, and had our teeth screened.”

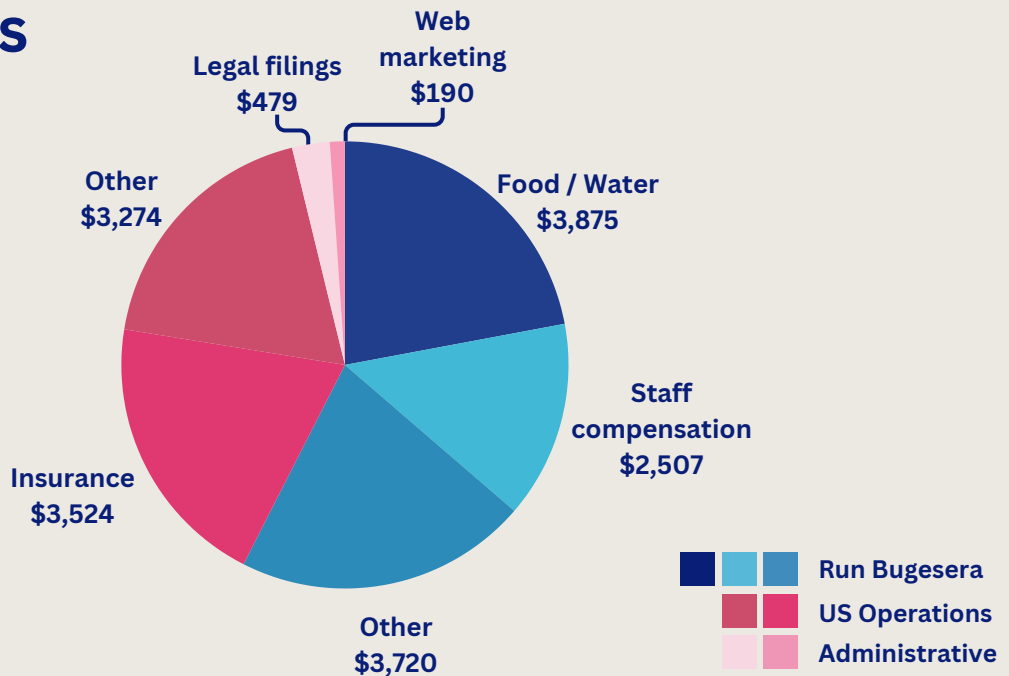
- 2024 Camp Participant

# 2024 Financials


## Income



## Expenses



## 2025 Fundraising Goals

- 
- All US chapters financially self-sufficient
  - Establish \$250K endowment for Run Bugesera program
  - Solidify funding partners to enable international expansion

# Board of Directors



**Bryan Fetzer**

Bryan is an entrepreneur with 28 years of experience in administration, leadership, & strategic planning across sports, education, & business, specializing in high-performance initiatives, nutrition, and consulting.



**Virginia Carron**

Virginia is an experienced Office Managing Partner with a strong background in law practice, specializing in patent litigation, client counseling, & intellectual property. Holds a Doctor of Law (J.D.) with honors from Emory University School of Law.



**John Stacey**

John is an experienced executive with expertise in strategy, product development, marketing, & business growth. He is especially skilled in design thinking, team leadership, & innovation within the healthcare & technology sectors.



# Thank You



**Thank you for being a vital part of our mission; with your continued support, we look forward to reaching even greater heights together in 2025!**

As we celebrate the launch of our inaugural Annual Report, we want to take a moment to express our deepest gratitude to everyone who has joined us on this journey with Run Your City. Your unwavering support fuels our commitment to creating a vibrant, inclusive community where every child, regardless of their circumstances, can discover the joy of running and the strength within themselves.

This past year, we have significantly expanded our reach and impact, growing our chapter base from one city to over ten. Building a supportive environment for our youth is a community effort, and the amount of support we have received is truly inspiring. Together with our dedicated volunteers, generous partners, and passionate donors, we have not only inspired young runners but also nurtured a sense of belonging and confidence that transcends the sport.



# TALK TO US

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# SUPPORT OUR WORK

Donate online [here](#) or send checks payable to Run Your City (EIN 85-4324984) to our address above

