

FY
23

IMPACT REPORT



**MARATHON
KIDS**

ARC
AUSTIN RUNNERS
CLUB



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INTRODUCTION

The Marathon Kids / Austin Runners Club mission is to transform lives through running and build active communities for people of all ages, abilities and backgrounds.

Through running, we show kids and adults they can achieve more than they ever thought possible, putting them on the path to healthier lives.

Marathon Kids and Austin Runners Club (ARC) merged in 2022. As a united organization, Marathon Kids / Austin Runners Club is poised to amplify our impact in the running community not only in Austin, but on a national front.

**MARATHON
KIDS**

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FY23 SNAPSHOT

MARATHON KIDS

AUSTIN RUNNERS
Est. CLUB 1974

4.2

MILLION MILES

1,000

ACTIVE MEMBERS

932

ACTIVE CLUBS

5

SIGNATURE EVENTS

*Zilker Relays, Daisy Dash, Decker Challenge,
Distance Challenge, 'Dillo Den at Cap10K*

205,884

ACTIVE PARTICIPANTS

3,000

EVENT PARTICIPANTS

MESSAGE FROM OUR BOARD CHAIR

The past year has been a period of remarkable transformation for Marathon Kids, and I am honored to share the latest developments with you.

A significant milestone in our journey has been the successful merger between Marathon Kids and Austin Runners Club (ARC). Both are esteemed and storied organizations with a combined 65+ year history. This union has resulted in a formidable organization united by a common passion for creating positive running experiences for individuals of all ages, abilities, and backgrounds. By combining our strengths and areas of focus, Marathon Kids and ARC are poised to amplify our impact in the running community in Austin and nationally.

A key objective behind this merger is the creation of a sustainable revenue model that will fortify Marathon Kids for years to come. By joining forces with ARC, we are pooling resources, expertise, and networks, allowing us to explore innovative avenues for financial stability including owning and operating a portfolio of races—the Daisy Dash, Decker Challenge, and Zilker Relays. Zilker Relays, in particular, stands out as a unique event that brings together the Austin running community in an unparalleled setting to kick off the “racing season” each September. The energy at this event is as feverish as the summer temps, and we look forward to elevating this experience even more in coming years.

Additionally, we are honored to welcome Brooks Sports (aka Brooks Running) as a significant funding partner for the Marathon Kids Program. Their FutureRun program aligns seamlessly with our mission to inspire and empower future generations of runners, and we are proud to be FutureRun’s largest partner. Brooks’ multi-year commitment and support will play a crucial role in helping us to continue scaling our youth programming nationally.

Amidst these positive changes, I would like to express our deep gratitude for the outstanding leadership of our long-time CEO, Cami Hawkins, who retired this year. During her tenure, Cami guided Marathon Kids through pivotal moments, including the creation and implementation of the Marathon Kids Connect platform and the successful merger of Marathon Kids and ARC. With a heart full of appreciation, we acknowledge her dedicated service to the organization.

We are pleased to introduce Wendy Wheless Cluley as the organization’s new CEO. Wendy’s strong leadership abilities, tenacity, community ties, and personal connection to the mission of the organization will drive Marathon Kids / Austin Runners Club to new heights, and inspire and guide us as we navigate this new chapter.

Thank you for your continued support and commitment to Marathon Kids / Austin Runners Club. We look forward to the exciting opportunities and challenges that lie ahead in FY ‘24, and we invite you to join us in shaping the future of running for generations to come.

Warm regards,

Chris McClung

Board Chair, Marathon Kids / Austin Runners Club

YOUTH PROGRAM

MARATHON KIDS BY THE NUMBERS

4,160,182

Total Number of Miles Crushed

932

Participating Clubs

3,264

Active Coaches

205,884

Active Participants

25%

Increase in Active Participants

83%

Participation Rate

48

States



The 2022-2023 Marathon Kids Program set record numbers in number of miles, clubs and participants



MARATHON KIDS SCHOOL FEATURE

EDITH & ETHEL CARMAN ELEMENTARY

The Marathon Kids Program at Edith & Ethel Carman Elementary located in San Juan, Texas, continues to thrive under the direction of Coach Martin Gow. Celebrating its eighth year, the program has become a cherished tradition for families and a beacon of positivity in the community.

Edith & Ethel Carman Elementary's inclusive approach ensures that all students, regardless of physical ability, can participate. Using the Marathon Kids app, technology is seamlessly integrated into the school's physical education program. An updated leaderboard in the gym celebrates and highlights a variety of student achievements including number of miles, improvement, and attendance.

The school also started a "family morning walk." The inaugural event brought more than 100 families together to begin their day with one mile. The success of this initiative underscores the school's commitment to promoting a healthy and active lifestyle not just for students, but the entire community.

Edith & Ethel Carman Elementary is dedicated to physical activity initiatives and embraces the mission of transforming lives through running, one mile at a time.

"Sometimes just walking one mile in the morning makes them feel good. How many students can say I started my day with a mile?"

COACH GOW



MARATHON KIDS COACH FEATURE

MEGAN VASQUEZ

Megan Vasquez, an alumna of Becker Elementary in Austin ISD, has forged an inspiring path. Megan began her running journey with Marathon Kids and continued her love for running through high school, eventually running as part of the track team for The University of Texas at Austin.

Megan was recently honored as the Austin ISD District Teacher of the Year for the academic year 2022-2023, and will be moving on to compete in the state, regional and national levels.

At Becker Elementary, Megan passionately incorporates Marathon Kids into PE, helping to foster a similar passion for running within her students. Beyond the classroom, she leads an after-school run club twice a week during spring. This group helps runners train for the Cap 10K in April.

Megan creates a vibrant environment for her students that embodies our mission of transforming lives through running and building active communities for people of all ages, abilities and backgrounds. Megan models the way with her dedication, making a positive impact in her school and community.



ADULT PROGRAM



AUSTIN RUNNERS CLUB BY THE NUMBERS

3,000

2022-2023 Race Season Participants

1,000

Active Members

7

Affiliated Run Groups

242

Distance Challenge Participants

5

Signature Events



Zilker Relays

Austin Distance Challenge

Daisy Dash

Decker Challenge

'Dillo Den at Cap10K

AFFILIATED RUN GROUP HIGHLIGHT

THE MORNING JO'S

The Morning Jo's was established as a safe place for those looking to go for a run in the early morning hours. Founded in September 2017 by Rachel Wimberley, this group sees hundreds of runners gather weekly on Tuesday mornings for a three to six mile run.

Rachel formed this group as Austin was experiencing repeated attacks on female runners, knowing many of her friends did not feel comfortable running alone. She chose a location and created a route to minimize risk, with a no-runner-left-behind mindset, so that everyone could feel safe while running in the early morning hours.

The Morning Jo's meets at 6:00 am on Tuesday mornings in front of Jo's Coffee Shop on South Congress. When they say all faces, all paces, they mean it. Everyone is supportive of each other, and there is a true feeling of community, variety and inclusivity.

Austin Runners Club (ARC) strives to provide a solid framework for our Affiliated Run Groups. Having the support of ARC empowers local running groups to continue to offer free programming to the local community.



"I am so grateful that leadership decisions do not have to be made in a vacuum and that I can turn to other ARC run group leaders for insight and resources."

Rachel Wimberly

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