

FY 24 IMPACT REPORT



**MARATHON
KIDS**

ARC
AUSTIN RUNNERS
CLUB



Introduction

FY24 Snapshot

Youth Program

By the Numbers

The Girls Movement

School Highlight

Coach Highlight

Adult Program

By the Numbers

New Additions

Affiliated Run Group Highlight

Board of Directors

Sponsors & Partners

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**

ARC
AUSTIN RUNNERS
CLUB

FY24 SNAPSHOT

MARATHON KIDS

AUSTIN RUNNERS
Est. CLUB 1974

5

MILLION MILES

1,397

ACTIVE CLUBS

288,990

ACTIVE PARTICIPANTS

4,241

ACTIVE MEMBERS

5

SIGNATURE EVENTS

Bastrop Stampede, Zilker Relays, Daisy Dash, Decker Challenge, Distance Challenge

3,775

EVENT PARTICIPANTS

YOUTH PROGRAM

MARATHON KIDS BY THE NUMBERS

5,013,198

Total Number of Miles Crushed
A 20.5% Increase from FY23

1,397

Participating Clubs
A 49.9% Increase from FY23

288,990

Active Participants
A 49.9% Increase from FY23

Active Run Clubs in
49 STATES



The 2023-2024 Marathon Kids Program set record numbers in number of miles, clubs and participants



A NEW PROGRAM: THE GIRLS MOVEMENT

This year, we proudly launched the Girls Movement Program, a bold new initiative designed to empower girls in grades 4 through 8 through the power of movement.

Built on the foundation of the Marathon Kids mission, this program creates inclusive, all-girls run clubs that help young participants build confidence, character, and healthy habits in a supportive environment.

With a focus on positive mentorship, identity-building, and self-expression, the Girls Movement Program not only gets girls moving — it helps them feel seen and supported.

From coach-led lesson plans to first sports bra experiences, this program provides the resources needed to support girls on and off the track. It's just the beginning, and the momentum is already growing.



FY23 LAUNCH NUMBERS

22

Total Clubs

8

States

672

Participating Girls

7,275

Miles Ran



MARATHON KIDS SCHOOL FEATURE

OAKLAND CRAIG PUBLIC SCHOOLS

At Oakland Craig Public Schools in rural Northeast Nebraska, motivating students to enjoy running has long been a challenge. But thanks to the Marathon Kids program, that's beginning to change.

Alana Pearson, the After School Program Director, is passionate about helping kids discover the benefits of physical activity—not just for their health, but for focus and confidence in the classroom. A lifelong runner herself, she saw the potential in Marathon Kids after observing a local run club led by a University of Nebraska-Lincoln extension educator. Inspired, she brought the program to Oakland Craig.

What stood out to Pearson was the simplicity. With staffing shortages a reality, the ease of Marathon Kids, especially its scannable ID cards and digital tracking, makes implementation seamless. She uses an iPad to scan student ID cards, with data automatically uploaded to a dashboard. Weekly and year-to-date mileage is shared with students to keep them motivated and aware of their progress.

A visual track poster in the lunchroom shows how far students have run as a group, and the program has sparked both competition and camaraderie among participants. With Marathon Kids, students are taking ownership of their health and having fun doing it.



MARATHON KIDS COACH FEATURE

ALAN RODRIGUEZ

Coach Alan Rodriguez, a U.S. Marine Corps veteran and physical education teacher at Oak Springs Elementary in Austin, Texas, embodies the Marathon Kids pillar of Modeling the Way.

From military service to the classroom, he leads by example — whether in uniform or running shoes. Inspired by strong role models growing up, Rodriguez saw service as a calling.

He remembers a Marine sergeant who led by doing, a philosophy he now applies as a Marathon Kids coach.

“I’ve done everything I’m asking of you,” the sergeant would say — and Rodriguez lives that message every day with his students.

As a PE teacher and coach, Rodriguez doesn’t just tell his students to run — he runs with them. He believes in instilling leadership, discipline, and healthy habits through action. His goal: to be the kind of teacher students will remember.



ADULT PROGRAM



AUSTIN RUNNERS CLUB BY THE NUMBERS

3,775

2023-2024 Race Season Participants

A 25.84% increase from FY23

4,241

Active Members

2 New Additions in FY24:

The Bastrop Stampede 5K

The "Running Buddy" Membership Tier

5

Signature Events



Bastrop Stampede

Zilker Relays

Austin Distance Challenge

Daisy Dash

Decker Challenge

EXPANDING OPPORTUNITIES FOR ADULT RUNNERS

This year brought exciting growth to our adult programming with the addition of two new initiatives aimed at increasing access and building community among runners of all levels.

NEW RACE BASTROP STAMPEDE 5K

We launched the Bastrop Stampede 5K, a brand new race hosted in the heart of historic Bastrop, Texas.

This event welcomed participants of all backgrounds for a fun, family-friendly run that highlighted the charm of Bastrop while promoting movement and connection.



NEW TIER "RUNNING BUDDY"

We also introduced the Running Buddy membership — a free tier of Austin Runners Club membership that allows anyone to plug into the local running scene.

Running Buddy members receive access to information about local races, group runs, running events, and more, removing barriers to entry and making it easier than ever to stay active and involved.

Whether you're new to running or just looking for your next event, Running Buddy helps keep you connected to the movement.

AFFILIATED RUN GROUP HIGHLIGHT

MUELLER RUN CLUB



Mueller Run Club (MRC) is a welcoming, no-drop run group that meets every Tuesday at 6:30 AM at Streamway Coffee in East Austin. Runners of all levels are invited to join for 2 or 4-mile routes around the scenic trails of Mueller Lake Park. Whether you're training for your next race or just looking to stay active, MRC provides a supportive and inclusive environment. After each run, members gather for post-run coffee and conversation to kickstart their morning.

Run leaders Kasey Scott and Kevin Casteel bring energy and encouragement to every meetup. Kasey is training for a 3:30 finish at the Austin Marathon and loves how Austin's running community creates a small-town feel. Kevin, a longtime runner and triathlete, values running for both physical and mental health and is currently preparing for the IAH and Disney Half Marathons.

Both leaders are passionate about building community through movement and welcome runners of all backgrounds to join.

Whether you're chasing a PR or simply want to enjoy a morning run with friendly faces, Mueller Run Club is a great way to stay active and connected.

FY24 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Board Chair

Chris McClung

Co-Owner, Rogue Running

Vice-Chair

Mary Rice-Boothe, Ed.D.

*Chief Access and
Equity Officer, NYC
Leadership Academy*

Second Vice Chair

Brent Stein

*HR Director, Bridge
Insights & Media*

Secretary

Ian Parmiter

*Running Ambassador
and Regional Footwear
Training Lead, Dick's
Sporting Goods*

Treasurer

John Armbrust

*Founder & CEO, Austin
Achieve Public Schools*

DIRECTORS

Jeffrey Stukuls

*Chief Financial Officer,
Nuclein, LLC*

**Raoul Celerier, CFP,
MBA, CRPC, CEP**

*Co-Managing Partner,
Austin Private Wealth*

Don Hunter

*Managing Director,
HLGroup, Inc.
Principal, Dallas Loop-
the-Lake Foundation*

Howard Schaffer

CMO, Camp Gladiator

Chris Thibert

*Events Manager,
Statesman Capitol
10,000*

Desma Deitz

*VentureWorld,
Executive Director
Marathon Kids,
Former COO*

Carly Rebecchi

*Brooks Running,
Manager, Community
Impact*

Mark Vioria

*McKinsey &
Company,
Business Analyst*

Bill Doane

*McKinsey &
Company,
Business Analyst*

Cami Hawkins

*Marathon Kids,
CEO*

SPECIAL THANKS TO OUR SPONSORS & PARTNERS



BlueCross BlueShield
of Texas

Academy[®]
SPORTS+OUTDOORS

BENDER
FOUNDATION
INC.



LOVE,
— ♥ —
Tito's[®]



**MARATHON
KIDS**



4029 S CAPITAL OF TEXAS HWY #125
AUSTIN, TX 78704
marathonkids.org / austinrunners.org