

FY25

IMPACT REPORT



**MARATHON
KIDS**

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.



A MESSAGE FROM MARATHON KIDS, BOARD CHAIR, MARY RICE-BOOTH, ED.D.

Dear Friends,

This past year has been a remarkable one for Marathon Kids/Austin Runners Club. Under the leadership of Jason Daniel, our dedicated staff and coaches have worked tirelessly to bring the joy and power of movement to communities across the nation.

Because of their passion and your generous support, we logged 6.7 million miles, a 34% increase from last year, engaged 431,000 participants across all 50 states, and reached nearly 8,000 girls in 26 states through The Girls Movement. These milestones are more than numbers; they represent stronger communities, healthier kids, and brighter futures. From family walks in San Juan, TX, to before-school run clubs in Marco Island, FL, your investment has helped transform lives one step at a time.

None of this would be possible without the unwavering dedication of our staff, coaches, volunteers, partners, and members. Your belief in our mission fuels our success, and your hard work ensures that people of all ages, abilities, and backgrounds have the chance to achieve more than they ever thought possible.

As we look to the future under Jason's leadership, we remain committed to building active, connected communities and providing every runner, whether in elementary school or on their tenth marathon, with the support to thrive. Thank you for running this race with us.

With gratitude,



Mary Rice-Boothe, Ed.D.
Chair, Board of Directors
Marathon Kids / Austin Runners Club



A MESSAGE FROM MARATHON KIDS, CEO, JASON DANIEL

Since starting as CEO of Marathon Kids and Austin Runners Club in December 2025, I've been incredibly grateful to lead an organization that uses running to improve the lives of children, families, and individuals.

In May 2025, prior to joining the organization, I discovered my own personal passion for running, which quickly became my go-to for staying active. It was a simple, accessible way to get a workout in, whether I had 20 minutes to myself or want to run with my family. I started with short intervals of walking and jogging to build stamina before increasing my distance and pace. To stay motivated, I set a goal to run the largest local 10K race in the Austin area.

Race day arrived on an unseasonably cold April morning. Despite the chilly 40-degree temperatures, I felt strong and ready to take on the course. I joined 20,000 other runners at the starting line, all of us united by the shared goal of crossing the finish line. The energy was exhilarating. The course was tough, especially the hills, but I kept pushing and even managed to find an extra burst of adrenaline to finish my last split at my fastest pace. Crossing that finish line, having achieved the goal I'd set for myself, was the greatest reward.

My personal journey has shown me the transformative power of running. This is exactly what we do at Marathon Kids and Austin Runners Club. We provide the opportunity for people of all ages and abilities to experience the profound sense of accomplishment that comes with crossing a finish line, whether it's their first quarter-mile or their hundredth marathon.

In 2025, Marathon Kids empowered over 430,000 children nationwide to run more than 6 million miles, thanks to the support of dedicated volunteer coaches at nearly 2,300 sites.

Austin Runners Club continued to foster a vibrant running community in Central Texas, welcoming almost 3,000 runners to our races and events and supporting other local running initiatives

Looking ahead, I am energized by the opportunities to deepen our impact. At Marathon Kids, we aim to expand our reach to more than 500,000 children in the coming year. For Austin Runners Club, we are committed to enhancing our member experience with more diverse programming, expanding our community outreach efforts, and continuing to support local races and runners.

The passion I witnessed at the finish line is the same passion I see every day within the Marathon Kids and Austin Runners Club communities. It's a passion for movement, for connection, and for achieving what once seemed impossible. I am honored to lead this organization and so proud of our achievements this past year. In the coming year I look forward to working alongside our dedicated staff, volunteers, and supporters to inspire even more individuals to discover the transformative power of running.



Jason Daniel
CEO
Marathon Kids, Inc.

FY25 SNAPSHOT

**MARATHON
KIDS**

AUSTIN
Runners
CLUB

6.7

MILLION MILES

1,297

ACTIVE MEMBERS

2,316

ACTIVE CLUBS

4

SIGNATURE EVENTS

431,589

ACTIVE PARTICIPANTS

2,977

EVENT PARTICIPANTS

YOUTH PROGRAM

6,727,481

Total Number of Miles Crushed
A 34.2% Increase from FY24

2,316

Participating Clubs
A 65.8% Increase from FY24

431,589

Active Participants
A 49.3% Increase from FY24

Active Run Clubs in
ALL 50 STATES



THE GIRLS MOVEMENT



The Girls Movement is a free, confidence-building physical activity program designed specifically for girls in grades K-12, with a focus on students in 4th through 8th grade.

Through self-paced running, games, team challenges, and meaningful connection, participants build confidence, develop character, and cultivate community with their peers.

Unlike many gender-specific programs, The Girls Movement is entirely free and comes with everything coaches need to succeed—including engaging lesson plans, a resource library, and access to Marathon Kids' digital platform and mobile app.

G¹⁰ THE GIRLS MOVEMENT
A MARATHON KIDS PROGRAM

164K
MILES

218
ACTIVE CLUBS

164,106
ACTIVE PARTICIPANTS

26
STATES

MARATHON KIDS SCHOOL FEATURE

EDITH & ETHEL CARMAN ELEMENTARY

At Edith & Ethel Carman Elementary in San Juan, TX, physical education teacher Martin Gow has built a strong culture of movement through the Marathon Kids program. Now in its eighth year, his running club has become a cherished tradition for students and families alike.

With over 600 students enrolled at the school, Coach Gow empowers every child—regardless of ability—to set personal goals and move at their own pace, whether that's walking, running, or anything in between.



Coach Gow first discovered Marathon Kids at the TAHPERD Conference in 2015 and was drawn to its free and easy-to-use platform. Using scannable ID cards and iPads, he tracks each student's activity with the Marathon Kids app and displays their progress throughout the year on gym leaderboards and bulletin boards. These small celebrations help keep kids engaged, while also encouraging healthy habits that last far beyond the school year.

Most recently, Coach Gow launched a new "family morning walk" initiative, welcoming parents and students from pre-K through 5th grade to start their day with a mile. More than 100 families participated, showing how the running culture has expanded from a PE program into a broader community movement.

MARATHON KIDS COACH FEATURE DEANA RICHETT

At Tommie Barfield Elementary on Marco Island, Florida, P.E. teacher Deana Richett is transforming how students engage with movement. Through daily warmups and a before-school run club, she uses the Marathon Kids program to encourage healthy habits, goal setting, and self-confidence. “Having the opportunity to run around, release built-up energy, and just be kids allows them to channel their energy appropriately,” she says.

Since adopting Marathon Kids, Mrs. Richett has seen excitement grow. Students track their progress using scannable ID cards and earn daily stickers and monthly “running bling” to celebrate milestones. With over 3,000 miles logged this year, the program has created a culture of encouragement—highlighted by moments like classmates cheering when one runner hit 100 miles.

Her impact goes beyond the gym. Parents have shared how the running program reengaged their children and sparked a love for fitness. By making movement fun and meaningful, Mrs. Richett is helping students build habits that will last a lifetime.



ADULT PROGRAM

Austin Runners Club supports the Central Texas running community through group runs, training programs, and local race events.

Founded in 1974, ARC welcomes runners of all ages, paces, and experience levels. From beginners to seasoned marathoners, ARC fosters a fun, inclusive, and active environment for everyone who loves to run.



AUSTIN
Runners
CLUB

2,977
RACE REGISTRANTS

1,297
MEMBERS

13
AFFILIATED RUN GROUPS



AFFILIATED RUN GROUP HIGHLIGHT

MONDAY NIGHT RUN CLUB



MNR meets on Monday nights at 6:30 pm at the Ready to Run running store on Far West Boulevard. The group is very laid-back, and all paces are welcome and encouraged.

ARC has been invaluable for managing, advertising, and supporting Monday Night Run. Many people find out about MNR from the ARC website, and Marathon Kids has graciously provided some tech support (email account and mailing lists) to help run the group. Funds and other items have been useful for events (like an ARC t-shirt tie-dye party) and runner support (reflective vests for runners to borrow).

As one of the longest-running groups in Austin, Monday Night Run has existed in some form for many years. Its current iteration has been around since 2001. Back then there was only a single route - the infamous Ladera Norte. MNR now has five routes we rotate between, all in the Northwest Hills neighborhoods.

Every route has a short and long variation (usually three and five miles), and most of them have some hills to make things a bit spicy. All the routes are scenic and usually filled with local wildlife (like our four-legged cheerleaders, the herds of deer). After the run, the group goes out to local restaurants to eat and socialize.

ARC MEMBER HIGHLIGHT

FRED TAYLOR



Fred Taylor has been a dedicated member of Austin Runners Club for over 30 years. Since moving to Austin in 1981, ARC has anchored his running routine, provided lasting friendships, and offered a sense of belonging through its inclusive and welcoming community.

From weekly runs to social gatherings, Fred credits the club with enriching his life and helping him stay consistent, active, and connected. ARC's accessible programming—including neighborhood group runs and ARC's shakeout runs—has made it easy for Fred to maintain a healthy lifestyle and stay engaged with the broader running community.

Even at races not hosted by ARC, he rarely feels like a stranger, often spotting familiar faces thanks to his deep ties to the club.

Over the decades, Fred has formed countless friendships, old and new, through ARC. While people come and go, ARC has remained a constant—a place to show up, reconnect, and continue building community. As a longtime member, Fred is committed to giving back and supporting ARC's role as a leader in Austin's running scene.

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