

2017 ANNUAL REPORT





Executive Director's Message



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OPERATIONS MANAGER

Clairese Miljour

MARKETING AND COMMUNICATIONS MANAGER

Sara Mejeur

2017 INTERNS

name
name
name

GOAL'S MISSION

Our mission is to inspire the Greater Ogden Community and its visitors to "Get Out And Live!"™ by participating, volunteering and spectating at recreational events, programs and activities.

We envision a Greater Ogden community that thrives economically and is healthier in mind, body and spirit.

PRODUCED EVENTS

- Winter Race Circuit
5k, 10k, 10 miler, Half Marathon, 30k
- Ogden Marathon
Full, Half, Relay, 5k, KidsK, Mayor's Walk
- Youth Summer Camps
- Mountain 2 Metro
- El Doce at Pow Mow - *New for 2017*

SUPPORTED EVENTS

- Cannondale Sales Event
- Tour of Utah
- USA Cycling Fat Bike Championships
- USA Figure Skating Regional Championships
- USA Snowshoe Championships
- XTERRA Pan Am Championships

2017 SCHEDULE

- Winter Race Circuit 5k - February 17
- Winter Race Circuit 10k - March 3
- Winter Race Circuit 10 miler - March 17
- Winter Race Circuit Half Marathon - April 7
- Winter Race Circuit 30k - April 28
- Ogden Marathon Expo/Mayor's Walk - May 18
- Ogden Marathon Full, Half, Relay, 5k, Kidsk - May 19
- Youth Summer Camps
Beginner Mt.Bike TBD
Intermediate Mt.Bike - TBD
Pickleball - TBD
Rock Climbing - TBD
- Mountain 2 Metro - TBD



WORLD-CLASS EVENTS

Producing and supporting world-class athletic events not only provides opportunities for locals, it draws athletes from across the nation and world. The Ogden Marathon has brought runners from all 50 states and 17 countries to experience our community. As the premier event of the GOAL Foundation, we work hard to make this a success.

Hundreds of athletes from all across the globe attend GOAL supported events, such as XTERRA, the Tour of Utah, National Fat Bike Championships and USA Cycling Championship events, generating a significant economic impact.

In 2017, the economic benefit was \$2.7 million, with the Ogden Marathon representing \$1.5 million of that. That's not including the thousands of volunteer hours, which represent over \$405,750 worth of donated time. The GOAL Foundation is committed to producing and supporting events that positively affect the local economy.



ATHLETES HOSTED

**Ogden Marathon:
6,291 Athletes**

**All Events:
11,504 Athletes**



ECONOMIC IMPACT

**Ogden Marathon:
\$1,280,940**

**All Events:
\$2.1 Million**

AMAZING VOLUNTEERS

Our volunteers are the best in the business. They work tirelessly and enthusiastically to support our events and have been highly praised for their dedication by those participating. Few of the events we produce or support would be possible without our tremendous volunteers.



VOLUNTEERS

**Ogden Marathon:
1,698 volunteers - 12,155 hours**

**All Events:
2,360 volunteers - 16,987 hours**

YOUTH PROGRAMS

Another important focus of the GOAL Foundation is to teach the youth in our area the importance of staying fit and active, and to help them gain an appreciation of the amazing outdoor recreation opportunities that surround them.

To accomplish these goals, we created the Young Runners Program, Youth Summer Camps and the Shoe Give Back Program. These programs are set up to teach and encourage kids from a young age to get outdoors and elevate their quality of life through their own experiences. We work year round with the Y.M.C.A and the Boys and Girls Club after school programs to help them "Get Out And Live!"™ and learn to live active, healthy lifestyles.



YOUTH PROGRAMS

745 Students from 15 schools

**Running shoes gifted to
400 Elementary school
students**

**\$10,000 gifted to community
youth groups**

RUNNING RACES ISN'T JUST FOR ATHLETES

Christina Miller - Friend of GOAL, Ogden Pub Runner



I'm training to run the Ogden Marathon 5K.

What the heck am I doing?

I'm not a runner. I'm a turtle of a wanderer, but here I am training to run. Why? I've spent a lot of time thinking I can't run,

that I'm not built to run, I'm too overweight to run, I've had too many injuries to run, I don't want injuries if I run, but not a lot of time thinking about what if I can run. It's time to change that and embrace the mantra of fellow Ogden Pub Runners member Donna Hernandez: "You can do hard things."

Last year, I trained to walk the Ogden Half, and I would have finished if the weather hadn't gotten the best of me. But I did end up walking two other half marathons last year. I was able to do hard things! When I started training to walk those half marathons, I really thought it wasn't going to be possible. I was super out of shape, and it hurt to walk. I was recovering from long-term sickness and injuries that came from that sickness. Yet I committed to an 18-week program, and I trained. I built the strength, stamina and fortitude to walk half marathons. I didn't walk fast, I didn't run, I came in last, but I finished and proved to myself I could do it.

So here I am, training to run the Ogden Marathon 5K from end to end. I don't plan to walk at all. I just want to keep moving forward and I don't care how fast I go. But I want to run. I want to do this for me to see what limits I put on myself and see if I can push through them. But I also want to do this for others who have done much harder things than me, in honor of them.

This is for Dan Nelson, who is fighting cancer with a depth

of grace and courage that blows my mind. I want to find if I have an ounce of Dan's fortitude in my own being.

This is for Donna Hernandez, who is learning to walk again after being hit by a car at an OPR night last summer. She is the one who pushed me off my ledge of fear last year and continued to be my No. 1 fan throughout my training. But now she is training for the race of her life, to get her life back and to run again. She hates me every time I say this, but Donna is the strongest and bravest woman I have ever met. I want to run, to do hard things, so I can try to embody the courage and strength she carries herself with day in and day out.

Yes, I'm doing this for me, so I can push myself to see what is possible. I'm doing this for Dan and Donna, so they know they've impacted my life and inspire me daily. But I'm also doing this for you — all of you who think you can't.

I find that advertising and marketing for long races like the Ogden Marathon focuses on those who are elite athletes, and those who are in shape and can run. But those like me who are overweight, out of shape and have never run a day in their lives don't have a role model to show us it's possible for us to do these races as well.

I'm here to tell you it is possible, and I hope you'll join me on this journey. I can tell you from last year, I was cheered along by everyone — all the elite runners, the hobbyist runners and everyone who passed me. They did not judge me for being slow and fat. The gave me love and support. Ogden Pub Runners gave me love and support. So now I'm here to share that love with you.

So, come join me this May for the Ogden Marathon!



WE OFFER OUR MOST SINCERE GRATITUDE TO OUR MANY WONDERFUL SUPPORTERS. YOUR CONTRIBUTIONS HAVE HELPED IMPROVE THE LIVES OF COUNTLESS SCHOOL CHILDREN, YOUNG RUNNERS AND THE COMMUNITY.

WE CAN'T THANK YOU ENOUGH!

PINNACLE CLUB

Zions Bank
Kimberly Clark
Granite Construction
Intermountain Healthcare

RAMP
Intermountain Mckay-Dee
Sports Medicine
Ogden City

Roosters Brewing Co
Weber County
Admiral Beverage/Pepsi
Altra

Clif Bar
Teleperformance

BEN LOMOND ELEVATION \$5000+

Carbon Architechts
Daily Rise Coffee
Gatorade
Great Harvest Bread

Mackenzie Exhibit
Mountain Luxury Realty
Neutek Print
Sonora Grill

Standard-Examiner
Striders Running
Sierra Nevada
Visit Ogden

Warren's
Young Subaru

MT. OGDEN ELEVATION \$2500+

Creamies/Premium
Snowbasin

Salomon
Weber State University

Zucca Trattoria

LEWIS PEAK ELEVATION \$1000+

Brzowski Plastic Surgery
Calton-Harrison
Orthopedic Clinic
Old School Body Shop

McDonalds
Model Linen
Pobanz Dental
The Boyer Group

The Front Climbing Gym
Todd Dalley
THM
McDonald's

Elliott-Hall Foundation
Grounds for Coffee
Rick Mackenzie
Winder Farms

MALAN'S PEAK ELEVATION \$500+

America First Credit Union
Joan Ahlf
George & Mary Hall

Kallee Genta State Farm
Paul Mitchell, The School
Susan Rice

Matt & Natanee Spencer
Annie & Joe Stanish
Mikelle & Brent Weil

Wasatch Running Center
Tim Welsh

FULL MARATHONERS CLUB \$260+

Steve & Margit Lister
Larry Bedomme

Ken Miller

HALF MARATHONERS CLUB \$130+

Kevin & Catina Brown
Todd & Chris Ferrario

Dan & Julie Spark
Scott & Starla Stanley

Mike & Ellen Walsh
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Great Basin Engineering

5K MARATHONERS CLUB \$50+

Chris Anderson
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Cindy Yorgason

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American Red Cross
Ogden Police Dept.
Utah Highway Patrol

Ogden City Fire Dept.
Weber County Sheriff's
Office

Weber County Sheriff's
ARES Team
Buttars Companies

Only in Ogden
KBENT - Kim Bowsher

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Angela Wright



GOAL
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GET OUT AND LIVE™

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