

2022 ANNUAL REPORT

Featured Photo by Ian Cox



GOAL
FOUNDATION
GET OUT AND LIVE™

EXECUTIVE DIRECTOR'S MESSAGE



Eric Bauman

Executive Director | CEO
GOAL Foundation

After living through an unprecedented last two years, we were thrilled to be able to bring live events and programming back to our community. Standing at the finish line of the first in-person Ogden Marathon to be held since 2019 and seeing our participants, volunteers, partners, and community show up in force was truly humbling and reiterated why all of us at the GOAL Foundation are so passionate about our place in the community and the opportunity we have to make such a positive impact in the lives of people.

We are grateful for the opportunity to expand and offer community programming that is focused on providing healthy activities for all ages. In addition to our youth programming, our all-ages community programming activities include monthly community hikes, monthly hikes for the actively aging with the Golden Hours Senior Center, all-ages shoe giveback programs, family snowshoeing events, and free weekly yoga in the municipal park each September.

The GOAL Foundation's 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. All of us at the GOAL Foundation are passionate about living our mission and we are sincerely grateful for the opportunity to build our community, build families, build partnerships, and ultimately inspire everyone to **Get Out And Live™**.



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.

MISSION & VISION

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



2023 EVENTS

WINTER RUNNING SERIES

FEBRUARY 18 | 5K

MARCH 4 | 10K

MARCH 18 | 10 Miler

APRIL 1 | Half Marathon

OGDEN MARATHON

MAY 19 | Fun & Fitness Expo (free)

MAY 20

Full 26.2 | Half 13.1 | Relay | 12K | 5K

Festival & KidsK (free)

EL DOCE

JULY 15 | 12 Hour | 6 Hour Events

NORTHERN UTAH TRAILFEST

OCTOBER 6-8 | Trailfestival (free)

OCTOBER 7

Trail Run | 3, 6, 9 Hour

Mountain Bike Race | 3, 6 Hour

WORLD-CLASS EVENTS



AMERICA FIRST
OGDEN
MARATHON

5,308

TOTAL PARTICIPANTS

118

VIRTUAL RUNNERS



WINTER RACE CIRCUIT

5 Events

1,965 Total Participants

EL DOCE

12 Hour | 6 Hour Events

477 Total Participants



NORTHERN UTAH TRAILFEST

Trail Run | MTB Race

133 Total Participants

1,000+ Festival Attendees

2022

COMMUNITY IMPACT

GET OUT AND LIVE™



29

**FREE
COMMUNITY
EVENTS**



**4,000 LBS TRASH
REMOVED FROM
OGDEN RIVER**

**50 LARGE TREES
PLANTED**



\$5,134

**YOUTH CAMP
SCHOLARSHIPS**

\$5,500

**GROUP GRANTS
AWARDED**



190 PAIRS

**ATHLETIC SHOES
DONATED**

15 PAIRS

**HIKING POLES
FOR SENIORS**



2,006

**GOAL
VOLUNTEERS**

9,805

TOTAL HOURS



GOAL
FOUNDATION
GET OUT AND LIVE™

YOUTH SUMMER CAMPS

2022

18 Camp Sessions

- Hiking
- Mountain Biking
- Indoor Rock Climbing
- Outdoor Rock Climbing
- Intro to Backpacking
- Advanced Backpacking

210

participants

40

scholarships

6 scholarships were awarded to youth from
Weber Prosperity Center of Excellence.



"I appreciate the accommodations made during the multiple adventures and this opportunity for my children. I am sure they will remember this summer fondly for the rest of their lives."

— Hiking Camp Parent



Thank you to our community partners
who help support and operate these camps.



COMMUNITY GIVEBACK

2022

GOAL Community Programming

- 2 Family Snowshoe Events
- 8 Community Guided Hikes
- 14 Senior Guided Hikes
- 18 Summer Camp Sessions
- 98 Pairs of Shoes for Youth Impact
- 90 Pairs of Shoes & 15 Hiking Poles for Golden Hours Senior Center
- September Yoga in the Park
- OWCAP Circles Outreach Event
- Utah Neighborhood Connection Enrichment Activity
- Non-Skier Avalanche Safety Seminar
- Boys & Girls Club Clothing Donation
- Ogden Marathon Green Initiative



The GOAL Foundation awarded \$5,500 in **Group Grants** to local teams and organizations for their service hours during our 2022 events.

These groups worked together to help achieve a common GOAL on event day—provide support in the areas needed most (*i.e. TRASH DUTY!*)

Group Grant Recipients

Freemont High Mountain Biking Team
Ben Lomond High Bonnie Lassie's
WSU Upward Bound Students
Ogden High Volleyball Team
Nursing Student Group
HAFB Booster Club - The NUT

Kearl Canyon Green Team

35 volunteers spent their Saturday cleaning Ogden Canyon during its closure on race day. GOAL provides gloves, trash bags, and other items we've found helpful over the years. All of the trash collected is left on the side of the road for our sweep crew. This year, nearly 2 tons of trash was collected. We strive to leave our environment better than we found it, and greatly appreciate the help and support of the Kearl Canyon Green Team!





PARTNER SPOTLIGHT

The **GOAL Foundation** and **Golden Hours Senior Center's** partnership in 2022 took members of both organizations to new places together—the trails in Ogden City.

Golden Hours Senior Center's mission is to enrich the lives and support the independence of older adults through nutrition, socialization, education, and physical activity by offering a variety of activities for its members.

They wanted to cultivate more outdoor experiences for their members, so the GOAL team began leading two senior group hikes each month to explore the trail system in Ogden City. In September a long hike weekend adventure was held, allowing the group to explore the Icebox Canyon and Wheeler Canyon loop trail—a first-time experience for almost all that attended.



What's next?

GOAL Foundation will be donating 60 pairs of athletic shoes again for the 2022 holiday season, as well as hiking poles for seniors who prefer some added stability on the trails. In January, the GOAL team will be leading the GHSC group on a snowy, winter snowshoe hike—thanks to our partners at the **Weber State University Outdoor Program** who will be donating the use of the equipment for anyone who wants to participate.





VOLUNTEER SPOTLIGHT

Jeff Furton

“What does Ogden need?”

A voice. A friend. An advocate. Patience. Some luck. And, apparently? A marathon.

You most likely know Jeff Furton. And even if you don't, Jeff would count you as a friend. Spending a few minutes in Jeff's company, it's clear that's how he sees everyone – as friends. Furton, often seen sporting a big straw hat Saturday mornings at the Farmer's Market, and his wife, Beth, are Ogden community staples. Part of that is due to their popular coffee shop, The Daily Rise (try their Ethiopian Blend – it's my favorite!), and part of that is due to a non-profit known as The GOAL Foundation and an infamous event we all know as the Ogden Marathon.

Ogden might be the highlight of the Northern Wasatch Front now and a destination spot for those who love being outdoors. Fifteen years ago, when Furton landed here? It had all the outdoor attractions, but no love, not even from most who lived here. The Historic 25th Street, now a popular place to gather, was a place to avoid while Washington Boulevard boasted an empty field where an old mall once stood. It was not the place anyone wanted to be. *Except Jeff.*

It started with a simple question, *“What can I do?”* and an introduction to the GOAL Foundation. There he found others who knew what Ogden could be and believed that events like the marathon would help revitalize the city. It started small. The first year Jeff volunteered at the finish line. Over the next few years Daily Rise became the “cocoa and coffee guys” at the end of the race. *And then?* He was asked to join the Board of the GOAL Foundation. They were looking for someone to get a youth program up and running and that would develop the “KidsK,” an all-kids running event, on race day.

So how does one build a youth program? Well, according to Furton, you look at the bigger picture. “What does Ogden need?” he asked, “You look at the runners and the runners are middle class, upper class white people. But that's not our demographic here in Ogden. So how do we change a community and grow our race at the same time? We need to include everybody in Ogden and bring them together and we can do that through the youth.”

The mission of Daily Rise is “Promoting Positive Energy.” This isn't just some snazzy catch phrase. “Promoting Positive Energy” is the written manifestation of Jeff's very being. Flipping a negative into a positive is who he is because he knows that it changes lives. And changed lives lead to a changed community. Jeff has been a voice for Ogden and all that it holds. He is a friend to all who cross his path. He's an advocate for building a strong community where everyone can belong. It's been over 15 years and Jeff – through patience and luck – has become one of the many who actively work for Ogden's good. And it all comes back to a small event called the Ogden Marathon and the GOAL Foundation.

In fact, he's still asking, *“What does Ogden need?”* Well, I think it needs a lot more people like Jeff.

—Interviewed and written by Cindy Reinhard.



GOAL FOUNDATION STAFF

EXECUTIVE DIRECTOR | CEO

Eric Bauman

OPERATIONS MANAGER

Clairese Miljour

ACCOUNTING & PROGRAMMING MANAGER

Sarah Manning

MARKETING & COMMUNICATIONS MANAGER

Reide Thompson

OFFICE MANAGER

Brooke Thompson

'PAWS' ITIVITY AMBASSADOR

Barrett

BOARDS & MEMBERSHIPS

Junior League of Ogden
Marshall N. White Center
Nurture the Creative Mind
Ogden Downtown Alliance
Ogden Friends of Acoustic Music
Trails Foundation Northern Utah
Utah Non-Profit Association
Ogden Weber Chamber of Commerce

Ogden Trails Network
Ogden Pub Runners
Ogden Rotary Club
Women in Business
Pliking Club Ogden
Running USA
Salvation Army
Trails Alliance
Visit Ogden



BOARD OF DIRECTORS

EXECUTIVE TEAM

Melissa Call | Chair
Intermountain Healthcare

Jake Johnstun | Vice Chair
Integrated Tax

Winslow Young | Past Chair
Young Automotive Group

Christa Windsor | Treasurer
Zions Bank

BOARD MEMBERS

Kelli Barkema
TFNU

Jeff Furton
Daily Rise Coffee

Amanda House
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Snowbasin

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Powder Mountain

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Kim Bowsher
Ogden Downtown Alliance

Brent Butler
Weber County Sherriff

Mike Caldwell
Ogden City Mayor

Jim Harvey
Weber County Commissioner

EX-OFFICIO

Will Farr
Ogden City Police

Clark Madsen
Intermountain
Healthcare Medical
Lead

Aric Manning
TFNU

Sara Toliver
Visit Ogden

2022 EVENTS TEAM

Dirk Beckett, Sue Beckett, Michelle Branson, Angelika Brewer, Carolyn Brierley, Kym Buttschardt, Pete Buttschardt, Rick Fennell, Dave Graf, Samantha Hill, Ashley Hilton, Nate Layton, Justin Lobato, Robert Lopez, Hilaree Lowry, Aspen Manning, Christy McBride, Mike McBride, Josh Mejuer, Sara Mejuer, Justin Miljour, London Moesinger, Tim Montgomery, Shera Nebeker, Shane Osguthorpe, Becky Parson, Sara Pedrosa, Scott Quinney, Davy Ratchford, Greg Scothern, Jenny Scothern, Mitch Shaum, Larry Slater, Nathan Stokes, Kim Sutherland, Ford Thompson, Jon Thompson, Sherry Tolman, Heidi Waddoups, Ellen Walsh, Salena Ward, Mikelle Weil



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GRANTS

RAMP
Utah Office of Tourism
Weber County TTAB

SUPPORTERS

American Flyers Race Pacers
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Creamies
Dancing Moose Farms
Enable Utah
Great Harvest
Grounds For Coffee
Hyperthreads
Kimberly Clark
Kirton| McConkie
McDonalds
Model Linen
Ogden Own Distillery
Ogden Pub Runners
Osprey
Pobanz
Salt Lake Running Company
Utah Humanities



COMMUNITY PARTNERS



WEBER STATE
UNIVERSITY



Special thanks to our programming partners!

*Youth Impact, Boys and Girls Club, OWCAP, Weber Prosperity Center of Excellence,
The Front Climbing Club, Arcadia Guided Outdoor Education, Ogden Bicycle Collective,
Golden Hours Senior Center*

THANK YOU TO OUR DONORS

Thank you!

Thank you to all the athletes who donated to the GOAL Foundation during registration for one of our events, and to the generous individual donors who contributed to GOAL programming throughout the course of the year.



We are honored to be the recipient of a generous donation from Snowbasin. This year, 10% of ticket proceeds from the 2022 **Blues, Brews & BBQ** concert series were donated to the GOAL Foundation. This will allow us to expand community programming for all ages in 2023.

The GOAL Foundation would like to sincerely thank Snowbasin for their generous donation which will allow us to continue our mission and better our local community.



The GOAL Foundation is honored to have such a fantastic partnership with Young Subaru. Young Subaru plays a crucial role in our ability to provide events and youth programming to our community. We would like to sincerely thank Young Subaru and the **Subaru Share the Love®** program for their generous donation and for playing such a huge role in allowing us to continue to accomplish our mission to provide opportunities for all to Get Out And Live!™



Thank you to our generous donors who donated through **United Way Workplace Campaigns** to help the GOAL Foundation continue accomplish our mission and strengthen our community.

LOOKING FORWARD TO 2023

Welcome New GOAL Board Members!

Missy Key

America First Credit Union
(2nd Term)

Justin Burr

Weber State University

Wendy Vinhage

Habitat for Humanity

JoAnn Williams

Talisman Brewing



The Winter Running Series, formerly known as *Winter Race Circuit*, will offer a newly revamped format and new resources in 2023 to help runners be successful during training to complete either a full or half marathon come springtime.

This year we are excited to introduce this new four-part training series, which will be supported by 18-week training plans, meetup groups, Q&A sessions with resources, and access to professional coaching to help prepare runners for any distance in the Ogden Marathon.

Stay in the loop with GOAL!
Sign up for our e-newsletter



We look forward to a 2nd year of the Northern Utah Trailfest, a fall weekend event created in partnership with *Trails Foundation of Northern Utah* and *Weber County Parks & Recreation*.

The 'NUT' will be held at

North Fork Park on **October 6-8, 2023**.

Join us for an inclusive weekend festival for nature lovers, outdoor enthusiasts, and all levels of adventure seekers and outdoor recreation. The **Trail Run & Mountain Bike Race** events challenge athletes to compete to complete the most course laps in 3, 6 or 9* hours.

Weekend camping, live music, outdoor education speakers, vendors, activities, a good time and more can be expected at the Northern Utah Trailfest in 2023.



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