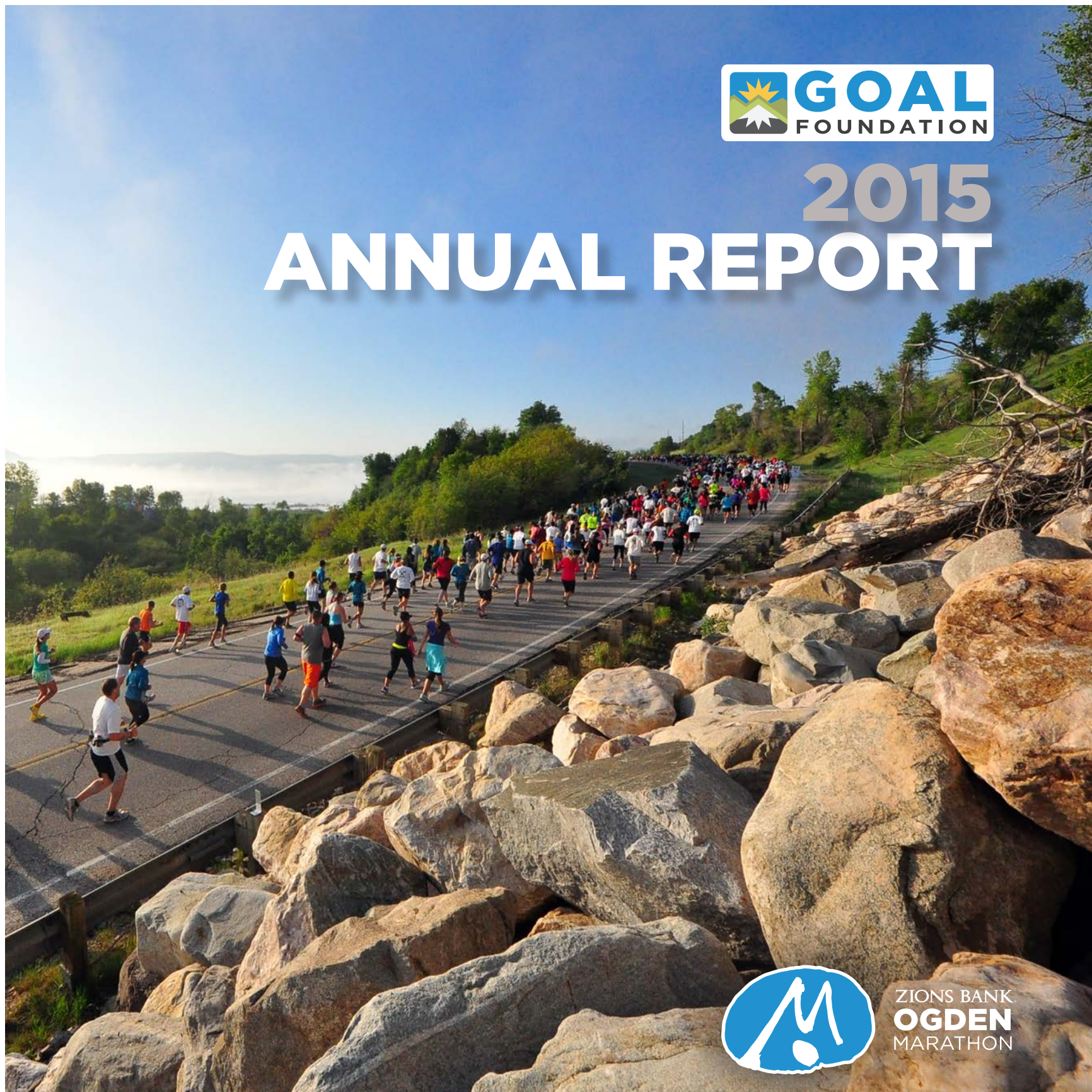




# 2015 ANNUAL REPORT



ZIONS BANK  
**OGDEN**  
MARATHON





## **BOARD OF DIRECTORS**

### **EXECUTIVE TEAM**

**BOARD CHAIR**  
Todd Ferrario

**VICE CHAIR**  
Christa Windsor

**PAST CHAIR**  
Mikelle Weil

**TREASURER**  
Jake Johnstun

### **BOARD MEMBERS**

Bryan Boer  
Kevin Burns  
Tres Ferrin  
Paul Guimond  
Eric Hartman  
Ron Loghry  
Robin McCaul  
Kenneth Miller  
Matt Spencer  
Annie Stanish  
Noreen Wynn

### **EX-OFFICIO**

**OGDEN CITY MAYOR**  
Mike Caldwell

**WEBER COUNTY COMMISSIONER**  
Kerry Gibson

**OGDEN/WEBER CVB PRESIDENT/CEO**  
Sara Toliver

## **THE GOAL FOUNDATION: MORE THAN A MARATHON**

Jenny Scothern, Executive Director/CEO

In it's 15th year, the GOAL Foundation is thriving in its mission 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," and in many ways has become the epicenter of outdoor recreation in our mountain-urban community. While the GOAL Foundation is widely known as producers of Ogden's marquee running event, the Zions Bank Ogden Marathon, the organization is "much more than a marathon".

In order to carry on the legacy of the 2002 Winter Olympic Games, GOAL was founded by a group of visionary community leaders who set out to ensure that the volunteer spirit would live long after the games were gone. Today, with an army of Olympic level volunteers, GOAL is able to do just that by providing volunteer support and resources to world-class events that generate economic development, inspire outdoor activity and make the greater Ogden community even greater.

Last year marked the completion of

many important milestones for the GOAL Foundation which are detailed in this report. However, events are just the beginning when it comes to the GOAL Foundation. GOAL is inspiring the youth of our community to "Get Out And Live!"™ as well. Through existing initiatives like GOAL Summer Camps, the Young Runners Program, the Shoe Give Back Program, the Granite Construction KidsK, and The GOAL Foundation Fit Course at Big D Park, our community's young people are being introduced to opportunities for a healthy, active lifestyle.

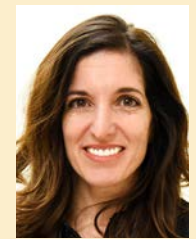
We invite you to stop by our new home at 2440 Washington Boulevard in Ogden, where our team will help you "Get To Know GOAL". We will share stories and photos of the groups of students who are impacted by our programs, the world-class events we have supported, and explain our vision of why we are much more than a marathon.



Jenny Scothern,  
Executive  
Director/CEO



Todd Ferrario,  
2016 Chair



Mikelle Weil,  
2015 Chair

### **EXECUTIVE DIRECTOR AND CEO**

Jenny Scothern

### **OPERATIONS MANAGER**

Mike McBride

### **VOLUNTEER AND EXPO MANAGER**

Clairese Miljour

# **GOAL**

## Testimonials



"It's an awesome thing for us to be able to run down to the GOAL Fitness Course. It's something that doesn't cost us anything, it's convenient, we can get down there and use it anytime we want, and in that way, it's awesome. The GOAL Foundation has been so good to us. I can't express to you how grateful the kids are when they get shoes they can't afford. They are grateful and I am grateful."

- Kim Giebel, Ben Lomond High  
Track and Cross Country Coach



"Volunteering with GOAL has allowed me to connect with the Ogden community in so many ways. Most specifically as a Young Runners Mentor for Dee Elementary, I've been given the opportunity to set aside being an adult for a day and just simply play, showing kids that exercise in the form of games can be fun and rewarding. Getting to know the kids and watching them grow up over the years and see that they appreciate what you are doing for them, is a meaningful experience that I will cherish for many years to come."

- Danielle Bendinelli, Young Runners Mentor



I was offered the GOAL Foundation internship so I immediately jumped at the chance to see how a successful marathon, as well as many other events are produced. It was very exciting because the Ogden Marathon is one of my favorite races to participate in. The GOAL Foundation gives you so many different opportunities to be a part of an everyday job, yet participate and be involved in opportunities that happen once in a lifetime.

- Krystal Hawker,  
Weber State Student and Goal Foundation Intern



## EVENTS TEAM

Van Aston  
Bryan Boer  
Skyler Bragg  
Carolyn Brierley  
Kevin Brown  
Kevin Burns  
Kym Buttschardt  
Pete Buttschardt  
Ben Chournos  
Brett Dean  
Rick Fennell  
Todd Ferrario  
Tres Ferrin  
Jeff Furton  
Paul Guimond  
Dave Graf  
Eric Hartman  
Iain Hueton  
Mike Hunsaker  
Teresa Hunsaker  
Nate Layton  
Steve Lister  
Christy McBride  
Ken Miller  
Tim Montgomery  
Ben Nadolski  
Shane Osguthorpe  
Greg Scothern  
Dan Sparks  
Julie Sparks  
John Stenberg  
Sherry Tolman  
Brooke Thompson  
Jon Thompson  
Jodi Van Orman  
Ellen Walsh  
Mikelle Weil  
Marcia White  
Christa Windsor  
Kristin Wojciechowski  
Shad Wojciechowski  
Noreen Wynn

## STAFF

### OFFICE MANAGER

Bree Montgomery

### MARKETING, SPONSORSHIP AND DEVELOPMENT MANAGER

Brian Nicholson

### YOUTH PROGRAM MANAGER AND COMMUNITY OUTREACH COORDINATOR

"C.T." Carla Taylor

## 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.

## PRODUCED EVENTS

- Winter Race Circuit 5k
- Winter Race Circuit 10K
- Winter Race Circuit 10 Miler
- Winter Race Circuit Half
- Winter Race Circuit 30K
- Ogden Marathon
- Mayors Walk

## SUPPORTED EVENTS

- National Fat Bike Championships
- Cannondale Sales Event
- Tour Of Utah
- USA Cycling Masters Championships
- XTERRA USA Championships
- XTERRA USA Trail Championships

## OUTREACH EFFORTS

- |  |  |
|--|--|
| • Block Party                                      | • Junior League of Ogden                     |
| • Women in Business                                | • Ogden CVB                                  |
| • Ogden Friends of Acoustic Music                  | • E3   |
| • Ogden Roots and Blues Festival                   | • Ogden High Mountain Bike Team              |
| • Ogden Twilight Concert Series                    | • Get to Know GOAL Tours                     |
| • Logan Live Fit Expo                              | • Ogden Canyon Impact Study Group            |
| • Columbia River Gorge Marathon                    | • Winter Trails Day                          |
| • Granite Golf Tournament Fundraiser               | • Cyclocross Build out Support               |
| • WSU Community Engaged Leader, Purple Pride Level | • Women's Leadership Conference              |
| • Weber Moves                                      | • Ogden Valley Community Foundation Outreach |
| • Partners in Education                            |  |
| • Business After Hours                             |  |

## 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 course and 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 Masters Championships, generating a significant economic impact.



**Ogden Marathon = 9975**

**All Events = 17,076**



**ATHLETES HOSTED**



## 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.

Not only are they a great asset to our events, but to the community as a whole through their energy, kindness and selfless service.



**Ogden Marathon:**  
**1756 volunteers gave**  
**10,875 hours**

**All Events:**  
**2638 volunteers gave**  
**16,752 hours**



**VOLUNTEERS**

## ECONOMIC ENGINE

Producing and supporting world-class events increases the intangible benefits of living in this community.

In 2015, the economic benefit was nearly three and a half million dollars, with the Ogden Marathon bringing in two million. That's not including the thousands of volunteer hours, which represents an estimated \$370,000\* worth of donated time. The GOAL Foundation is committed to producing and supporting events that positively affect the local economy.

\* Utah Commission on Service and Volunteerism (USERVE) at \$23.51/hour



**Ogden Marathon:**  
**Between \$1.7 and \$2.2 Million**

**All Events:**  
**\$3.34 Million**



**ECONOMIC IMPACT**

## 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.

**586 Students from 12 schools  
had 3516 positive interactions**

**130 Youth enrolled in summer  
camps**

**Running shoes gifted to:**

**293 Elementary school students**

**40 Need-based high school  
athletes**



**YOUTH PROGRAMS**

## FITNESS COURSE

Through a collaboration between the GOAL Foundation, R.A.M.P., Intermountain Health Care (IHC) and many other partners, a nine station fitness course was installed at Big-D Park in Ogden. The stations offer a wide range of free workout choices from pull-ups and push-ups, to box jumps, sprinting and stair climbs.

The fitness course encourages residents of any age, ability or fitness level to participate in healthy physical activity, and offers one more tool to use in their quest to lead a more active lifestyle.

A special thanks to RAMP, IHC, and Ogden City.



**Nine fitness stations**

**3168 feet of paved run course**

**Countless residents impacted**



**FITNESS COURSE**

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**  
**Mckay-Dee**  
**Sports Medicine**

**Ogden City**  
**Weber County**

## BEN LOMOND ELEVATION \$5000+

Altra  
Clif Bar  
Michelob Ultra

Powerade  
Rocky Mountain Allergy  
Sonora Grill

Standard-Examiner  
Striders Running  
Visit Ogden

Warren's  
Young Subaru

## MT. OGDEN ELEVATION \$2500+

Camille & Steven Cain  
Daily Rise Coffee  
Neutek Print

Great Harvest Bread  
Creamies/Premium  
Roosters Brewing Co.

Sonora Grill  
Weber State University  
Zucca Trattoria

## LEWIS PEAK ELEVATION \$1000+

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

Mountain View  
Pediatrics  
Model Linen  
The Boyer Group

Scott & Pam  
Parkinson  
THM  
McDonald's

Elliott-Hall Company  
Grounds for Coffee

## MALAN'S PEAK ELEVATION \$500+

Kevin Brown &  
Catina Martinez

Jill McCord  
Costco Wholesale

Tim & Bree  
Montgomery

Matthew & Natanee  
Spencer

## FULL MARATHONERS CLUB \$260+

William Campbell\*  
Jan DeGiulio\*  
Ken & Patty Miller  
Kevin Dowling\*

Aaron Eames\*  
David Fedor\*  
Dave Graff  
Ray Jones\*

Maryellyn Larcom\*  
Steve Larson\*  
Troy Lewis\*  
Ali Lyon\*

Leland Mccullough\*  
Pauletta McKenzie\*  
Patrick Oborn\*  
Phil Ordway\*

Sean Smith\*  
Brian Spilker\*

## HALF MARATHONERS CLUB \$130+

John & Fran Brown  
Vicki Cain\*  
Ashley Coombs\*  
Colby Coombs\*  
Tom Davis\*  
Richard Emlet\*  
Laurel Fedor\*

Angie Greene\*  
Dereck Hodson\*  
Janae Jacobs\*  
Mike Kearney\*  
KWC Real Estate LLC  
Maryellyn Larcom\*  
Steve Larson\*

Steve & Margit Lister  
Leah Low\*  
Tara Lowe\*  
Kathryn MacLeod\*  
Shanna Masuisui\*  
Leland Mccullough\*  
Thomas McCurry\*

Sharon Merriman\*  
Dianne Montgomery\*  
Denise Shaw\*  
Sean Smith\*  
Kate Summers\*  
Joy Thomas\*  
Kim Tompkins\*

Wendy Wamser\*  
Apryl Whitehead\*  
Clay Williams\*  
Betty Winters\*  
Jeannette Wysocki\*

## 5K MARATHONERS CLUB \$50+

Joan Ahlf  
Eric Bauman  
Wade Bevan  
Steve & Carolyn Brierley  
Kym Buttschardt  
Rick & Barbara Danger

Brett Dean  
Rick & Cathy Fennel  
George E. Hall  
Elliot J. Hulet  
Iain Hueton  
Rebecca Johnson

Guy & Colleen Letendre  
Mike Mathieu  
Justin & Clairese Miljour  
Brad L. Mortensen  
Jessica Schroder  
Starla Stanley

Dan & Julie Spark  
Wayne Swain  
CT Carla Taylor  
Brett & Sara Toliver  
Jacqueline Voinovich  
Ellen Walsh

Eric Weeks  
Marcia L. White

## COMMUNITY PARTNERS

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



## NEW BUILDING

The year 2015 marked the first year in the GOAL Foundation headquarters on Washington Blvd. It has proven to be an invaluable asset for hosting hundreds of meetings and supporting numerous programs throughout the year. The space, in the heart of Ogden, across the street from the historic Peery Egyptian Theater, has been a functional and efficient space from which to plan and stage GOAL's events. A freight elevator and loading dock, along with large meeting rooms and office space, has helped increase the efficiency of our events. and programs.

\* Ran the Full or Half Marathon as a VIP

\*\*Sponsors listed represent those who supported the 2015 GOAL Foundation Events





**GOAL**  
FOUNDATION  
GET OUT AND LIVE™

2440 WASHINGTON BLVD.  
OGDEN, UT 84401  
801-399-1773

