



# 2018 ANNUAL REPORT



**GOAL**  
FOUNDATION  
GET OUT AND LIVE™

# EXECUTIVE DIRECTOR'S MESSAGE

## Got Grit?...

Grit - /grit/ noun  
1. courage & resolve, strength of character

Our runners, volunteers, and community members do!



Jenny Scothern

Executive Director | CEO  
GOAL Foundation

I feel lucky to be in a unique role in our community where I get to see so many inspiring people. Athletes who set a goal, train hard, and cross the finish line filled with so much joy and emotion. Volunteers, who show up at 4:30 am, rain, snow, shine, supporting our athletes and not leaving their position until the very last runner passes. Community partners and law enforcement who plan for months to ensure the safety and security of our volunteers and runners are the top priority.

A staff and a volunteer Board of Directors and Events Team that lend their time to a dynamic organization that is so much more than a marathon. I get to witness so many instances of Grit almost every day in my job from all different people and partners. **And for that, I am thankful.**

2018 brought some amazing things that I am thankful for! First, I am always in awe of this community! Thousands of volunteers join the GOAL staff, Board of Directors, and Events Team to host Utah's Largest One Day Running Event, the Ogden Marathon! I am humbled every year at the support GOAL volunteers provide to the 7,000 athletes from 50 states and 10 countries who run the Zions Bank Ogden Marathon! Our organization is so lucky to have "Olympic Level" volunteers.

Second, with our new Youth initiatives and programming we were able to expand our GOAL Summer Camp options. We continued to partner with The Front Climbing Gym to offer climbing camps and formed a new partnership with Arcadia Guided Outdoor Education and added a hiking camp option. The new hiking camps were a huge hit and hikers logged 20 miles each week! We were also able to extend our mountain bike camp offerings thanks to our new board members Mark Neff, our community powerhouse, Pete Buttschardt, and some help from the Ogden High School and Freemont Mountain Bike Teams.

Third, because of our fundraising efforts, we were able to provide 36 local children financial scholarships, so they could "Get Out And Live" at our summer camps. We also continue to provide shoes to elementary school aged children as part of our Young Runner's program. In 2018 we provided 223 pairs of shoes and have 12 participating schools. And, this is just a glimpse at all the things GOAL Foundation accomplished because of **YOU!**

So, as I reflect on this year I am filled with gratitude to all of you for helping us make good things happen for other people and that we live in in this awesome and gritty Ogden community! **"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.*

## GOAL'S MISSION

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



## 2019 EVENTS

### WINTER RACE CIRCUIT

**FEBRUARY 23** | 5K

**MARCH 9** | 10K

**MARCH 23** | 10 Miler

**APRIL 6** | Half Marathon

**APRIL 27** | 30K

### OGDEN MARATHON

**MAY 17**

NordicTrack Fun & Fitness Expo

Mayor's Walk

**MAY 18**

Full | Half | Relay | 5K | Kids K

### YOUTH SUMMER CAMPS

**JUNE - AUGUST**

Mountain Biking

Rock Climbing

Hiking Camp

### EL DOCE

**AUGUST 17** | 12 Hour | 6 Hour



# YOUTH PROGRAMS

*An 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.*

## AFTER SCHOOL PROGRAMS

710 Students Enrolled

5 Participating Schools

All Students earn a FREE entry into the Ogden Marathon KidsK or 5K

## GOAL GIVES BACK

118 Campers enrolled in GOAL Summer Camps

36 Full Summer Camp Scholarships Awarded  
totaling **\$2,880**

223 Pairs of running shoes gifted totaling **\$5,575**

10 Group Grants were awarded to local youth  
groups totaling **\$6,500**

**TOTAL AWARDS: \$14,955**



# VOLUNTEER SPOTLIGHT

## PAX FOREIGN EXCHANGE STUDENTS

We would like to introduce you to the volunteer group PAX. This incredible group has been volunteering at the Ogden Marathon for the past 6 years.

In 2017 and 2018 they were the smiling faces greeting our runners at the finish line with their much deserved medals. The students said it was a great activity to help others at the end of the marathon and that they were surprised by how many runners thanked them.

PAX is a program of academic exchange. In Latin, pax means peace, so through exchange they try to bring peace to the world. PAX has been placing students with host families in Utah for the past 15 years.

The students that helped this past year are from Nigeria, South Africa, Italy, Spain, Germany, Thailand, South Korea, Philippines, Indonesia, Georgia and Palestine.



## OGDEN MARATHON

**1,768 Volunteers | 13,820 Hours of Service**

## GOAL FOUNDATION TOTAL

**2,740 Volunteers | 19,090 Hours of Service**

# WORLD-CLASS EVENTS

## PRODUCED EVENTS

El Doce  
Ogden Marathon  
Winter Race Circuit  
Youth Summer Camps

## SUPPORTED EVENTS

Yeti Bash  
Sweaty Yeti Fat Bike Race  
Xterra Pan Am Championships

## PRODUCED & SUPPORTED EVENTS

**Total Athletes:** 9,232  
**Economic Impact:**  
\$1.5 Million

*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 **50 states and 17 countries** to experience our incredible community.*



ZIONS BANK.  
**OGDEN**  
MARATHON

# EL DOCE at POW MOW

Held in the setting of picturesque Powder Mountain Ski Resort, El Doce at Pow Mow is Northern Utah's premier 12 hour Mountain Bike Event. In its second year, El Doce grew by nearly 50% and built its reputation in the Mountain Bike Community as a perfect balance of epic trails and party vibes - plus the bonus of camping, killer tacos and frosty beverages!

## EL DOCE 2018 STATS

222 Athletes

592 Laps

7,814.4 Miles

40 Volunteers

275 Hours

\$25,183 Economic Impact







**VOTED:**

"One of the Top Ten Marathons  
in the World"  
**Runner's World**

**VOTED:**

"Best Running Event in Utah"  
**Salt Lake City Weekly Magazine, Staff AND  
Reader Pick 2018**

**VOTED:**

"One of the Best Courses in America for  
First-Time Marathon Runners"  
**Shape.com**

**OGDEN MARATHON  
ACCOLADES**



**GOAL FOUNDATION  
STAFF**

**EXECUTIVE DIRECTOR  
AND CEO**

Jenny Scothern

**OPERATIONS MANAGER**

Clairese Miljour

**OFFICE AND EVENT  
SERVICES MANAGER**

Abby Monroe

**MARKETING AND  
COMMUNICATIONS  
MANAGER**

Sara Mejour



**2019 BOARD MEMBERS**

Kevin Burns  
Melissa Call  
Gina Duffy  
Harrison Fluman  
Eric Hartman  
Melissa Lewis  
Jennie Payne  
Paul Pilkington  
Mitch Shaum  
Dan Spark  
Carey Van Wagoner

**EX-OFFICIO**

**OGDEN CITY MAYOR**  
Mike Caldwell

**WEBER COUNTY  
COMMISSIONER**  
Jim Harvey

**VISIT OGDEN CEO**  
Sara Toliver

**WEBER PATHWAYS  
CHAIR**  
Mark Benigni

**OGDEN CITY ACE  
DIVISION MANAGER**  
Christy McBride

**Thank you to our incredible Board and Events  
team for their countless hours of service to  
help bring our world-class events to life!**



**EXECUTIVE TEAM**

**BOARD CHAIR**  
Christa Windsor

**VICE CHAIR**  
Winslow Young

**PAST CHAIR**  
Todd Ferrario

**TREASURER**  
Jake Johnstun

**2019 EVENTS TEAM**

Eric Bauman  
Darren Blackford  
Bryan Boer  
Carolyn Brierley  
Kevin Brown  
Kym Buttschardt  
Rick Fennell  
Tres Ferrin  
Jeff Furton  
Dave Graf  
Iain Hueton  
Mike Hunsaker  
Teresa Hunsaker  
Justin Labato  
Nate Layton  
Steve Lister  
Hilaree Lowry  
Mike McBride  
Justin Miljour  
Josh Mejeur  
Ryan Monroe  
London Mosinger  
Tim Montgomery  
Shane Osguthorpe  
Greg Scothern  
Larry Slater  
Nathan Stokes  
Brooke Thompson  
Sherry Tolman  
Jodi Van Orman  
Ellen Walsh  
Mikelle Weil  
Noreen Wynn

# 2018 DONORS

## **PINNACLE CLUB**

Zions Bank  
Ogden City  
Weber County  
Intermountain McKay-Dee  
Sports Medicine  
Granite Construction  
ABC/Pepsi  
Altra  
Young Subaru  
Utah Eye Centers  
Striders  
KSL TV  
KSL.com  
Teleperformance  
Roosters  
Utah Office of Tourism  
RAMP

## **BEN LOMOND \$5000+**

Daily Rise  
Gatorade  
Golden Beverage  
Kimberly Clark  
Lowe Law Group  
Mountain Luxury  
Powder Mountain  
Sonora Grill  
Standard Examiner  
Visit Ogden  
Warrens

## **MT. OGDEN \$2500+**

Creamies  
Great Harvest  
Hub 801  
Hyperthreads  
Mackenzie  
Mercury Wheels  
Osprey  
Out of Bounds  
Rockstar  
Todd Dalley  
Zucca

## **LEWIS PEAK \$1000+**

American Pet Nutrition  
Boyer Company  
Grounds for Coffee  
McDonalds  
Mercury Wheels  
Model Linen  
Norther Utah Pediatrics  
Pobanz  
Rocky Mountain Dermatology  
Snowbasin  
Salomon  
The Bike Shoppe  
The Front Climbing Gym  
TRP  
Weber State University  
Winder Dairy

## **MALANS PEAK \$500+**

Brian Nicholson  
Mountain Luxury Real Estate  
Wasatch Civil Consulting

## HALF MARATHON CLUB

**\$130+**

Aaron Eames  
Dan Spark  
Dave Graf  
Julianne Olson  
Justin Labato  
Larsen Beverage Company  
Oz Marketing

## COMMUNITY PARTNERS

ARES Team  
Ogden City Fire  
Ogden City Police  
Utah Highway Patrol  
Weber Co. ARES Comm. Team  
Weber County Sheriff

## 5K CLUB \$50+

Dale Schaffer  
Dawn Loderhouse  
Deborah Nicoll  
Eric Bauman  
Gina Duffy  
Jeff & Beth Furton  
Jennie Payne  
Jenny Scothern  
Joan Ahlf  
Josh & Sara Mejeur  
Kase Johnstun  
Kym Buttschardt  
Mark Hagge  
Mikelle Weil  
Sasha Voinovich  
Scott Sogimoto  
Sue & Lary Snow  
Suzy Dailey  
Timothy Dunn

## CHARITABLE DONORS

Alison Corey	Larry Slater
Alte Orman	Lauren Zent
Betty Winters	Lisa Castillo
Brittany Blanchard	Mara Brown
Bryan Osborn	Mark Benigni
Bryce Warren	Megan Grunander
Cassandra Nye	Michelle Bugnet
Catie Beck	Mike McBride
Christa Windsor	Pam Weaver
Cody Johnson	Samantha Fleming
Diana Wilson	Saori Hanaki
Ellen Walsh	Shannon Coady
Fran Brown	Shannon Rusch
Gary Bowen	Somer Daich
George Raub	Stacy Bernal
Hilaree Lowry	Steven Hensley
Ian Napper	Taylor Lund
Jamie Woodruff	Timothy Ludlum
Josh Wilde	Whitney Muir
Julie Kirkland	William Boler
Kiersten Voorhees	

*We offer our most sincere gratitude to our wonderful 2018 supporters. Your contributions have helped improve the lives of countless school children and the community.*

***We can't thank you enough!***

THANK YOU





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**WWW.GETOUTANDLIVE.ORG**