



# 2019 ANNUAL REPORT



**GOAL**  
FOUNDATION  
GET OUT AND LIVE™

# EXECUTIVE DIRECTOR'S MESSAGE



**Eric Bauman**

Executive Director | CEO  
GOAL Foundation

It's an honor to be affiliated with an organization that continues to make such a positive impact in our community. We are so fortunate to live and recreate in such a unique, beautiful setting. The proximity to world-class all season mountain sport recreation, coupled with unparalleled beauty and a vibrant downtown creates a setting that is not only unique, but inspiring to all that live and visit here.

The Goal Foundation was founded in 2001 with the 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. The GOAL Foundation is about "giving back", which is evident in the level of commitment and dedication of our Board of Directors, Events Team, Volunteers, Staff, Sponsors, and Community Partners.

2019 was an incredibly impactful year for the GOAL Foundation. At the heart of the organization are our amazing 4,187 GOAL Volunteers that contributed 36,085 hours to GOAL produced and supported events in the community. 2019 also saw 8,865 athletes from 47 States and 5 Counties **"Get Out And Live"** and participate in GOAL produced events. Youth programming continues to be a major focus and expand, and in 2019, 425 children ages 6-14, participated in 16 weeks of summer camps ranging from mountain biking to backpacking and rock climbing. As a result of fundraising and our generous donors, GOAL continued to give back by awarding 19 children financial scholarships so they could **"Get Out And Live"** at GOAL Summer Camps. The GOAL Shoe Giveback Program and Young Runners Program continues to grow with eleven participating schools in which children receive running shoes and participate throughout the year to earn entries into the Ogden Marathon Kids K or 5K.

The GOAL Foundation's impact and reach is far broader than just events. The GOAL Foundation truly makes a difference, and has a positive impact in the lives of our athletes, our volunteers, our spectators, our youth, and our community. There is no greater gift than the act of "giving back", 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.

## GOAL'S MISSION

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



## 2020 EVENTS

### WINTER RACE CIRCUIT

**FEBRUARY 8** | 5K

**FEBRUARY 29** | 10K

**MARCH 21** | 10 Miler

**APRIL 4** | Half Marathon

**APRIL 25** | 30K

### OGDEN MARATHON

**MAY 15**

NordicTrack Fun & Fitness Expo

**MAY 16**

Full | Half | Relay | 5K | Kids K

### YOUTH SUMMER CAMPS

**JUNE - AUGUST**

Mountain Biking

Rock Climbing

Hiking Camp

### EL DOCE

**JULY 18** | 12 Hour | 6 Hour

# YOUTH PROGRAMS

**452 KIDS**

hundreds of kids  
received benefits from the  
organization's charitable  
efforts and activities



## CAMPS FOR YOUTH

**16**



Weeks of hiking, climbing,  
and mountain biking  
camps were offered to  
youth ages 6-14



An important focus of the GOAL Foundation is to teach the youth in our area the importance of staying fit and active and to expose them to the amazing outdoor recreation opportunities that surround them.

**19 SCHOLARSHIPS**

camp scholarships were  
awarded to under-served  
youth in our community



## DONATION



**\$20K**

was collected to aid in our  
youth programming efforts,  
and shoe give back  
program

**HELP A CHILD "GET OUT AND LIVE!"**

Donate at: [www.goalfoundation.com](http://www.goalfoundation.com)



# WORLD-CLASS EVENTS

## PRODUCED EVENTS

### El Doce

229 Athletes | \$28,696 Economic Impact

### Ogden Marathon

5,941 Athletes | \$1.24 Mill. Economic Impact

### Winter Race Circuit

2,695 Athletes | \$87,682 Economic Impact

## SUPPORTED EVENTS

### Sweaty Yeti Fat Bike Race

167 Athletes | \$30,681 Economic Impact

### Xterra Pan Am Championships

500 Athletes | \$133,930 Economic Impact

### Tour of Utah

600 Athletes | \$343,696 Economic Impact

### Extreme Makeover: Home Edition

2,171 Volunteers | \$936,908 Economic Impact

**Total Athletes:** 10,132

**Economic Impact:** \$2.8 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.*



**GOAL**  
FOUNDATION  
GET OUT AND LIVE™

# BEST VOLUNTEERS ON THE PLANET

## PRODUCED & SUPPORTED EVENTS

### Ogden Marathon

1,432 Volunteers | 11,528 Hours

### Winter Race Circuit

196 Volunteers | 784 Hours

### El Doce

54 Volunteers | 516 Hours

### Sweaty Yeti Fat Bike Race

31 Volunteers | 124 Hours

### Xterra Pan Am Championships

196 Volunteers | 784 Hours

### Tour of Utah

52 Volunteers | 60 Hours

### Extreme Makeover: Home Edition

2,171 Volunteers | 22,133 Hours

## GOAL FOUNDATION TOTAL

4,187 GOAL Volunteers

36,085 Hours of Service

@ \$25.43 / Hour

TOTAL VALUE: \$917,614.55



**GOAL**  
FOUNDATION  
GET OUT AND LIVE™



# VOLUNTEER SPOTLIGHT

## CHRISTA WINDSOR

VOLUNTEER | BOARD MEMBER | PARTICIPANT

Christa has been a part of the Ogden Marathon for the past 18 years. After Zions Bank signed on as the title sponsor for the Ogden Marathon in 2002, they encouraged their employees to get involved and volunteer; Christa helped take on Aid Station #1 and fell in love.

### Board Member | 2011-Current

Current Past Chair

2017-2019 Board Chair

2015-2017 Vice Chair

### Volunteer | 2002 - Current

Aid Station #1

Awards

Packet Pick-Up at the Expo – All 18 Years

Bus Loading

Winter Race Circuit

Mountain 2 Metro

### Participant

Mountain 2 Metro – 2016, 2017

Winter Race Circuit – 2017, 2018, 2019, 2020

Ogden Half Marathon – 2017, 2018, 2019, 2020

### Favorite Memory | Highlight

Her proudest moment was finishing her first Half Marathon in 2017. She was so excited to finally get to experience the race she had been supporting for 15 years. She will also never forget crossing the finish line in 2018 with her son Jake. He ran with his rucksack in preparation for heading off to boot camp for the Navy and to honor those who had served before him.





**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  
& Reader Pick**

**VOTED:**

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

## **OGDEN MARATHON ACCOLADES**



## **GOAL FOUNDATION STAFF**

**EXECUTIVE DIRECTOR | CEO**  
Eric Bauman

**OPERATIONS MANAGER**  
Clairese Miljour

**PROGRAMS AND EVENT  
SERVICES MANAGER**  
Abby Monroe

**MARKETING AND  
COMMUNICATIONS  
MANAGER**  
Sara Mejur

**CONTRACTS AND  
ADMINISTRATIVE MANAGER**  
Sarah Moore

**2020 BOARD MEMBERS**

Kelli Barkema  
Harrison Fluman  
Jeff Furton  
Jennie Payne  
Paul Pilkington  
Mitch Shaum  
Dan Spark  
Larry Slater  
Carey Van Wagoner

**EX-OFFICIO**

**OGDEN CITY MAYOR**  
Mike Caldwell

**WEBER COUNTY COMMISSIONER**  
Jim Harvey

**VISIT OGDEN CEO**  
Sara Toliver

**WEBER PATHWAYS  
EXECUTIVE DIRECTOR**  
Aric Manning

**OGDEN CITY ACE  
DIVISION MANAGER**  
Christy McBride

**OGDEN DOWNTOWN  
ALLIANCE CEO**  
Kim Bowsher

**MEDICAL LEAD**  
Clark Madsen

**WEBER CO. LAW ENFORCEMENT**  
Brent Butler

**OGDEN CITY POLICE DEPARTMENT**  
Will Farr

**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**  
Winslow Young

**VICE CHAIR**  
Melissa Call

**PAST CHAIR**  
Christa Windsor

**TREASURER**  
Jake Johnstun

**2020 EVENTS TEAM**

Heather Bailey  
Ashley Bockwoldt  
Carolyn Brierley  
Kym Buttschardt  
Rick Fennell  
Jeff Furton  
Dave Graf  
Mike Hunsaker  
Teresa Hunsaker  
Justin Labato  
Nate Layton  
Hilaree Lowry  
Mike McBride  
Justin Miljour  
Josh Mejeur  
Ryan Monroe  
London Mosinger  
Tim Montgomery  
Shane Osguthorpe  
Greg Scothern  
Jenny Scothern  
Nathan Stokes  
Brooke Thompson  
Sherry Tolman  
Ellen Walsh  
Mikelle Weil  
Noreen Wynn

# 2019 DONORS

## **PINNACLE CLUB**

Zions Bank  
Ogden City  
Weber County  
ABC/Pepsi  
Autoliv  
Granite Construction  
Intermountain Healthcare  
Icon Fitness | NordicTrack  
Utah Eye Centers  
Young Subaru  
KSL TV  
KSL.com  
Mackenzie Exhibit  
Selecthealth  
Striders  
RAMP  
Utah Office of Tourism

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

Altra  
Daily Rise  
Gatorade  
Golden Beverage  
Integrated Tax  
Kimberly Clark  
Lowe Law Group  
Powder Mountain  
Roosters  
Sonora Grill  
Visit Ogden  
Warrens  
Xterra

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

Citi  
Creamies  
Ellis Printing  
Great Harvest  
Hyperthreads  
Osprey  
Todd Dalley  
Zucca

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

American Pet Nutrition  
Grounds for Coffee  
Jimmy John's  
McDonalds  
Model Linen  
Northern Utah Pediatrics  
Out of Bounds  
Pobanz  
Rocky Mountain  
Dermatology  
The Bike Shoppe  
The Front Climbing Gym  
TRP  
Weber State University

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

Christa Windsor  
Travis Lane - Rock Exotica

## HALF MARATHON CLUB \$130+

Julianne Olson  
Raymond Nyce

## 5K CLUB \$50+

Kiersten Voorhees  
Brian Nicholson

## CHARITABLE DONORS

Amazon Smile  
Bron Nelson  
Holli Radakovich  
Larsen Beverage Company  
Peter Drewes  
Tim Brown  
United Health Group

## COMMUNITY PARTNERS

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



*We offer our most sincere gratitude to our wonderful 2019 supporters. Your contributions have helped improve the lives of countless school children and the community.*

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

THANK YOU



**GOAL**  
**FOUNDATION**  

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**GET OUT AND LIVE™**



**WWW.GETOUTANDLIVE.ORG**