2020 ANNUAL REPORT

Featured Photo: *Ogden Preparatory Academy Young Runners - 100 Mile Club*

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. As we reflect on 2020 and our Mission, we are honored to have had the opportunity to provide experiences that encourage all to "Get Out And Live" for the last 20 years and look forward to creating and enhancing our events and programming as we look to the future.

The last year has been an unprecedented year for our world. Through the many challenges, the acts of kindness and support from our community speak volumes and has reiterated why I am so grateful to be part of the GOAL Foundation and our community.

While we were not able to produce our signature events, we are extremely grateful for the opportunity to re-invent, re-imagine, and continue to create relevant, meaningful content to meet the needs of our community. We created new virtual events that allowed us to provide the opportunity for our athletes to engage, train, and participate in events in a safe and socially distanced manner.

Youth programming continues to be a major focus as we plan to expand our programming for 2021. We will be adding additional summer camps and experiences allowing children to learn lifelong skills. As a result of fundraising and our generous donors, the GOAL Foundation is continuing to give back by expanding our financial scholarship opportunities so that more children in our community will have the opportunity to "Get Out And Live" at GOAL Summer Camps.

The GOAL Foundation's impact and reach are far broader than just events. The GOAL Foundation truly makes a difference and has a positive impact on the lives of our athletes, volunteers, spectators, 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"!***

With Sincere Gratitude,

Eric Bauman

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.

GOAL FOUNDATION
GET OUT AND LIVE™

2021 EVENTS

WINTER RACE CIRCUIT

FEBRUARY 27 | 5K
MARCH 13 | 10K
MARCH 27 | 10 Miler
APRIL 10 | Half Marathon
APRIL 24 | 30K

OGDEN MARATHON

MAY 9 - MAY 16
Virtual Experience
Full | Half | Relay | 5K | Kids K

YOUTH SUMMER CAMPS

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

EL DOCE

JULY 17 | 12 Hour | 6 Hour

SUMMER CAMPS 2021

www.GetOutAndLive.org

We have partnered again with Arcadia Guided Outdoor Education to expand on our Youth Summer Camps and they have some incredible new offerings. GOAL will also continue to offer Mountain Bike Camps and Indoor Climbing Camps. To learn more please visit our website for details and scholarship application.

Thanks to a grant from the United Way of Northern Utah we have $12,600 in scholarships available for 2021!

HIKING CAMP | Ages 8-12

Come join us as we explore the trails right in our backyard! During this week-long camp, you will explore a new trail from as far north as Jumpoff Canyon all the way to the heights of Malan's Peak. You will learn about the flora and fauna Ogden trails offers. You will also grow leadership skills, learn and practice Leave No Trace principles and basic first aid techniques.

INTRO TO BACKPACKING| Ages 10-14

This course will introduce students to backpacking with a focus on efficiency systems, healthy interpersonal interactions, environmental stewardship, and leadership development.

OUTDOOR ROCK CLIMBING| Ages 12-16

This camp will introduce students to climbing safety, mindful movement skills, rappelling, and climbing history and philosophy. While discovering the geological wonder that is the Wasatch Mountains with our hands and feet and practicing climbing-specific Leave No Trace skills. All guides are Single Pitch Instructors, certified through the American Mountain Guide Association.

ADVANCED BACKPACKING| Ages 14-18

Spend five days and four nights above the treeline exploring beautiful lakes, bagging peaks, and climbing alpine crags. Students will learn hard skills, such as how to utilize backpacking equipment appropriately and efficiently, and soft skills, such as resilience, teamwork, leadership, and stewardship while strengthening their connection to wild spaces. We'll learn and practice Leave No Trace principles, and each student will have the opportunity to become a Leave No Trace Trainer. All gear provided.

WORLD-CLASS EVENTS

PRODUCED & VIRTUAL EVENTS

Winter Race Circuit
1,825 Athletes

Sunshine Kids Run
30 Athletes

Summer Circuit
227 Athletes

20,000 Mile Challenge
284 Athletes

Last Chance Challenge
105 Athletes

COMMUNITY MEET-UPS

Rise and Run
Daily Rise Coffee Downtown

Run and Shop Local
Striders Ogden

Yoga in the Park
Ogden Municipal Gardens

36 WEEKS OF EVENTS

The challenges of 2020 presented us with an opportunity to reimagine our events and to create new virtual options that allowed us to continue to engage with our athletes.

Through it all we were able to find new ways to encourage our community to,
"Get Out And LIVE!"

GOAL FOUNDATION
GET OUT AND LIVE™

BEST VOLUNTEERS ON THE PLANET

VOLUNTEER SPOTLIGHT - UPWARD BOUND PROGRAM

The Weber State University Upward Bound program is a federal TRIO pre-college program funded by the U.S. Department of Education for future first-generation college students. As part of their mission to prepare students to be the first in their families to graduate from college with a bachelor's degree, they build pathways for students to be active citizens of the Wasatch Front community through frequent participation in community service events.

It is for this reason that WSU Upward Bound formed a strong partnership with the GOAL Foundation many years ago. Each spring, the Ogden Marathon is their largest community service event, as all 82 of our students dedicate up to six hours organizing and distributing hundreds of marathon runner bags at the finish line in downtown Ogden.

One of Upward Bound's senior students reflects on her first marathon, *"One of my favorite memories is the first time I participated. Just helping out was really fun. I think that was when I finally built up enough courage to talk to these two kids from the program. We had a really fun time getting to know each other that day and now they're some of my best friends."*

- Every year they bring 80 volunteers on a Saturday morning, ready to go at 5 am!
- These kids are the best of the best! They always show up, rain or shine, they work hard and have a good time!
- Since 2015 the Upward Bound kids have been our lead volunteers for the Ogden Marathon Bag Drop.

VOLUNTEER SPOTLIGHT

DANIELLE COLLIER - Written by Stacy Bernal

If there's a nonprofit in Ogden, chances are that at some point in time, Danielle has directly or indirectly worked with them. While attending Weber State University, she worked in the office of Student Affairs where she learned about a lot of opportunities to get involved. She ended up serving on the Service Team through the Center for Community-Engaged Learning where she racked up some tremendous good karma.

As she neared her graduation from WSU, Danielle went on a school-sanctioned Alternative Spring Break to San Francisco where she serendipitously rode shotgun to the trip advisor, who just so happened to be Clairesse Miljour. Danielle recounted their conversation as a pivotal moment in her life and that she "kinda fell in love" with Clairesse as she told her about organizations like the Jr. League of Ogden and GOAL Foundation. Upon returning from California, Danielle immediately signed up for JLo and got involved with GOAL.

At GOAL, she interned for a while and was later hired to help with the annual Ogden Marathon. The money she earned helped fund a month-long service trip to Mozambique. Her time serving with JLo connected her to many other amazing Ogden women who would leave a lasting mark in Danielle's journey and help propel her to become the person she is today. One of those women was Kimberly Bowsher, director of the Ogden Downtown Alliance.

Danielle knew that ODA was hiring for a new position there but felt like she was underqualified, especially since she hadn't graduated yet. But because of her involvement with JLo, and with encouragement from other members, she felt empowered enough to apply, and (no big surprise) she got the job. Her life was awesome and she was totally killing it and then… she felt drawn to do more. She felt an overwhelming calling to join the Peace Corps.

"I always feel more productive when I'm working for a purpose over a profit," Danielle said. She believes that, in order to impact real changes in the world, service needs to be sustainable. That driving passion pushed her to apply for the community development sector of the Peace Corps and ultimately landed her in Macedonia. She was just getting started on leaving her mark (which may or may not have included a romantic connection) when the COVID-19 pandemic ravaged the world and she had to be evacuated back to the United States. While her Peace Corps stint currently hangs in limbo, her desire to make the world a better place still burns bright. Her future plans include international travel, working toward a master's degree, and always serving others. Danielle is a sterling example of the importance and impact of volunteering. Her advice to anyone interested in serving is:

"Find something you're passionate about. If you're not sure what that is, volunteering with nonprofits is such a good way to learn what that is."

We are so fortunate to live and recreate in such a unique, beautiful setting. The proximity to world-class all-season mountain sports, coupled with unparalleled beauty and a vibrant downtown creates a setting that is not only unique but inspiring to all that live, work and play here.

#GETOUTANDLIVE

Our community is one of a kind. There is a synergy that is always present and at the forefront. It's the secret sauce that sets Ogden apart and it's something that everyone at GOAL feels so grateful to be a part of.

GOAL FOUNDATION STAFF

EXECUTIVE DIRECTOR | CEO
Eric Bauman

OPERATIONS MANAGER
Clairesse Miljour

PROGRAMS AND EVENT SERVICES MANAGER
Abby Monroe

MARKETING AND COMMUNICATIONS MANAGER
Sara Mejeur

CONTRACTS AND ADMINISTRATIVE MANAGER
Sarah Moore

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Ogden Preparatory Academy
Ogden Pub Runners
Ogden Rotary Club
Ogden Weber Chamber of Commerce
Pliking Club Ogden
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Weber County Sheriff
Weber State University
Youth Impact

We offer our most sincere gratitude to our wonderful 2020 supporters. Your contributions have helped improve the lives of countless school children and the community.
We can't thank you enough!

2020 DONORS

LEWIS PEAK $1,000+

Todd Dalley

MALANS PEAK $500+

Josette Etcheverry
Mackenzie Exhibit
Mountain Luxury Real Estate
Stephanie Los-Timble
Brian Nicholson

HALF MARATHON CLUB $130+

Carol Parsons
Peter Spark
Dan Spark
Jacqueline J. Voinovich

Thank you to our incredibly generous athletes that donated their 2020 registration fees. Because of them and through a grant from the United Way we are able to expand our 2021 Youth Summer Camp Scholarships.

5K CLUB $50+

Mikelle Barberi-Weil
Heather Bailey
Kelli Barkema
Mark Benigni
Bernal Badassery Foundation
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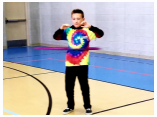

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