



TEAM LONG RUN
ANNUAL REPORT

run

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OUR MISSION

Team Long Run is a registered non-profit that uses active play and reading to give kids living in rural communities a brighter future.

2024

YEAR IN REVIEW

This year (like every other year) we asked ourselves can we better help the kids who most need the type of support we offer?

The answer is always yes, and it leads us to develop, refine, and deliver programs that effectively support a child's progress through linking early literacy and active play. Active play increases a child's readiness to learn, and our literacy programs give them the tools and materials they need to achieve early academic success.

We work exclusively with schools and families that are facing long odds, partnering with experienced agencies and philanthropies that share our commitment to helping these kids rewrite their futures.





2024

IMPACT IN MAINE

Our *best*
year yet

*14 Head Start centers and 5 Title-1 elementary schools.

\$247,000
RAISED

1,900
FAMILIES RECEIVING
PROGRAMS

19*
HEAD START & TITLE-1
ELEMENTARY SCHOOL
PARTNERS

3,500
BOOKS GIVEN OUT

94
CLASSROOMS
PARTICIPATING IN
SIZZLE&POP

Financials

Last summer we had a shock. Immediately following the collapse of their endowment, our largest donor suspended all philanthropy, to all their beneficiaries. That meant a third of our funding vanished the week before we were expecting their check. It was funding we had always been able to put towards operating costs, so we were in trouble.

In August, we put together a fundraising campaign on our social platforms and reached out one-on-one to some major donors. The money came in quickly and generously and we were able to buy both the Fall books we had been planning on giving the Head Start kids and even include a new book targeting parents and the role they play in encouraging childhood literacy.

Since then, we have stayed on track with all our funding and scheduled book donations throughout the year, providing over 1,500 books to Title 1 elementary schools and five book distributions, with corollary activity books, to our 400 Head Start families totaling roughly 2,000 books, for a grand total of 3,500 books given out to 1,900 children in high poverty homes from 0-11 years-old this past year.

We faced a steep learning curve this year but embraced the climb. We had to reassess the scope of our fundraising and reach out to new foundations and corporate sponsors as well as our major donors in new and creative ways. We also looked hard at our philanthropic travel program, with the help of our newly formed Trek Committee, and have succeeded in selling out every trip for this calendar year, providing a new and important source of income.

In summary, our finances for 23/24 weren't that different from the past few years. We had just over \$247,000 in deposits.

990s

[Read our full financial reports here](#)

[2020](#)

[2021](#)

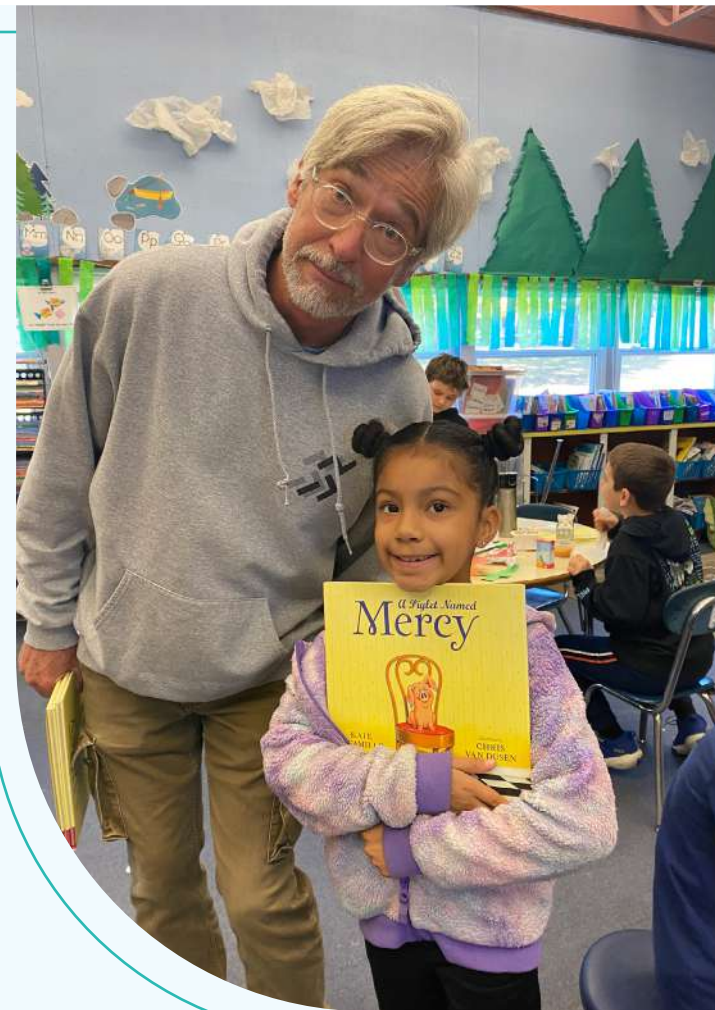
[2022](#)

Program growth

We figured out the logistics of how to put many of our early literacy books on our YouTube read aloud channel without having the focus be on the person reading the book. Our consultant helped with the technology and logistics of this project, and we feel confident we have a good system in place, and one which the parents we reach through Head Start both use and love.

We also started a separate page where we have authors read their story specifically for our audience and post it to our page. We are continuing to work on distributing those videos through our connections with our Head Start allies.

Which brings us to another key area of growth.





Partnerships

Our relationships with Head Start and Title 1 schools have broadened and deepened this year. We are working closely with a former Title 1 elementary school principal, Jill Bartash, now curriculum director at MSAD 17, and an avid champion of our movement-break-active-play program, Sizzle and Pop, for Head Start and elementary school classrooms, as well as our Recess Run Club and early-literacy programs. She has agreed to work with us to widen our presence in more elementary schools in order to get Sizzle and Pop into more classrooms.

We have also begun the process of outreach to new Title 1 elementary schools in Oxford, Franklin, and Cumberland counties to position ourselves to **expand the reach of our programs significantly** if new funding becomes available. It is a slow process, but it is bearing much fruit.

Board of Directors



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Andy Reed

LOOKING AHEAD

We have learned to look beyond our current partners and funders and to seek out new sources of support.

We have learned that our mission continues to be greatly needed and that we fill a void that no one else seems to be filling.

And we have all learned that a good, hard blow doesn't mean you have to go down. In fact, it can make you stronger, more resilient, more unselfish, and more effective.

www.teamlongrun.org

