

# 2017 ANNUAL REPORT



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**Executive Director's Message**

Jenny Scothern, Executive Director / CEO

Turning **what** we do into our **why**

In its 17th year, the GOAL Foundation is widely known for its marquee event, the Ogden Marathon. The Ogden Marathon is one of the most scenic Boston Marathon qualifiers in the country and attracts runners from all 50 states and international competitors as well. The Goal Foundation has worked hard over the years to make sure there was something for everyone marathon weekend. The weekend kicks off with the Altra Fun & Fitness Expo, various running divisions and new for 2017, a 14.4 mile Sunrise Canyon Bike Ride. Marathon weekend attracts close to 16,000 people, including the athletes, spectators, vendors and an army of volunteers. Marathon weekend makes it easy to see **what** the GOAL Foundation does, but it's not as easy to see **why**.

**What** the GOAL Foundation does is 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 activities change and evolve year to year, but the **why** never changes. The **why** for GOAL is to create a greater Ogden community that thrives economically and is healthier in mind, body and spirit. To achieve this **why**, GOAL focuses on youth programs.

In 2017, thanks to race registrations, sponsorships and individual donations, the GOAL Foundation put their **why** into action:

- Partnered with 15 local YMCA and Boys and Girls Clubs to provide the Young Runners Program, an after-school program where low-income children are inspired to "Get Out and Live!

- 745 children participated in the Young Runners Program and earned a free entry for the Ogden Marathon KidsK or 5k

- GOAL put 400 pairs of shoes on kids in need through the GOAL's Soles Shoe Gifting Program

- 130 kids attended "Get Out and Live" summer camps

- \$10,000 in grants were provided to local community youth groups

- \$2.7 million in economic impact was contributed to the greater Ogden area through produced and supported events

The GOAL Foundation would not be able to provide programs that contribute to the local youth and organizations in the community without the support of the volunteers, sponsors and athletes. The GOAL Foundation sincerely thanks all who participate, spectate, volunteer, donate or a little of all four. Thank you for helping the GOAL Foundation take **what** they do and turn it into their **why**.



Jenny Scothern,  
Executive Director/  
CEO



Christa Windsor,  
Chair



Todd Ferrario,  
Past Chair

**'Assisted Push' New Division for 2018**

Elsha Stockseth inspires Ogden Marathon to add Assited Push Division

Meet Elsha Stockseth. She was born with Werdnig-Hoffman, a form of Muscular Dystrophy. Although she has never been able to walk, thanks to over 100 pushers on Team Elshanator, she has completed over 129 events, qualified for the Boston Marathon and won the Las Vegas Marathon. "I have always wanted to try everything", said Elsha. "So a few years ago one of my Facebook friends posted that they were putting a Ragnar team together and asked if anybody else was interested to please leave a message. I wrote 'I do, lol!' just to be funny since I obviously can't run." Her friends enthusiastically dismissed her joke and pushed her in her first 5k race a few months later, and the rest is history.

When asked about her favorite races, Elsha admitted that she has a love hate relationship with the Ogden Marathon because of the uncertain weather conditions. She said she is prepared for 2018 with a rain proof suit, heated blanket and waterproof cover

for her stroller, just in case. Those at the GOAL Foundation have nothing but love and admiration for Elsha. In 2018 the Ogden Marathon will be adding the assisted push division and Elsha was the driving force behind that decision.

"You never know who, what or when you are going to inspire somebody else or just make their day and life a little brighter", said Elsha. We couldn't agree more, she has inspired us and those that run side by side with her at every race. Elsha truly embodies what it means to "Get Out And Live!"™.



Thank You to our 2017 Board of Directors and Events Team Members that have rolled off for 2018 - We appreciate all of your years of service

**Board of Directors**

Bryan Boer

Matt Spencer

Sandy Crossland

Annie Standish

Ken Miller

Mikelle Weil

Megan Porteous

**Events Team**

Van Aston

Paul Guimond

Skylar Bragg

Nancy Knappe

Annie Crazier

Ron Loghry

Ben Chournos

Marcia White

**GOAL STAFF**

**EXECUTIVE DIRECTOR AND CEO**

Jenny Scothern

**OPERATIONS MANAGER**

Claire Miljour

**OFFICE AND EVENT SERVICES MANAGER**

Abby Monroe

**MARKETING AND COMMUNICATIONS MANAGER**

Sara Mejeur

**2018 EVENTS TEAM**

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

**2018 INTERNS**

- Tyler Arrington
- Samantha Flemming
- Alisa Petersen

## 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.

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

## PRODUCED EVENTS

- Winter Race Circuit  
5k, 10k, 10 miler, Half Marathon, 30k
- Ogden Marathon  
Full, Half, Relay, 5k, KidsK, Mayor's Walk
- Youth Summer Camps
- Mountain 2 Metro
- El Doce at Pow Mow - \*New for 2017\*

## SUPPORTED EVENTS

- Tour of Utah
- Yeti Bash
- Sweaty Yeti Fat Tire Bike Race
- XTERRA Pan Am Championships

## 2018 SCHEDULE

- Winter Race Circuit 5k - February 17
- Winter Race Circuit 10k - March 3
- Winter Race Circuit 10 miler - March 17
- Winter Race Circuit Half Marathon - April 7
- Winter Race Circuit 30k - April 28
- Ogden Marathon Expo/Mayor's Walk - May 18
- Ogden Marathon Full, Half, Relay, 5k, Kidsk  
Sunrise Canyon Bike Ride - May 19
- Youth Summer Camps - TBD  
Beginner Mt.Bike  
Intermediate Mt.Bike  
Rock Climbing  
Hiking Camp \*New for 2018\*
- El Doce - August 18
- Mountain 2 Metro - September 22



## 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 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 Championship events, generating a significant economic impact.

In 2017, the economic benefit was \$2.7 million, with the Ogden Marathon representing \$1.5 million of that. That's not including the thousands of volunteer hours, which represent over \$405,750 worth of donated time. The GOAL Foundation is committed to producing and supporting events that positively affect the local economy.



**Ogden Marathon:  
6,291 Athletes**

**All Events:  
11,504 Athletes**



**Ogden Marathon:  
\$1,280,940**

**All Events:  
\$2.1 Million**

## 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. None of the events we produce or support would be possible without our tremendous volunteers.



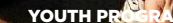
**Ogden Marathon:  
1,698 volunteers - 12,155 hours**

**All Events:  
2,360 volunteers - 16,987 hours**

## 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.



**745 Students from 15 schools**

**Running shoes gifted to  
400 Elementary school  
students**

**\$10,000 granted to community  
youth groups**

# GOAL Ventures into Mountain Biking

## El Doce - Encourages More to “Get Out and Live”!

In 2017 the GOAL Foundation was presented with an opportunity to venture into a new market by adding a mountain bike race. With the success of their Mountain Biking Summer Camps, it was a natural progression and a great race for those kids to feed into. With only five weeks to plan and promote this new event, they took the challenge head on and EL Doce was born.

In English, El Doce translates to, “the twelve” which represents the twelve-hour endurance division of this race as well as the 1200 feet of elevation. Held in the setting of picturesque Powder Mountain Ski Resort, El Doce at Pow Mow aims to be Northern Utah’s premier twelve-hour Mountain Bike Event. With twelve miles of IMBA designed trails per lap and roughly 1200’ ascent, El Doce is a perfect balance of a challenging course, rewarding vistas and interesting features that you don’t find on most trails.

In its first year as a GOAL event, there were one hundred and fifty riders that took part. Participants ranged from High School Mountain Bike Teams all the way to highly seasoned veteran riders and many in between. “We couldn’t have done it without our incredible sponsors, events team and volunteers said Jenny Scothern, Executive Director of GOAL. “We love having a world-class event for our mountain bike campers to aspire to and are even more excited to have another way to inspire our community to “Get Out And Live”.



**REGISTER AT: WWW.ELDOCEUT.COM**

# New Event Added to Ogden Marathon

## Sunrise Canyon Bike Ride - Sells Out in First Year

New to the Ogden Marathon line up in 2017 was not a new running event, but a bike ride. The GOAL Foundation kicked off marathon day with an exclusive up-front view of picturesque Ogden Canyon for 250 riders. With Ogden Canyon being closed for the marathon, it was a perfect opportunity to feature this non-competitive, fun ride format bike event. The course was 14.5 miles and ended at Rainbow Gardens. Riders of all ages thoroughly enjoyed this exclusive ride on the closed course.



WE OFFER OUR MOST SINCERE GRATITUDE TO OUR WONDERFUL 2017 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           | Intermountain Sports Medicine | Weber County           | Teleperformance |
| Kimberly Clark       | Mckay-Dee Hospital            | Admiral Beverage/Pepsi |                 |
| Granite Construction | Ogden City                    | Altra                  |                 |
| RAMP                 | Roosters Brewing Co           | Clif Bar               |                 |

### BEN LOMOND ELEVATION \$5000+

- |                   |                        |                   |              |
|-------------------|------------------------|-------------------|--------------|
| Carbon Architects | Great Harvest Bread    | Sonora Grill      | Visit Ogden  |
| Daily Rise Coffee | Mackenzie Exhibit      | Standard-Examiner | Warren's     |
| Gatorade          | Mountain Luxury Realty | Striders Running  | Young Subaru |
| Golden Beverage   | Neutek Print           |                   |              |

### MT. OGDEN ELEVATION \$2500+

- |                        |              |           |                 |                        |
|------------------------|--------------|-----------|-----------------|------------------------|
| American Pet Nutrition | HUB 801      | Snowbasin | The Bike Shoppe | Weber State University |
| Creamies/Premium       | Hyperthreads | Salomon   | Todd Dalley     | Zucca Trattoria        |

### LEWIS PEAK ELEVATION \$1000+

- |                              |                          |                        |
|------------------------------|--------------------------|------------------------|
| Brzowski Plastic Surgery     | McDonalds                | The Boyer Group        |
| Community Foundation of Utah | Model Linen              | The Front Climbing Gym |
| Elliott-Hall Foundation      | Northern Utah Pediatrics | Rick Mackenzie         |
| Grounds for Coffee           | Pobanz Dental            | Winder Farms           |

### MALAN'S PEAK ELEVATION \$500+

- |               |                                    |           |
|---------------|------------------------------------|-----------|
| Nordic Valley | Rainbow Gardesn                    | Dan Spark |
|               | The Benevity Community Impact Fund |           |

### FULL MARATHONERS CLUB \$260+

- |           |                       |                 |
|-----------|-----------------------|-----------------|
| Anonymous | Camille & Albert Cane | Catina Martinez |
|-----------|-----------------------|-----------------|

### HALF MARATHONERS CLUB \$130+

- |                    |                  |                        |                      |
|--------------------|------------------|------------------------|----------------------|
| Joan Ahlf          | Dave Graf        | Melissa Lewis          | Ellen Walsh          |
| Big D Construction | Doug Herdt       | Scott & Starla Stanley | Wasatch Roasting Co. |
| Thaine Fischer     | Colleen Letendre | Truist                 | Noreen Wynn          |

### 5K MARATHONERS CLUB \$50+

- |                   |                    |                                     |                      |
|-------------------|--------------------|-------------------------------------|----------------------|
| Paul Baker        | Rick Danger        | Justin Labato                       | Matthew Spencer      |
| Stacy Bernal      | J. Brent DeYoung   | Law Offices of Kenneth C. Miller PC | Wayne Swain          |
| Maresha Bosgieter | Gina Duffy         | Mike Mathieu                        | Michelle Tanner      |
| Carolyn Brierley  | Karen Fairbanks    | Brad Mortensen                      | Brooke Thompson      |
| Mara Brown        | Jeff & Beth Furton | Chirs & Jennie Payne                | Sara Toliver         |
| Candice Brown     | Jennifer Graham    | Scott Sluis                         | Jacqueline Voinovich |
| Kevin Burns       | Iain Hueton        | Sherman Smith                       | Missy Voivovich      |
| Kym Buttschardt   | Elliot Hulet       | Cathleen Sparrow                    | Christa Windsor      |

### COMMUNITY PARTNERS

- |                       |                               |
|-----------------------|-------------------------------|
| ARES Team             | Utah Highway Patrol           |
| Ogden City Fire Dept. | Weber County Sheriff's Office |
| Ogden Police Dept.    |                               |

### CHARITABLE DONORS

- |                   |               |                |              |               |
|-------------------|---------------|----------------|--------------|---------------|
| David Adamson     | Susan Farber  | Mackay Moore   | Rebecca Rice | Arnell Young  |
| Mark Benigni      | James Harvey  | Kraig Olsen    | Donna Rich   | Winslow Young |
| Maresha Bosgieter | Jeniffer Hood | Megan Porteous | Aaron Venz   |               |
| Paul Butcher      | Owen Jackson  | Danette Pulley | Pam Weaver   |               |



# GOAL FOUNDATION

GET OUT AND LIVE™

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