

2024



ANNUAL REPORT

HERE FOR
THE LONG RUN.

Since 1961.



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Minneapolis, MN



Financials

<u>Operating Support & Revenue</u>	<u>2024 Budget</u>	<u>2024 Actual</u>
Grants	\$10,000	\$5,500
Sponsorships	\$26,250	\$14,500
Donations	\$9,850	\$22,753
Race Revenue	\$216,000	\$221,303
Membership	\$45,000	\$35,464
Program Revenue	\$92,375	\$52,651
Revenue from Other Sources	\$32,399	\$23,272
Total Income	\$416,402	\$353,724
<u>Expenses</u>		
Grants	\$3,500	\$3,500
Salaries & Related Expenses	\$127,478	\$143,448
Contract Service Expenses	\$81,306	\$58,335
Operating Expenses	\$45,120	\$46,994
Facility & Equipment Expenses	\$6,930	\$7,858
Travel & Meeting Expenses	\$1,319	\$2,011
Other Expenses	\$23,393	\$21,598
Program-Related Expenses	\$120,934	\$99,817
Business Expenses	\$0	-\$250
Total Expenses	\$424,537	\$377,432
<u>Net Income</u>	-\$8,134	-\$23,707



Races

Run Minnesota focused its races in 2024 to provide the best possible free and paid races. Our streamlined calendar enabled our team to focus on quality in 2024.

As the oldest running organization in Minnesota, we continued our legacy of fostering health, camaraderie, and community spirit through our races. Through these efforts, we united runners of all ages and abilities while strengthening the entire running community.

2024 IMPACT

This was another great year for the races of Run Minnesota. We offer a range of distances and locations to promote fitness, build community, and strengthen the bonds of the people we serve across the entire state of Minnesota.

7

Races

4,068

Registrants

1

Course
Record

87

Age of Oldest
Woman Finisher

89

Age of Oldest
Male Finisher

27,575

Miles
Completed

We look forward to building on the success in the year ahead. Here's to celebrating the impact of running as a pathway to better health stronger communities, a healthier local economy.



Programs

Run Minnesota programs are designed for people of all abilities. Our certified coaches build community while helping people reach their goals one mile at a time.

The training programs were run in the Twin Cities in 2024. We provided Spring, Summer, and Fall sessions. These included group training, supported group runs, twice weekly workouts, and a virtual option to serve more people.

2024 IMPACT

Run Minnesota training programs continued to grow this year. We were the official training programs for Grandma's Marathon and the Twin Cities Marathon. Our scholarships helped us to provide training to people that couldn't otherwise access the programs.

5,000

Runners
Served

107

Coaching
Emails & Events

320

Water Stops

22

Coaches &
Team Leads

50+

Locations
for Group &
Free Runs

230

Hours of
Programming

The growth of our programs is a priority. Although the Winter Training Program was canceled for financial reasons, Run Minnesota responded to member feedback and is offering a condensed, Build Your Base, training program in 2025.

Program Impact

The training programs directly serve our members and help to advance our mission. Here are what some of the 2024 participants have to say about their experiences:

I didn't know what to expect on my first group run, but I was pleasantly surprised at how warm and welcoming everyone was. The coaches were knowledgeable and generous with their expertise, and the structure of the program takes all the guesswork out of training, and works equally well for a first timer who needs a lot of hand holding as well as those who've been running races for decades. The group runs were my favorite part. Running is both hard and monotonous, but running with people makes those long training runs fly by, and the encouragement and advice gleaned from your pace group members is invaluable.

-Lindsey B.

"Last Spring I decided to try out the Run Minnesota training group and I was immediately hooked. I'd say it has been life changing! The coaches and other runners are all very welcoming, supportive, and encouraging. Most of all, they have shown me that it's never too late to go after your dreams."

-Betsy L.

"... what we have at Run Minnesota is something so much deeper than just training plans or occasional meetups. Here, when you join a training cycle, you're not just following a plan—**you're joining a community.** What's even more remarkable is how adaptable and supportive this community is. Life happens—injuries, illness, or kids needing your attention—but our coaches and team leads are always there to help you adjust and reframe your goals. Here, success isn't about a certain finish time. It's about doing the best you can with what you have and knowing that every step is celebrated. This isn't about influencers or flashy performances... It's about runners—real people who love the sport, love the challenge, and love the camaraderie..."

-Chris M.



Members

Run Minnesota is a member organization supporting the entire running community. Our members are from across Minnesota and beyond.

People join Run Minnesota for the benefits that continue to evolve. The Board continues to evaluate new benefits for members including advocacy, education, and programs.

2024 IMPACT

Run Minnesota offers a variety of membership types to enable broader access and service of people. Our 2024 membership levels were Individual, Dual (2-person), Junior, and Student. The discounts and benefits far exceed the value each member receives and is non-deductable.

1284

Members

\$121,980

Value Give to
Members

5

Types of
Members

276

New Members in
2024

938

Members
Renewing

110

Student &
Junior
Members

Our members make Run Minnesota happen. We value each and everyone of our members. Your participation is essential to the lasting impact of Run Minnesota. Thank you for your continued support!



Strategic Plan

The three-year strategic plan set by the Board of Directors of Run Minnesota covers 2024 - 2027. The primary goals, vision, and mission of the organization were also set at this time.

ORGANIZATIONAL GOALS

1

Financial Sustainability

- Run Minnesota secured a Management Improvement Grant to fund development efforts to expand fundraising.
- Prioritized net-revenue generating activities to maximize impact.
- Continued growing organizational development capabilities.

2

Strong Programs

- Increased visibility and participation in the training programs.
- Strengthen existing races by selling out participation (City of Lakes).
- Develop membership value and continue to grow the membership.



Strategic Plan

Run Minnesota continues to make progress toward its strategic plan. We monitor this progress regularly and keep the values, vision, and mission central to everything we do to ensure the organization's lasting capabilities.

ORGANIZATIONAL GOALS

3

Springboard for Running

- Share our expertise, resources, and network to support more people in running.
- Grow our impact across the State of Minnesota.
- Communicate our value and thought leadership as experts on Running in Minnesota.

4

Inclusive & Relevant

- Pilot and grow running programs across the State of Minnesota.
- Build and grow our relationships with BIPOC-running organizations.
- Develop and launch membership benefits for Greater Minnesota and diverse communities.

Partners & Sponsors

Charity & Nonprofit Partners

These nonprofit and charity organizations partnered with Run Minnesota in 2024. Together, we worked to advance our shared missions through volunteering, programs, advocacy, events, and more. Thank you for the support!



How good do you wanna be?



Partners & Sponsors

2024 Partners & Sponsors



ANDERSON
RACE
MANAGEMENT

THE WESTIN
EDINA
GALLERIA



DANCING
BEAR
CHOCOLATE

Contributors

These are the people that give. Thank you for your generosity!

The gifts provided by Run Minnesota contributors make a huge impact. We value each and every gift. Donations are used to further the mission, cover operating costs, and advance the short-term and long-term vision of Run Minnesota.

Thank you!

Change Makers (\$1,000+)

- Jonathan Coltz
- Jordan Focht
- Jill & Kurt Jewell

Foundational Supporters (\$500+)

- Dorothy Marden
- Sjur Midness

Community Builders (\$250+)

- Addis Woldesenbet
- Walter White
- John Waters
- Paul Brown
- Richard Schmidt
- Anonymous
- Mark Otness
- Robyn Cousin

Guardians (\$100+)

- Anonymous
- Cammie Evans
- Bruce Fleischacker
- Tanya Lundeen
- Sarah Dodge
- Doug Farmer
- Richard Seurer
- Stephen Hennessy
- Andrew Jarvinen
- Susan Keis
- Omar Awad
- Greta Shomper
- Schyler Manning
- Megan O'Leary

Cheer Champions (\$10 - \$99)

- Michael Mann
- Kyle Anderson
- Andrea Alameda
- Tripti Meysman
- Ann Mueller
- Joe Flynn
- Ray Makepeace
- Bob Kovell
- Craig Lippert
- John Reinhart
- Gloria Jansen
- Mark Yount
- Maggie Blehert
- Tim Litzinger
- Arthur Jacobsen
- Lena Lim
- David Wasson
- Rochelle Christensen
- Patti Vitek
- Gary Peterson
- Gary Maher
- Michael Manning
- Richard Thrasher
- Alex Ives
- Jerry Heaps
- Trey Meadows
- John Brown
- Laura Houlton
- Addie Michlitsch
- Alan Phillips
- Brett Evans
- Tim Lovett
- Paulette Odenthal
- Daniel Docherty
- Douglas Erbeck
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- Mary Forte
- Katie Musick
- Gwendolyn Freed
- Lindsey Bryant
- Wade Larson
- Emma Heino
- Sheryl Weber-Paxton
- Andrea Ledger

Run Minnesota appreciates every gift. There are many more who give and we can't list them all here. We keep running because of you!



Thank You!

825 WASHINGTON AVE SE #290
MINNEAPOLIS, MN 55414
952.927.0983

WWW.RUN-MINNESOTA.ORG

