

2025 ANNUAL REPORT



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LETTER FROM THE EXECUTIVE DIRECTOR

Kathy Harrell-Latham

Run Minnesota built momentum and strengthened our foundation in 2025. We did this by implementing processes, piloting new programs, and intentionally partnering across the community to serve every runner in Minnesota better. We also kept our programs consistent, welcoming, and safe to ensure the best experiences for people of all abilities.

The guiding principle for our work this year was to ensure that our members felt the value and saw the work we do every day to advance the mission, vision, and values of Run Minnesota. This strategic strengthening of our partnerships unlocked opportunities for the organization as well as the communities we serve.

Most importantly, 2025 reinforced what makes Run Minnesota special: we move the entire running community forward by partnering, collaborating, and listening to our members. We listened, tested, and worked across the state to ensure our efforts reflect the real needs of the Minnesota running community. I'm proud of what we accomplished this year, and we look forward to building upon our success in 2026 and beyond.



10

New Member Benefits & Events



\$60,000

Sponsorships & Donations



2200+

Volunteer Hours

ORGANIZATION OVERVIEW



→ Vision

To run freely. To welcome without limits. To foster community. To support every runner.

→ Values

Supportive
Authentic
Inclusive
Empowering
Agile

→ Mission

Run Minnesota connects the running community and supports runners of all ages and abilities through education, programs, and advocacy. Whether you run socially, recreationally, or competitively, Run Minnesota can help you achieve your running goals.

2025 HIGHLIGHTS

In 2025, Run Minnesota expanded our impact across the state and showed up where runners gather. We launched four new programs that created clear pathways for interns and student service projects to contribute meaningful work. We increased our presence at partner events and spent more time in Greater Minnesota to build relationships, listen, and support local running communities. We also supported new races and helped people gain experience as they launch careers in running.

We started 2025 with declining membership, and we responded with focused action. We rolled out new member benefits and built partnerships that added value and visibility, and membership rose steadily in the second half of the year. We also took strategic steps to stabilize our financial sustainability as costs rose quickly and policy shifts created new operational challenges for nonprofits in Minnesota. We tightened planning, diversified support, and managed expenses to keep costs as reasonable as possible while advancing our mission.

Members



2000+

Internships & Student Service Projects



4 PROGRAMS

Greater Minnesota & Partner Events



10+

MINNESOTA

RACES



Focus on Quality & Profitability

Run Minnesota continued to deliver a strong race calendar to welcome runners of all levels and interests. We are one of the few organizations that consistently provide high-quality, USATF-certified races in Minnesota.

We also continue to offer free community races to provide more opportunities for people from all backgrounds to join the sport. We also produced 4 paid races that emphasize safety, runner experience, and amazing courses. Together, these events strengthen connections and advance our mission, vision, and values.



3

Races with Record Breaking Participation



200+

Volunteers at 7 Races

SUCCESS STORIES

City of Lakes Sell Out & VIP

City of Lakes Half Marathon sold out again in 2025. Runners make this event the cornerstone of our season every year. We strengthened the race-day experience and saw the community celebrate every mile from the elite to the first-time finishers and everyone in between. Run Minnesota also launched our first-ever VIP option to provide perks and special ways to connect for participants at our premier event. We are excited to bring back an even better VIP experience in 2026.



1800

City of Lakes Half Marathon
Runners



35

States Represented at City of
Lakes Half Marathon

Partnership Growth

Run Minnesota also grew its existing partnerships and secured new partners in 2025. We did this to expand our reach and support other organizations that have aligned missions. Through this effort, we were able to launch corporate teams at Victory Races, offer shakeout runs, and even administer our first-ever online auction with some amazing gifts. We also saw record-breaking attendance at Wirth Trail Classic and Como Park Relays in 2025. All of this was possible because of our sponsors and partners in 2025.



\$3932+

Raised through Run Minnesota
Races



3400+

Finishers in 7 Races

TRAINING PROGRAMS



Year of Growth

Run Minnesota continues to proudly be the Official training program for the biggest races in Minnesota including Grandma's Marathon and the Twin Cities Marathon. Our programs and plans are designed by certified coaches, but it is the community that keeps people coming back. This was a year of continued growth for the Training Programs which was the result of innovation, collaboration, and community to keep everyone engaged with their running goals in 2025.



267

Participants



10

Different Training Programs
Offered from January - October



INNOVATION FUELING RESULTS

Annual Run Club

Run Minnesota launched its Annual Run Club in 2025. This year-long training program is for the runner who wants to maximize their running all year long. Each member received entry to a Run Minnesota race of their choice, individual coaching sessions, and a Run Minnesota gift card to purchase their favorite merchandise. The first year was such a success that we're excited it has grown already in 2026!

Partnerships & Benefits

The benefits and perks of all training programs were also increased in 2025. We were able to do this through enhanced partnerships and new sponsorships with organizations like Fleet Feet, lululemon, Skechers, and the Rudy Project.

Our continued partnership with Twin Cities in Motion also provided us with a great spot for our members to learn from experts while getting their miles in. There is so much more to come for Run Minnesota Training Programs in 2026 and we can't wait to share it with everyone!

**3**

New Partners/Sponsors

**10**

Educational Sessions

**27**

Free Group Runs

**50+**Different Locations for Group
Runs

MEMBERSHIP & ADVOCACY



Community Centered Engagement & Strategy

We strengthened and deployed a community-centered approach to serving members of Run Minnesota in 2025. This started with listening and acting with purpose to show up where we were needed most.

We also partnered with the University of Minnesota Center for Community Engaged Learning to have 3 student groups design membership engagement programs for the Twin Cities, Greater Minnesota, and the Duluth Area.

This was also the year that Run Minnesota designed and deployed our first-ever advocacy survey to ensure we champion the issues that matter most to our members.



16

Membership & Partner Events



4

Events in Greater Minnesota

IMPROVED SERVICE & BENEFITS

Additional Membership Levels

In 2025, Run Minnesota launched a new type of membership to better serve our most engaged members. The Momentum Membership level provides the best discounts, best access, and all around perks. The new option strengthened our membership model and gave committed members a clear way to get more value while supporting our mission.

New Membership Benefits

Run Minnesota expanded its membership benefits to make it easier for our members to make the most of their running. In 2025, these new benefits are:

- Discounts to YMCA of the North (\$100)
- Discounts to MN Brewery Running Series events
- Discounts to Twin Cities Twilight Relays
- Discounts to MidSummer Mile
- Discounts to Rudy Project gear & glasses.
- Locked-in pricing for Run Minnesota races & training programs.

These benefits added year-round value and rewarded members for staying connected.



5

Different Types of Membership



150

Brand New Members



\$35

Cost of Regular Membership



\$250+

Value Received for Momentum Membership

STRATEGIC PLAN UPDATE



Revised Plan & Goals

2026 - 2028

The Board of Directors met in July 2025 to review and update the Strategic Plan for the organization. It used the insights gained from the advocacy survey, our financials, and expertise in the overall running community to set new, higher goals for the years to come. This updated plan gives us a stronger roadmap to move into 2026 and beyond while being grounded in the input of our members and partners.

Membership / Engagement

Increase and Retain membership by at least 5% YoY in the Twin Cities and Greater MN.

Programs

Grow race and training program participation by 5% YoY with a 5% margin.

Development

Cultivate at least 1 new funding source or partnership while expanding philanthropy, grants, and partnerships.

Advocacy

Define, develop, and implement a cohesive advocacy program serving the running community across MN.

TOGETHER WE RUN

In late 2025, Run Minnesota launched its first-ever capital campaign to raise the funds needed to scale our programs and serve the entire running community across Minnesota. We designed this capital campaign to build upon the momentum gained in 2025 and the work done by the 3 groups of University of Minnesota students who built our membership engagement strategy for Duluth, Greater Minnesota, and the Twin Cities for 2026 and beyond.

The campaign creates a clear way for individuals, partners, and the broader community to invest in Run Minnesota's next chapter. Together, we have the opportunity to keep running strong into 2026 and beyond.



→ Engagement

- Create and deliver meaningful programs and connections to unite Minnesota runners year-round.
- Deliver resources and programs to runners beyond the Twin Cities area.
- Support students and emerging professionals in the running industry while serving our members.
- Strengthen local clubs, groups, and volunteer networks that sustain running across the State of Minnesota.

→ Expansion

This initiative fuels new member engagement programs to connect communities across Minnesota. This includes:

- New runners.
- First-time race participants.
- People running for a cause.
- Competitive & elite runners.
- People who run to stay healthy.
- First-time marathoners.
- People returning from injury, illness, or family-driven breaks in running.

FINANCIAL STATEMENTS

2025 Income Statement

Although revenues were below the budgeted targets, the organization came close to achieving break-even for the first time in several years. This is the result of taking proactive cost-cutting measures to mitigate unexpected costs due to permit related rule requirements and the impact of tariffs. There were also a number of unexpected costs incurred to clean-up financial reporting and overall operational practices. The strategic initiatives taken helped to mitigate the loss while positioning the organization for sustainability.

→ Revenue	\$330,129
→ Expenses	\$334,317
→ Profit / Loss	-\$4,188

2025 Balance Sheet

Cash finished lower than expected for 2025 because of technology limitations that delayed the deposit of checks received on AR as well as blocked deposits. Run Minnesota launched its first capital campaign to raise \$50,000 to fuel the continued growth of the membership programming as well as expansion across the state. The largest liability for the organization is the SBA EIDL loan taken out by MDRA in 2020 with a current balance due of \$123,202.

→ Assets	\$44,762
→ Liabilities	\$132,323
→ Equity	-\$87,561

Prior Year Comparison

The financial position of Run Minnesota at the end of 2025 was stronger than 2024 as reflected by the numbers. We reduced the operating loss by over \$26,000. This improvement was driven by tighter cost controls and operational adjustments which help offset unexpected cost pressures from changes in government policies and inflation.

→ 2024 Revenue	\$352,679
→ 2024 Expenses	\$382,720
→ 2024 Loss	-\$30,040

SPONSORS & PARTNERS

Our sponsors and partners played an essential role in everything we did this year. 2025 was our biggest year yet in sponsorship support. Their investment provided significant financial stability and allowed us to expand benefits that directly improved the experience for our members and participants. We can't list all of our partners here, but we appreciate everything that they all do in order to strengthen the broader running community in Minnesota. Thank you for making this happen!



HERE FOR THE LONG RUN



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