



run
your
city



ANNUAL
REPORT

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DEAR FRIENDS,

If there's one word that captures this year, it's gratitude.

Not in a cliché way, but in the real, everyday sense of the word. Gratitude for the families and kids who show up with courage. For the student leaders who create spaces for them. And for the team members, partners, and supporters who made more than we ever thought possible, possible.

Internationally, we launched new chapters in Nigeria and India. In Rwanda, one of our longest-standing programs is now fully led by our local team. That's exactly what we've always envisioned: a model that takes root locally and eventually thrives independently. We are now working to raise an endowment to support this Rwanda chapter's continued success.

Across the U.S., our growth extended far beyond our skyrocketing sign-up counts. We strengthened resources and trainings for our volunteer leaders, adapted sessions to fit local community needs, and focused on building for long-term sustainability. Our 550+ student-athlete volunteers continue to inspire, whether they're competing at Worlds or cheering on a young runner's first lap.

To our student leaders: thank you for showing up, week after week. To our exec team: from building playbooks to all the quiet behind-the-scenes moments of support across every dimension of our org, you are the backbone of this work. To our board: your guidance, belief, and support help us stay focused on what matters. To our partners — B.A.A., Rwanda Children, Puma, WYCDF, Sutherland, Sporty Kochi, and more — thank you for running alongside us. To the families who sign up, share feedback, and show up every weekend: we are so grateful. And most importantly, to our kids — you are our “why”.

In 2025, over 5,000 children ran toward their future. Some are chasing big dreams — college, championships, even the Olympics. All building something deeper: confidence, connection, and the belief that they belong.

As we look to 2026 and beyond, one thing is clear: this is just the beginning. Thank you for being part of it. Together we can.

WITH GRATITUDE,

Mary Blankemeier

Mary Blankemeier
CEO & Founder



WHO WE ARE

We're a team of volunteers and college athletes on a mission to make running fun and accessible for kids *everywhere*. Run Your City hosts **free, team-based practices and races** for kids of *all abilities*, bringing families together to build confidence, community, and joy... *one stride at a time!*

Executive TEAM



Mary Blankemeier
CEO & FOUNDER



Josh Eiland
COO



Catherine Irons
CHIEF OF STAFF



Whitney Currie
U.S. OPERATIONS



Sierra Puleo
U.S. OPERATIONS



Callie Tucker
INTERNATIONAL OPERATIONS LEAD



Pria Dua
INTERNATIONAL EXPANSION (INDIA)



Msgana Araya
INTERNATIONAL EXPANSION (NIGERIA)



Tyler Yen
PROGRAM DEVELOPMENT LEAD



Lucy Henkel
PROGRAM DEVELOPMENT LEAD



Margaret Barton
PROGRAM DEVELOPMENT



Manuel Paz
FINANCE & LEGAL LEAD



Anant Guatam
FINANCE & LEGAL



Chloe Calbrese
GRANTS & NONPROFIT PARTNERSHIPS



Lidia Zur Muhlen
PARTNERSHIPS & FUNDRAISING



Olivia Bolton
MARKETING LEAD



Lena NiFong
MARKETING



Sam Pezzullo
MARKETING



Owayne Owens
DATA LEAD



Katerina Talanova
TECH/AI

Board of DIRECTORS



Bryan Fetzer



Virginia Carron



John Stacey

What Makes RYC **DIFFERENT**

100% Free for Families

No registration fees, no equipment costs, no barriers
Every child participates at no cost

Fully Volunteer-Driven

All 550+ volunteer team members give their time.
100% of donations go directly to program impact

Dual-Sided Impact

Kids gain confidence, community, & healthy habits.
College athletes develop leadership and give back.

As youth **sports costs** climb to an **average of \$883 per child each year**, millions of families are left out. **RYC proves there's a better way.**



IMPACT STRATEGY

Our Mission

Run Your City aims to provide *every* child, **regardless of ability, gender, or socioeconomic background**, the opportunity to grow into healthy, confident & inspired individuals. We are committed to building an **inclusive community through the sport of running**. Our programs are designed to be accessible and free, and we actively work to eliminate the barriers that prevent participation.

Centered around 3 core pillars:

Belong

"EVERY CHILD FEELS SAFE, SEEN & CELEBRATED"

- Sportsmanship
- Teamwork
- Inclusion
- Kindness

Helps kids feel they matter and that they're never alone

Move

"MOVEMENT IS JOYFUL, FREE & FOR EVERYONE"

- Joy in Movement
- Healthy Habits
- Confidence
- Effort

Helps kids build a positive relationship with movement and with themselves

Grow

"EVERY STEP IS A CHANCE TO GROW"

- Goal-setting
- Resilience
- Positivity
- Courage

Helps kids stretch, reflect, and try again

These values are understandable to kids, teachable through action, & all come back to Run Your City's mission: **To give every kid a chance to belong, move, and grow.**



OUR 2025 IMPACT PLAN



Our 2025 Impact Plan focused on **expanding resources** to strengthen the support available for new chapters, while empowering all chapters to channel their energy toward achieving the greatest possible impact.

By **streamlining baseline logistics and operational planning**, we aim to reduce the time chapters spend on administrative tasks so they can focus more fully on driving meaningful, differentiated impact within their communities. We are committed to equipping every chapter with the **tools, guidance, and infrastructure** needed to operate efficiently and effectively, maximizing their ability to create lasting change.

In parallel, we are advancing the **standardization of our programs** across all chapters to ensure **alignment** in our values and **consistency** in execution. This unified approach enables us to uphold high-quality outcomes across our core pillars and foster a **cohesive, organization-wide impact** that reflects our shared mission and purpose.

2025 *IMPACT OVERVIEW*

'25 was a year of exponential expansion across **both the U.S. & Internationally**

51

ACTIVE PROGRAMS

↑ 345% from 2024

5,544

KIDS REACHED

↑ 499% from 2024

526

VOLUNTEERS ENGAGED

↑ 211% from 2024



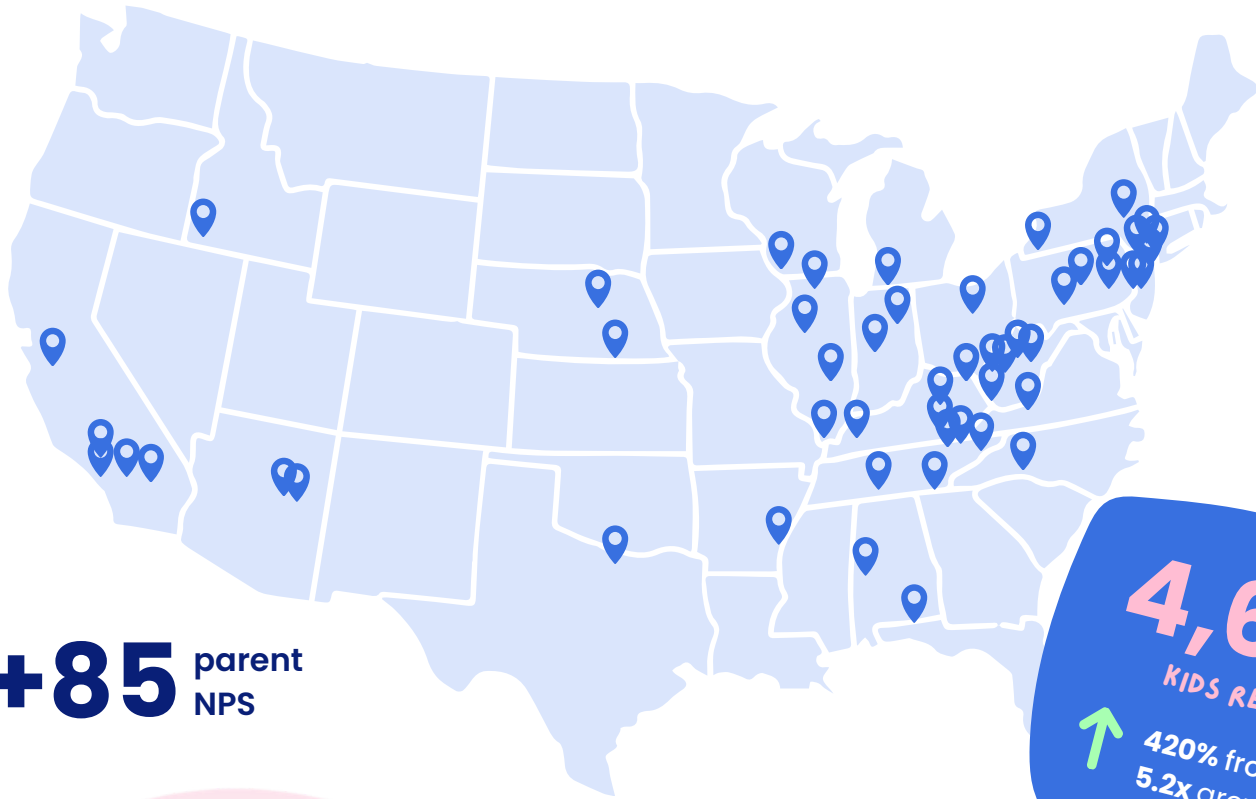
I didn't think I was a good runner but, guess what, I am!

- FALL 2025 RUN COLUMBIA PARTICIPANT



2025 U.S. IMPACT

Across 49 US Chapters



+85 parent NPS

4,665
KIDS REACHED
↑ 420% from 2024
5.2x growth

49
PROGRAMS RUN
↑ 346% from 2024
4.5x growth

526
VOLUNTEERS ENGAGED
↑ 211% from 2024
3.1x growth

“Youth sports have gotten so warped into everyone wanting their kid to be on a top team at a young age that kids aren't trying new things. This was perfect... **This is how sports should be.** Kids trying something new and fired up to try harder and do it again.”
– Run Knoxville Parent

90% of parents said they plan to enroll their child in RYC again next season



Current Chapters

FALL 2025

Amherst College (Amherst, MA)
University of Georgia (Athens, GA)
Johns Hopkins University (Baltimore, MD)
Virginia Tech University (Blacksburg, VA)
Boise State University (Boise, ID)
Boston University (Boston, MA)
Harvard University (Cambridge, MA)
UNC Chapel Hill (Chapel Hill, NC)
College of Charleston / MUSC (Charleston, SC)
University of Virginia (Charlottesville, VA)
Boston College (Chestnut Hill, MA)
University of Cincinnati (Cincinnati, OH)
Cleveland State University (Cleveland, OH)
University of Maryland (College Park, MD)
Texas A&M University (College Station, TX)
University of South Carolina (Columbia, SC)
Ohio State University (Columbus, OH)
University of Dayton (Dayton, OH)
Duke University (Durham, NC)
Northwestern University (Evanston, IL)
Georgetown University (Georgetown, D.C.)
New York University (Greenwich Village, NY)
Dartmouth University (Hanover, NH)
James Madison University (Harrisonburg, VA)

University of California Irvine (Irvine, CA)
Cornell University (Ithaca, NY)
University of Rhode Island (Kingston, RI)
University of Tennessee (Knoxville, TN)
University of Nebraska (Lincoln, NE)
University of South Carolina (Columbia, SC)
University of Louisville (Louisville, KY)
Kansas State University (Manhattan, KS)
Vanderbilt University (Nashville, TN)
Yale University (New Haven, CT)
Columbia University (New York City, NY)
Old Dominion University / EVMS (Norfolk, VA)
University of Central Florida (Orlando, FL)
Stanford University (Palo Alto, CA)
Grand Canyon University (Phoenix, AZ)
University of Pittsburgh (Pittsburgh, PA)
Princeton University (Princeton, NJ)
Brown University (Providence, RI)
NC State (Raleigh, NC)
Northeastern University (Roxbury, MA)
UC Santa Barbara (Santa Barbara, CA)
Howard University (Shaw, D.C.)
University of Notre Dame (South Bend, IN)
UConn (Storrs, CT)
Florida State University (Tallahassee, FL)
Arizona State University (Tempe, AZ)
Baylor University (Waco, TX)
Purdue University (West Lafayette, IN)
University of Los Angeles (Westwood, CA)
Wake Forest University (Winston-Salem, NC)



Chapters Joining

SPRING 2026

Iowa State University (Ames, IA)
Georgia Tech (Atlanta, GA)
Auburn University (Auburn, AL)
College of Idaho (Caldwell, IO)
University of Colorado (Denver, CO)
George Mason University (Fairfax, VA)
East Carolina University (Greenville, NC)
University of Kentucky (Lexington, KY)

University of Minnesota (Minneapolis, MN)
University of Delaware (Newark, DE)
Ole Miss University (Oxford, MS)
University of Utah (Salt Lake City, UT)
Santa Clara University (Santa Clara, CA)
Penn State University (State College, PA)
Temple University (Philadelphia, PA)
& many more chapters to be announced soon!

MOVE



90% of children were interested in participating in sports and/or physical activities in the future

Youth sports can feel so competitive and intense. This program is the opposite in the best way — low-stakes, joyful, and all about trying something new.



-RUN BLACKSBURG PARENT

BELONG

95% of children felt encouraged, inspired & included throughout the program by their coaches & the RYC volunteer team

Momma - they are in college. And I'm pretty sure we are best friends now.



-RUN KNOXVILLE PARTICIPANT



GROW



88% of children felt they built confidence and self-esteem over the course of the program



This was by far one of the best experiences we've had in an extracurricular setting, and it has left [him] more confident, motivated, and excited about track.

-RUN NYC PARENT

Impact Driven by **KEY INITIATIVES**



Program Standardization

Enhanced and expanded program materials to drive consistency across chapters, ensuring a unified experience & measurable impact organization-wide



Disability Accommodation

Improved accessibility guidance and materials to help chapters design more inclusive programs



Volunteer Training

Developed robust, scalable training resources to ease administrative burdens and ensure consistent education on best practices for all volunteers



Investment in AI

Launched planning and building of AI-enabled tools to improve operational and administrative efficiency for chapters, unlocking time and resources to focus on maximizing program impact



2025

INTERNATIONAL IMPACT

2

ACTIVE PROGRAMS

↑ 100% from 2024

879

KIDS REACHED

↑ 106% from 2024

+ NEW PROGRAM IN INDIA COMING SOON

PILOT IN JAN 2026,
FULL PROGRAM LAUNCH
IN LATE 2026 / EARLY
2027



BUGESERA,
RWANDA



OGUN, NIGERIA



MOVE

88% of kids said they plan to keep doing sports regularly after camp. (RUN OGUN)

"Camp offers numerous opportunities for physical and mental strengthening disguised as fun activities. participating in active games. They also develop mental strength with good health." -RYC PARENT



BELONG

94% of kids felt their coaches supported & encouraged them at camp. (RUN OGUN)

"The camp had a significant psychosocial impact on all the campers. Inclusivity and youthfulness were the top strengths — children felt safe, supported, and like they truly belonged." -RYC PARENT

GROW

100% of kids agreed that since camp, they feel more confident. (RUN BUGESERA)

The students had confidence that they could win, and they trained every morning to be chosen. Athletes were able to perform better and have more confidence in themselves during sporting activities." -RYC PARTICIPANT



IMPACT DRIVEN BY **KEY INITIATIVES**

1 Bugesera Self-Sufficiency

First season with no RYC leadership on the ground to operationalize Run Bugesera (fully executed by Rwanda Children) demonstrating self-sufficiency for the program!

2 Nigeria Expansion

Expanded our international presence beyond Bugesera with the first year of our program in Ogun, Nigeria in partnership with Wamufat Youth Community Development Foundation (WYCDF)

3 India Pilot

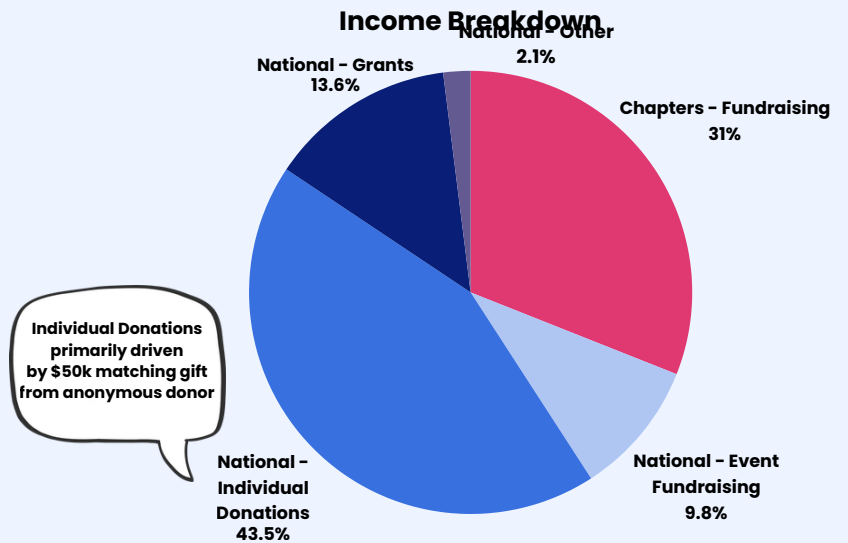
First pilot program in India currently underway to test viability of program expansion in the region



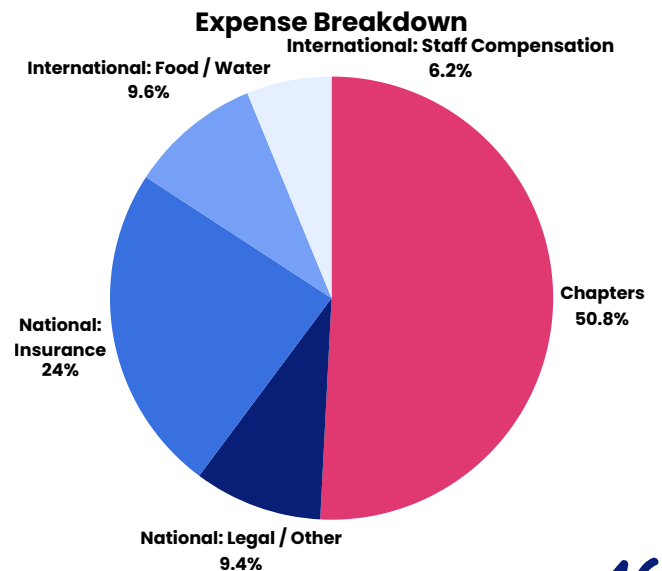
2025 FINANCIALS

Our tremendous impact is supported by our strong financial backbone.

Income	2025
Chapters - Fundraising	\$45,927.00
RYC National - Event Fundraising	\$14,570.78
RYC National - Individual Donations	\$64,447.46
RYC National - Grants	\$20,200.00
RYC National - Other	\$2,941.20
Total	\$148,086.44

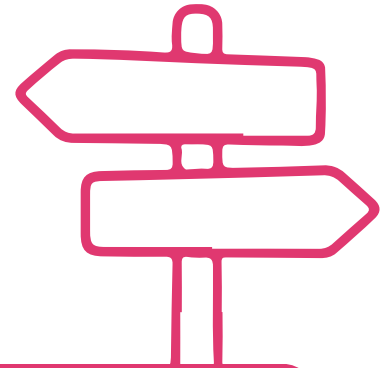


Expenses	2025
Chapters	\$20,520.51
National - Legal / Other	\$3,786.35
National - Insurance	\$9,691.86
International - Food / Water	\$3,875.00
International - Staff Compensation	\$2,507.00
Total	\$40,380.72



Note: "Other" category includes income and expenses from merchandise operations and one-off legal registration expenses

Looking Ahead TO 2026



Scale with Intention

Launch 25+ new U.S. chapters in spring 2026.
Build stronger alumni networks and deploy AI-powered tools to streamline operations — giving chapter presidents more time to focus on what matters: the kids.

Expand Globally, Lead Locally

Launch full India camp following successful January pilot.
Secure Rwanda endowment for long-term sustainability.
Expand Nigeria partnership. Every program led by local teams who know their communities best.

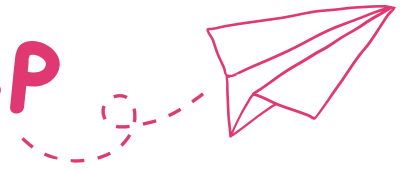
Build for Impact

Partner with universities to formalize research on youth sports access.
Launch centralized platform to track what matters most: confidence, connection, and consistency. Share learnings to help every chapter grow stronger.

Our North Star

Empower 1 million children by 2040 through the simple act of running, supported by relationships, and sustained by community.

How You Can **HELP**



Your investment enables us to reach more kids & build sustainable programs:

SUSTAIN RUN BUGESERA

Goal: Grow endowment from \$100K to \$250K

Your contribution ensures our Rwanda chapter, now fully led by local teams, continues thriving independently for years to come.

SUPPORT U.S. CHAPTER GROWTH

\$300 = One full season for a chapter

Covers liability insurance and basic supplies for 50-100 kids to run, grow, and belong.

BUILD FOR SCALE

Help us invest in AI-powered tools that reduce administrative burden for our executive team & our volunteer chapter leaders, allowing us to focus on leveling up our impact.



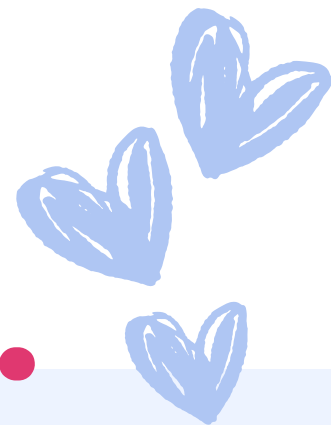
Every contribution — whether \$50 or \$50,000 — directly impacts a child's confidence, a student leader's growth, and a community's connection.

[DONATE AT RUNYOURCITY.ORG/SUPPORT](https://runyourcity.org/support)

Checks payable to Run Your City (EIN 85-4324984)

730 Serra St, Unit #719, Stanford, CA 94305

Thank YOU.



As we close out another remarkable year at Run Your City, we want to extend our heartfelt gratitude to everyone who has stood beside us and believed in this mission. Your support has empowered us to welcome new chapters, deepen our impact, and create joyful running experiences for more children than ever before.

What we've built together is more than a program — **it's a community**. Thanks to our dedicated student-athlete volunteers, generous partners, and committed donors, thousands of kids are discovering **confidence, connection, and the simple joy** of reaching a starting line they might not have imagined for themselves.

Thank YOU for being such an essential part of this journey. With your continued support, we're excited to stride into a new year filled with opportunity, growth, and even more kids finding their path forward... **one stride at a time.**