

261
Fearless



Impact Report

261 FEARLESS INC. IMPACT REPORT | 2022/23



Dear FEARLESS supporters!

Our clear goal is to offer women a safe space to run, regardless of their age, background, running experience, or faith. Every day, we ask ourselves how we can best achieve this goal and whether our actions are taking us in the right direction.

From mid-2022 to the end of 2023, four new 261 clubs were established and we trained 118 women to be 261 Fearless coaches to support women when they take their first running steps. We were able to successfully implement many other activities within these 18 months. In our reviews and analysis, we always come back to the all-important point: at the end of the day, it is the individual impact of the women who take part in our programs that counts.

Recently, we spoke to one of our 261 Coaches and she told us about her past, very challenging, few months: health and family problems and also difficult times at work. Many worries weighed on her shoulders. Despite all this adversity, she led the weekly women's running groups as a volunteer coach with great enthusiasm and always with a smile on her face. We asked her where she got all this strength. She replied: "every week I experience that I bring a lot of joy and positivity into the lives of our women through our running groups. That makes me happy and grateful. At the same time, during the Meet Runs the women give back to me this carefree time that gives me new strength. This strengthens my will to carry on and look fearlessly ahead. The 261 Club with its uplifting atmosphere has bravely got me through this tough time. Without the 261 Club it would have been very difficult for me."

At the end of the day, it is the individual stories and experiences that show us that we are heading in the right direction with our work: To empower women through running in a safe and welcoming community so that they can face their day-to-day challenges with courage, positively impacting their lives and the lives of those around them.

Our tireless 261 Fearless Team, our amazing 261 Club leaders and coaches - and you, our loyal supporters - make it possible for us to work in this capacity with our training and running programs for women! Without you, these uplifting life stories and supportive communities that are changing our society one step at a time would not be possible. This 261 Fearless Impact Report is the story of YOUR commitment to empowering women! And on behalf of all the women in our 261 Fearless community in 14 countries on five continents, we say thank you.

#261fearlesstogether

Grateful, Edith & Kathrine



MISSION

We Empower Women Through Running

We offer education and running opportunities for women to discover their self-worth and potential and make choices to control their lives.

VISION

We inspire, motivate and educate women to step up and become leaders to support women of all backgrounds to run and lead healthy, fearless and empowered lives. This is 261 Fearless, the running organization for women.

We achieve this through our range of education programs which offer opportunities to women. We train women to fearlessly deliver our Running Program in local women-only running Clubs where they can directly reach out to their community in the spirit of women's empowerment.

KEY FIGURES

Status: December 2023



9 Master Coaches educating women in 4 languages to become 261 Coaches



160 Coaches leading women's running groups



19 Clubs with 49 women's running groups in 14 countries



with over 800 program participants / year



HIGHLIGHTS 2022/2023



WOMEN'S RUNNING TECHNIQUE ADVISOR COURSE

New specialized training for coaches on women's running technique



MASTER COACH EDUCATION

We educated new Master Coaches to educate and mentor 261 Coaches



TRAIN THE TRAINER COURSE TORONTO

The first 261 Club in Canada launched in Toronto

- 17 Train the Trainer courses delivered in 3 languages
 - 118 Coaches educated
 - 4 Newly established 261 Clubs
 - 11 New women's only running groups within existing 261 Clubs
 - 5 New Master Coaches
 - 10 Empowerment Classes held
 - 9 Empowerment Talks presented
 - 53 Participants from 7 countries at the Global Coach summit
 - 2 Public Panel Discussions about "Where are the women coaches"
- Countless public resources on women's health and women's running provided by 261 Fearless



TRAIN THE TRAINER COURSE ECUADOR

261 Club Ecuador is the first one in Latin America



GLOBAL COACH SUMMIT

The first global Coach summit in London uniting the fearless community



CONTINUING EDUCATION

Ongoing education is key, online and offline

OUR FEARLESS IMPACT ON WOMEN'S LIVES AROUND THE WORLD

Education is our tool to support all women on their journey to empowering themselves. Education is key for empowerment. We focus on providing women's education programs with a scientific basis. We believe in life-long education and offer a continuing education program to our 261 Coaches to support them in their role within 261 Fearless and beyond.

LEADERSHIP

Taking over a leadership role in the local community and beyond as a 261 Coach helps women foster their self-confidence, self-efficacy and self-esteem in their personal and professional lives.

"As a 261 Coach, I have been able to develop personally, and that's because before I wouldn't have had enough confidence to lead a group and show an exercise in front of the members. This was a big step for me!"

"What have I learned from being a 261 coach that I've translated into other parts of my life? It's that everyone is looking for connection in a world full of busy-ness and social media that actually can create a level of anti-social-ness."

"Being a 261 Coach has shown me that even at my age I can lead a group and pass on so much. I enjoy this very much!"



261 CLUBS

261 Clubs are local non-profit organizations led and managed by a team of women, and educated and supported by 261 Fearless Inc. These local 261 Clubs bring the 261 Fearless mission and the non-judgemental, non-competitive running program to their communities. They create women's running groups where women can start their running journeys and enjoy a supportive, safe, and secure community.

"I am very proud to be a Club Director because it is a valuable role in which I can actively support other fearless women and learn a lot myself. I am very grateful for this journey."

"As a Club Director, I have grown beyond my imagination in confidence, leadership skills and compassion."



COACH CERTIFICATION COURSES

261 Coaches worldwide enjoy the same education program offered by 261 Fearless Inc. Their coach journey starts with the Train the Trainer course, a comprehensive certification course led by Master Coaches. They provide information and practical skills needed to lead and guide women's running groups. The main focus is on women's health, women's running, female leadership, and empowerment.

"What a wonderful weekend shared with like-minded women encouraging and empowering each other."

"The Train the Trainer course exceeded my expectations. It's amazing what unity, innovation, collaboration and commitment emerged."

"At Train the Trainer certification course there was plenty of room for personal development – from running style to how you interact with others."



ONGOING COACH EDUCATION

The continuing education offered by 261 Fearless with Empowerment Classes covers a wide range of topics, supporting Coaches with knowledge and information that helps them to grow within their roles and beyond.

"Congrats for all the amazing work you do with educating women. I really enjoy taking part in the education courses and each time I learn something new."

"A fabulous session. I found it motivating on a personal level."

"It's nice to have classes on topics we can apply beyond 261 Fearless."



MASTER COACH EDUCATION

Our Master Coach Education program provides a unique education designed to equip women with specific expertise to educate new 261 Coaches. The program provides in-depth back-ground knowledge and skills - delivered by diverse professionals and specialists in women's anatomy, psychology, sports training, and leadership.

"Becoming a Master Coach has provided me with a huge confidence boost and further motivated me through increased opportunities to work alongside other Master Coaches around the world, I feel privileged to be part of the team and this provides me with purpose outside of the workplace."

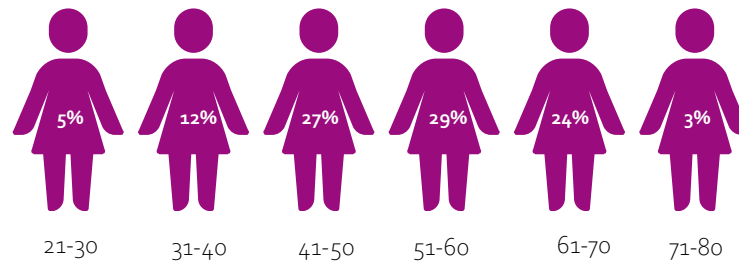
"Being a Master Coach has been such a good learning opportunity in many ways. Learning about people, working in an international team, various "content" topics, training coaches, and myself!"



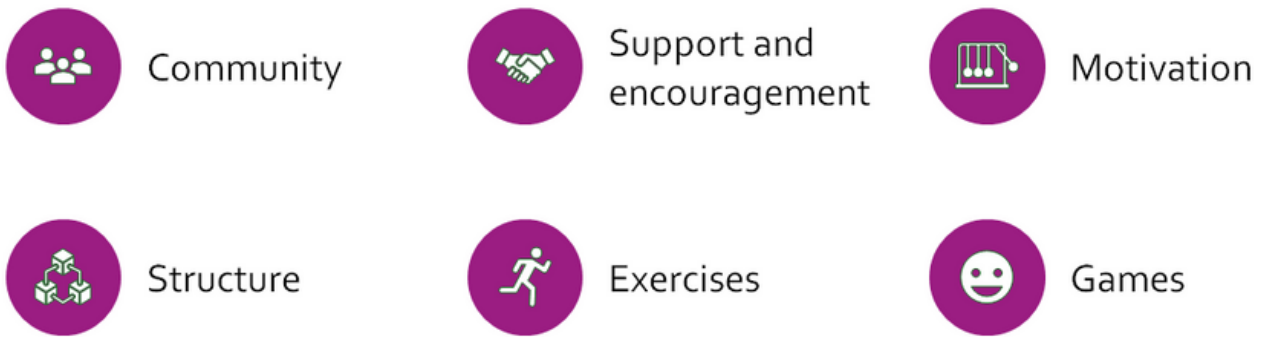
261 CLUB MEMBER SURVEY

The 261 Coaches impart the mission of 261 Fearless to the local clubs, where they motivate and inspire women to get active. In this survey, we asked 196 Club members in 11 Clubs on 3 continents to share their opinion.

Age distribution:



What members appreciate most in their 261 Club:



How they benefit from being 261 Running Program participants:



ACTIVATE YOU PROGRAM

A 12-week comprehensive program that supports inactive women to gain freedom & fearlessness through integrating physical activity as a regular habit in their daily lives.

Together with local 261 Clubs in New England, and Austria we provided 4 onside programs, particularly in BIPOC communities. The result: 3 new groups were established within existing clubs and 2/3 of the program participants continued their running journey by participating in the local 261 Club activities.



FINANCIAL REPORT

Fiscal year: June 2022-May2023

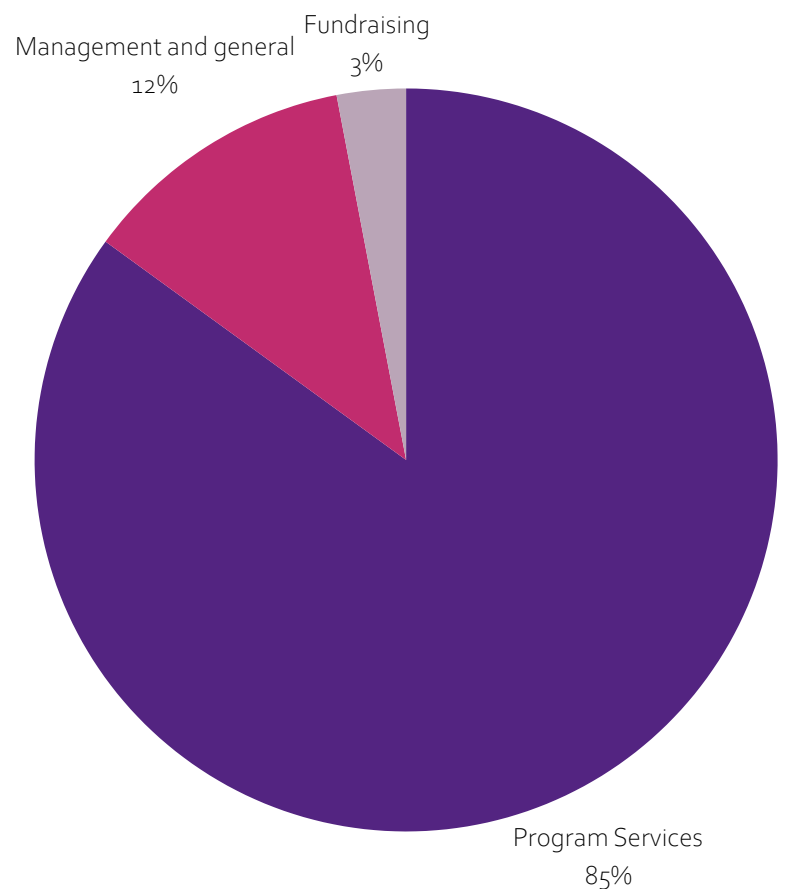
REVENUES

Contributions	\$492,696
Program service revenue	\$4,748
Investment income	\$5,740
Other income	\$34,313
Total	\$537,497

EXPENSES

Program services	\$459,012
Management and general	\$63,846
Fundraising	\$17,790
Total	\$540,64

CHANGE IN NET ASSETS	\$ -3,151
Net assets, Beginning of Year	\$ 733,743
NET ASSETS END OF YEAR	\$ 730,592



Board of Directors

Kathrine Switzer, Chairperson & Co-Founder
Edith Zuschmann, CEO, President & Co-Founder
Horst von Bohlen, Board Member & Director of 261 Education
Barry Lites, Secretary of the board & Legal Counsel
Howard Lipset, Treasurer & Accountant

Global 261 Fearless Inc. Team

Anna Bassett, Master Coach Education Coordinator
Christina Mayer-Ritzer, Communication & Club Network Manager
Jonida Vaso, Club Network Project Manager
Dr. Juliet McGrattan, Senior Education Program Manager
Karolien Jordens, Senior Communication Manager
Kim Chaffee, Administration & Communication Manager
Lori Fox, Application Manager
Marlene Prosch, Senior Operation Manager & Application Manager
Marlies Hirschbeck, Senior Education Program Manager
Yasmin Gabriel, Social Media Manager

We thank our esteemed partners and sponsors for their support, which goes beyond financial contributions. It enables us to grow, develop and reach more women. Your strong belief in women's empowerment through running makes you a central part of 261 Fearless Inc., turning possibilities into impactful realities. We are excited to continue this journey with you and to make a difference in women's lives.

CORPORATE PARTNERS



CHARITY PARTNERS





CHARITY RUNNERS

Boston 2023

- Aaron Kabler
- Shannon Diggins
- Moriah Humiston
- Christina Daly
- Susanne Alden
- Tarra Williamson
- Lisa Botte
- Bethany Hanson
- Eliza Webb
- Kathryn Bertine
- Mandy Kelly
- Angel Willey
- Stacey Rose
- Sarah L Hill
- Allison McFarland
- Lee Anne Maki
- Khloe Pastore
- Dana Bisordi
- Gabriella Marchetti
- Sara Snyder
- Leigh Gelotte
- Sarah Rieger
- Laura Colantropo
- Deanna Hollister
- Stephanie Tickerhoff
- Rosemary Spraker
- Craig Beden

New York 2022

- Alyssa Shapiro
- Jessica Hancock
- felicia heisler
- Whitney Pavlova
- Christina Mayer-Ritzer
- Isabel Wallace
- Angela Bess
- Melissa E Manning
- Sally Stoik
- Lindsay Cafiero
- Frank Brocato
- Fikrete Ardolic
- Abby Kempf
- Melisa Johnson

New York 2023

- Antrrin Napper
- Patricia Wheeler
- Maria Fe Beredo
- Karen Holland
- Brittany Tedrick
- Julie Albers
- Emily Godward
- Jodi Redmond
- Joel Redmond
- Tollef Biggs
- Susan Russell
- Gina Cecconi-Hazelet
- Michelle Cronin
- Saniya Ghanoui

Berlin 2023

- Michelle Cronin
- Gina Cecconi-Hazelet
- Tollef Biggs

INDIVIDUAL CONTRIBUTORS

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- Un Pas Devant l'Autre, Angers (FRA)
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- Jay Berger
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- Mary Boshier
- Craig Beden
- And many more donors

261 FRIENDS

The 261 Friends believe in our mission and commit to regular support.

- Ashley Wynne
- Louisa Welch
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- Caryn Kelly



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 261 Fearless Inc.