

**RUNNING  
FOR A  
BETTER  
OAKLAND**

# **2020 ANNUAL REPORT**

**[WWW.RBOAKLAND.ORG](http://WWW.RBOAKLAND.ORG)**



# OUR MISSION AND VISION



## OUR MISSION

Running for a Better Oakland (RBO) is a non-profit organization that encourages Kindergarten-12th grade Oakland students to develop healthy lifestyles through running. By providing training and encouragement, RBO helps students build confidence and set goals, giving them tools for achievement and hard work they can draw on in all areas of their lives.

## OUR VISION

RBO strives to build a tolerant, healthy, and prosperous community. Through the discipline and rigor of a structured running program, RBO's goal is to create new relationships, establish trust, build self-esteem, and empower students, parents, and volunteers.

*a year's overview*

# WHERE WE ARE NOW



What a season it's been! Thank you all for sticking with us this year despite all the challenges in our way. Even with a mostly virtual year, we forged connections, challenged ourselves, and exceeded all expectations.

We had 197 students registered for RBO's Winter/ Spring season that was held from Jan. 4- March 7. We held 11 practices for 6th-12th graders and 6 practices for kindergarten- 5th grade. The season consisted of 2 races, The San Francisco Kaiser 5k and 10k and the Lake Merritt Joggers and Striders relay. The last practice and the Oakland Running Festival were cancelled due to the ongoing pandemic. We ended Winter/ Spring by rewarding students with scholarships. Ten RBO seniors received a total award of \$17,100 and five RBO alumni received a total award of \$2,500.

During the Fall, RBO, like many, had to pivot and reimagine the season. We had 100 students registered and held 9 practices virtually on Zoom. We provided 2 drive-by events and also had 2 virtual races, The East Bay 510 and the Oakland Turkey Trot. The East Bay 510 had 123 total RBO participants and the Oakland Turkey Trot had 107 RBO participants.

There are so many people to thank for creating and running the season. Thank you to our leadership team, to all our volunteers, and all our donors and sponsors, like Oiselle who made a generous donation. We also want to acknowledge our COVID-19 task force who started meeting back in May 2020.

RBO also said farewell to our Executive Director in 2020 when it became apparent that the pandemic would radically alter our programming and threaten our financial base.

Thank you. We wouldn't have had so many successful practices and events without the initiative, collaboration, and creativity of our leadership team, volunteers, coaches and students. We look forward to seeing you all in person at the lake for the start of Fall 2021!

# CORE VALUES



**Running**



**Community**



**Diversity &  
Inclusion**



**Teamwork**



**Achievement**







## *Local News Matters*

by Kiley Russell, Bay City News Foundation, May 16, 2020

### **'IT'S NOT JUST ABOUT RUNNING A RACE': OAKLAND GROUP PROVIDES PLATFORM FOR LOCAL KIDS TO EXCEL IN LIFE**

When 17-year-old Axel Cipriano runs, the whole world falls away, leaving only stillness and calm.

"It clears my mind," Cipriano said. "I didn't know running was my space, my peace space."

He started to figure it out way back in the sixth grade, when he was dragged into the sport by a group of friends who were training to participate in foot races with hundreds of other students as part of the Running for a Better Oakland program.

Since then, and before the novel coronavirus pandemic changed everything about our lives, Cipriano would spend many of his precious Saturdays running around Lake Merritt with his fellow athletes and their volunteer mentors.

He would wake up at 7:30 a.m. — a ridiculous weekend hour for many youngsters — to eat breakfast, get ready and make his way from East Oakland's North Stonehurst neighborhood to be at Snow Park by 9:30 a.m.

"There's a tent where we check in and check out," Cipriano said. "We start with a big group doing warm-ups and stretches and things like that. Then the coaches say how much we'll be running that day and a mentor runs next to you."

At first, honestly, he says it wasn't much fun. Particularly the early morning wake-ups. He was ready to throw in the towel.

But then a higher power intervened. "My mom, ever since I was a little kid, she's been motivating me to do more than what I've done, it's inspiring," Cipriano said. "There was a point in time where I just wanted to quit."

"She told me, 'No, Axel, you can't give up like that,'" he said.

He stuck it out, and because he did, Cipriano is now one of 10 high school seniors from Oakland who will be splitting \$17,100 in scholarship money from RBO this year.

[Read more from Local News Matters here.](#)



*“When I run it makes me think about life which I like, and also makes me feel happy.. with the help of RBO, I was able to achieve that.”*  
- Axel Cipriano

## SENIOR SCHOLARSHIP CEREMONY

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Although we had to cut our season short due to COVID-19, we still wanted to award our graduating seniors with scholarships celebrating their hard work and dedication to RBO over the years. This would have been RBO's 10th year running the Oakland Running Festival, and we're so sad that our seniors didn't have a chance to run the half marathon before leaving for college. During this unprecedented time, we wanted to support our seniors as much as possible.

2020 is the fourth year of the RBO scholarship program and we are awarding more seniors than ever! This year, we awarded 10 seniors with \$17,100 total in RBO scholarships. These seniors have exemplified RBO's principles of hard work, dedication, goal setting, perseverance, ambition, and community. To honor our seniors, we held two virtual scholarship ceremonies. Congratulations to Vilma, German, Walter, Lucia, Axel, Chun, Christine, Nick, Luis, and Elena! Read about our 2020 seniors and RBO's scholarship program in Local News Matters and SF Gate.

## SENIOR SCHOLARSHIP CEREMONY

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Vilma



German



Walter



Lucia



Axel



Running For a Better Oakland Senior Scholarships 2020

Chun



Christine



Nick



Luis



Elena



## AWARDEES

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Elena Fine  
Lucia Pillers  
Chun Huang  
Christine Li  
Nick Chinn

German Velasco  
Walter Marion  
Axel Cipriano  
Luis Sanjuan  
Vilma Rodriguez





# Spring 2020

**167**

students who signed up  
for the 5k

**30**

students who signed up  
for the Half Marathon

**6**

practices for K-5th  
graders

**11**

practices for 6th - 12th  
graders

**10**

seniors with a total  
rewarded of **\$17,100**

**5**

RBO alumni with a  
total rewarded of  
**\$2,500**

## The San Francisco 5k & Half Marathon

**10K**

**8** adults & **17** students  
**5K**

**19** adults & **34** students

## Lake Merritt Joggers & Striders Relay

**22** relay teams  
consisting of **2**  
people per  
team



# Fall 2020: Virtual

9

Zoom practices

2

drive- by events

100

total students

2

virtual races

## East Bay 510 race

**73** students  
**10** coaches  
**2** Green Team  
**16** parents  
**19** volunteers  
**3** RBO graduates  
**123 total**

## Oakland Turkey Trot

**57** students  
**7** coaches  
**1** Green Team  
**19** parents  
**16** volunteers  
**5** RBO graduates  
**2** admin  
**107 total**





PHOTOS FROM RBO EAST BAY 510/ HALLOWEEN DRIVE-BY PICKUP EVENT





## VIRTUAL RACES AND IN-PERSON EVENTS







## FINANCES

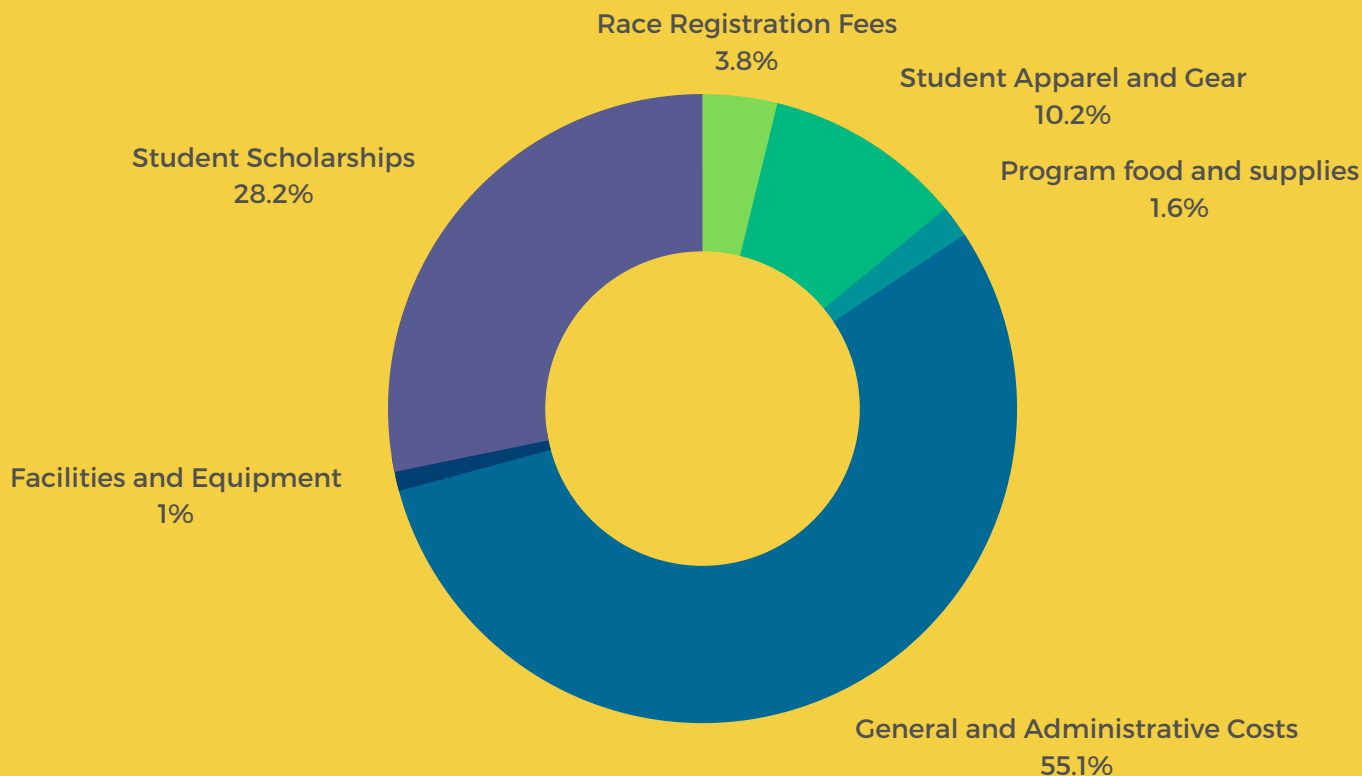
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2020 proved to be a pivotal year financially for RBO. With the onset of the COVID-19 pandemic we were faced with the prospect of shrinking program activities and financial receipts. Through the generous continued support of our foundation partners and individual donors and adding a few new corporate supporters, RBO's 2020 revenue stream remained near 2019 levels. This coupled with prudent financial stewardship by our board of directors, allowed RBO to offer an array of FREE programs and events throughout 2020 to our community both virtually and in-person allowing so many households negatively impacted financially by the pandemic to continue with us. We also continued our five-year old scholarship program for high school seniors by awarding 10 students with cash grants to cover expenses not typically covered by financial aid programs. 2020 ended with RBO having a positive cashflow and cash balance, setting us up for a 2021 season that again will be made available FREE to all of our community!

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2020

# EXPENSES



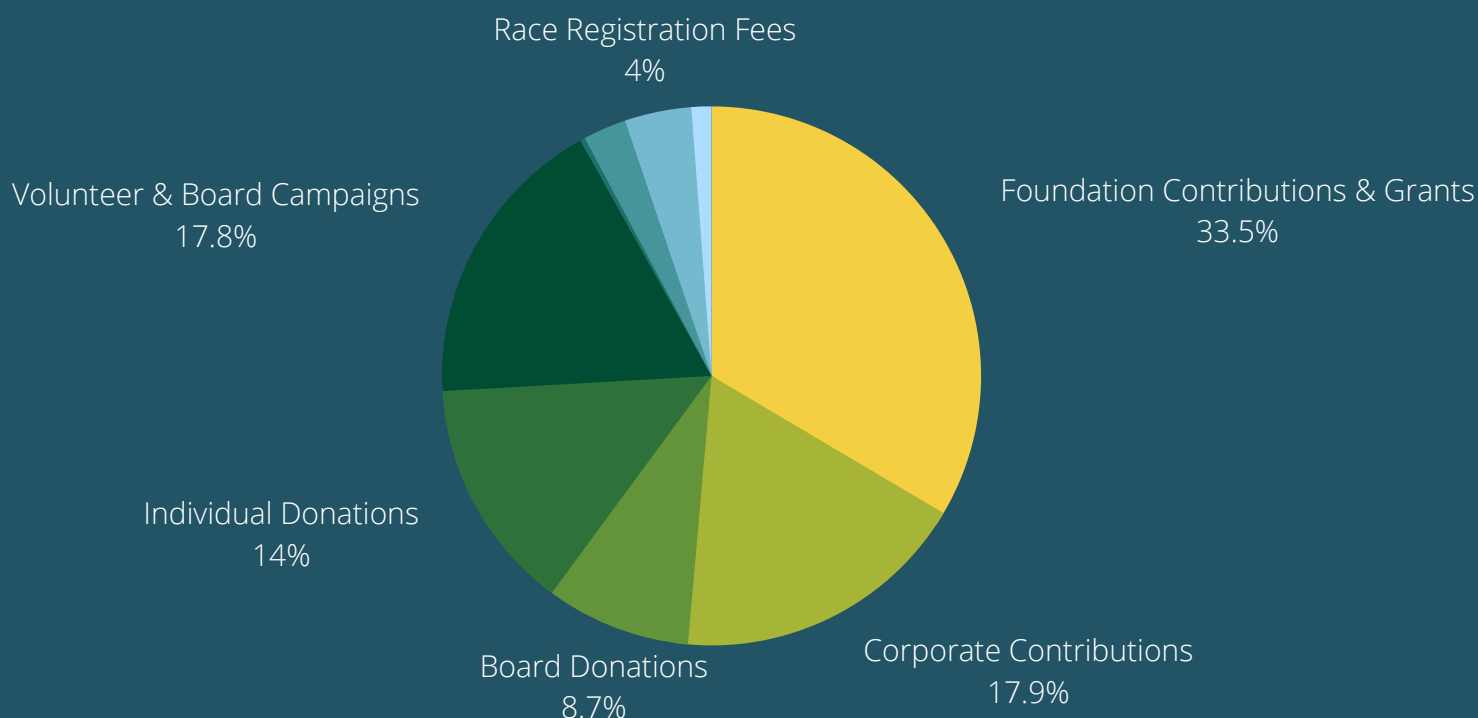
**TOTAL EXPENSE** \$69,431

**CHANGE IN NET ASSETS** \$30,876

Race Registration Fees	\$2,660
Student Apparel and Gear	\$7,081
Program food and supplies	\$1,138
General and Administrative Costs	\$38,265
Facilities and Equipment	\$686
Student Scholarships	\$19,600
<b>Total</b>	<b>\$69,431</b>
Change in Net Assets	\$30,876

2020

# SUPPORT, REVENUE AND OTHER INCOME



Foundation Contributions and Grants	\$33,598
Corporate Contributions	\$17,927
Board Donations	\$8,700
Individual Donations	\$14,052
Volunteer & Board Campaigns	\$17,832
Fundraising Event Income	\$345
Program Registration Fees	\$2,588
Race Registration Fees	\$4,011
Misc. Income	\$1,254
<b>Total</b>	<b>\$100,307</b>



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## THE IMPACT

The first thing I noticed when I arrived at my first RBO practice was how nervous I was, but also how welcome I felt. Every week I came back, I was motivated to run and found a sense of peace when I was there. One thing that really stuck with me is how happy I was after practices. I really enjoyed talking with mentors and now looking back, thinking about how all the connections I made by just talking with people has really shaped who I am as a person.

— Alesia W., RBO 2021 graduate

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# THANK YOU TO ALL WHO MAKE RBO POSSIBLE

## FOUNDATION DONORS

[Lake Merritt Joggers & Striders](#)

[Pamakid Runners](#)

[The Olympic Club Foundation](#)

[Kimley Horn Foundation](#)

## CORPORATE DONORS

[Wiceresoft](#)

[Victory Grocers](#)

[Hustle Clean](#)

[HOKA Film Project](#)

[Thred Up](#)

## IN-KIND DONATIONS

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[GU Energy](#)

[La Farine](#)

[Hoka](#)

## RACE DONORS

[Kaiser Permanente San](#)

[Francisco Half Marathon,](#)

[10k & 5k](#)

[Lake Merritt Relay](#)

[Oakland Turkey Trot](#)

[Arete Women's Running](#)

[Club](#)

[Impala Racing Team](#)

THANK YOU!







## RBO'S BOARD

Tod Vedock  
George Manning  
Rick Rosenbaum  
Norman La

Rebecca Baumgartner  
Enrique Henriquez  
Wanda Cole-Frieman

Joe Zarrehparvar  
Liz Kreitler  
Elizabeth Schwartz  
Morgan Jaldon



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