

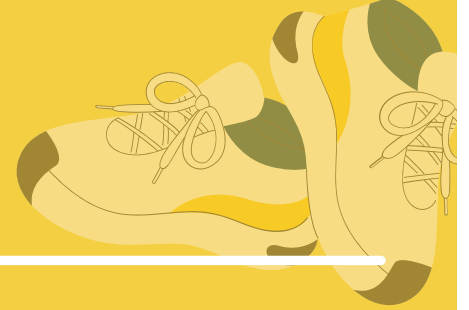


Running for a Better Oakland

2021 Annual Report



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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.



OUR CORE VALUES



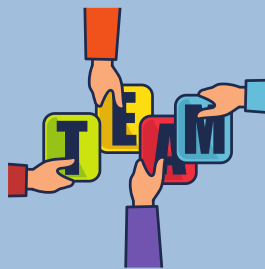
Running



Community



Diversity &
Inclusion



Teamwork



Achievement





LETTER

From the Executive Director

DEAR FRIENDS,

It has been remarkable that the 2020 and 2021 challenges have pushed us to pivot. The pandemic has no bias; our organization and lives were affected more than we knew, especially our students.

We understood we wanted to keep inspiring our kids and build community, even when we couldn't gather in person. Collectively, we brainstormed and modified our practices; we redesigned our program from in-person training to virtual, and our students engaged.

In 2020, we reflected on our mission and thought about what it means to be Running for a Better Oakland (RBO). We decided to make RBO even more accessible to our students, removing all fees and helping us reaffirm our vision of a bigger community where everyone can enjoy the physical and mental benefits of running.

With our Fall 2021 season, we saw our students eager to get back to their in-person practices, and it showed. Our registration has gone back up to pre-pandemic numbers and we are excited to have 250 registered students. Our core focus remains students from Oakland, however, we see kids coming from other areas: Hayward, San Leandro, Alameda, San Francisco and Berkeley. As we looked inward and thought about how we wanted to connect, empower, and impact our students, three initiatives emerged for our focus in 2022.

Our goals are:

- Run two additional events for our entire community to help inspire time outside in the winter and explore iconic places in Oakland, such as The Bay Bridge and the Oakland Redwoods.
- Focus on growing our student population to 280 in a calendar year as we represent a wider community, embrace our diversity, and become more inclusive and invite students of all running abilities, communities, and economic status.
- We are increasing and intensifying our outreach efforts to secure corporate funding and grants to maintain RBO programming at no-cost for our students.

These are elevated goals and we are eager to get started. There is so much potential to touch more students than ever before, inspire and empower them to run greater distances while enjoying spending time outside, connecting communities, and creating enduring friendships. All this while raising a generation of runners. I hope you will join us!

Warmest Regards,





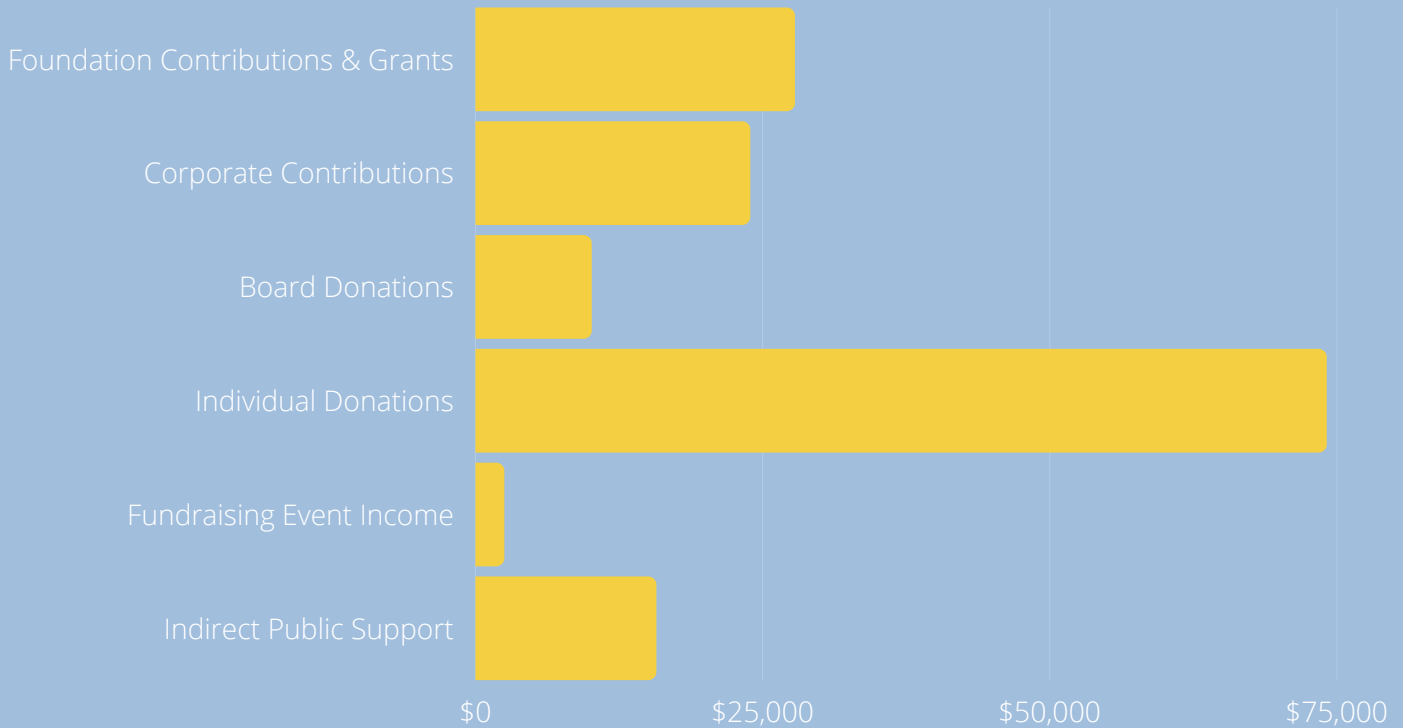
MEMORIES

From the Year



Support, Revenue, and

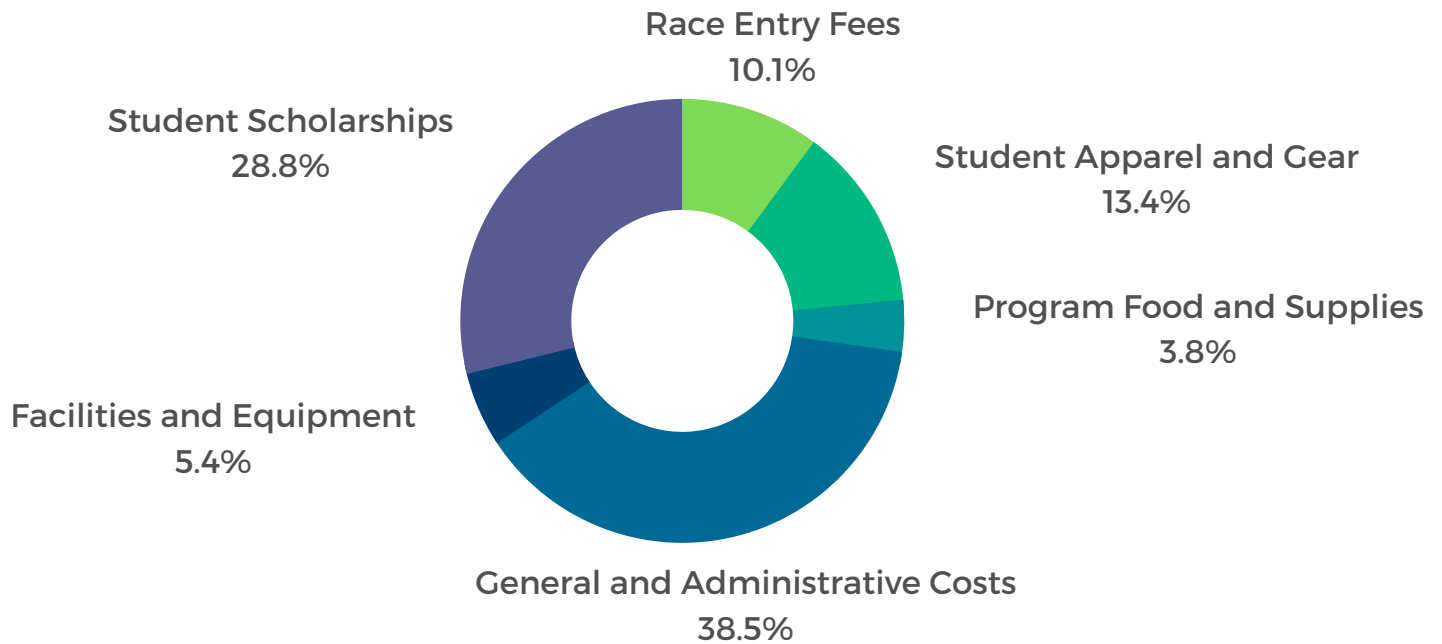
O T H E R I N C O M E



| | |
|--|------------------|
| Foundation Contributions and Grants | \$27,780 |
| Corporate Contributions | \$23,890 |
| Board Donations | \$10,089 |
| Individual Donations | \$74,062 |
| Indirect Public Support | \$15,717 |
| Fundraising Event Income | \$2,480 |
| Total | \$142,863 |

Program

EXPENSES



| | |
|---|-----------------|
| Race Registration Fees | \$7,979 |
| Student Apparel and Gear | \$10,578 |
| Program food and supplies | \$2,974 |
| General and Administrative Costs | \$30,420 |
| Facilities and Equipment | \$4,289 |
| Student Scholarships | \$22,800 |
| Total | \$89,998 |
| Change in Net Assets | \$52,865 |

A Look Back at 2021



January 2021
Virtual Kaiser
5K/10K Run



Spring 2021
Gear Pick-Up



March 2021
Virtual ORF
5K/10K Run

April 2021
Bay Bridge Run



May 2021
Decathlon Shoe
Giveaway Event



October 2021
Hellaween 5K Race



Nov. 2021
Oakland Turkey
Trot



Last Fall
Practice 2021



Nov. 2021
MLK Park Running
Day



What the Community says **ABOUT RBO**

"We really love RBO and everything it stands for. Thank you to everyone who makes it happen. It makes a difference and it matters even if you can't see the full impact right away."

— **Lynn Wu, RBO mom**



"Even though I had never enjoyed running before, I began to look forward to these Saturday practices, not only to learn more about the people I would run with, but to engage in the community of Oakland."

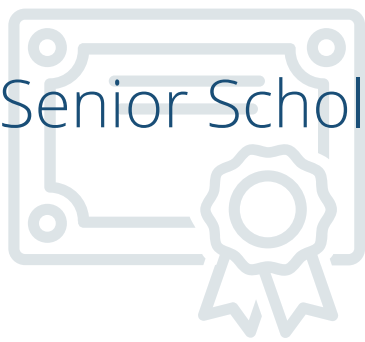
— **Elizabeth F., RBO 2021 graduate**

"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**



Senior Scholarship and Alumni



A W A R D S

In 2021, RBO awarded **\$21,100** in total to **11** high school seniors who completed the Bay Race Three Bridge Running Challenge in addition to all their previous season accomplishments and **\$1,700** in total to 2 RBO young alumni for their continued participation as volunteer mentors. Read about our 2021 seniors in [Local News Matters](#).

A L U M N I A W A R D S



Chun



Luis

S E N I O R S C H O L A R S H I P S



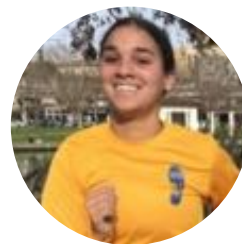
Alesia



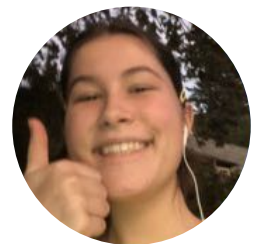
Andy



Audrey



Charlotte



Elizabeth



Jian Ming



Marvin



Meron



David



Christopher



Blake

Meet the **B O A R D**



Rick
Rosenbaum
Board Co-Chair and
Treasurer



Morgan
Jaldon
Board
Co-Chair



Wanda Cole-
Frieman



Enrique
Henriquez



Elizabeth
Schwartz



Joe
Zarrehparvar



Norman
La

Thank you to George Manning, Rebecca Baumgartner, Andria Eguia, and Christine Chapon who completed their board service in 2021.

Thank You to All Our Financial Donors Who Make RBO

P O S S I B L E

GRANTS

- [Lake Merritt Joggers & Striders](#)
- [The Olympic Club Foundation](#)
- [Pamakid Runners](#)
- [Road Runners Club of America](#)
- [East Bay Community Energy](#)
- [Oakland A's Community Fund](#)
- [Give Back Yoga Foundation](#)

IN-KIND DONATIONS

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- [Scena Performance](#)
- [Soul Focus LLC](#)
- [Mascot Sports Inc.](#)

Stay in **TOUCH WITH US**



DONATE TO RBO TODAY!



CONTACT US

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