



20  
22

# ANNUAL REPORT

Running for a Better Oakland



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# OUR MISSION & VISION

Running for a Better Oakland (RBO) is a non-profit organization that encourages Kindergarten-12th grade students in the Oakland area 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.

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.



**ABOVE:** RBO students, volunteers, and coaches before the Kaiser Half Marathon 2022



# 2022 STATISTICS

**49%**

of students ran their first season with RBO

**37%**

of students are bilingual

**359**

total students reached

**12**

is the average age of an RBO student

**48%**

of volunteers heard about RBO through a friend or family member

**36**

students had siblings that previously participated with RBO

**57**

students were outside of OUSD

**45%**

of volunteers are bilingual

# MESSAGE FROM THE BOARD OF DIRECTORS

Dear RBO Friends and Donors,

We are entering 2023 with a new Executive Director at Running for a Better Oakland! We'd like to extend our gratitude to Diana Leon for serving as the previous Executive Director and announce that Byron McGovern stepped into this role January 1st. Diana's valuable work gave us the support and momentum we needed to hit the ground running after the pandemic restrictions eased to again have successful Spring and Winter seasons practicing at Lake Merritt and participating at in-person racing events.

Byron joined RBO a year ago as our Program Coordinator and quickly developed operational proficiency and improvements for our program. He was promoted to our Program Director role where he assumed many communication and social media responsibilities. His promotion to our new Executive Director continues his rapid rise within the organization.

We are truly grateful to everyone who strengthened RBO this past year through gifts of your time, treasure and other resources. With this generosity, we provided running programming in the form of workouts, practices and races to over 300 Oakland and East Bay students and financial scholarship awards to 9 of our high school seniors and 4 recent graduates to assist them in pursuing higher education or job training.

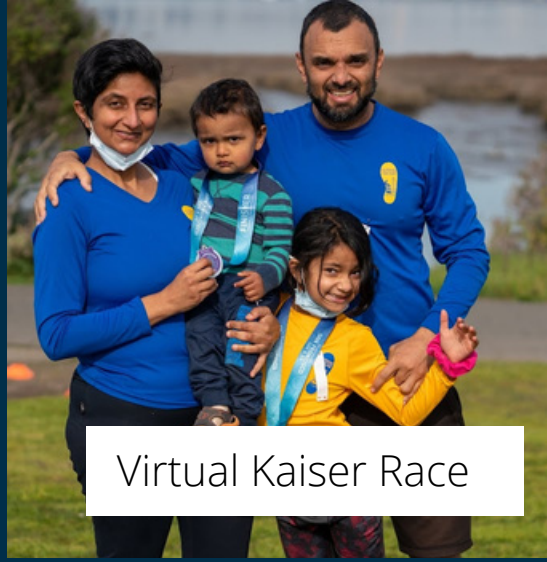
As we look ahead, we encourage you to continue to support RBO. Your donation will provide students access to our structured running program where they build confidence and set goals to develop healthy lifestyles and brighter futures.

Thank you so much for standing by RBO through the pandemic and transition back to in-person programming. We look forward to partnering with you toward our shared mission for many years to come.

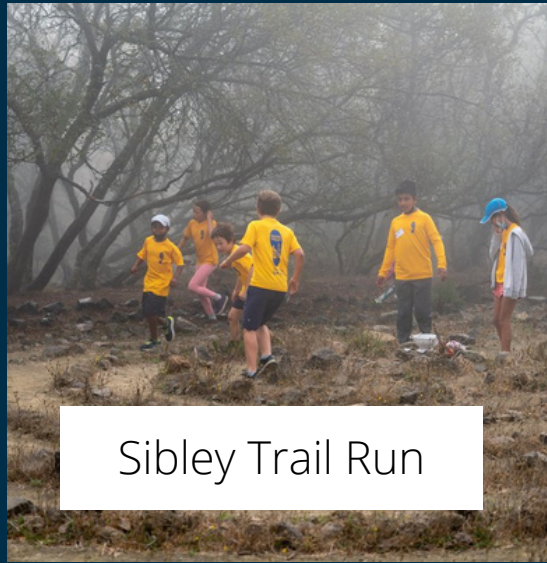
Board of Directors,  
Running for a Better Oakland



Halloween Costume Run



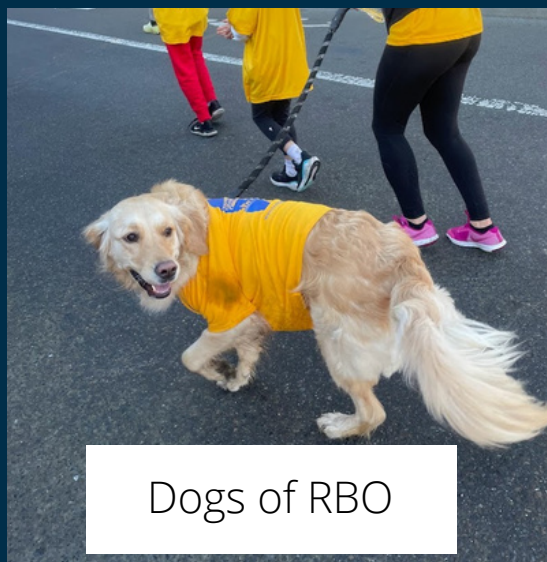
Virtual Kaiser Race



Sibley Trail Run



Saturday Practice at Lake Merritt



Dogs of RBO



Saturday Practice

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# 2022 YEAR IN REVIEW

RUNNING FOR A BETTER OAKLAND



**Feb. 2022**

Kaiser Half Marathon & 5k



**Feb. 2022**

Lake Merritt Joggers & Striders Relay



**March 2022**

Bay Bridge Run



**March 2022**

Oakland Running Festival



**April 2022**

Redwood Trail Run with Coastal Trail



**June 2022**

Senior Scholarship Ceremony



**Oct. 2022**

Halloween Costume Run



**Nov. 2022**

Lake Chabot Race



**Nov. 2022**

Oakland Turkey Trot

# VOTED BEST YOUTH RUNNING PROGRAM

RBO was chosen as the recipient of the RRCA National Running Award for Outstanding Youth Running Program in January 2022! Thank you to all who nominated us for this award- we are humbled, grateful, and overjoyed by this recognition for our organization.

With this award, RBO has gained national recognition, which will allow us to recruit, fundraise and support our Oakland youth to an elevated level. With the incredible support of our volunteers, coaches, staff, parents, and donors, Oakland youth will continue to thrive through the lessons learned from running, training, and persevering through tough challenges- both in running and in life. We are honored to have the privilege of playing a role in the lives of these students.



*ABOVE: RRCA President, George Rehmet, and our RRCA State Representative, Simone Adair with RBO seniors*





## INCOME

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<b>Foundation Grants &amp; Corporate Contributions</b>	\$53,316
<b>Board Donations</b>	\$16,954
<b>Individual Donations</b>	\$81,020
<b>Program Income</b>	\$3,727
<b>Other</b>	\$13,797
<b>Total</b>	\$168,814

## EXPENSES

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<b>Race Registration Fees</b>	\$16,827
<b>Student Apparel &amp; Gear</b>	\$24,856
<b>Food, Supplies &amp; Equipment</b>	\$19,557
<b>Contract Services</b>	\$58,221
<b>Operating Expenses</b>	\$8,529
<b>Student Scholarships</b>	\$25,546
<b>Total</b>	\$153,536
<b>Change in Net Assets</b>	\$15,278

# SENIOR SCHOLARSHIP PROGRAM

Congratulations to our 9 graduating seniors! This year, we awarded \$24,600 in scholarships to our seniors, as well as to 4 RBO recent alumni who continue with our program as volunteers! We celebrated their achievements with our first in-person scholarship ceremony in 2 years! Surrounded by family, coaches, and members of the RBO board, our seniors and alums were handed their giant checks and shared a few words about their unique and impactful experiences with RBO. We are so proud of each and every one of them, and wish them success as they embark on their next chapter!

Our seniors are headed off to fantastic schools and opportunities- UC Berkeley, UC Merced, UCLA, College of Alameda, Laney College and The Marine Corps to name a few.

**Congratulations to Christus, Alex, SongXi, Wilder, Daniel, Yarely, Liyah, Priya, and Clark!**





Oakland Running Festival



Cleveland Cascade Stairs



Sibley Trail Run



Saturday Practice at Snow Park



LMJS Relay

# WHAT OUR STUDENTS SAY

*"Since the day I decided to join, RBO has brought new challenges that I've been able to accomplish. Thanks to RBO I continue to persevere and take on new challenges without fear of failure." - Yareli*

**R:** Rubi, RBO run mentor and RBO graduate, with her sister Yareli



*"RBO is a place where you have a chance to romanticize about overcoming a seemingly impossible challenge. Pushing yourself to the limit and proving to yourself that nothing is impossible. It's the best." -Christus*

**L:** Christus running Oakland Running Festival

*"The RBO coaches and volunteers have always kept me motivated and inspired me to keep going and finish strong. I have taken those moments as life lessons and use it towards other aspects of my life." -*

**Liyah**

**R:** Liyah with her younger sister Olivia



*"It's not about who finishes first, but is that you finish, and it's never too late. These tips have been given to us really well from RBO, it helps a lot of runners." - Daniel*

**L:** Daniel running Lake Merritt during Saturday practice

# THANK YOU

Thank you so much to all our generous donors. We truly appreciate your commitment to the students in our community.

**Grant Donors:** The Olympic Club Foundation, Lake Merritt Joggers & Striders, Pamakid Runners

**Race Sponsors & Donors:** Kaiser Half Marathon, Oakland Running Festival, Miwok 100k, East Bay Beer Runners, Chase Corporate Challenge, Coastal Trail Runs, Oakland Run Co.

**Corporate Financial Donors:** Wicresoft, Anvil Builders, many company match donations

**In-Kind donations:** Oiselle, ASICS, GU Energy Labs, La Farine Boulangerie Patisserie, Clif Bar



Lake Merritt Joggers & Striders



Oiselle, Bras for Girls



Pamakid Runners

# FAREWELL FROM DIANA

*I wanted to take a moment to express my gratitude as your Executive Director. I have enjoyed my tenure with RBO, and I appreciate having had the opportunity to work with you, run with you, and grow with you. You have been a blessing to RBO.*

*As I step down as ED at the end of this year and pursue a new chapter in my life, it is my pleasure to announce Byron McGovern will be stepping up as your new Executive Director on January 1. I have confidence in Byron to be phenomenal. I look forward to learning about your stories, and I may see you on a race Thanks again for everything. I wish you all the best.*

Diana Leon,  
Running for a Better Oakland Executive Director  
2021-2022



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# BOARD OF DIRECTORS

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**Rick  
Rosenbaum**



**Morgan Jaldon**



**Wanda Cole-  
Frieman**



**Enrique  
Henriquez**



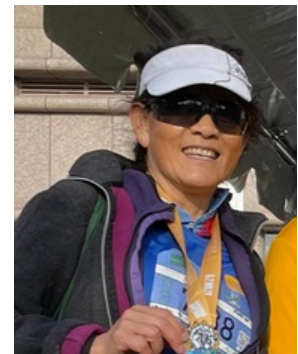
**Elizabeth  
Schwartz**



**Joe  
Zarrehparvar**



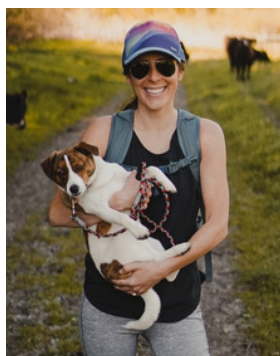
**Norman La**



**Shelly Wong**



**Justin  
Williams**



**Dana Stranz**



**Karen Reyes**



**Jessica  
Kroeckel**

# Stay in **TOUCH WITH US**

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**DONATE TO RBO TODAY!**

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## **CONTACT US**

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