



2021 YOUTH IMPACT REPORT



YOUTH EVENTS & PROGRAMS

In 1964 Atlanta Track Club was founded and its first event was an awards banquet to honor high school cross country and track and field athletes. Over the next 57 years, youth events and programming have been a central focus of the Club's work and it is at the heart of its mission. Atlanta Track Club develops the foundation for future runners and walkers of all abilities by creating fun, meaningful experiences and providing resources to encourage participation and expose all to competitive opportunities. Inspiring youth to move is the beginning of a more active and healthy Atlanta. The following provides a summary of Atlanta Track Club's work with young people in 2021.



Launched in 2007, Kilometer Kids is Atlanta Track Club's oldest and largest youth running program. The free, game-based curriculum is designed to teach kids in grades K-8 about goal setting, healthy habits, respect, and community building, all through exposing them to the sport of running. Over the course of the season, the goal for every Kilometer Kid is to run 26.2 miles or the equivalent of a marathon by attending two practices a week for 10 weeks. The majority of Kilometer Kids programs are associated with specific schools and community organizations, where participants are able to join a team led by a volunteer coach from their own community. The program is funded by Atlanta Track Club, the Atlanta Track Club Foundation, private donations, grants and community partners. Additionally, Kilometer Kids is an official charity of the Atlanta Journal Constitution Peachtree Road Race.

Kilometer Kids 2021 total:

1,538

Total Program Participants

53

Schools / Sites

17,867

Miles Run

2021 PROGRAM HIGHLIGHTS

This past year demonstrated Atlanta Track Club's continued commitment to its mission. New programs across the city constituted the majority of participants while COVID-related challenges continued to hinder program facilitation. The Club responded with innovation with the support of an at-home Kilometer Kids program, the creation of a new, comprehensive curriculum including social and emotional learning skills, and the launch of its first community teams run by Club staff and open to all participants.

This year, we had 20 site visits by Atlanta Track Club Elite Athletes.



YOUTH TEAM

Founded in 2017, the Youth Team represents the competitive arm of the Club's youth running program. The past three years have seen incredible growth in both the number of participants and the geographic reach of the cross country and track and field programs despite the impact of COVID-19. While the team earned it first team state championship in 2021 along with many regional and national championship competitors, the team is open to athletes of all abilities.

Youth Team 2021 total:

 **Total Boys: 167**
 **Total Girls: 110**

YOUTH EVENT CALENDAR

Youth race registrations grew 20% over 2020 as word of the Club's youth events continues to spread throughout Atlanta. Streamlining registration, allowing race day registration, maintaining transportation assistance, hosting events in membership-dense locations, including elite athletes, and increasing marketing efforts will help continue the upward trend in registrants. A highlight includes a sub 4:00 mile at the final Midweek Mile & Dash of 2021.

2021 totals:

Free Events: 8 **Paid Events: 4** **Total Registrants: 3,094**



Atlanta Track Club is entering into its fourth year of supporting Atlanta Public Schools' cross country and track and field programs through a number of initiatives designed to improve performance, generate excitement and build community among athletes and coaches. As we enter 2022, Atlanta Track Club is excited to expand the partnership from the high school level to also include the district's middle school teams.

2021 PROGRAM HIGHLIGHTS

Despite the COVID-19 related restrictions of Atlanta Public School's 2021 track and field season, Atlanta Track Club support increased throughout the district. The Club provided professional development opportunities exclusive to the district's coaches and pioneered an online Athlete Development Series hosted by premier coaches, professional athletes, and collegians to support student athletes. The Club hosted Atlanta Public School's Cross Country Series and City Championships while supporting the creation of five new middle school teams within the district, ensuring the continued growth of the sport.

High School Cross Country and Track & Field 2021 total

Teams

59

Student Athletes

1,025

APS Events Hosted

5

Donations:

\$17,000+

APS Clinics

11

Training Guides Distributed

26

Elite & College Athlete Visits

8



Created in 2015, the Wingfoot XC Classic has seen over 700 teams compete in its history, growing to be the largest meet in the southeast. The event includes more than a dozen races that provide opportunities to all athletes including youth, varsity, junior varsity, and collegiate participants.



WINGFOOT NIGHT OF CHAMPIONS

With eight classifications competing at the state championships, Georgia's true state champion was never crowned before Atlanta Track Club's Wingfoot Night of Champions began in 2021. Inviting all state champions and other top performers for an all-star meet, the event highlighted Georgia's rich history of track and field excellence in a unique format, creating a new, exciting tradition for athletes, coaches and fans to look forward to all season.

<i>Participants</i>	<i>State Champions</i>	<i>Meet or State Records Broken</i>
187	44	13





POWERADE
ALL-METRO
TRACK & FIELD

POWERADE
ALL-METRO
CROSS COUNTRY

AWARDS BANQUETS

The 57-year-old Powerade All-Metro Award Banquets honor the top track and field and cross country athletes from the Metro Atlanta area. This event brings the spotlight to high school track and field and cross country.

2021 Participants:



116

Student-Athletes Honored

4

Coaches Honored

\$13,000+

Scholarship Dollars