

Annual
REPORT



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a letter from THE HEART

As I sit down to write this letter, I find myself reflecting on the remarkable journey we've shared in 2024. I am deeply grateful for each one of you. This year has been filled with growth, resilience, and countless moments of triumph!

Our mission to empower middle school girls through the sport of triathlon has never been more necessary. We saw 240 girls- the highest number of participants ever- embrace the challenge and discover their inner strength!

Watching these young athletes cross the finish line, their faces beaming with pride, has been nothing short of inspiring. In January, we had the honor of presenting at the **USA Triathlon's Annual Endurance Exchange** on Trauma-Informed Care & Coaching alongside Jillian Loughran from the Center for Healing & Justice Through Sport. This pivotal moment highlighted **i-tri's** commitment to holistic and inclusive coaching practices, as well as inspired coaches and leaders in the triathlon space to adopt simple, effective strategies that will make a big impact in the lives of youth and adult athletes. In September, we received the **President's Council on Sports, Fitness & Nutrition's Leadership Award** in Washington, DC, a testament to the impact of our work. Additionally, I had the extraordinary opportunity to update the audience of the **Kelly Clarkson Show** on **i-tri's** success working with an increasing number of neuro-divergent youth.

Great strides have been made in building a strong Board comprised of talented individuals who truly represent the communities we serve. Our amazingly talented staff continues to amaze me with their commitment, compassion and innovative approaches, making sure that every participant, parent, volunteer, spectator or donor of **i-tri** is positively impacted.

We are creating a ripple effect in our community.

As we prepare for our **Sweet 16 season**, I am excited to reflect on the success we've shared, the lessons we've learned and the challenges and opportunities ahead!

Thank you for being an integral part of the **i-tri** family.

Your unwavering support have been the driving force behind our success.

With heart full of gratitude,

Theresa Roden

Founder and Chief Visionary Officer



Together,
we make a
difference
one girl
at a time.

who we are OUR MISSION

i-tri is an inclusive sport for youth development program that fosters self-respect, personal empowerment, self-confidence, positive body image and healthy lifestyle choices for adolescent girls.

Participants train

mind, body, spirit

to complete a youth-distance triathlon.

i-tri is deeply committed to anti-racism and creating a just world, where every child is empowered to reach their potential. The organization was founded to bring underserved youth the benefits of triathlon and has always been **free of charge**. **i-tri** meets youth where they are and provides each child the unique set of tools they need to succeed. This has included offering the program in Spanish to ensure English language learners have access and integrating trauma-informed care into all organizational components to address the psychological needs of participants.

A METAPHOR FOR LIFE'S JOURNEY

On their way to the finish line, **i-tri** participants are given opportunities and tools to develop strong habits and attitudes which last a lifetime, and achieve seemingly impossible goals.

The Team behind THE MISSION



Board Chair

Reverend Tisha Dixon-Williams

Sr. Pastor of the First Baptist Church of Bridgehampton
 Divinity Scholar at Samuel DeWitt Proctor School of Theology
 Creator of global women's ministry movement "Who's That Lady?"



Board Treasurer
Rebecca Sinclair

Chief Operating Officer at McBride Consulting,
 New York, NY
 Former Suffolk County Deputy Commissioner of
 Economic Development
 Former Planning and the Deputy Director of the
 COVID-19 Recovery Task Force for Suffolk County
i-tri Alumni Parent



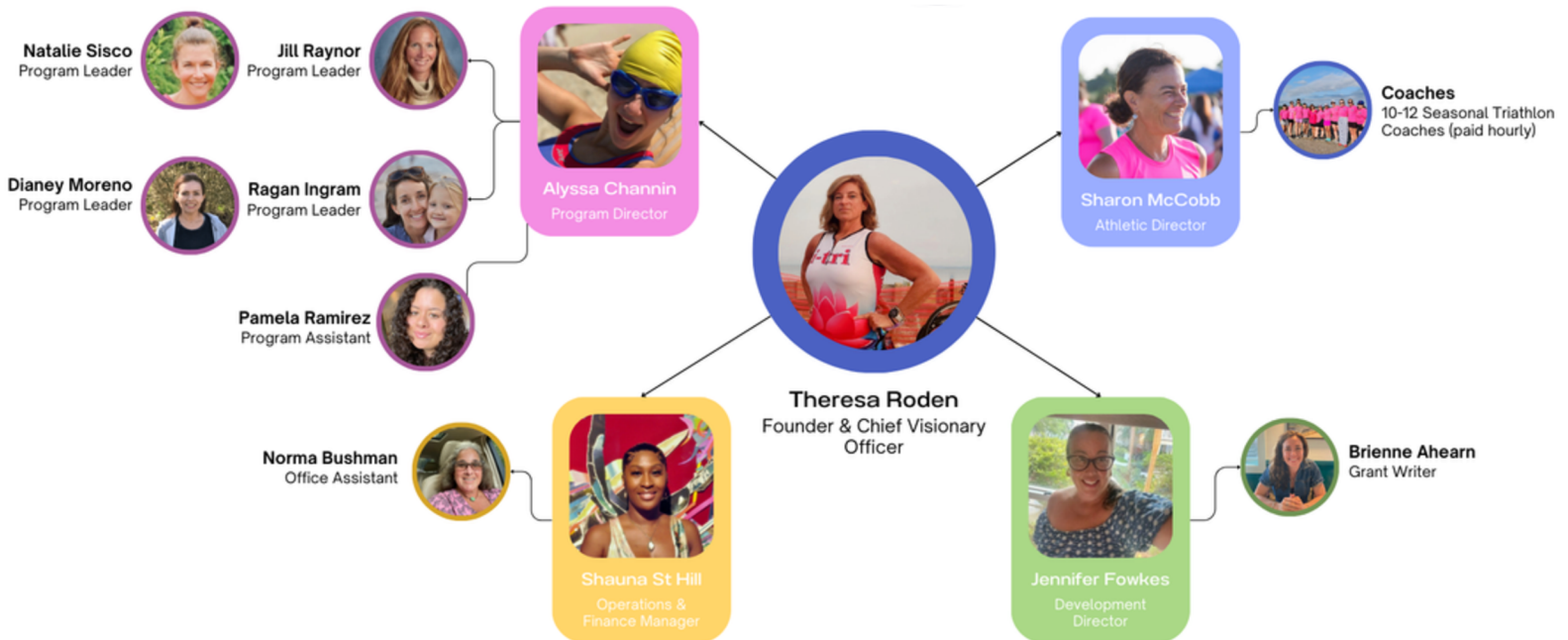
Board Secretary
Mary Alyce Rogers

Licensed Clinical Social Worker- R
 Graduate of Columbia University School
 of Social Work
 Community Advocate



Board Member
Liliana Rodriquez

Spanish Speaking Case Manager,
 East Hampton Town
 Human Services Department
 Former Journalist
i-tri Alumni Parent



DEMOGRAPHICS

Participant households headcount: 4-5

annual income of < \$70,000

eligible for government subsidies



60%

65%

(Desired Outcomes)



Participant Outcomes Program Year 2024



*self-management, positive identity, contribution, academic self-efficacy and social skills

**self-confidence and goal orientation

SEL: Social-Emotional Learning

Participant Outcomes Since Year 2010

i-tri has grown to serve over *1400 girls* in fifteen years.



100% cross the finish line 🏆

100% graduate high school 🎓

100% demonstrate positive eating habits 🍴

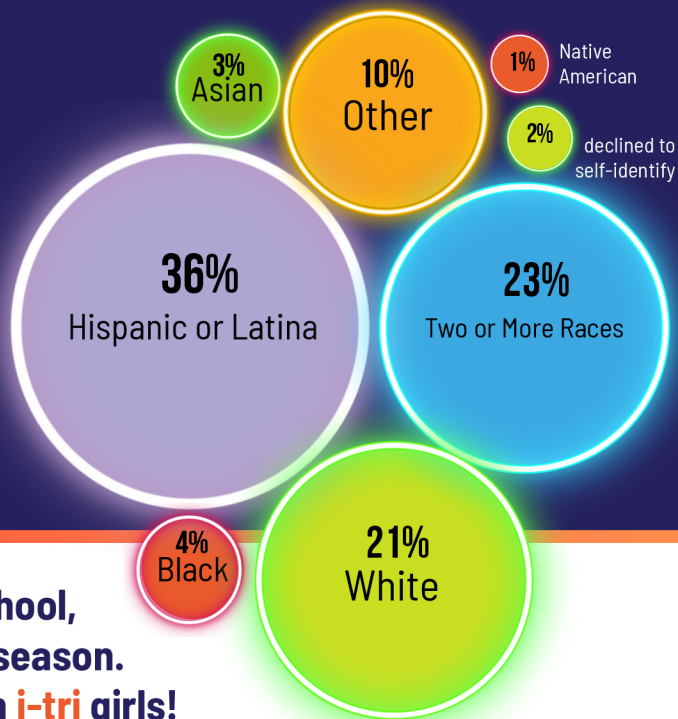
98% experience growth in the SEL categories:
Positive Identity, Social Capital, Social Skills 📊

90% demonstrate significant improvement in fitness 💪

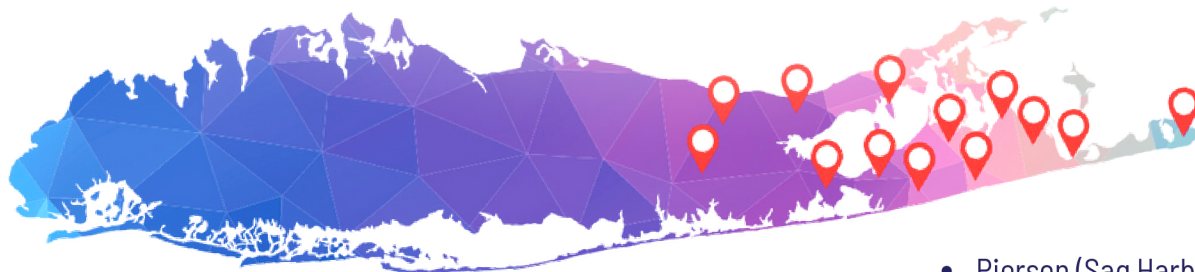
90% go to college 🎓

Overall participant success has *exceeded expectations!*

who we SERVE



Since our inception in 2010 with 10 girls in one school, **i-tri** now works with 200 girls in 13 schools each season. Over 1400+ girls across Suffolk County have been **i-tri** girls!



- William Floyd (Mastic, Shirley)
- William Paca (Mastic, Shirley)
- Hampton Bays
- Westhampton Beach
- Riverhead
- Southampton
- Tuckahoe (Southampton)
- Bridgehampton
- Pierson (Sag Harbor)
- East Hampton
- Springs (East Hampton)
- Amagansett
- Montauk

I-TRI by The NUMBERS

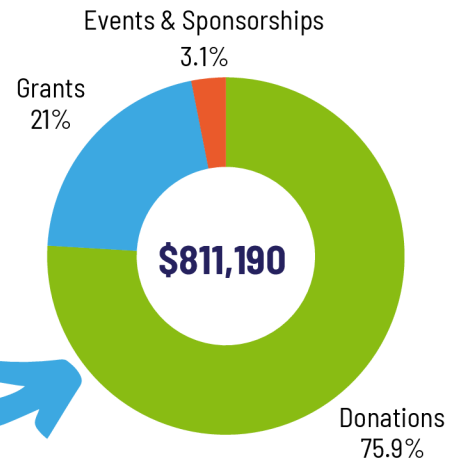
Income

Donations: \$615,971

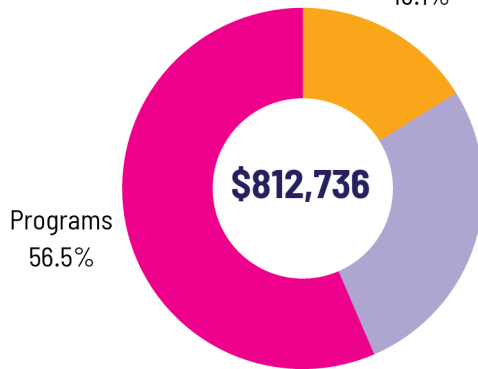
Grants: \$170,000

Events & Sponsorships: \$25,219

Total Income: \$811,190



Fundraising
16.1%



Expenses

Fundraising: \$131,195

Administrative: \$222,625

Programs: \$458,916

Total Expenses: \$812,736



Program DETAILS



In 2024, **i-tri** reached 240 middle school girls and non-binary youth across 13 East End school districts—a 20% enrollment increase and our largest year yet. Despite the growth, our program team ensured every participant received the support they needed to succeed.

Our award-winning program integrates three proprietary, evidence-based curricula: the **i-tri Self-Esteem Empowerment Curriculum** (aligned with NYS Social Emotional Learning Standards), the **Integrated Science of Triathlon Curriculum** (supporting STEM learning and aligned with NYS standards), and our newly developed **Fitness Curriculum** (providing consistent fitness access across schools). These curricula are interwoven into the program's four components.

Empowerment Sessions



Triathlon Training & Participation



Fitness Workshops



Family Nutrition Workshops



Each participant received approximately 100 hours of training in empowerment, fitness, nutrition, and triathlon skills (swim, bike, run). This year, 67 participants learned to swim, 25 learned to ride a bike, and a record number completed the program, crossing the finish line (despite postponing the race due to inclement weather)—the most in **i-tri** history.

Our partnership with the **Center for Healing and Justice Through Sport** remained impactful, especially as we worked with more neurodivergent participants than ever before. Through intensive CHJS training, our Program Team deepened their understanding of *all* participants and effectively addressed challenging behaviors. As a result, participants felt supported and understood throughout the program.

Our **Family Nutrition Workshops** went beyond food, fostering connections between participants, their families, and our Program Team. These sessions reinforced the empowerment messages shared after school, ensuring they were embraced and practiced at home. By creating safe environments inside and outside the home, we enhanced the program's impact and effectiveness.

Our bilingual (Spanish/English) Program Team members played a crucial role this year, particularly at one partner school where 24 of 26 participants and their families spoke Spanish. Their ability to communicate seamlessly enhanced the program experience and ensured accessibility for all.

Looking ahead to our 16th program year in 2025, our Program Team remains dedicated to refining and adapting the program to meet the evolving needs of our participants.

TRANSFORMATION

Through



“Learning a new skill in 6th grade like riding a bicycle takes courage and vulnerability that not all have. It’s kids like Carolina who embody all that we wish to instill at i-tri.”

-Ragan Ingram, Program Leader

SPOTLIGHT *Carolina*



Pride is the quiet emotion that we most often see radiate on Race Day. For Carolina, however, her pride was palpable on the first day of biking.

She chose i-tri because she wanted to learn how to ride a bike.

Shy in the classroom during Empowerment, Carolina blew us away with her courage and determination when faced with a challenge. After one hour of bike practice in the parking lot, gliding, then pedaling by my side, she asked me to “Let go.”

Her dad was her inspiration.

He “knew she could do it” and Carolina was ready! Not only did she learn proficiently, but she excelled. Riding 6 miles on Race Day on the open road, she never looked back.

At the finish line, I met Carolina with a medal, and she burst into tears. When asked why she was crying, she said, **“I’m just so happy.”** Amid the chaos at the finish line, I offered to find her dad so they could celebrate.

I wasn’t sure how to find him in the crowd, but Carolina said *he’s wearing a black shirt that says*

Carolina’s Dad

Like his sweet daughter, I found him teary-eyed with pride, realizing that crossing this finish line was just the start of an amazing journey.

what's your why?

WHY I SUPPORT



I have been a proud supporter of **i-tri** financially, as a mentor at Mentoring Day, and as a volunteer on race day for years, and will continue to do so.

What better cause to support than girls' empowerment?

Watching the girls as they cross the finish line is inspirational because I know this is just the beginning for them.

Ava Warren

business owner, community supporter and athlete



CHJS

endorsement



At the **Center for Healing and Justice Through Sport (CHJS)** we believe that sport, if delivered intentionally, is uniquely suited to help athletes persevere through adversity, build resilience, and thrive.

The team at **i-tri** has worked hard to ensure that trauma-informed, brain-aware coaching is a cornerstone of its work with the young women in their program.

For three years now, our team at CHJS has had the privilege of working with **i-tri** in a variety of ways.

- delivered over 16 hours of staff training
- assessed and supported curriculum design
- had monthly meetings with the **i-tri** team to discuss program implementation



Program retention rate has jumped from 67% to 82% since implementing Trauma-Informed Training and Program integration in partnership with Center for Healing and Justice in Sport (CHJS) in 2021.

This work has helped to ensure that all **i-tri** participants feel welcomed, seen, and safely challenged, which should be the goal of every youth sports program.



Jillian Cyreen Loughran

Director of Strategic Initiatives, CHJS

WE THANK YOU FOR *your continued support* OF OUR PROGRAMS



Your contribution helps girls build self-confidence, embrace healthy lifestyles, and achieve what once seemed impossible.

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