



**BOSTON
ATHLETIC
ASSOCIATION**
2023-2024 IMPACT REPORT

Mission

Established in 1887, the **Boston Athletic Association** is a non-profit organization with a mission of promoting a healthy lifestyle through sports, especially running.

Vision

The Boston Athletic Association is committed to a world where all people can access and benefit from running and an active lifestyle.

Strategic Priorities

- **Present and preserve** the World's Greatest Marathon
- Immediately accelerate the delivery of the B.A.A. Mission through **new and evolved events and programming**
- Implement a comprehensive **community strategy**
- **Lead, grow, strengthen** and **develop** the Sport of Running



As Chairperson of the B.A.A. I am delighted to share with you our 2023-2024 Boston Athletic Association (B.A.A.) Impact Report.

This is a snapshot of the work our organization has done over the last 12 months in support of our Mission to promote a healthy lifestyle through sports, especially running. Our Vision is one where we are committed to a world where all people can access and benefit from running and an active lifestyle.

The impact of this work is a huge testament to the B.A.A. staff and guidance from the Board of Governors. We are so thankful to all of our volunteers, participants, community partners and sponsors. Everyone's concerted effort to do more and make our events and programming the best it can be could not be done without a team that spans the Greater Boston area, and beyond. It has taken years to assemble and grow this incredible team, and we are thankful that we can work together to continue to make a difference and bring our mission and vision to life.

As an organization, we take our position playing host to one of the world's greatest marathons seriously. The team works hard to ensure our marathon and all that we do is world class and world leading. We are here to support grass roots through to professional athletes and also help advance sport at all levels so that people everywhere can have access and opportunities.

We hope you enjoy this report, and thank you once again for your support and partnership.



CHERI BLAUWET, M.D.

Chair, Board of Governors, Boston Athletic Association



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2023 2024

A YEAR IN REVIEW

FROM HOPKINTON TO BOSTON AND BEYOND, THE B.A.A.'S IMPACT CAN BE FELT YEAR-ROUND.



■ B.A.A. PRODUCED EVENTS
■ B.A.A. SUPPORTED COMMUNITY EVENTS

Making an *Impact*

The B.A.A. works to enrich our community through diverse year-round events and programming, which extend far beyond the iconic Boston Marathon. With events like the Boston 5K, 10K, Half, and youth and community races, the B.A.A. fosters an inclusive environment that promotes fitness, wellness, and community spirit. Our programming supports local initiatives, empowering runners of all ages, levels, and backgrounds to engage in physical activity and further the B.A.A.'s mission. Our year-long commitment to youth development helps to ensure a lasting positive impact on future generations, encouraging a lifelong love of running and healthy living.

B.A.A. NEIGHBORHOOD FITNESS SERIES

PRESENTED BY BOSTON CHILDREN'S HOSPITAL

1,041
PARTICIPANTS IN 2023-2024

In 2023-2024, the B.A.A. held community fitness events - the **B.A.A. Neighborhood Fitness Series** presented by Boston Children's Hospital - in the neighborhoods of:

**ROXBURY • FRANKLIN PARK • MATTAPAN
EAST BOSTON • CARSON BEACH • DORCHESTER**



BOSTONMSXC

THE 2023 **BOSTON MIDDLE SCHOOL CROSS COUNTRY CHAMPIONSHIP** WELCOMED **400** MIDDLE SCHOOL STUDENTS FROM **14 BOSTON PUBLIC SCHOOLS**

B.A.A. Relay Challenge

THE 2024 **B.A.A. RELAY CHALLENGE HELD DURING BOSTON MARATHON WEEKEND** WELCOMED **400** STUDENTS FROM BOSTON-AREA **COMMUNITY ORGANIZATIONS**

BOSTON'S MARATHONERS

Through the BRC, Boston's Marathoners Program, and in combination with the City of Boston's CommUnity Runs Boston Program, **58** individuals representing Boston's diverse neighborhoods and who active in the Boston running community were selected by their peers to represent their hometown in the 128th Boston Marathon

BRC

BOSTON RUNNING COLLABORATIVE

The Boston Running Collaborative (BRC) is comprised of organizations and individuals committed to building a diverse Boston running community, improving health and wellness, and expanding access to running and walking in Boston with a focus on historically underrepresented groups.

OVER 500 YOUTH

PARTICIPATED IN COMMUNITY & BRC EVENTS IN 2023-2024 ACROSS BOSTON

- JUNE 24 MOAKLEY
- JULY 8 MADISON
- JULY 22 E. BOSTON
- AUGUST 5 MADISON
- AUGUST 19 MADISON

2024 YOUTH TRACK MEET SERIES

THE BOSTON RUNNING COLLABORATIVE HAS AWARDED

\$45,000

TO 9 LOCAL ORGANIZATIONS IN 2023-2024

Community Impact

in Numbers

\$250,000

IN GRANTS & DONATIONS
IN FALL 2023 AND SPRING 2024

More than
\$100,000

IN B.A.A. COMMUNITY
PROGRAMMING AND
CHARITABLE CONTRIBUTIONS

36

UNIQUE ENTITIES RECEIVED
DIRECT SUPPORT FROM THE B.A.A.
THROUGH THE GRANT PROGRAM
OR OTHER DONATIONS



B.A.A.
GIVES BACK

More than
\$340,000

raised by the B.A.A. Gives Back Marathon Team towards
the B.A.A.'s work to bring the benefits of running and healthy
lifestyles to the greater community

B.A.A. Gives Back Grants supports nonprofits that advance the B.A.A.'s mission of
promoting a healthy lifestyle through sports, especially running, in order to build
healthy communities.



BANK OF AMERICA BOSTON MARATHON® OFFICIAL CHARITY PROGRAM

Through the Bank of America Boston Marathon Official Charity Program, the B.A.A. provides invitational entries to the Boston Marathon to select non-profit organizations. Non-profit organizations use these entries to recruit athletes who pledge to raise funds for their cause. For selection into the Bank of America Boston Marathon Official Charity Program, the B.A.A. greatly values organizations that focus on building healthy communities.

\$71,900,000

RAISED IN 2024

Combining funds raised through the 168 non-profit organizations in the Bank of America Boston Marathon Official Charity Program with other donations and fundraising from race participants, the 2024 total surpasses the previous record of \$40.2 million set last year.

\$550,000,000 RAISED SINCE 1989



B.A.A. DISTANCE MEDLEY

THE B.A.A. DISTANCE MEDLEY IS A THREE-RACE SERIES WHICH COMBINES THE BOSTON 5K PRESENTED BY POINT32HEALTH, BOSTON 10K PRESENTED BY BRIGHAM AND WOMEN'S HOSPITAL, AND BOSTON HALF PRESENTED BY DANA-FARBER CANCER INSTITUTE AND THE JIMMY FUND.

3,000 DISTANCE MEDLEY ENTRANTS ANUALLY

2023 BOSTON HALF

PRESENTED BY DANA-FARBER CANCER INSTITUTE AND THE JIMMY FUND

8,973 INDIVIDUAL ENTRIES

♂ 4,123 ♀ 4,822 ♀ 28



OPEN

Abel Kipchumba (1:01:32)
Fotyen Tesfay (1:08:46)

WHEELCHAIR

Hermin Garic (53:34)
Jenna Fesemyer (1:01:47)

T11/T12/T13 (VISION)

Irwin Ramirez (1:33:07)
Jennifer Herring (1:41:11)

T61-64 (LOWER-LIMB)

Brian Reynolds (1:26:44)
Liz Willis (1:45:20)

NON-BINARY

Ab Mosca (1:31:10)



MORE THAN 600 ATHLETES RAISED OVER \$700,000 FOR TEAM DANA-FARBER

2024 BOSTON 5K

PRESENTED BY POINT32HEALTH

10,279 INDIVIDUAL ENTRIES

♂ 4,516 ♀ 5,743 ♀ 20

OPEN

Cooper Teare (13:38)
Fotyen Tesfay (14:45 CR)

WHEELCHAIR

Marcel Hug (10:18)
Eden Rainbow Cooper (12:04)

T11/T12/T13 (VISION)

El Amin Chentouf (17:25)
Jennifer Herring (21:36)

T35-T38 (COORDINATION)

Cory Gardner (28:20)
Rhonda Foulds (36:28)

T45/T46 (UPPER-LIMB)

Atsbha Gebreneskel (18:03)
Adrienne Keane (31:02)

T42-44, T61-64 (LOWER-LIMB)

Marko Chesto Lemtukei (18:13)
Meghan Bradshaw (25:02)

NON-BINARY

Miche Palmer (18:38)

2024 BOSTON 10K

PRESENTED BY BRIGHAM AND WOMEN'S HOSPITAL

9,985 INDIVIDUAL ENTRIES

♂ 4,496 ♀ 5,461 ♀ 28



OPEN

Sebastian Sawe (27:42)
Melknat Wudu (31:15)

WHEELCHAIR

Hermin Garic (24:22)
Hoda Ismail Elshorbagy (26:52)

T11/T12/T13 (VISION)

Jennifer Herring (45:42)

T35-T38 (COORDINATION)

Cory Gardner (1:10:26)
Cristina Burbach (47:49 WR)

T45/T46 (UPPER-LIMB)

Atsbha Gebreneskel (36:59 WR)

T42-44, T61-64 (LOWER-LIMB)

Marko Chesto Lemtukei (38:33)
Kelly Bruno (44:59)

NON-BINARY

Binh Dang (37:45)



BANK OF AMERICA

128TH BOSTON MARATHON[®]

PRESENTED BY BANK OF AMERICA

PATRIOTS' DAY • MONDAY, APRIL 15, 2024

BANK OF AMERICA BOSTON MARATHON EXPO

Bib numbers, shopping, and photo ops highlighted this year's Bank of America Boston Marathon Expo.

FAN FEST PRESENTED BY DICK'S SPORTING GOODS

City Hall Plaza played host to this year's Fan Fest and Sam Adams Run Pub, featuring live music, exciting games, meet and greets, photo ops and more. Rob Gronkowski paid a visit to the three-day festival for photos with fans.

MILE 27 POST-RACE PARTY PRESENTED BY SAMUEL ADAMS

Nothing beats celebrating a Boston finish than cheering a Sam Adams 26.2 Brew with Des Linden and Kara Goucher! Dalton & The Sheriffs rocked the stage all night and runners from around the world joined in on the fun.

B.A.A. INVITATIONAL MILE



CASEY COMBER
MEN'S WINNER



KRISSY GEAR
WOMEN'S WINNER

HISTORY IN THE MAKING

As the world's oldest annual marathon, **Boston** features 128 years of heritage, triumph, heartbreak and resilience. Each April, memories are made and new chapters in history unfold between Hopkinton and Boston. Race day celebrates **champions**, distinguishes **everyday heroes**, and shines the spotlight on **difference makers** in the running community. Every Patriots' Day, 30,000 athletes showcase their endurance and determination, all in the pursuit of athletic excellence and the unicorn medal.



SISAY LEMMA
MEN'S
CHAMPION



HELLEN OBIRI
WOMEN'S
CHAMPION



MARCEL HUG
MEN'S
WHEELCHAIR
CHAMPION



EDEN RAINBOW COOPER
WOMEN'S
WHEELCHAIR
CHAMPION

BY THE NUMBERS

25,640 FINISHERS

♂ **14,637** ♀ **10,955** ♹ **48**



50 STATES AND 118 COUNTRIES

17 BOSTON MARATHON CHAMPIONS



168 NON-PROFITS

IN THE BANK OF AMERICA
BOSTON MARATHON
OFFICIAL CHARITY PROGRAM



**6,300 VOLUNTEERS +
1,600 MEDICAL VOLUNTEERS**

T11/T12

Irwin Ramires (3:24:21)
Joyce Cron (4:27:46)

T13

Andrew Thorsen (3:02:23)
Lisa Thompson (4:00:58)

T45/46

Atsbha Gebremeskel (2:54:14)
Adrienne Keane (4:44:26)

T61/63/43

Adam Popp (3:11:56)
T. Khvitso-Trimborn (4:00:04)

T62/T64; T/42/T44

M. Cheseto Lemtukei (2:46:45)
Kelly Bruno (3:31:30)

T35-T38

Joseph Drake (4:32:44)
Cristina Burbach (3:41:17)

T20

Thomas Cantara (2:35:23)

NON-BINARY

Ryan Montgomery (2:27:51)



THANK YOU, VOLUNTEERS

OVER **9,700** VOLUNTEERS AT B.A.A. EVENTS THIS YEAR

8,650+ — MARATHON & 5K
550+ — HALF MARATHON
500+ — 10K



253 VOLUNTEERS WITH OVER 25 YEARS OF SERVICE TO THE B.A.A.

2,900+ FIRST TIME MARATHON VOLUNTEERS



INTRODUCED UNCONSCIOUS BIAS TRAINING TO ALL VOLUNTEERS

VOLUNTEER TESTIMONIAL

"I've volunteered for a lot of things - but nothing has ever impacted me the way today has. Volunteering for the Boston Marathon was by far the best thing I was lucky enough to be chosen for. Watching those runners, young and old, come through the chute was something I'll remember for the rest of my life. I cannot wait to go back next year."

VOLUNTEER TESTIMONIAL

"Like many of us, this day is hands down my favorite day of the year. My first year was in 2013 during the bombings. It makes my experience as a runner and volunteer that much more special. This race brings EVERYONE together. My face hurts from smiling so much. I will always be involved with this race. It heals us all, and makes us all better."



B.A.A. RUNNING CLUB *and* HIGH PERFORMANCE TEAM

COACHES MARK CARROLL, SARAH HEALY, SCOTT CODY, AND MORGAN UCENY

EIGHT
B.A.A. RUNNING CLUB MEMBERS
QUALIFIED FOR THE **U.S. OLYMPIC
MARATHON TRIALS** IN ORLANDO

**ANNIE RODENFELS &
BETHANY HASZ**
QUALIFIED FOR THE **USATF
TRACK & FIELD TRIALS**



ANNIE RODENFELS
FIRST PLACE
**USATF 5K NATIONAL
CHAMPIONSHIPS**
BETHANY HASZ THIRD PLACE



- ↑ **CLUB MEMBERSHIP HAS GROWN OVER 200% IN 2 YEARS**
- 🏆 **1ST USATF ROAD 5K CHAMPIONSHIPS** ANNIE RODENFELS
3RD USATF ROAD 5K CHAMPIONSHIPS BETHANY HASZ
1ST USATF ROAD 6K CHAMPIONSHIPS ANNIE RODENFELS
BAARC 5000M OUTDOOR RECORD BETHANY HASZ (15:05.80)
BAARC 5000M INDOOR RECORD ANNIE RODENFELS (15:03.97)

Para & Adaptive

**IN 2023-2024, THE B.A.A. EXPANDED THE NUMBER OF PARA DIVISIONS
ACROSS THE MARATHON, 5K, 10K AND HALF MARATHON.**

- ↑ **INCREASED NUMBER OF DIVISIONS**
- ↑ **INCREASED PRIZE MONEY**
- = **EQUAL COURSE RECORD PRIZES**

Seven Para Athletics Divisions are now offered at the **Boston Marathon** presented by Bank of America, with newly established divisions for athletes with coordination impairments [T35-T38] and intellectual impairments [T20].

Additionally, the T61/63 lower limb impairment will now add the T43 classification, and the T62/64 lower limb impairment division will now add T42/T44 classifications.

A Para Athletics Division for athletes with coordination impairments will be offered at the **Boston Half , Boston 10K, and Boston 5K.**

More than
\$1,000,000

Prize money for the Open, Wheelchair, and Para Athletics Division now exceeds **\$1 Million** for the Boston Marathon presented by Bank of America

\$50,000

Equal Course Record bonus for Open and Wheelchair Division athletes in the Boston Marathon presented by Bank of America





Sustainability at the B.A.A.

THE BOSTON MARATHON ACHIEVED A WASTE DIVERSION RATE OF **55%**



- The 2024 Boston Marathon baselined its 2024 events' GHG emissions and calculated a total of **69,028.07 Metric Tons** of CO2e from race operations
- Clothing and Materials donations accounted for **18.38 tons** of the waste generated. This included race day clothing, shoes collected by Sneakers 4 Good, and carpeting utilized at the Bank of America Boston Marathon Expo
- Over 75%** of vendors and suppliers are within 100 miles of the Boston Marathon
- Sustainability communications and coordination with stakeholders began months prior to the event, ensuring all parties were aligned with the 2024 event, as well as understanding the importance of this year's baseline and data collection
- Based on the 2024 Marathon we have established **6 B.A.A. core goals**, focusing on leadership, sustainable production and consumption, climate change and carbon, local environment, global equity, and diversity, accessibility, and wellbeing

Diversity
Equity
Inclusion
Belonging

The Boston Athletic Association is committed to fostering diversity, equity, inclusion, and belonging within its community. By actively promoting a culture of respect and understanding, the B.A.A. strives to ensure that individuals of all backgrounds are valued and supported. This commitment is reflected in our initiatives, programs, and events, which aim to create a more inclusive and welcoming environment

ECONOMIC Impact



128TH BOSTON MARATHON PRESENTED BY BANK OF AMERICA

The Boston Athletic Association organizes and holds one of the most iconic road races in the world: the Boston Marathon. This event attracts thousands of participants along with their friends and family, spectators, event staff, and volunteers. The marathon provides a showcase event for the city and creates economic opportunities for businesses throughout the region.

\$ 509,100,000

IN STATE & LOCAL ECONOMIC ACTIVITY DURING BOSTON MARATHON WEEKEND



69%
PARTICIPANTS TRAVELED TO BOSTON



30%
VISITED FROM A FOREIGN COUNTRY



87%
WENT OUT FOR FOOD & DRINK



51%
PARTICIPANTS FROM OUTSIDE OF NEW ENGLAND



67%
PARTICIPANTS STAYED IN HOTELS



77%
SPECTATORS SUPPORTED A FRIEND

Community Notes

TESTIMONIALS FROM
COMMUNITY MEMBERS

TOM O'KEEFE
STRIDE FOR STRIDE

"I'm delighted that Stride for Stride is a recipient of the B.A.A. Gives Back Grant this year. This grant will allow Stride for Stride to continue giving immigrant, BIPOC, and low-income runners the opportunity to compete in races just like everyone else. Running a B.A.A. race is more than just running - it's about hope, empowerment, belonging and being seen. The B.A.A. Gives Back Grant ensures that our team of 400 runners from 26 countries will continue running in 2024."

EMILY GLASSER
PRESIDENT AND CEO, ACHILLES INTERNATIONAL

"Achilles International is grateful for the Boston Athletic Association's support. The B.A.A. Gives Back grant will create a meaningful impact on our Achilles Boston chapter. Every dollar raised means that we can break down barriers to the start line and provide more athletes with disabilities in Boston access to adaptive running opportunities."

PAM RICKERT
HERREN PROJECT

"The Herren Project organization has provided our communities with more prevention, healing, and healthy solutions throughout 2023-2024 than ever before, largely thanks to our collaboration with the Bank of America Boston Marathon Official Charity Program. Herren Project experienced a 65% increase in inquiries and requests for help this past year, awarding 35% more in direct funding for treatment scholarships and aftercare resources. Since joining the Boston Marathon Official Charity Program in 2020, we've added 99 athletes to our community, raising \$1,267,100. Our 2024 team proved our most successful, raising \$280,000 and engaging 1,462 donors. This funding and awareness directly improve our ability to enhance the health of the individuals, families, and communities we serve. We are grateful to use the power of sport, trust, and relationship building to grow good in Massachusetts and beyond."

MARCEL HUG
BOSTON MARATHON CHAMPION

"To see how the sport of wheelchair racing has developed in recent years is very gratifying and also a credit to the Boston Marathon. It is not only about the financial support, which enables us to work more professionally, but also about increased recognition and inclusion of para-sports."

"The Boston Marathon is iconic with a great history and therefore very prestigious. But there is also a unique atmosphere, a challenging course and we feel very welcomed every year. We receive great support and will certainly continue to do so in the future. Because as top athletes we try to perform at our best and inspire other people with or without disabilities."

"The support of the Boston Marathon and the other Abbott World Marathon Majors is a great statement that goes beyond the fact that we are all athletes who provide top performances, but that we are also all part of a equal society."

DES LINDEN
BOSTON MARATHON CHAMPION

"Competing in the pro field at the Boston Marathon is one of the greatest opportunities in our sport. The platform that the B.A.A. has built with the Boston Marathon guarantees eyeballs will be on the performances we work so hard for. The quality of the elite fields make the big moments incredibly difficult but much more meaningful when they happen. Both create a valuable experience for the athlete that extends beyond what happens on race Monday."

LIZ NORDEN
A LEG FOREVER FOUNDATION

"The Boston Marathon has been a game changer for our foundation. Being part of the Bank of America Boston Marathon Official Charity Program has brought instant credibility and legitimacy to our foundation. We would not be able to do what we do if not for the team of runners and the support from the B.A.A. and Bank of America. There is no greater honor than to be part of the Boston Marathon. We remain committed and forever grateful."

CYNDI ROY GONZALEZ
EXECUTIVE DIRECTOR, GIRLS ON THE RUN GREATER BOSTON

"We're thrilled to receive this grant from the B.A.A., which will make it possible for dozens of girls in diverse communities in Greater Boston to experience the transformational power of Girls on the Run. Running is a gift that gives our girls the self-confidence they need to set and achieve their biggest goals, and we deeply appreciate the B.A.A.'s partnership in this mission."