

PUSHING PACE

on the path to sustainability

2024 Sustainability Report



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We are pleased to introduce the Boston Athletic Association's (B.A.A.) first sustainability report, which details our approach to sustainability, including our efforts across relevant environmental, social and governance (ESG) topics. Information in this report is from January 1, 2024, through December 31, 2024, unless otherwise noted. Going forward, we plan to report on an annual basis.



A MESSAGE FROM CHERI BLAUWET, M.D.

Chair, Board of Governors, Boston Athletic Association

“
**We are excited
and thankful
to continue
this journey
with all of you.**

On behalf of the Boston Athletic Association, I am proud to present our first sustainability report. This report outlines the B.A.A.’s storied history, our achievements for 2024, and more importantly, how we will move forward into a more sustainable future.

We are also incredibly thankful for the B.A.A. team’s ongoing efforts to enhance experiences for employees, athletes, participants, volunteers, spectators and

other stakeholders who engage with our events and programs throughout the year. Whether it’s improving accessibility and inclusion at our events to producing new, innovative programs; their participation and dedication are the driving factors in bringing our vision and mission to life for thousands of people every year.

At the B.A.A., we recognize sustainability is a long journey, but a necessary and meaningful one. We are excited and thankful to continue this journey with all of you.


Cheri Blauwet, M.D.





About the B.A.A.

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

Established in 1887, we are a nonprofit organization with a mission of promoting a healthy lifestyle through sports, especially running.

We manage the Boston Marathon presented by Bank of America, the world's oldest annual marathon, and other races including the Boston 5K, 10K and half marathon.

Our flagship event is part of the Abbott World Marathon Majors, a leading global marathon community that includes other international marathons in Tokyo, London, Berlin, Chicago, Sydney and New York City.



We also invest in our community by supporting comprehensive charity, youth and other year-round programming designed to:



- ▶ **Foster** an inclusive environment that promotes fitness, wellness and community spirit.
- ▶ **Empower** runners of all ages, levels and backgrounds to engage in physical activity.
- ▶ **Encourage** a lifelong love of running and healthy living.

OUR HISTORY A Legacy of Impact

1887
B.A.A. established

1897
First Boston Marathon held

1898
Boston Marathon celebrated its first international champion

1898
Boston Marathon celebrated its first international champion

1972
Boston Marathon allowed women to officially run

1975
Boston Marathon became the first marathon to include a wheelchair division

1979
Boston Marathon awarded prize money

1986
Boston Marathon began awarding prize money

1988
Boston Marathon celebrated the first African to win a major marathon

1989
B.A.A. established Boston Marathon Official Charity Program

1996
Boston Marathon celebrated 100th year with 38,708 entrants

1997
First B.A.A. Relay Challenge held

2001
First B.A.A. Half Marathon held

2006
Boston Marathon partnered with London, Berlin, Chicago and New York City marathons to launch the World Marathon Majors

2009
First B.A.A. 5K held

2011
First B.A.A. 10K held

2012
First B.A.A. Distance Medley held

2021
B.A.A. launched Boston Running Collaborative

2022
B.A.A. launched Neighborhood Fitness Series

2023
B.A.A. established Gives Back Grant program and Boston Marathon Medical Research Funding program

2024
Bank of America becomes a B.A.A. sponsor and presenting partner of the Boston Marathon

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2024 Highlights



Community Champion
Award by MetroWest YMCA



62k+

athletes participated
in B.A.A. events



9,700+

volunteers across
all B.A.A. events



7

Para Athletics Divisions
offered at Boston Marathon



40+

full-time and
part-time employees



YES Achievement Award



\$509M+

in economic activity
statewide during Boston
Marathon weekend



\$45.7M

raised by Bank of America
Boston Marathon
Official Charity Program



23

organizations
received grants from
B.A.A. Gives Back



\$1M+

in cumulative prize fund
for Boston Marathon



Approach to Sustainability

Sustainability is intertwined with our vision of creating a world where everyone can enjoy running in the environment, connect with the community and participate in safe, inclusive athletic events.



We are committed to reducing our environmental impact while prioritizing the wellbeing of our team, participants, volunteers and the communities we serve.

By embracing sustainable practices throughout our operations, we aim to make running a source of positive impact for people and the planet, today and for decades to come.

DEVELOPING OUR SUSTAINABILITY STRATEGY

In 2024, Schneider Electric became our official sustainability partner to support our goal of becoming a sustainability leader in the running industry.

Schneider Electric is the global leader in the digital transformation of energy management and automation.

As part of this partnership, we engaged their Sustainability Business Division consultants to help formalize our sustainability strategy. **This includes:**

- ▶ **Topic Prioritization:** Bringing together our core sustainability team, representing multiple departments, to discuss and identify the most meaningful sustainability topics for our organization and stakeholders. Additionally, B.A.A. is publishing this inaugural sustainability report with support from official multi-year sustainability partner Schneider Electric.
- ▶ **Emissions Calculation and Target Setting:** Calculating our Scope 1, 2 and 3 greenhouse gas (GHG) emissions for baseline year 2023 and setting ambitious target(s) (see [page 12](#) for more details).
- ▶ **Reporting:** Developing our inaugural sustainability report by consolidating key data and information throughout our organization and sharing our sustainability journey. Developing our future reports through 2030.
- ▶ **Educational Sessions:** Engaging in several educational sessions to expand our knowledge on topics such as emissions management, target-setting and benchmarking insights.

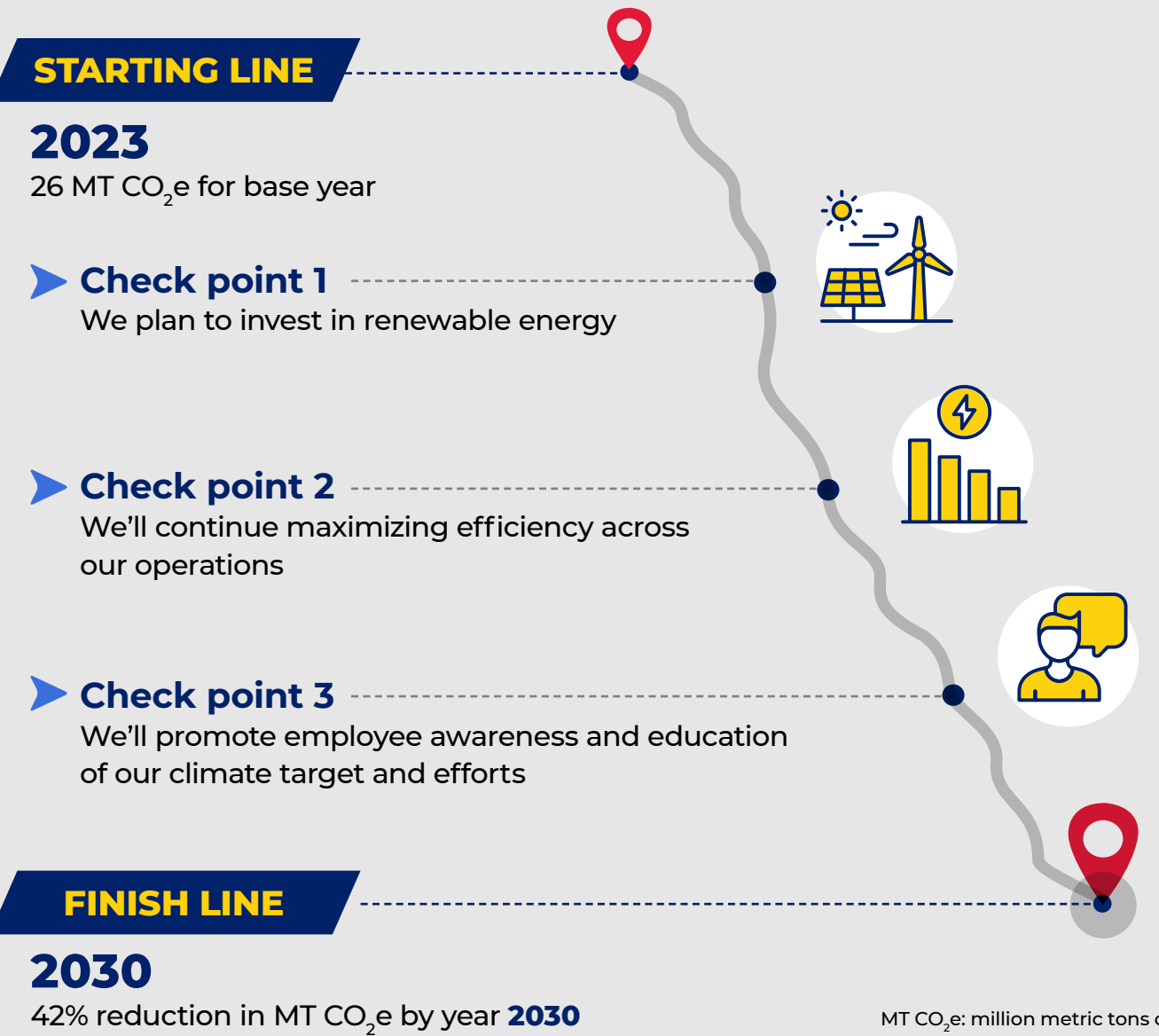
STRATEGY OVERVIEW

Sustainability Pillars and Key Topics

Managing Our Environmental Impact	Emissions and energy management
	Waste diversion
	Water conservation
Uplifting People and Communities	Employee recruitment, development and retention
	Athlete experience and satisfaction
	Safety and security
	Community impact
Ensuring Responsible Governance	Effective governance and leadership
	Ethics and integrity
	Cybersecurity and data protection

B.A.A.'S RACE TO 2030

Our Race Path to a 42% Reduction in Scope 1 and 2 emissions by 2030



STAKEHOLDER ENGAGEMENT

Our stakeholders are central to our organization. Together, we have built a 139 year legacy of memorable running experiences and community impact. **We regularly engage with stakeholders through various means:**

Athletes

We connect with athletes through community races and events, surveys and online channels such as our website, newsletter, mobile app and email communications.

Employees

We work together in both in-person and remote settings, collaborating across teams on mutual goals to continuously improve our organizational offerings and impact.

Communities

We interact with community members through year-round public events and online resources, such as our website, mobile app and surveys. We also offer training and educational events for community volunteers at our races.

Municipalities

We collaborate with the local municipalities to ensure our events comply with regulations and maintain high safety and security standards, primarily through in-person meetings and permit applications.

Local Organizations and Sponsors

We engage with local organizations and sponsors through collaborative events, joint initiatives and regular communication to align our goals and maximize community impact.





ENVIRONMENT

Sustaining tomorrow, thriving today

2024 HIGHLIGHTS

79%

Boston Marathon total waste diversion rate

7.7

tons of cups collected on the Marathon course

100%

recycled metal used for Boston Marathon medal

Managing Our Environmental Impact

Our commitment to environmental stewardship is rooted in a deep appreciation for the environments we run through, from the Charles River to the Emerald Necklace and Franklin Park.

These parks and green spaces allow us to connect with our community in nature, and we are dedicated to ensuring that everyone can enjoy environments such as these in the future.

Through initiatives that address the environmental impacts of our operations – including emissions and energy, waste generation and water use – we aim to reduce our environmental footprint.

ATHLETICS FOR A BETTER WORLD STANDARD

In 2024, World Athletics – the international governing body for track and field, cross country running, road running and other athletic disciplines – implemented the [Athletics for a Better World \(ABW\) Standard](#). The ABW Standard is a certification that evaluates, measures and scores an event's performance across 55 action areas, from waste management to diversity and accessibility. We are pursuing certification and have implemented changes across all races, undergone an auditing process and are currently awaiting review.



EMISSIONS AND ENERGY MANAGEMENT

Climate change is one of the most pressing challenges of our time, with significant impacts on our health, environment and communities. **At the B.A.A., we are committed to doing our part by reducing our GHG emissions and energy use.**

In 2024, we began working with Schneider Electric to calculate our Scope 1, 2 and 3 GHG footprint, identify our emissions baseline, calendar year (CY) 2023, and help us set a target to reduce our Scope 1 and 2 GHG emissions by 42% by 2030.

Energy use is a key driver of our Scope 1 and 2 GHG emissions, with most of our electricity consumption coming from our two office locations: a leased building in Boston and an owned facility in Hopkinton, MA near the starting line of the Boston Marathon. Additionally, we manage two warehouses totaling 15,000 sq ft in Hopkinton, which serve as hubs for event equipment and logistics. The owner of these leased sites has installed

onsite solar panels, which help reduce emissions associated with energy use at these locations.

We also partake in several energy efficiency initiatives, including identifying opportunities to incorporate portable battery packs where possible, increasing the use of electric vehicles in our rented fleet and exploring opportunities to transition from gas-powered golf carts in the coming years.

The majority of our Scope 3 emissions are from Category 1: Purchased Goods and Services.

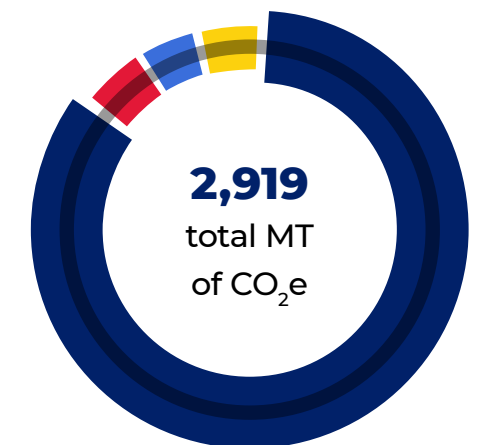
These emissions are associated with our race events including our use of transportation buses, equipment rentals and supplies. Additional Scope 3 emissions are associated with product shipping, purchased machinery and employee commuting.

Our GHG Emissions (CY 2023)

Scope	Emissions (Metric Tons of CO ₂ e)	% of Total Emissions
Scope 1	2	0.06%
Scope 2	24	0.7%
Scope 3	3,479	99.3%
Category 1: Purchased Goods and Services	2,815.27	82.5%
Category 2: Capital Goods	80.45	2.4%
Category 3: FERA	6.01	0.2%
Category 4: Upstream Transportation and Distribution	438.28	12.8%
Category 5: Waste	3.25	0.1%
Category 6: Business Travel	22.06	0.6%
Category 7: Employee Commuting	33.59	1.0%
Category 12: End-of-Life	11.28	0.3%
TOTAL	3,505	100%

Emissions Breakdown by 2023 Races

Marathon	86%
Half Marathon	5%
10K	5%
5K/Mile	4%



WASTE MANAGEMENT

Besides the athletes and volunteers who participate in our races, hundreds of thousands of family members, friends and spectators attend our events and other programming throughout the year. These high attendance rates result in significant waste generation, with our race operations producing 68.7 tons of waste in 2024. Therefore, **waste diversion and reduction are essential priorities within our operational strategy.**

All B.A.A. events have designated waste diversion areas with receptacles for recycling, compost and landfill throughout the venue. These sites are managed by our B.A.A. Green Team – a collective of volunteers who help ensure event attendees properly sort and dispose of waste. Other Green Team initiatives include post-event clean-up where we collect and properly dispose of leftover waste.

We also host donation programs to minimize waste:

- ▶ **Leftover perishable items at our events are donated** to the Greater Boston Food Bank.
- ▶ Clothing left behind by Boston Marathon runners are collected and donated to Big Brothers Big Sisters of America, **averaging about 20 tons of clothing every year.**
- ▶ Runners attending the race expo at our marathon can donate old sneakers to Sneakers4Good. **In 2024, more than 600 pairs of sneakers were donated** from our events to Sneakers4Good.

2024 Boston Marathon Waste Diversion

79% Total Diversion Rate

80%

Boston Marathon Course

79%

Boston Marathon Expo, and Boston Marathon Finish

64%

B.A.A. 5K Total Diversion Rate

62%

Boston Marathon Start



Initiatives Optimizing Material Use



- ▶ Each year, Boston Marathon promotional banners are reclaimed and **repurposed into grocery bags** for our Unicorn Club.
- ▶ The 2024 Boston Marathon Medal was made with **100% recycled metal**.
- ▶ adidas has been the Official Footwear and Apparel Supplier of the Boston Marathon since 1989. For the past several years, adidas has used recycled content in their celebration jackets and has engaged with us on several projects to **upcycle single-use plastics** discarded during the Boston Marathon, diverting this waste from landfills.



7.7 tons of cups were collected along the course and diverted to compost



WATER MANAGEMENT

Water management is an important focus at our events, ensuring runners and spectators remain hydrated while preventing unnecessary water waste. Of all water procured for our events, 100% is for human consumption, hydration, or medical uses.

Our water sponsor Poland Springs set up water stations along our event courses. To minimize waste generated by single-use cups at water stations, compostable cups and collection bags are available at all of our events' water stations. At the 2023 Boston Marathon, **7.7 tons of cups were collected along**

the course and diverted to compost. We intend to increase our use of recyclable and compostable materials over time. To promote usage of re-usable water bottles, Poland Springs provided a portable water bottle filling station at the 2024 Boston Marathon Fan Fest presented by DICK's Sporting Goods.



SOCIAL

Stronger together, mile by mile

2024 HIGHLIGHTS

\$71.9M

in total charity impact

\$509.1M

in economic activity generated

9K+

volunteers

Uplifting People and Communities

Our employees are the backbone of the B.A.A.



In 2024, our 40 employees worked in coordination with thousands of volunteers, contractors, vendors, government agencies, corporate sponsors and community partners to activate our events and programming.

EMPLOYEE RECRUITING AND RETENTION

The B.A.A.'s mission and vision serve as the north star that unites all employees, regardless of their role or function. Therefore, we recruit and hire people who share our passion for promoting a healthy lifestyle through sports.

To attract, engage and retain a motivated and diverse workforce, we consider a total compensation program with competitive compensation and comprehensive benefits packages including:

- ▶ **Health and dental plans** and 401(k) savings plans.
- ▶ **Paid time off**, such as sick time, vacation time, paid holidays and summer Fridays.
- ▶ **Hybrid work opportunities** depending on roles and event schedules.
- ▶ **Volunteer opportunities** during company hours.

Learning and development is an essential component of our retention strategy. Every year, we conduct performance reviews, with mid-year check-ins, to support individual progress against set goals and evaluate career growth. **We also provide:**

- ▶ Professional development allowances for **up to \$2,000 a year for full-time** employees and **up to \$1,000 a year for part-time** employees.
- ▶ Opportunities to participate in other Abbott World Marathon Majors races are available for employees. Staff can attend those races and additional events throughout the United States with transportation and travel accommodations covered to observe, volunteer and gain greater insight from other mass participation events.



Employee Engagement

We engage employees in a variety of ways, ensuring their voices are represented. One way is through surveys, which help us identify employee interests and preferences on specific topics, such as hybrid work schedules and diversity and inclusion.

Our **Human Resources (HR) Advisory Panel**, comprised of 8 employees from various teams and functions, meets monthly to provide input on HR-related topics and initiatives. In 2024, their efforts resulted in a formal policy enabling employees who work weekend scheduled events to take weekdays off.

This initiative is aimed at enhancing work-life integration and a better employee experience overall.

Our **Office Wellness Committee (OWC)**, comprised of 4 employees, organizes internal activities that encourage team building, community engagement and staff recognition. In 2024, they hosted a variety of events, such as a staff volunteer opportunity with a Bank of America Boston Marathon Official Charity Program Member (Good Sports), a donation drive, a cookout at the Hopkinton office location and a “Rugby Day” event.

Inclusion and Belonging

We are committed to equal opportunity and promoting inclusion and belonging for employees, participants, volunteers and other stakeholders. **We take a multi-pronged approach to this work including:**

- ▶ **Embedding an inclusion and belonging focused competency** in employee performance reviews, with the expectation that everyone contributes on this front. This is evident in many B.A.A. events, processes and communications, which is demonstrated in other areas of this report, such as the Athlete Experience section.
- ▶ **Promoting equal opportunity** in our recruiting and hiring processes by striving to attract high-caliber talent with a broad range of experiences, perspectives, and backgrounds, and by ensuring that our processes are fair, inclusive, and consistent.
- ▶ **Upskilling employee competencies** through training and workshops. In 2024, we engaged consulting firms and nonprofits to provide the following:
 - **Two-day in person training for all employees** focused on fostering psychological safety in the workplace and learning how to engage in generative conflict across differences.
 - **Skill-building session** for people managers on giving quality feedback and mitigating unconscious bias.
 - **Workshop** for executive leaders on inclusive leadership.

“ We are committed to equal opportunity and promoting inclusion and belonging ”



ATHLETE EXPERIENCE AND SATISFACTION

We believe in going the distance to support our participants' journey – from before their first steps to after they cross the finish line. Through focused efforts, we lead, grow and strengthen the sport of running by creating memorable experiences for our athletes each step of the way.

This begins with a deep understanding of their needs and preferences. To achieve this, we:



Actively seek feedback through various channels throughout the year, including email, social media and post-event surveys.



Collect information, such as demographics and qualifying times, and candid feedback via open-ended responses.



Host dedicated feedback gathering channels with affinity groups and B.A.A. exclusive members.



This comprehensive feedback collection helps us better understand athletes' needs and enables us to tailor programming over time.



New B.A.A. 10K Route

In response to participant feedback and a long-term strategy, we unveiled a brand-new course for June 2024, complete with entertainment along the route aimed at enhancing satisfaction for both participants and spectators.

Race Bib Collection

We simplified our bib pick-up process for a small proportion of participants who don't receive them by mail by integrating digitization, such as QR codes.

These enhancements enable athletes to quickly check-in before the race, giving them more time to enjoy the remarkable Boston Marathon Expo and everything it has to offer.

Fan Fest

Our commitment to the community extends beyond the Boston Marathon to other diverse B.A.A. programming. Events such as the Boston 5K, 10K, Half Marathon, and youth and community races aim to celebrate health, community and personal achievement year-round.

One standout initiative is Fan Fest presented by DICK's Sporting Goods, a lively gathering featuring musical

performances, beer gardens and sponsor showcases. **This event typically attracts over approximately 40,000 fans and families of all ages.** Designed to excite and engage participants during marathon weekend, this event creates lasting memories for attendees and serves as a gateway for many to discover the joy of running and engage with our organization.



40,000+

fans and families come together to celebrate **health** and **community** at our annual Fan Fest presented by DICK's Sporting Goods

Accessibility and Inclusion

We believe that creating memorable experiences goes hand-in-hand with fostering an inclusive, accessible environment, where everyone feels inspired and supported. **This is demonstrated through the following efforts at the Marathon and some of our other events:**

BEFORE RACES

- **Providing accessible pathways and transportation** to race lines, ensuring our events are working towards full compliance.
- **Collecting primary language preferences** to match runners with volunteers who can effectively assist them at bib pick-up areas.
- Introducing the option for runners to **register with their preferred name and gender**, alongside their government ID, which respects their personal identity while ensuring necessary verification.
- Providing **optional bibs for runners who participate with a guide** or support athlete.
- **Implementing back bibs** for our marathon and half marathon, so athletes with specific needs to self-identify can signal fellow runners to be extra considerate as they navigate the course.

DURING RACES

- **Waving green flags** at the race start lines to alert those who may not hear the starting pistol.
- **Offering 7 Para Athletics Divisions**, including two new divisions for athletes with coordination impairments [T35-T38] and intellectual impairments [T20].
- **Expanding the T61/63 lower limb impairment division** to include the T43 classification, and the T62/64 lower limb impairment division to include T42/T44 classifications.
- Collaborating with our web and digital vendors on **Web Content Accessibility Guidelines (WCAG)**.
- **Providing medical provisions**, such as lactation accommodations and a medical device program.

AFTER RACES

- Providing **American Sign Language interpreters** and close captioning during award ceremonies, when possible.
- Eliminating podiums at speaking engagements to **enhance accessibility for speakers in wheelchairs**.



7 Para Athletics Divisions offered at Boston Marathon



Athlete Communications

We keep prospective and registered athletes informed, engaged and supported through a variety of communications channels.

This includes our:

- ▶ Website, a comprehensive resource that sees **390k of visitors daily**. Our website includes a detailed FAQ page that addresses common inquiries, ensuring participants can easily find answers.
- ▶ The **B.A.A Racing App**, a go-to tool for our participants and volunteers that syncs to BAA.org and offers real-time updates, donation features and race logistics.
- ▶ Emails, covering race day logistics and training tips. We have seen strong engagement through this channel with an **80% average open rate** in 2024.
- ▶ **Athletes' Village**, a free virtual community for athletes of all levels and abilities. In 2024, we have more than **280,500 athletes** in this community.



Safety and Security

To create a secure environment for our marathon events, **we coordinate with a vast network of public safety partners** spanning local communities, state agencies and federal organizations. This extensive collaboration enables us to deploy a seamless, comprehensive security strategy along our race routes.

We encourage everyone to play an active role when it comes to safety and security. Event volunteers and race participants receive communications on our “See Something, Say Something” campaign, which provides information about onsite safety resources if suspicious activity arises.

All races have a volunteer corp of healthcare professionals posted at medical stations throughout the courses. They are segmented by their special fields such as nursing, emergency medicine and athletic care. The 2024 Boston Marathon had more than 1,700 medical volunteers across 30 medical stations.

Volunteers

We engage **more than 9,000 volunteers** each year at the Boston Marathon including **2,000 medical volunteers**. We also have more than **600 volunteers** supporting each of our distance medley

events. All volunteers go through training for their respective roles and general conduct, including implicit bias training, which rolled out in 2024.

Our volunteers are some of the most dedicated and loyal you will find at any event worldwide. Every year, we recognize those who have supported us for many years. In November 2024, **we celebrated 27 volunteers who have given 30 years of service** to the B.A.A. We couldn't do what we do without our volunteers. They are the face of our events, and we value each and every one of them.

9k+
total volunteers

2k+
medical volunteers

COMMUNITY IMPACT

We are committed to making a meaningful, positive impact across Greater Boston, supporting health, inclusivity and community connection through a variety of initiatives.

We aim to uplift and unite through the power of sports, and these efforts reflect our dedication to building a healthier, more vibrant Boston for everyone.



Health and Wellness
Promoting active lifestyles and supporting youth in building lifelong healthy habits



Inclusivity and Accessibility
Creating inclusive spaces and expanding access to running for diverse communities



Charitable Giving
Empowering nonprofits through grants and marathon charity partnerships to make a larger impact



Local Economic Support
Strengthening the local economy by drawing visitors to B.A.A. events, generating economic activity for local businesses



Community Investment

The B.A.A. demonstrates its commitment to community investment through its largest major gift to date: the Reggie Lewis Track and Athletic Center (RLTAC) in Roxbury. This multi-year partnership aims to enhance athletic opportunities at the RLTAC, a valuable athletic hub in the Boston community. Combined with fundraising potential from Boston Marathon entries, **the B.A.A.'s financial contribution over four years is expected to exceed \$1.3 million.**

Grant Program

Our B.A.A. Gives Back Grants program **awards monetary grants twice a year to nonprofit organizations** that align with our mission. Grants range in value from \$5,000-\$15,000 and are awarded to about 20 organizations each year. **In 2024, we awarded \$255,000** in grants and donations to 23 nonprofits. We have also **provided over \$100,000 in community programming and charitable contributions.**



Official Charity Program

The Bank of America Boston Marathon Official Charity Program allows us to facilitate charitable giving on a much larger scale, providing select nonprofit organizations with invitational entries to the Boston Marathon. With these entries, nonprofits recruit athletes who pledge to raise funds for their causes. In 2024, the **Bank of America Boston Marathon Charity Program raised \$45.7 million for 168 nonprofit organizations** surpassing the previous record of **\$40.2 million raised in 2023**.

In combination with other donations and funding from race participants, **the total charitable impact of the Boston Marathon is \$71.9 million**.

Youth Programs

The B.A.A. recognizes the benefits of fostering healthy habits from a young age. **Since 1997, we have helped over 35,000 Boston-area youth** discover and develop a passion for running. Today, we have **9 dedicated youth and community programs** that draw an average of **3,200 participants annually**.

Neighborhood Fitness presented by Children's Hospital

Our B.A.A. Neighborhood Fitness Series aims to reach those who may be new or unfamiliar with the sport of running. Hosted in various Boston neighborhoods throughout the year, this free event series offers walks and runs of

varying distances and family-activities to celebrate getting active. In 2024, we hosted **6 events under this series**, with an **average of 250 attendees per event**.

Boston Running Collaborative

We recognize that the sport of running has historically lacked inclusivity. That's why we established Boston Running Collaborative (BRC), a coalition of organizations and individuals throughout the Greater Boston area committed to convening a diverse Boston running community, improving health and wellness, and expanding access to running and walking in Boston with a focus on communities of color. **In 2024, BRC included 25 local organizations**.

Boston's Marathoners

This program began in 2023 with the goals of providing maximum visibility and exposure for the selected participants, especially in their local community, as a source of individual and community pride; provide opportunities

for dedicated runners of color from Boston to participate in their 'hometown marathon'; encourage people of diverse backgrounds and running journeys to feel empowered to pursue distance running; and to elevate the presence of local running groups and individuals creating pathways to the sport at the grassroots level in Boston.

In 2024, 48 athletes represented Boston's Marathoners and the City of Boston's 'CommUnity Runs Boston' program, which partnered to jointly support the participant's successful experience. The program continues in 2025.

Economic Impact

Throughout the year, B.A.A. events attract hundreds of thousands of people to the Greater Boston area, serving as showcase events for the city and creating economic opportunities for local businesses. **In 2024, the Boston Marathon generated \$509.1 million in economic activity** at a state and local level. For more information, see our [2024 Impact Report](#).



\$71.9M

in total charity impact





GOVERNANCE

Forward strides, lasting impact

2024 HIGHLIGHTS

11

total individuals
on the Board
of Governors

4

times a year, employees
receive training on
cybersecurity

Ensuring Responsible Governance

As a nonprofit organization, we depend on the trust of our stakeholders to fulfill our mission.

From enhancing our governance structure to protecting data that passes through our organization, we are committed to high standards of excellence in the way we operate and serve our community.

BOARD OF GOVERNORS AND LEADERSHIP OVERSIGHT

The Boston Athletic Association is led by our Board of Governors. The Board is responsible for the oversight of our business operations and strategic direction, which guides many of the decisions that we make, such as adding new partners, programs or events.

The B.A.A. Board of Governors is comprised of 11 Governors. Our Governors are experienced and mission-driven professionals who volunteer their time by providing their leadership and guidance in key areas of expertise, such as finance, real estate, technology, community and engagement.

Our governance structure is consistent with our bylaws, which are filed with the office of the Secretary of State of the Commonwealth of Massachusetts. Per our bylaws, Board officers include a Chair, President, Treasurer, and Clerk. **Board members serve across four subcommittees:** Nominating and Governance; Finance and Audit; Leadership Development and Compensation; and Charity and Community Engagement.

Reporting to the Board of Governors is our President and Chief Executive Officer (CEO).

“
Our Governors are experienced and mission-driven professionals.”



BUSINESS ETHICS AND INTEGRITY

In addition to the bylaws, our **Employee Handbook outlines B.A.A. policies, practices and benefits as well as expectations** for how we interact and support one another. The comprehensive document covers nearly 50 topics including conflict of interest and non-retaliation. All employees are required to acknowledge the content of this handbook upon hire and annually thereafter. When new policies are implemented, we provide training to ensure adoption and update the handbook.



MANAGING RISKS AND DATA PROTECTION

We take great care in handling the high volume of data associated with our employees, athletes, participants, volunteers and other stakeholders. Our **Cybersecurity and Regulatory Compliance Program has a comprehensive set of policies and procedures** designed to safeguard confidential third-party information as well as B.A.A.'s proprietary data and business practices. **This includes:**

- ▶ Continuously enhancing our employee cybersecurity program through quarterly training and real-time phishing exercises.
- ▶ Ensuring proper use of company-issued technology and confidential information, as outlined in our Employee Handbook and our IT compliance policies.
- ▶ Limiting access to systems containing sensitive data on a need-governed basis through role-based authorization and secured through end-to-end encryption and two-factor authorization. Changes in an employee's job function will prompt an audit related to their ability to access data against our need-governed parameters.
- ▶ Requiring vendors to complete a dedicated cybersecurity questionnaire, as part of our vendor management program governing risks. We perform risks assessments, and any remediation required are documented and managed to completion.

Our Privacy Policy further details how we collect, use and share data. It is available on our website at www.baa.org/privacy-policy.



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