

# Girls on the Run New Jersey East 2024 Annual Report





At Girls on the Run New Jersey East, we **empower girls** to build confidence and activate their limitless potential.







**DEAR FRIENDS,**

The 2024 Summer Olympics in Paris were bursting with “girl power” with 65% of Team USA’s gold medals won by females – including New Jersey’s own track and field powerhouse and friend of GOTR, Sydney McLaughlin-Levrone! We loved cheering on these athletes who are also role models of strength and resilience for our GOTR girls.

Meanwhile, **Girls on the Run NJ East** set our own record in 2024 by surpassing **25,000 girls served** through our programs! We are so proud of each of these thousands of girls in Girls on the Run and Heart & Sole who confidently completed the 5K distance and learned life skills that will serve them well beyond the finish line. Those are gold medal achievements!

This year, we introduced a new research-based curriculum intentionally designed by Girls on the Run International to meet the needs of today’s girls. Entitled “**Hello, Superstar!**,” the innovative curriculum **helps girls build the confidence** to be themselves through meaningful and engaging lessons and activities that keep them moving.



Other **podium-worthy moments in 2024** for Girls on the Run NJ East included:

- **New teams** in Annandale, Belleville, Chesterfield, Hamilton, Mountainside, Newark, Parsippany, Plainfield, South Orange, Trenton, and Willingboro
- More than **58% of volunteer coaches returned** for another season
- **49% increase in financial assistance** to expand access for all girls
- **98% of caregivers said our program was a valuable experience** for their child
- **New funders and corporate partners** allowed us to serve the most girls since 2019

Thank you for helping to make these accomplishments possible for girls across New Jersey! **We are energized by the potential to do even more in 2025!**

**WITH GRATITUDE,**

Suzanne Elliott  
Executive Director

Kristen Cappadona  
Board President (as of 1/1/25)



# Uplifting and Inspiring Girls

## OUR MISSION

We inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum which creatively integrates running.

## OUR VISION

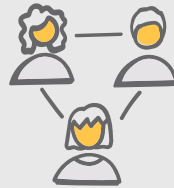
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



# Our Core Values



Recognize our power and responsibility to be **intentional in our decision-making**



Embrace our differences and find strength in our **connectedness**



Express joy, optimism, and gratitude through **our words, thoughts, and actions**



Lead with an open heart and **assume positive intent**



Nurture our **physical, emotional, and spiritual health**



Stand up for **ourselves and others**

"GOTR was so much fun! It helped me have so much confidence and set goals for myself."

\* **Stella**  
**GOTR Participant**

**STELLA &  
LYNDSEY**



"My daughter was new to her school this year. She didn't know anyone and was really nervous about being the new kid. I thought GOTR would be a great program to help her make some friends and build her confidence. She would come home from practices on cloud nine and so excited to return for the next session. Her coaches made her feel safe, capable and confident. Stella made a great group of friends, ran her first 5K and took away some beautiful lessons. She can't wait for next season!"

\* **Lyndsey**  
**GOTR Mom**



**STELLA & NEW  
FRIEND GRETA**



**We are ready.**  
**We are set.**  
**Let's go.**

2024 was a breakthrough year for Girls on the Run NJ East, serving more girls and removing barriers to participation! In 2025, we will continue to build confidence, inspire joy in movement, and nurture emotional health in girls.



**1,824 UNSTOPPABLE GIRLS**



**400+**

**DEDICATED COACHES  
AND VOLUNTEERS**



**91**

**WELCOMING  
SITES**



**\$153,270**

**IN SCHOLARSHIPS  
FOR GIRLS**





*Terri DiMartini-Greenlee, Essex County Director  
Nooshin Golshani, 2024 Remarkable Volunteer  
Ann Brodow, Board President*



"Being a coach the past 4 years has meant so much to me. I have been fortunate to work with and to witness so many girls gain confidence, connections, and tools that are so beneficial, especially at this stage in their lives. I love watching them transform into a team, especially around difficult topics that lead them to understand that they're not alone in trying to be thoughtful in their choices and actions."

— **Nooshin Golshani**  
West Orange Heart & Sole  
Coach and Recipient of the **2024  
Remarkable Volunteer Award**



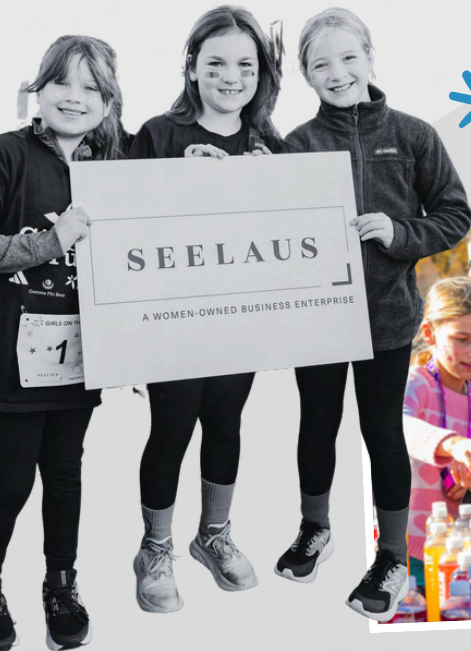


# Thank You, Partners!

National Partners, corporations, foundations,  
and donors propel our mission forward.



In 2024, their investments made it possible for over 1,824 girls to activate their limitless potential in Burlington, Essex, Hunterdon, Mercer, Morris and Union counties of New Jersey. With them by our side, more girls are confidently and boldly pursuing their dreams.



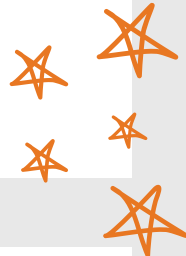
## National Partners



Gamma Phi Beta  
TRUE AND CONSTANT



## Corporate Partners



## Foundation Partners



Bill and Sharon Allen  
Family Foundation

# Thank You!



## Local Sponsors

SEE LAUS

A WOMEN-OWNED  
BUSINESS ENTERPRISE



capitahealth

NRG

Neutrogena

Rite Aid Healthy Futures

Roundview Capital

Devils Youth Foundation

Merck

Center Street Capital

Advisors

Fleet Feet, Northern NJ

Fulton Bank

The Morrison & Foerster

Foundation

Iron Physical Therapy

Carter Smile

Florence FOB Lodge 210

Barre & Co

Brinks Home

Fluid Physio

## Local Foundation Partners

Achelis & Bodman Foundation

ADP Foundation

Louis Berkowitz Family Foundation

Robert & Joan Dircks Foundation

Norma Gilbert Farr Foundation

Head Family Charitable Foundation

Six Talents Foundation

Solventum

Standish Foundation

Overlook Foundation

Helene Cody Foundation

Walmart

Westfield Service League



## Capital Health

Capital Health is a leading regional health system in Central New Jersey and Lower Bucks County. We launched our partnership in 2024 with Capital Health adopting a new team at Joyce Kilmer Intermediate School in Trenton for both the spring and fall seasons, as well as sponsoring the new "Hello, Superstar!" curriculum across Mercer County. The Capital Health team also shared education resources at our 5K events with all of our families and coaches. Jordin, a 5th grader who participated on the Kilmer team both seasons, said: "You can run. You can walk. You can go at your own pace. Anyone can be a part of Girls on the Run!"

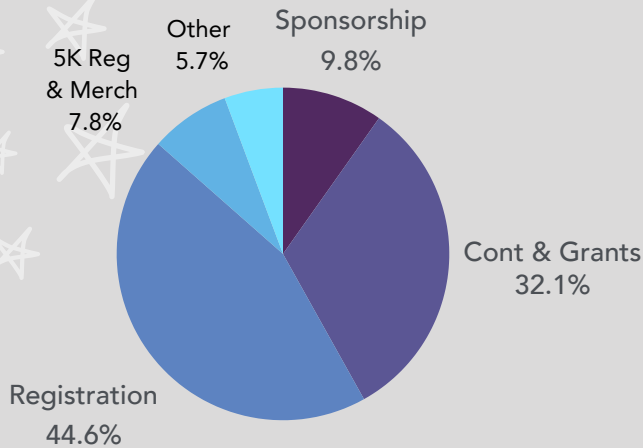


## R. Seelaus & Co.

R. Seelaus & Co. is a women-owned, full-service financial service firm that dedicates its volunteer and philanthropic efforts to help women and girls in their community reach their full potential. In 2024, Seelaus supported the participation of 120 girls in Girls on the Run. This generous donation allowed us to expand into new communities across New Jersey. The Seelaus team also brought their encouragement and enthusiasm to our 5K events with employees running, volunteering on the course, and celebrating our girls at the "Seelaus Spirit Station."



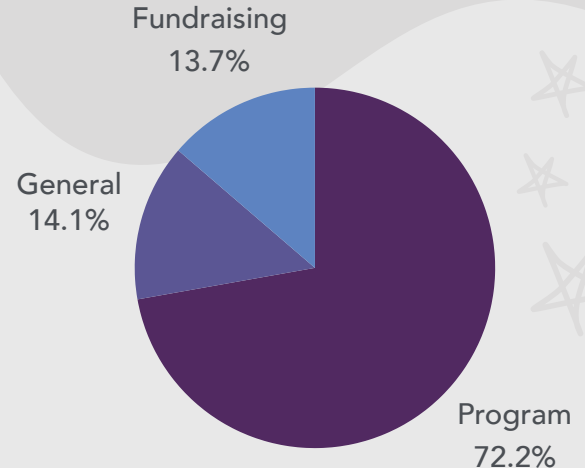
# Financials



Support, Revenue and Other Income (loss):	Total
Sponsorships	\$66,294
Contributions and Grants	\$217,913
Registration Fees	\$302,630
5K Registration Fees	\$42,654
Merchandise Sales	\$10,659
Other (includes investment gain)	\$39,043
<b>Net Assets Released from Restrictions</b>	<b>\$500</b>
<b>Total Support, Revenue and Other Income:</b>	<b>\$679,193</b>

Expenses	Total
Program	\$435,388
General and Administrative	\$84,875
Fundraising Costs	\$82,450
<b>TOTAL</b>	<b>\$602,714</b>

<b>Change in Net Assets</b>	<b>\$76,479</b>
<b>Net Assets, Beginning of Year</b>	<b>\$525,162</b>
<b>Net Assets, End of Year</b>	<b>\$598,032</b>





# Board of Directors



**Ann Brodow**

**President**  
Verizon (ret.)

**Kristen Cappadona**

**Vice President**  
Pfizer

**Andrea Diaz**

**Treasurer**  
SKC & Co. CPAs LLC

**Christine Mauro**

**Secretary**  
Salesforce

**Crystal Adams**

Newark Vocational  
High School

**Susan  
Chegwidden**

Prudential



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Cicccone**

Magnit

**Nick Farr**

P3 Fitness

**Jerilyn M.  
MacLaren-Hall**

Accenture

**Haima Marlier**

Morrison & Foerster LLP

**Meri Mayes**

Iron Physical Therapy

**Amber Szuch**

Morris County  
Vocational School  
District

**B. Teed**

Prevention is Key

**Nykia Wharton**

Center Street Capital  
Advisors



Thank you to **Ann Brodow** who completed six years of board service in 2024.



## GOTR NJ EAST STAFF

### Suzanne Elliott

Executive Director

### Anne Klein

Program Director,  
Mercer County Director

### Terri Di Martini-Greenlee

Director of Community Engagement,  
Essex County Director

### Jane Collins

Union County Director

### Carrie Kochanski

Burlington County Director

### Kathryn Marsh

Morris County Director

### Sarah Morrison

Accounting Manager

### Dore DuHaime

Communications Director

## 2024 AMBASSADORS

Basma Abukwaik

Karen Ayres

Allie Backer

Barbara Baratta

Dara Bellace

Keli Boltz

Lara Carlson

Kelly D'Ambola

Julie Felsher

Micah Freeman

Sierra Gagnon

Nooshin Golshani

Christina Iannaccone

April Maxwell-Henley

Zea Mckenzie

Meredith Murray

Casey Pac

Shelly Rzewuski

Elizabeth Schwartz

Hillary Saputski

Sara Simmons

Leigh Anne Soroka

Alicia Valenciano

Melissa Williams

Marsha Worthington

Shannon Zona



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