

Girls on the Run NJ East 2023 Annual Report





As the challenges facing today's girls have increased, **Girls on the Run NJ East** is meeting the moment by meeting their needs.



DEAR FRIENDS,

As we start a new year, we remain deeply committed to our mission to build confidence, fuel a love for physical activity, and nurture emotional health in girls. And in today's challenging times, programs like Girls on the Run are proving to be more essential than ever. In February 2023, the [Centers for Disease Control and Prevention](#) reported that three in five U.S. teen girls felt persistently sad or hopeless in 2021, the highest level reported in at least a decade. We believe that Girls on the Run is a powerful antidote to prevent these mental health concerns—and we're not alone.

In May 2023, U.S. Surgeon General [Dr. Vivek Murthy released a report](#) about the vital connection between physical activity and mental health. In it, Dr. Murthy singled out Girls on the Run as a successful program for girls to learn life skills through engaging activities and lessons. It is gratifying to know that the nation's top health official sees what we do: Our program is a valuable resource supporting girls when they need it most!



This year in New Jersey, we expanded access to our programming by increasing the financial assistance provided to families by 40 percent. We launched 13 new program sites, including seven in under-resourced communities that were funded by generous grants and donations. We added Hunterdon County to our territory, allowing us to inspire more girls to be joyful, healthy and confident.



We piloted the redesigned National Coach Training model from Girls on the Run International, which will be used nationwide in 2024. In addition, we launched our Ambassadors program to build awareness, excitement and support for GOTR.

After a powerful year of impact, we are as energized as ever. We are ready. We are set. Let's go!

WITH GRATITUDE,

Suzanne & Ann

Suzanne Elliott
Executive Director

Ann Brodow
Board President



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

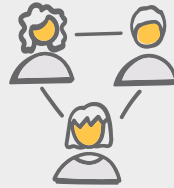
We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



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**



I like meeting new friends and also running and how we have lessons on Star Power and that you should be nice to people ... it's just like a fun experience. You might think you're not going to like it cause it's running but it's actually really fun if you try to do it. Once you start to do it, it really feels like a better community.

— Ariana
GOTR Girl



Over 30 years of volunteering, this is the most rewarding way I've ever spent my time. Starting at a young age the girls develop a healthy relationship with exercise, focusing on the FUN of it. We can be a totally inclusive space for them afterschool. We see their JOY everyday.

— Coach Dara

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

As we plan for the year ahead, we remain deeply committed to our mission of building confidence, fueling a love for physical activity, and nurturing emotional health in girls throughout **Burlington, Essex, Hunterdon, Mercer, Morris and Union counties**. In today's challenging times, programs like Girls on the Run are proving to be more essential than ever.



1,607 UNSTOPPABLE GIRLS



400+

**DEDICATED COACHES
AND VOLUNTEERS**



77

**WELCOMING
SITES**



\$103,000

**IN SCHOLARSHIPS
FOR GIRLS**





Thank You, Partners!

National Partners, plus local corporations, foundations, and individual donors fueled our mission of empowerment in 2023.



Their investments made it possible for our girls to activate their limitless potential this past year. Thanks to their contributions, more girls in **NEW JERSEY** can confidently enter their next chapters and overcome any challenge that comes their way.



Rite Aid Healthy Futures is dedicated to fostering more inclusive, diverse and equitable opportunities in our neighborhoods, and their support helps to ensure ALL girls have the chance to participate in GOTR. Our 2023 grant from Rite Aid Healthy Futures helped us to increase access to our programs and diversify our group of volunteer coaches.

R. Seelaus & Co.'s support consistently allows more girls to participate in GOTR. As a women-owned firm, Seelaus' mission to empower women and girls to reach their full potential aligns with our mission of encouraging girls to be joyful, healthy, and confident. CEO Annie Seelaus says partnering with GOTR is one of the ways her firm accomplishes that goal.

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Thank You!

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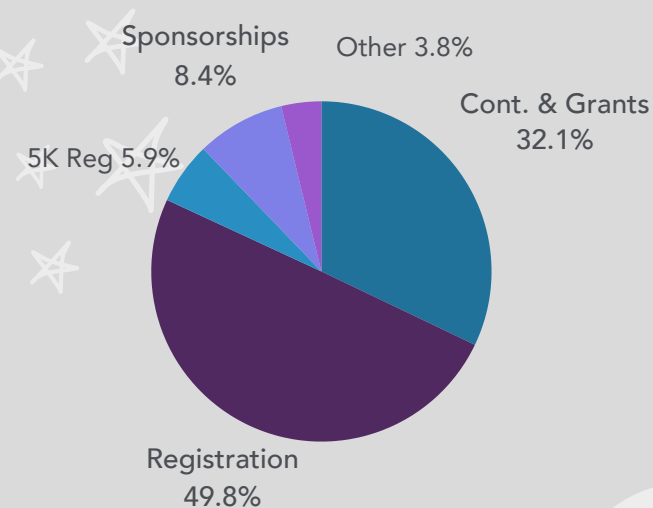
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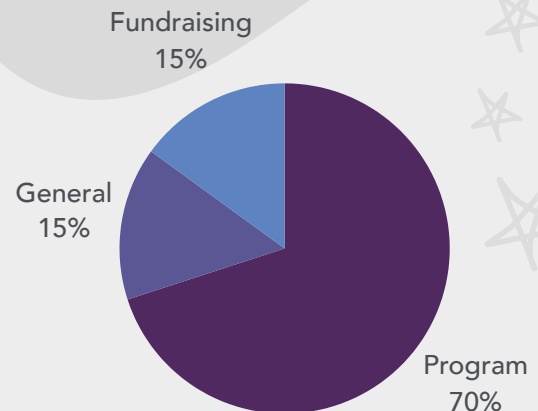


Support, Revenue and Other Income	Total
Sponsorships	\$50,440
Contributions and Grants	\$193,198
Registration Fees	\$299,170
Merchandise Sales	\$3,136
5K Registrations	\$35,266
Other (includes investment gain)	\$20,126

Net Assets Released from Restrictions	\$7,914
Total Support, Revenue and Other Income	\$601,306

Expenses	Total
Program	\$374,284
General and Administrative	\$79,193
Fundraising Costs	\$82,276
Total	\$535,753

Change in Net Assets	\$65,553
Net Assets, Beginning of Year	\$458,995
Net Assets, End of Year	\$525,049





Board of Directors



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Prevention is Key

Nykia Wharton

Center Street Capital
Advisors



Thank you to Carly Slutzky who completed six
years of board service in FY2023.





Ambassadors



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Mercer County Director

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Carrie Kochanski, Burlington
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Dore DuHaime,
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Kathryn Marsh, Morris County
Director



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