

# GOOD GRIEF'S 5K RUN & WALK



## FUNDRAISING TOOLKIT

Together We Remember

#IWALK4 #IRUN4

# What We Do

**Good Grief builds resilience in children, strengthens families, and empowers communities to grow from loss and adversity. We achieve our mission through our main initiatives:**

**FAMILY SUPPORT CENTERS:** Our nationally respected programs equip grieving families with the support and tools they need to face their grief. From the start, Good Grief helps families develop healthy coping skills, provides a caring environment to process their feelings, and creates a sense of hopefulness.

**GOOD GRIEF SCHOOLS:** Our school-based programs take a comprehensive approach to help children build resilience and to overcome loss and adversity. Good Grief Schools supports the entire school community through four components:

- 1. Routes to Resilience** teaches K-12 students how to build healthy coping strategies and resilience.
- 2. Good Grief Groups** supports students grieving the death of someone important in their life.
- 3. Professional Development** equips faculty and administrators to effectively respond to loss and adversity.
- 4. Parent Education** helps parents/caregivers become more supportive and responsive to the children in their lives.

To learn more visit, [www.goodgriefschools.org](http://www.goodgriefschools.org).

## CHILDHOOD BEREAVEMENT IS A PUBLIC HEALTH THREAT

**A grieving child is made vulnerable with high-risk factors including poor performance in school, depression, anxiety, obesity, addiction, suicidal ideation and a myriad of other unhealthy coping behaviors.**

According to the Harvard Center on the Developing Child, chronic stress from childhood bereavement becomes toxic and impacts a child's body with increases in heart rate, blood pressure, and stress hormones like cortisol.

Without support, toxic stress rewires the architecture of a child's brain and impacts cognitive development, leading to developmental delays, long-term health issues, and an overall decrease in life expectancy.

### What Is The Solution?

- Risk factors associated with childhood bereavement are mitigated when a sense of community and "connectedness" are provided for an extended period of time.
- In order to ensure the health of children and teens facing bereavement, their environments require education and resources to effectively provide support.
- Grieving children need a framework for social-emotional intelligence.

### Good Grief Is Addressing The Problem

- Good Grief's evidence-based programming equips our children and families with the necessary coping skills required to face grief and other adversity.
- Peer support programs, such as Good Grief's, are widely accepted as the most effective intervention in facilitating post-traumatic growth and reducing toxic stressors to manageable levels.
- Our groups support children and adults by reducing isolation, teaching resilience, creating a safe environment to remember and share one's story.

### The Success Of Good Grief Programming

- Good Grief has over seven years of data demonstrating our ability to radically diminish risk factors and promote safe and supportive environments for grieving children and families.
- In addition to the thousands of lives we have impacted through our direct programming, our comprehensive education and advocacy efforts have raised awareness around the needs of grieving children, reduced stigma around death and grief and influenced professionals who interact with grieving children on a regular basis.

## Our Impact

In 2024, Good Grief supported 990 participants through our direct service programming in our Family Support Centers and satellite locations. It was our 18th consecutive year of programmatic growth. We also expanded our Good Grief Schools program, partnering with 270+ schools and 60 districts in NJ, PA, and NY.

### WHAT DO OUR FAMILIES THINK OF OUR PROGRAMS?

94%

found Good Grief helped to reduce their sense of isolation and loneliness

91%

found Good Grief provides a safe environment to explore their feelings

94%

found Good Grief to be a supportive community that improved their sense of connection and belonging with others

97%

would recommend Good Grief to others following the death of a parent or sibling

## Why Get Involved in Good Grief's 5K Run & Walk?



Community support is integral to Good Grief's healing mission, which means participating is crucial in helping the children and families we serve. Good Grief's 2025 5K Run & Walk raises awareness and critical funds to support our work. This event ensures that Good Grief's programming can remain free of charge to all participants for as long as they need the support.

### FAST STATS TO INCLUDE IN YOUR FUNDRAISING EMAILS TO RALLY YOUR NETWORK!

Sudden loss is the  
**#1 type of loss**  
that Good Grief  
participants  
experience.



**1 in 12 children**  
in the U.S. will lose a parent  
or sibling by the age of 18.



facilitates healthy coping  
in the lives of more than  
**600 people**  
each month.

In New Jersey  
alone there are  
approximately  
**151,000**  
grieving children.



**7 in 10 teachers**  
currently have at least one  
student in their class  
who has lost a parent,  
guardian, sibling, or close  
friend in the past year.

**367,000**  
youth will experience grief  
by age 25 in New Jersey.

# Now That You've Registered...

## UTILIZE YOUR FUNDRAISING PAGE

With your help, together we can make a greater impact on Good Grief's 5K event. We encourage you to utilize your fundraising page to share why this event is important to you and what Good Grief's mission means to you. After you have registered you will be prompted to set up your personalized fundraising page. This is where you will direct your supporters to donate to your campaign.

## TELL YOUR STORY

Share why you support Good Grief. Customize your fundraising page so people know why raising money for grieving children is important to you. Adding a photo to your personal page and messaging increases the likelihood of people donating to you!

## USE SOCIAL MEDIA AND EMAIL

Invite friends, family, and colleagues to support your fundraiser through email and social media. Use the email tool in your Participant Center with pre-set templates or create your own message. Emails will include a link to your personal page. Share your progress when you reach 25%, 50%, and 100% of your goal!

Use the social media buttons at the bottom of your page to share the link, and always include the hashtags #IWalk4 or #IRun4. You can also copy and paste your personal page URL into a post, email, text, or other outreach.

**Remember to tag Good Grief:**

**@goodgriefnj on Instagram, Facebook, LinkedIn & X**

## SET GOALS FOR YOURSELF

Keep yourself motivated by setting realistic goals to accomplish, and treating yourself when you reach them. Try to set an achievable goal each week and take steps to meet it, such as asking friends and family for their support, posting on social media, and sending individual follow-ups to get your network to participate or donate.

## FOLLOW UP

People are busy, but don't let that hinder your success. Send reminders to potential supporters and don't be afraid to ask again.

## SAY THANK YOU

Thank your supporters when they make a gift, when they refer a new donor, or when you hit milestones, such as 50%, 75%, and 100% of goal met. Show your appreciation with a personal message—it is always valued! Set up alerts on your page so you know to thank people as soon as they donate. Though donors receive an automated thank you with a receipt, adding your personal touch will go a long way. Use the templates in your Participant Center, or create your own!

## EMPLOYER MATCHING GIFTS

Double your impact when your company matches your gift. Contact your Human Resources Department to see if your company offers an Employee Matching program. Remember to remind your supporters to do the same.

## RECRUIT TEAMMATES

**The more the merrier!** Inviting friends and colleagues to join you at the 5K will make the event more fun and help amplify Good Grief's mission within the wider community.

Do you need help registering other participants or utilizing the Participant Center? Refer to the participant registration guide at <https://bit.ly/3FZOYdJ>

## Get in Touch

If at any point you need fundraising help, have questions about Good Grief's 5K Run & Walk, or just want to say hi, contact:

**Christine Morlino at [christine@good-grief.org](mailto:christine@good-grief.org)**

## Thank You!

**On behalf of our staff, volunteers, children, and families, we sincerely thank you for participating in our 5K Run & Walk. Thanks to you, we are closer to building a world where no child has to grieve alone.**