

2021 IMPACT REPORT



alone
WE CAN DO SO LITTLE
together
WE CAN DO SO MUCH
-helen keller





A LETTER FROM OUR CEO

Dear Good Grief Community,

The mission of Good Grief is one of compassion, resilience and hope.

In 2021, that mission reached further and stronger than ever before, and, despite another year of COVID-centered challenges, Good Grief's impact persisted—unabated—with even greater resolve.

We reached more grieving children and families, supported more school communities, trained and educated more professionals and community members, and built new and continued partnerships to further our mission. As Good Grief's impact and reach grows, our communities are strengthened. Together, we are shifting our culture to be one that shows up for those grieving.

Upon my arrival as CEO in December 2021, I found an organization whose heart lived in its mission, in its focus on building community, and in the understanding that we create resilience through supporting each other.

I discovered the work of Good Grief to be immeasurably noble.

I express my deepest gratitude to each of you for your partnership, support, and commitment. The following stories describe sustained growth, expansion, and impact, all made possible by you. Thank you!

In the months ahead, we will continue to be there for grieving children whenever they need us, advancing our programming and expanding our reach to meet children wherever they are. With the sustained support of our board, staff, donors, volunteers and foundations, we will continue to be here because our mission is always needed, and our work makes a difference for every child.

Gratefully,

Theresa A. Shubeck, CEO



A green wall is covered with numerous colorful heart-shaped drawings and paper hearts. The hearts are made of various colored papers (orange, green, blue, purple, yellow) and are decorated with different designs, including faces, patterns, and text. Some hearts are hanging from strings of red and white twine. The overall theme is love and positivity.

2021 BY THE NUMBERS



226

Volunteer
Facilitators



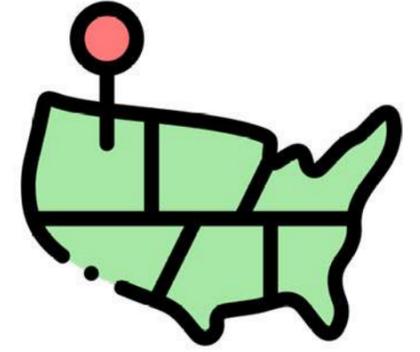
242

School
Partnerships



7,649

Professionals
Trained



14

States Served



\$834,500

Contributed
Services



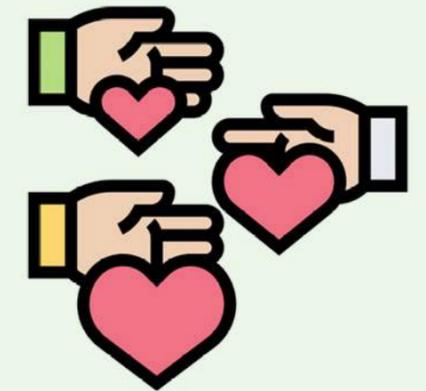
1,097

Peer Support
Participants



199

Communities
Served



\$1.8M

Raised



2021 HIGHLIGHTS & MILESTONES

2021 HIGHLIGHTS & MILESTONES

JANUARY Public release of *Beautiful Something Left Behind*, the award-winning MTV documentary about the kids of Good Grief

MARCH 15 volunteer facilitators recognized for 5 years of service to Good Grief

APRIL Princeton Family Support Center expansion begins

MAY Good Grief Board Member David Kushner releases award-nominated *Alligator Candy* podcast about the tragic loss of his older brother

JUNE Our 5K Run & Walk returns in person, attracting more than 800 community supporters and setting a fundraising record





2021 HIGHLIGHTS & MILESTONES

JULY 30 volunteer facilitators complete in-person training at our Morristown and Princeton Family Support Centers

AUGUST More than 100 campers participate in our in-person Summer Camp operated in partnership with Atlantic Visiting Nurse's Camp Clover

SEPTEMBER Our 15th year of peer support programming begins at our Family Support Centers

OCTOBER Annual Gala, "A Salute to Superheroes," returns in person

DECEMBER Theresa A. Shubeck joins Good Grief as CEO succeeding Joe Primo





OUR IMPACT

Grieving kids need someone in their corner. Good Grief is there.

The foundation of our work at Good Grief is the understanding that grief is a universal human experience that serves a purpose by helping us rebuild our lives, forge a new identity, and adapt after tragedy.

Since opening our doors 15 years ago, the demand for our programs and services has grown dramatically. To meet that, we have expanded our programs and geographic reach to serve more children and families, reach new communities, increase our collaborations and partnerships, and pursue new and innovative ways to ensure grieving children receive the support they need.

Despite the considerable challenges posed by COVID-19, 2021 was once again a year of continued growth and impact on thousands of children, families, schools, and communities we support. The following stories provide highlights of the many ways in which we worked tirelessly throughout the year to ensure that no child ever has to grieve alone.



OUR IMPACT

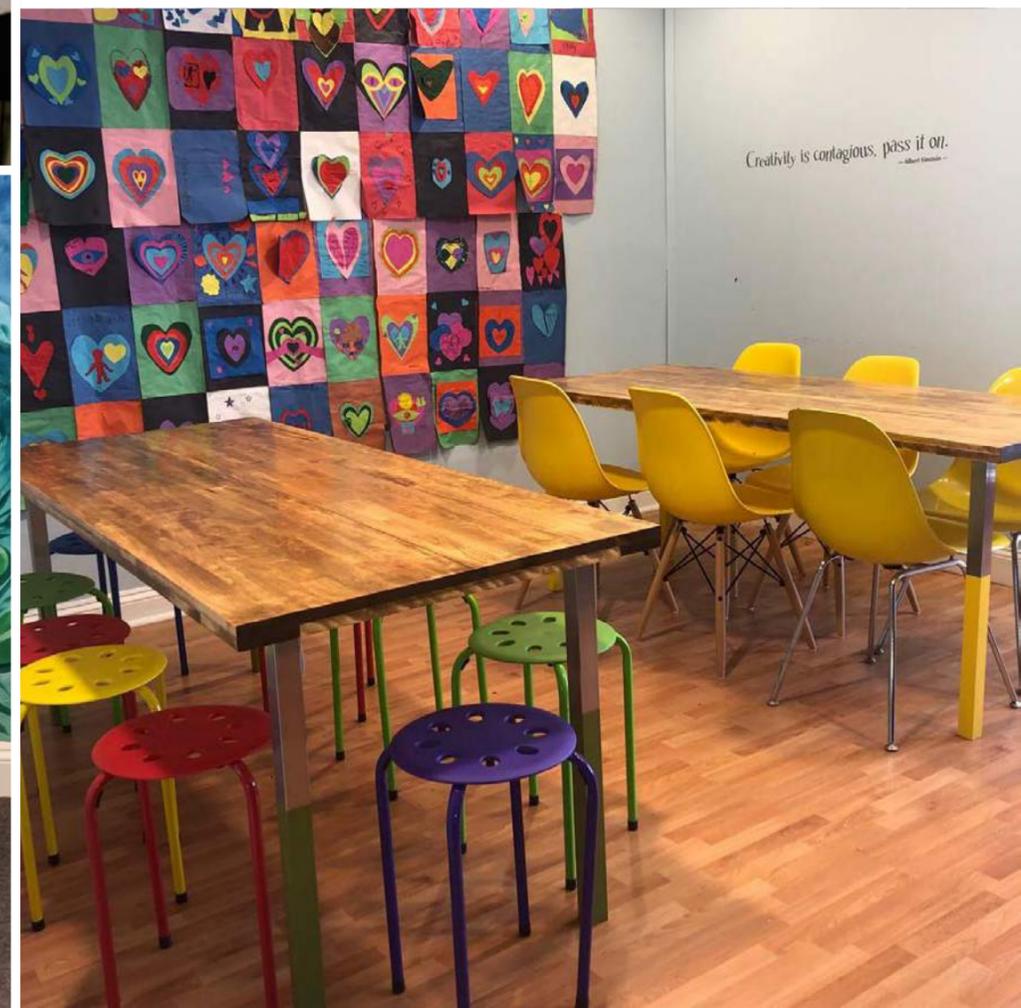
We Continue to Grow Our Programs and Expand Our Reach

2021 marked the 15th year of our peer support programs, based at our Family Support Centers in Morristown and Princeton, NJ. As one of the first bereavement centers nationwide to resume in person programming in 2020, enrollment continued to grow throughout 2021, supporting nearly 1,100 participants.

Our virtual peer support groups, which began at the onset of the pandemic to support both our Family Support Centers and satellite locations, continued to reach more people locally, regionally, and across the country. In 2021, we enrolled families virtually from California, Florida, Arizona, Texas, Maine, the Carolinas, and more.

To meet the increased demand for our programs, we continued to grow the ranks of our volunteer facilitators in 2021. During the year, we conducted three grief and loss four-day training programs and onboarded 43 new facilitators to lead our peer support programming.

At our Princeton Family Support Center, we undertook the next phase of our major renovation to our Mapleton Road facility during 2021 with the generous support of the HDR Foundation and Green Family Foundation. We now have an additional 3,500 square feet of space to expand our programming and serve children, families, and the greater community. We look forward to welcoming our community to our renovated space in 2022.



OUR IMPACT

Good Grief Schools Meets Growing Demand from School Communities

Our Good Grief Schools program empowers students, educators, parents, and school communities to grow from loss and adversity together. In 2021, we built on the strong foundation we established with the formal launch of Good Grief Schools in 2020.

During 2021, we more than doubled the number of school partners we work with across New Jersey and New York, and we expanded our reach to schools in Arizona, California, and Europe. In addition, we more than tripled the number of educators, school counselors and administrators who received training in our programs over the previous year.

A number of school districts turned to Good Grief Schools during 2021 to address the challenges presented by students returning to in person classes after prolonged periods of remote learning due to the pandemic.

Our new partners in 2021 included the West New York School District. Our team collaborated with the school district on an all-staff presentation followed by training with school psychologists and social workers to run grief support groups. The district is also implementing our Routes to Resilience social emotional learning curriculum that prepares K-12 students to navigate adversity and loss in their daily lives.

We partnered with Newark Public Schools on an innovative program to provide parents and caregivers with tools and skills to support their children experiencing grief, loss, and adversity. The program, part of the Newark school district's Parent University, offers free workshops on a variety of topics to better equip parents to support their child's learning.



OUR IMPACT

We Build Resilient Communities through Our Collaborations and Partnerships

At Good Grief, we work to create caring, compassionate, grief sensitive communities wherever kids live, learn and play. In addition to our direct programming, we offer a wide range of education programs and training to support children navigating loss and adversity.

We work with caregivers, educators, coaches, clergy, health care professionals and others to help raise awareness of the needs of grieving children, reduce the stigma around death and ensure grieving children receive the support they need.

In 2021, our new partnerships included Ronald McDonald House of Eastern North Carolina. Good Grief provided grief and loss training to staff of the house which offers families a place to call home while their child is hospitalized or receiving treatment in the area's medical facilities.

We also partnered with the Northeastern University's School Health Academy to offer the webinar series, "Bereaved Students, Schools and Communities." The training equips school nurses and school mental health professionals with strategies to support children and families navigating death and loss.

Our work as a leading voice and a champion for grieving children extends to the workplace. In 2021, we offered grief and loss training to a variety of corporations, businesses, and nonprofit organizations.

We also offered free monthly webinars featuring a wide range of experts on navigating grief, loss, and adversity as part of Good Grief's advocacy work.



New Partner
RONALD MCDONALD HOUSE





“We worked with Good Grief to train our staff to better support our students grieving the death of family, friends, and community members. Supporting our students is a priority. We want to create a safe academic space in our schools that supports students by teaching them social emotional skills.”

—Christian Cardenas
*Assistant Superintendent of Special Education
West New York School Board*

“We initially contacted Good Grief to provide grief training for our staff in the aftermath of the death of one of our students. The training was both helpful and healing and taught us the need for self-care in times of grief and adversity. We now have a grief group program for our middle school students and a parent education program to support their needs.”

—Carrie Rapaport
*Supervisor of Curriculum and Instruction
Hudson County Schools*

“It’s has been very powerful to see our students connect with the Good Grief program. You can see the kids immediately relate to the lessons. It has helped raise their individual awareness of their challenges and how they can rise above those challenges and not let it define them.”

—Dawn Patterson
*School Counselor
Bordentown Regional Middle School*

OUR COMMUNITY WEBINAR SERIES

“Creating Space: Opening Up and Navigating During a Time of Loss”

hosted by author and grief expert Rebecca Soffer, the co-founder of *Modern Loss*, explored how we can create space and support each other to acknowledge grief and loss in our lives.



“Harnessing the POWER of Self-Awareness to Show Up as Your Best Self for Kids”

hosted by Sheyla Riaz, Director of Social Work at KIPP Newark Collegiate Academy explored leveraging self-awareness tools to build authentic and responsive connections with kids in school and at home.



“Continuing Bonds Around the Holidays”

hosted by Litsa Williams, co-founder of the grief support website *What’s Your Grief* explored coping with grief at the holidays and the idea that maintaining a connection to someone who has died can be a source of comfort and support.



OUR IMPACT

We Inspire Resilience Building and Personal Growth

At Good Grief, we equip children and families to face grief and adversity from the start by giving them tool they can use for the rest of their lives. The personal growth and resilience Good Grief makes possible is best described by our children, families, and volunteers.

Here are some of the stories they shared with us in 2021.



“Stepping into Good Grief, I felt welcomed and like everyone there had walked a path somewhat like me not the exact path but a similar one that allowed me to share ways I would get through the pain of losing my dad.”

—Rylie, *Good Grief Teen*



“My kids loved Good Grief from Day 1 and they continue to look forward to it each week. We found a home at Good Grief, and we still need it in our lives. I don’t know where our family would be without Good Grief.”

—Rodger Sisco, *Good Grief Dad*



“It was only at Good Grief that my daughter felt comfortable enough to express herself and her truest feelings. Good Grief provided the release she needed... a safe space and people she could count on. She told her group that she never wanted me to cry more, so she couldn’t tell me how sad she was.”

—Jill Sheldon, *Good Grief Mom*



OUR IMPACT

Our Volunteers Make a Difference in Kids' Lives

Becoming a volunteer for Good Grief is a meaningful and life-changing experience for the compassionate, kind, and empathetic people who join our community. During 2021, we welcomed 43 new volunteers into our program after completing a four-day grief and loss training program. The training equips volunteers with skills and confidence to serve as facilitators in our peer support programs working directly with children and families who participate in our Nights of Support activities.



“As our teens get to know each other in our group sessions, they become more comfortable opening up, sharing their stories and being vulnerable with each other. Seeing the empathy and compassion in the room is inspiring. I’m so proud of these kids.”

—Jonathan Mathew, *Volunteer Facilitator*



“I’m amazed at the growth I see in the kids who become part of Good Grief and how they benefit from their participation in our program. Kids who join our program are often reluctant to share their feelings so it’s powerful to see how they begin to feel safe and comfortable sharing their grief story with others.”

—Ashley Kotarski, *Volunteer Facilitator*



“Good Grief is such a special place. It creates a space for grieving kids to be open and honest with about their feelings and what they are going through. It can be hard to find that anywhere else, so learned the importance of good listening skills and speaking with intention.”

—Brianna Burke, *Volunteer Facilitator*

FRIENDS

PEACE

CHARITY

FAMILY

LOVE

HOPE

BELIEVE

DREAM

FAITH

INSPIRE

TRUST

LOVE

Cherish

Smile

OUR PARTNERS

BUSINESS PARTNERS

Adams Addressing Associates	Fiddlers Elbow	Livotis	Princeton Airport	Stanley R. Perrine, Inc
Aesthetic Dentistry of Bernardsville	FreshCoat Painting	Luxe Home	Princeton Garden Theatre	Starbucks
Affiliated Management Inc.	Gary's Wine & Marketplace	Major League Soccer	Princeton Gastroenterology Associates	Stop & Shop Madison
AIS / Cathy Daler	Global Auto Mall	Metro Dental Associates	Princeton Radiation Oncology/ Astera Cancer Care	Stubbins Electric
Application Consulting Group	GRC Management Corp.	Mindful Power LLC	Rebecca Soffer	Summit Health
Association of Corporate Counsel New Jersey	Green Village Packing Co.	Morris Animal Inn	Red Bulls	Terabyte Consulting
Bailey Funeral Home	Herr's	Morris Brick and Stone	Red Leaf Communications	TKI Services
Baker Barn & Home	Inside Architecture	Morris Pizzeria	Resolution Timeshare Cancellation	ToneyKorf Partners, LLC
Balance Point	Intrommune	MYLK Media	Ride & Reflect	TSS Facility Services
Banasiak & Nettune Orthodontic Associates	Jacobs Levy Equity Management	Narwhal Yacht Charter	Roman Jewelers	Ulrichsen Rosen & Freed
Bernards Salon	Jerry Vezza Trio	Nick & Kelly Photography	Rothenberg Orthodontics	Vibrance MedSpa
Bloomberg	Jill Assante Interiors LLC	NY Giants	Rue Insurance	Visiting Nurse Association of Northern NJ
Blue Mercury	John Jae Photography	Onyx Equities	Salt Creek Grille, Princeton	Volpe & Koenig
Boyden of New Jersey, LLC	Kaplin, Stewart, Meloff, Reiter & Stein PC	Open Spaces Management Association	Serendipity Glass	VOYA
Branning Collision Centers	Kimme Carlos	Optical Heights	Shakespeare Theatre of NJ	Wegmans
Costco	L'Oreal	Original Bagels	Sheyla Riaz	Yvette Smallwood
Daler-Rowney USA Ltd	Laura Clare Design	Park Savoy Estate	Sports Action Reaction	ZS
Drone Pest Control	Liforme	Pelican Ski Shop	Spotted Whale	

COMMUNITY PARTNERS

Bear Makin' Ladies	Garden Club of Morristown	Marine Chernin	Pingry School	Temple B'nai Or
Big Brothers Big Sisters of New York City	Girl Scouts—Lynne Daley	Middlesex-Somerset County Funeral Directors Association	Princeton Mercer Regional Chamber of Commerce	Unitarian Church of All Souls
Caring Capital	Heartworks	Morris Arts	Rotary Club of Madison	Unitarian Universalist Congregation of Princeton
First Presbyterian Church of Boonton	Kids For Kids Dancing For Life, Inc	Morris Chamber of Commerce	Rotary Club of Morristown	Wayne Hills National Honors Society
Flags of Gratitude	Livingston Unico	New Jersey Education Association	Rotary Club of the Princeton Corridor	
Fraternal Order of Eagles	Madison Area YMCA	New Jersey Funeral Service Education Corporation	Sports Training Academy—Girls Soccer Academy	

CORPORATE PARTNERS

AmeriHealth New Jersey

Atlantic Health System

Crum & Forster

Deloitte

Hackensack Meridian Health HDR

Investors Bank

JBK Associates International

New Jersey Manufacturers
Insurance

RWJ Barnabas Health

SAX LLP

Sharp Financial Group

Strawn Arnold & Associates

TransRe

FOUNDATION PARTNERS

Allergan Foundation

American Endowment Foundation

Bayer Foundation

BlackRock Gives

Bristol Myers Squibb Foundation

Church & Dwight

Community Foundation of Collier
County

Community Foundation of NJ

David and Minnie Berk Foundation

Deloitte Foundation

F.M. Kirby Foundation

Fidelity Charitable Gift Fund

Foundation for Morristown Medical
Center

George A. Ohl, Jr. Trust

George H. and Estelle M. Sands
Foundation

Green Family Foundation

Harold Wetterberg Foundation

HDR Foundation

Hyde and Watson Foundation

Investors Foundation

Isabel & David Mahalick Foundation

J. Leonard and Brigid K. Bailey
Family Foundation

Janssen Pharmaceuticals

John Bickford Foundation

Matthews Children's Foundation

MCJ Amelior Foundation

NFL Foundation

Overlook Foundation

PGB Trust and Investments of
Delaware

Phi Foundation

Princeton Area Community Foundation

Provident Bank Foundation

Rite Aid Foundation—KidCents

Robert Wood Johnson Foundation

Sandy Hill Foundation

Santiago Abut Foundation, Inc

Schwab Charitable Trust

Simons Foundation

Smith S.H.A.R.E. Foundation

Spring Brook Country Club
Foundation

Steven M. Rothbard Foundation

Summit Foundation

Symons Foundation

Union Foundation

Vanguard Charitable

W.K. Kellogg Foundation

Walmart Foundation

Wawa Foundation

Weyerhaeuser Family Foundation

William E. Simon Foundation

MATCHING GIFT PARTNERS

BD Matching Gifts

Benevity - ADP

Benevity - CBRE

Benevity - Microsoft

Benevity - Morgan Stanley

Benevity - Prudential

Benevity - Samsung

Benevity - Tiffany

Benevity Community Impact Fund

BNY Mellon Community Partnership

Bright Funds Foundation

Community Health Charities

CyberGrants

Deutsche Bank Americas Foundation

Envision Healthcare Charitable Fund

First Energy Corporation

Goldman Sachs Gives

IBM Employee Services

Johnson & Johnson Matching Gifts

Merck Foundation

Network for Good

Pledge Foundation

Truist / FrontStream

UBS Matching Gifts Program

United Way - Deloitte

United Way of Greater Philadelphia
and Southern New Jersey

United Way of Metro Chicago

Verizon

YourCause

YourCause - Abbvie

YourCause - AIG

YourCause - Arch

YourCause - AT&T

YourCause - CIT

YourCause - Dell

YourCause - Franklin Templeton

YourCause - NY Life

YourCause - Pfizer

ENRICHMENT PARTNERS

Art Across Borders / Samantha
Matthews

Atlantic Visiting Nurse—Camp Clover David Kushner

Ramona Machson

FIVE-YEAR VOLUNTEER FACILITATOR HONOREES

Jen Brunnock

Steve Gilbert

Leslie Moran

Linda Walker

Lucille Fazio

Jan Kinol

Katherine Rasweiler

Jill Wilson

Jason Friedman

Sari Klinghoffer

Nour Saedeldine

Carol Wolkiewicz

Nancy Galietti

Sharon Knightly

Robin Van Hessen

**Good Grief extends a special “Thank You!” to all of our 2021 Partners.
Their generous support allowed us to respond, expand and
deepen our impact through 2021. We could not do this
important and meaningful work without them.**



info@good-grief.org | www.good-grief.org

