



2024 SUMMARY OF ACTIVITIES

Teal Diva's events raised

\$335,829

to support women who have been diagnosed with gynecologic cancer.

\$160,475

in funding came from individual donations.

\$73,089

in funding came from sponsorships.

1,073

people participated in the 2024 Teal Diva Charlotte 5K event, which raised

\$185,069

497

people participated in the 2024 Lowcountry 5K event, which raised

\$70,786

180

people attended our first Bourbon, Bubbles, & Bling event, which raised

\$85,676

48

dignity apparel shirts were donated to patients going through treatment.

Over 100

volunteers donated their time and efforts to Teal Diva programs and events.

\$179,000

was spent on programs designed to support the mental and emotional health of gynecologic cancer survivors.

For more information about Teal Diva, visit www.tealdiva.org



FINANCIAL & MISSION IMPACT SUMMARY

A YEAR OF HOPE, HEALING, AND CONNECTION

In 2024, Teal Diva continued to shine as a beacon of hope for women navigating gynecologic cancer. Through heartfelt programs, survivor-centered events, and unwavering community support, we helped women find strength, sisterhood, and resilience during some of life's most challenging moments.

MISSION IN ACTION

At Teal Diva, our mission is to nurture the emotional and mental well-being of women impacted by gynecologic cancers. Each of our programs is designed to uplift, empower, and connect survivors and their families.

OUR SIGNATURE PROGRAMS:

Yes Girl!

Provides direct financial and project-based support for women in active treatment, easing burdens so they can focus on healing.

Survivor Support

Creates spaces for connection through events, meetups, and support groups that foster hope, healing, and belonging.

Outreach & Education

Raises awareness, honors legacies, and builds understanding through meaningful engagement across our communities.

FINANCIAL HIGHLIGHTS

Through thoughtful stewardship and dedicated community support, Teal Diva continued to invest in impactful programs and the women we serve. Every dollar contributed directly fuels our mission to uplift, connect, and empower those affected by gynecologic cancers.

REVENUE

Contributions and grants	\$198,705
Investment income	\$47
Other revenue	\$34,812
Total Revenues	\$233,564

EXPENSES

Programs	\$178,814
Management	\$27,962
Fundraising	\$31,820
Total Expenses	\$238,596

Change In Net Assets	(\$5,032)
Net Assets at the Beginning of the Year	\$13,204
Net Assets at the End of the Year	\$8,172



BOARD MEMBERS & KEY STAFF

BOARD OF DIRECTORS

Board Chair/President of the Board

Bridget McClellan
Owner, BAMs Solutions, LLC

Vice Chairman/Vice President of the Board

Amy Treadwell, DVM, DACVO (Survivor)

Treasurer

Perry Blickenstaff
Owner/Operator, JPB Accounting Services

Secretary

Jenni Miehle
Owner/Operator, The Nerdy Designer, LLC

Jasmine Swaggard
Realtor, Realtor Noire Group

Lisa Helms
Compliance and Training Director, Dogwood Lane
Children's Academy (Survivor)

Tara Ballard
Product/Process Optimization, Cancer Specialist,
Equicare Health

Jessica Lineberger, MSN, FNP-C
Nurse Practitioner

Leigh Bryant
CEO/Broker/Real Estate Coach,
On the Move Charlotte

KEY STAFF

Executive Director, Founder, and Ex-Officio Board Member

Shannon Routh (Survivor)

Social Media and Content Coordinator

Christy Chambers

ADVISORY AND COMMITTEE MEMBERS

Linda James
Regional Vice President, HR Business Partner,
Humana

Diana Faison
Retired, Business Strategist, Managing Director,
Bravanti (Survivor)

Emily Lowery
Retired Nurse Navigator

Shawn VandeSteege
VP, America's Strategic Alliances One Stream
Software (Survivor)

Beth Miller
Attorney at Law (Survivor)

Marti Morris
Data Analyst Gaston County Department of Health,
(Survivor)

Anna Smith
President, Hibiscus Brand Management

Karen Witherspoon
HR and Leadership Consultant

Anna Clifford
Teacher at Charlotte Latin School (Survivor)

Ellyn Fulton
Operations Manager (Survivor)

Joseph Coyazo
Volunteer Coordinator
Sales Manager, Southeast Thermal Systems LLC