



National Alliance for  
Grieving Children

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IMPACT  
REPORT



On behalf of the Board of Directors, staff, and our members, it is an honor to share our 2020 Impact Report and an overview of the powerful work of the NAGC during this past year. 2020 has been a year marked by unprecedented challenges and substantial change in almost every facet of our lives.

The unique challenges of 2020 have raised the awareness and increased the need for grief support and strengthened our alliance in support of the mission of supporting children who are grieving and their families.

I sincerely believe that the NAGC has emerged stronger and demonstrated extraordinary resilience in the face of adversity. We worked diligently to ensure our operations are efficient and effective; our performance responsive while maintaining best practices; and our strategy was supportive of our members, the field, and the mission of our organization. All for the same goal of ensuring no child grieves alone by offering support to all who seek to support children who are bereaved.

The unique challenges of 2020 have strengthened our staff, leadership team, and membership and made it abundantly clear that the work we do is needed more than ever. We stand in support of solutions and will continue to seek innovative ways to address the most pressing needs while not compromising our standards.

As I reflect on 2020, I am proud of the NAGC for delivering positive outcomes in the midst of a chaotic and unpredictable time. We have increased the educational and networking offerings to our members and others throughout the pandemic at reduced or no fee costs. We have multiplied the number of educational webinars and workshops, reached new audiences, and increased our membership. The Fall Conference was very well received, and we continue to receive positive comments of gratitude. We plan to provide follow-up to the conference through our DEI work in 2021. We were also able to end the year on a positive financial note.

We have developed multiple new resources through our member workgroups, including those available on our website, at no cost. There is also a new preschool resource that was created and will be completed in 2021. New partnerships were initiated with ICCFA, WPSU Penn State, SCI – Dignity Memorial. Diversified funding that is resulting from these partnerships will aid in creating a balance of our income sources.

The NAGC was started as an alliance of individuals that knew they could be stronger together. Through the pandemic this year, I think we have truly become an ALLIANCE. An alliance is a relationship among people or groups who have joined together for mutual benefit or to achieve some common purpose. Our members have spent 2020 supporting and appreciating each other in an array of ways. We have said goodbye to some of our members and welcomed many new members in 2020. Through the multitudes of networking calls the NAGC has facilitated, we have grown into a very collegial community, and through the shared strength, bereaved children are receiving support.

We hope you will join us as we look at the future and opening the next chapter of growth and transformation. Thank you for your generosity, interest, and support of NAGC and our mission. **Because of you and others who engage in and support our work on behalf of children who are grieving, the goal - no child grieves alone becomes a reality.**

With gratitude,

*Vicki Jay*

**Chief Executive Officer  
National Alliance for Grieving Children**

“We stand in support of solutions and will continue to seek innovative ways to address the most pressing needs while not compromising our standards.”

# A NATIONAL ALLIANCE

The Alliance has over 1,355 members across 47 states. This represents a growth in membership of 21% year on year. We have members across three continents.

The members of the alliance were tested in unprecedented ways this year. At a critical moment when the children they serve needed them most, the community health restrictions necessitated a complete reconsideration of how services and support were provided. **We united together in community like never before, and the power of our alliance was realized to support each other.**

Our Alliance includes representatives from bereavement support programs, hospices, health care organizations, hospitals, mental health care centers and programs, funeral service professionals, youth advocacy organizations, faith-based groups, along with professionals who work in education at all levels from preschool through college.

Our Mission is to raise awareness about the needs of children and teens grieving a death and provide education and resources to anyone who wants to support them.

**Our Vision is for no child to have to grieve alone.** All bereaved children, no matter where they live or their circumstances, should have the support and resources they need to positively adapt to a loss in their lives.



We asked our members to describe what the NAGC meant for them in 2020.



## We are the NAGC...Embracing the new normal...



Peter's Place, Rednor, PA



Bridges of Hope, North Charleston, SC



Billy's Place, Gelndale, AZ



Jeff's Place, Framingham, MA



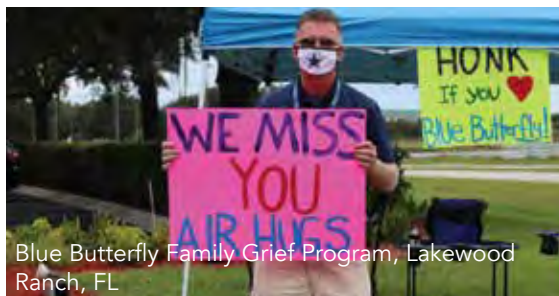
The Healing Chickadee, Ansonia, CT



Willow House, Bannockburn, IL



Supporting Kids, Hockessin, DE



Blue Butterfly Family Grief Program, Lakewood Ranch, FL



New Hope Center for Grief Support, Northville, MI

# NAGC EDUCATES & CONNECTS

**6,213**  
**registrations**

for our **free** COVID response webinar series.

**10,667**  
**hours**

individual live professional education.

**38**  
**webinars**

with **17 available at no charge** to all professionals.



## NAGC MEMBER NETWORKING CALLS

**43**

Member connection calls:  
Executive Director  
General Membership  
Regional Hub

## NAGC In Community



**500** attendees for our **free** NAGC In Community event.

## VIRTUAL FALL CONFERENCE



**445**  
registrations



Kevin R. Carter,  
LCSW



Tashel C. Bordere,  
PhD, FT



Alesia K. Alexander,  
LCSW, CT



## NAGC MEMBER DISCUSSION HUBS

- School Group facilitated by Liz Carson, Kate's Club.
- Grief Camps facilitated by Amy Armes, Camp Kara.
- Volunteer Management by Debra Brook, Kate's Club.
- Grieving with Disabilities by Jennifer Wiles, Heartplay.
- Serving Spanish Speaking Grievors by Brenda Hernandez, Our House.



## NAGC MEMBER WORK GROUPS

- Research & Evaluation facilitated by Monique B. Mitchell, PhD, FT, Dougy Center.
- Grief and Disabilities by Jennifer Wiles, Heartplay.
- Grief Talk Workgroup for Children's Grief Awareness Month.

# NAGC RAISES AWARENESS

Continuing our focus on Diversity, Equity, and Inclusion



There is grief, trauma, and pain on the streets and in the communities of America today. We are using our voice to acknowledge the systemic racism and injustice in our society, and we are advocating for equity, inclusivity, and the protection of each and every child. Our grief unifies us as one. We are in this together.

Supporting a bereaved child involves compassion and commitment through genuinely listening and understanding their unique experience while challenging those systems that oppress children and families of color. It is an intentional process and teaches us so much about the hope and healing that can occur when you are heard and have space. Every person deserves this, and it is time to demand it.

To every grieving child who is facing the injustice of our society's racism and racial prejudice:  
We stand with you. We will always use our voice for you. We offer support to and with your communities and loved ones so you are supported in your grief.

National Alliance for Grieving Children

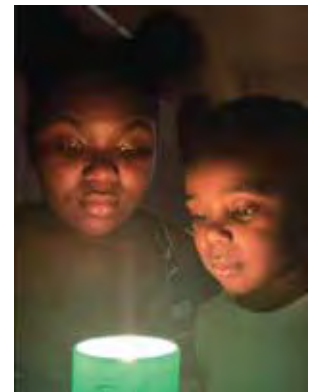
Fall Conference  
"Youth Bereavement Support: A Road Map to Inclusion."

Webinar  
Working with Grieving Immigrant Youth.

Webinar  
Expanding Our Outreach during Challenging Times Connecting with Grieving Children, Teens and Young Adults of All Abilities in an Online Format.

United in Grief with Judi's House

National Virtual  
Candlelight Tribute  
Friday  
5.15.20  
#unitedingrief  
National Alliance for Grieving Children  
Judi's House NAG Institute



Children's Grief Awareness Month - GriefTalk  
November 2020

AWARENESS MONTH  
CHILDREN'S GRIEF  
NOVEMBER  
#ChildrenGrieve

GRIEFTALK LIVE  
PUBLIC CONVERSATIONS

National Alliance for Grieving Children  
GRIEFtalk

NATIONAL ALLIANCE FOR GRIEVING CHILDREN  
THERE IS NO ONE CORRECT WAY TO  
COMMEMORATE THE DEATH OF A LOVED ONE.  
CULTURE, RELIGION, AND SPIRITUAL BELIEFS  
OFTEN PLAY A ROLE IN HOW A FAMILY OR  
COMMUNITY DECIDES TO COMMEMORATE  
SOMEONE'S DEATH.  
2020 Children's Grief  
Awareness Month #grieffalk

Children's Grief Awareness  
MOVIE  
BRACKET CHALLENGE  
National Alliance for Grieving Children

National Alliance for Grieving Children  
GRIEFtalk

# GRIEF REACH ADVANCES THE FIELD

10 YEARS GRIEF REACH

IN PARTNERSHIP WITH



Changing the face of bereavement support for children across the United States.

## NAGC CREATES RESOURCES

We continued to work on our free and paid resources. In 2020 we added several free guides to our website at [www.childrengrieve.org](http://www.childrengrieve.org). These included the GriefTalk series launched in November with four guides to support the caregiver after a death from death notification through to continued support in conversations in the months after the death. In March, we also released our free “Responding to Loss and Change” guide in English and Spanish. All guides were shared and downloaded extensively.

First published in 2017, we continue to see strong demand for our activity book, When Someone Dies: A Child Caregiver Activity Book.” available in both English and Spanish. **Retail sales grew 16% last year.**



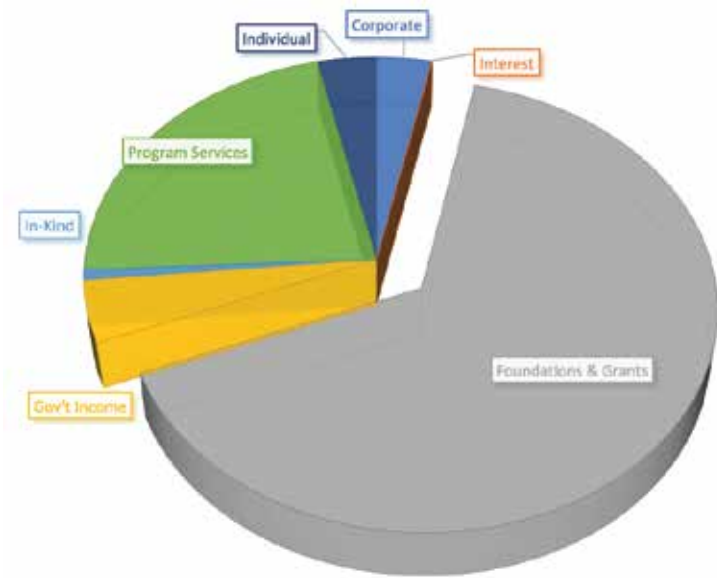
NAGC Work Groups are comprised of members who contribute their thoughts, ideas, and experience to create resources that are reflective of the current knowledge and best practices in the field. Thank you to the many members who have given freely of their time and experience to advance the collective. Harnessing the power of the alliance, the output of these groups are current, relevant, and targeted to the needs of the field.

# FINANCIAL POSITION

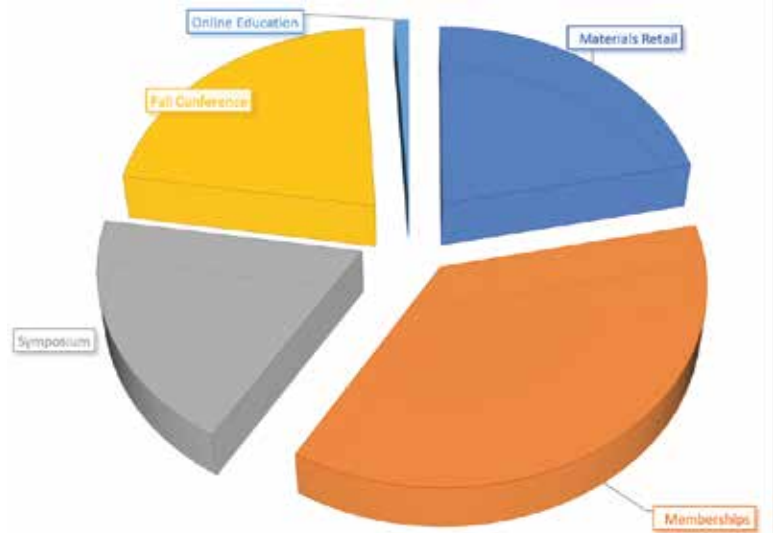
The impact of the pandemic has a significant impact on the organization's financial position. A decline in revenue from our canceled in-person events was offset by increased membership and strong support from our funders. All of our funders continued to support us despite the change to our programming. This support allowed us to respond to the needs as they were identified, including our free COVID response webinar series and our free "Responding to Loss and Change" booklet in English and Spanish. Overall our financial position improved by 147% across 2020.

**Overall our financial position improved by 147% across 2020.**

**2020 INCOME OVERVIEW**



**2020 PROGRAM INCOME BREAKDOWN**



Thank you to our major supporters this year for their investment in our work. These supporters, along with many others make our work possible, and we are grateful.



**HILLMAN FAMILY PROPERTIES**



# NAGC BOARD AND STAFF

## **2020 Board Officers:**

**Tina Barrett, EdD**, NAGC Board President | Executive Director, Tamarack Grief Resource Center (Missoula, MT)

**Darcy Walker Krause, J.D., LSW, C.T.**, NAGC Board Vice-President, Membership Committee Chair | Executive Director, Uplift Center for Grieving Children (Philadelphia, PA)

**Susan Giambalvo**, NAGC Board Treasurer, Finance Committee Chair | Executive Director, Caring Unlimited - York County's Domestic Violence Resource Center (Sanford, ME)

**Bethany Gardner, MA**, NAGC Board Secretary, Education Committee Chair | Director of Bereavement Programs, Eluna (Seattle, WA)

**Carly Woythaler-Runestad, MHA**, NAGC Immediate Past Board President, Development and Governance Committee Chair | Executive Director, Mourning Hope Grief Center (Lincoln, NE)

## **2020 Board of Directors:**

**Erin Bailey**, Executive Initiatives, Gillette Children's Specialty Healthcare (St. Paul, MN)

**Cristina M. Chipriano**, Director of Spanish Programs and Outreach, Bo's Place (Houston, TX)

**Catherine Alicia Georges**, Professor and Chair, Department of Nursing at Lehman College of the City University of New York; President, National Black Nurses Foundation (Bronx, NY)

**Allison Gilbert**, Author, Speaker

**Emily Brenner Hawkins**, Nonprofit Management Consultant (Philadelphia, PA)

**Brian Hill, MBA**, NAGC Marketing Committee Chair | Director, Organizational Development, Military - International, Boys & Girls Clubs of America (Atlanta, GA)

**Peggy Pettit**, Executive Vice President, VITAS Healthcare (Stuart, FL)

**Jim Price**, Senior Vice President, Industry Relations, Park Lawn Corporation

**Mary Robinson**, Executive Director, Imagine (Mountainside, NJ)

**Brennan Wood**, Executive Director, The Dougy Center (Portland, OR)

## **2020 Staff:**

**Vicki Jay**, Chief Executive Officer

**Deirdra Flavin**, Marketing & Development Director

**Megan Lopez**, LMSW, National Program Director

**Stephanie Gunner**, LPC, Technical and Creative Coordinator



Board Retreat  
Orlando, FL  
January 2020



**[www.childrengrieve.org](http://www.childrengrieve.org)**

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(866) 432-1542





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**Thank You!**

