



# National Alliance for Grieving Children

# ANNUAL REPORT 2019

The National Alliance for Grieving Children (NAGC) is a nonprofit organization that raises awareness about the needs of children and teens who are grieving a death and provides education and resources for anyone who supports them. Through the collective voice of our members and partners we educate, advocate, and raise awareness about childhood bereavement.

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



The National Alliance for Grieving Children is pleased to share our 2019 annual review with you. It is because of you and others who support our mission that our work on behalf of grieving children is accomplished and the goal that no child grieves alone becomes a reality.

The NAGC is a nationwide network comprised of professionals, organizations, institutions and volunteers who promote best practices, educational programming and critical resources to facilitate the mental, emotional and physical health of grieving youth and their families. We are the only national organization dedicated solely to supporting grieving children.

On behalf of the Board of Directors, staff and our members, it is an honor to share an overview of the powerful work of the NAGC. We hope you will take a few minutes to review the information, celebrate the great work and share with others who might have an interest in becoming an ambassador for grieving children.

If you are not yet a member of the NAGC, we invite you to join us! The NAGC provides access to resources and networking with others throughout the childhood bereavement field. Our members include those who work or volunteer for hospices, hospitals, funeral homes, mental health centers, practitioners, community volunteers and educators. Please consider becoming a part of this formidable group.

A very special thank you to each of you that make the work of the NAGC possible. Together, we can strive to ensure that no child grieves alone!

With gratitude,  
Vicki Jay

## NAGC EDUCATES



### WEBINARS

10 webinars hosted in 2019 with an average of 60 people in attendance at each.

Over 180 CE certificates awarded.

The addition of new administrative webinars brought in a new audience.

Topics varied from Grief & Bereavement for LGBTQ Youth, Volunteer Fundraising and Children and Funerals.



### SYMPOSIUM

24th Annual Symposium in Salt Lake City, UT

472 attendees

73 Educational Presentations over 3 days (69 breakout workshops and 4 plenary sessions)

The symposium offered workshops on topics important to children's grief issues, program development, fundraising and grief support models, to name a few.



### FALL CONFERENCE & WEBCAST

'Ethical Considerations for Grief Support after a Traumatic Death'

117 unique sites hosted the conference across the US. Some sites reported attendance of up to 200 people.

413 CE certificates awarded.

Topics included, 'Seasons of Love: Measuring a Child's Life after Suicide,' 'The Suffocated Grief of Marginalized Youth Bereaved by Homicide Loss,' and 'How the Family Faces Traumatic Loss.'

## GRIEF REACH IN PARTNERSHIP WITH



NEW YORK LIFE  
FOUNDATION



COMMUNITY  
EXPANSION  
GRANTS

16 grants  
awarded  
\$1.25m

Community Expansion Grants fund program expansion to include bereaved children and teens not currently served by existing services.



CAPACITY  
BUILDING  
GRANTS

15 grants  
awarded  
\$250k

Capacity Building Grants enhance organizational capacity and address important issues of organizational development and effectiveness.

In 2019, 31 grants were awarded for a total award of \$1.4m (an increase of 7.5% on 2018).

## NAGC WORK GROUPS

Formed in 2019, the goal for these groups is to identify and share best practices on topics relevant to the field of childhood bereavement. Harnessing the power of the alliance, the output of these groups are current, relevant, and targeted to the needs of the field. The outputs are shared widely at no cost to both members and non-members.

The first group, The Building Resources Workgroup created the "NAGC Hero Toolkit," which acted as a resource for thousands during November marking Children's Grief Awareness Month.



## NAGC ACTIVITY BOOKS

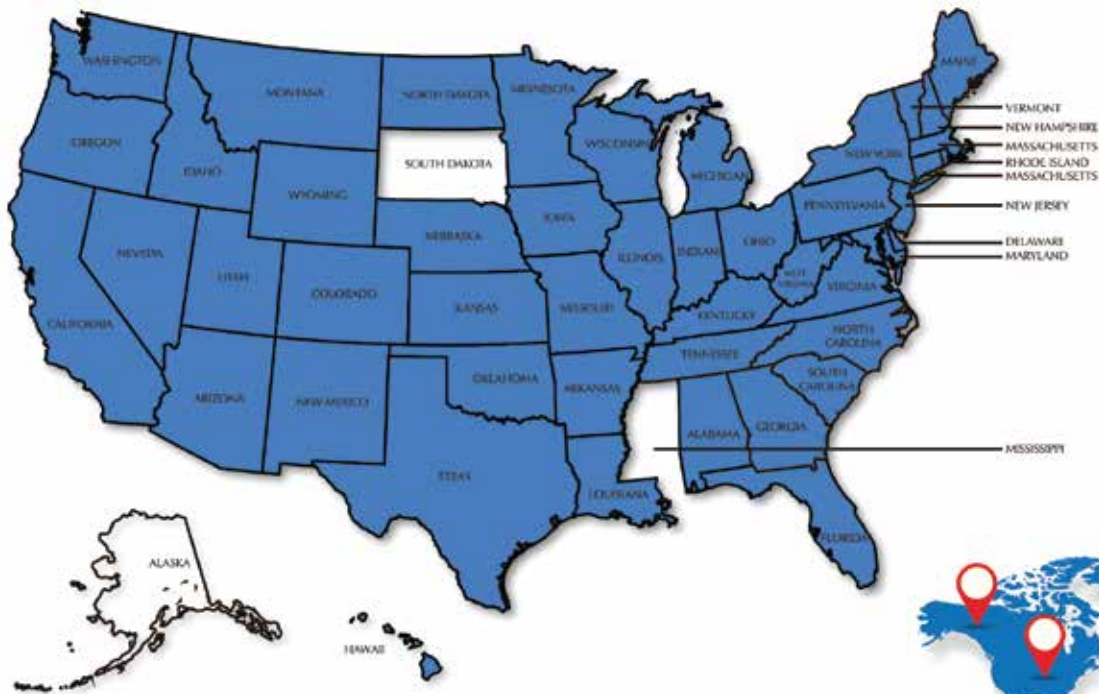
When Someone Dies: A Child-Caregiver Activity Book (Available in Spanish: "Cuando Muere Alguien: Un Libro de Actividades para Niños y sus Cuidadores") is an activity book for children that also provides valuable information to parents and caregivers about how grief impacts children.

First published in 2017, we continue to see strong demand for this book. Sales increased 13% in 2019 with 4,900 English language books and 1,300 Spanish language books sold.





# NAGC MEMBERSHIP



The Alliance has over 1,100 paid memberships across 47 US states. We have international members in three additional countries.



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.

# NAGC RAISES AWARENESS

We grew our audience across all metrics this year.

Traffic to our website grew 44% with almost 250k page views.

The NAGC Facebook audience grew 26% this year to 8.5k followers.

Our "Everyday Hero" campaign for Children's Grief Awareness Month reached over 165k people.

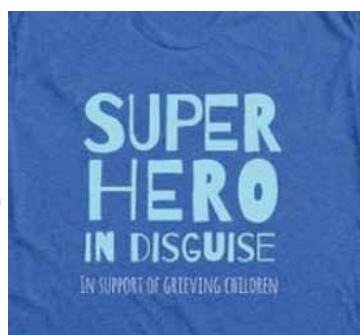
Individuals from 63 countries engaged with our social media content.

Users tagged us in their posts using #childrengrieve.

Our t-shirt "Super Hero In Disguise," launched as part of our Every Day Hero campaign, was purchased by almost 500 Everyday Heroes.



NAGC CEO Vicki Jay taping a training project for Tragedy Assistance Program for Survivors (TAPS) earlier this year.



# FUNDRAISING & FINANCE

Program revenues held firm throughout the year, boosted by strong attendance at our symposium.

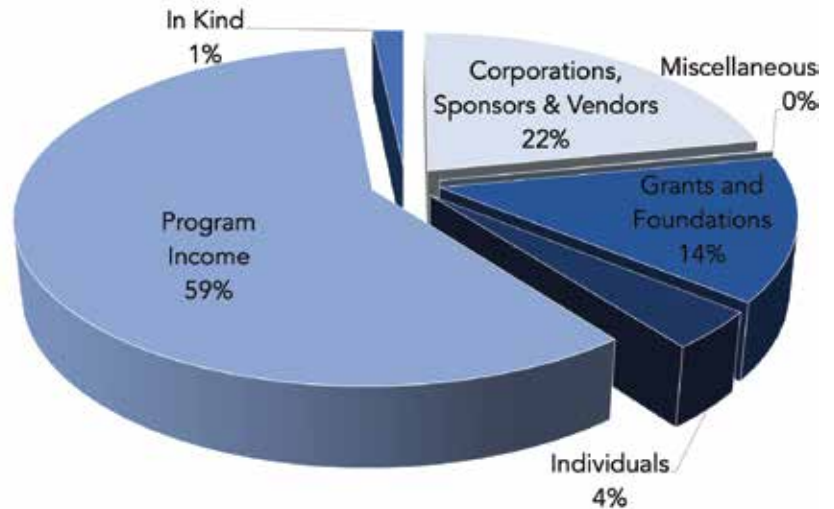
All of our programs showed growth in attendance and supported the identified needs of our membership and the field at large.

We are grateful for our continuing partnership with New York Life Foundation that commits funding to all major program areas.

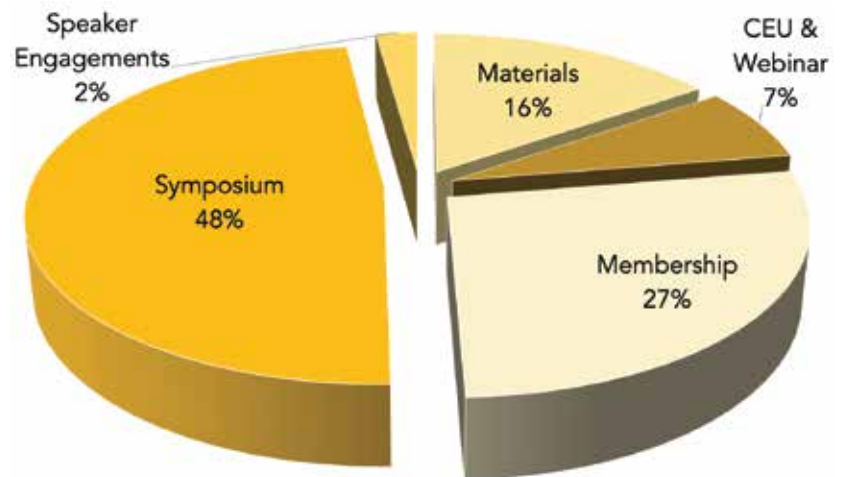
We continue to focus on providing a mix of resources that are free for the community and revenue streams for the organization to continue it's work.

In November 2019, we hired a full-time Marketing & Development Director, Deirdra Flavin to support the growth and diversification of our funding. You can reach out to Deirdra to discuss sponsorship or opportunities for support at [deirdra.flavin@childrengrieve.org](mailto:deirdra.flavin@childrengrieve.org).

## 2019 INCOME OVERVIEW



## 2019 PROGRAM INCOME BREAKOUT



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.



**NEW YORK LIFE**  
FOUNDATION



*The Rea Charitable Trust*



**Brownstein Hyatt  
Farber Schreck**



**Homesteaders  
Life Company**



**VITAS<sup>®</sup>**  
Healthcare



# NAGC BOARD AND STAFF

## **2019 Board Officers:**

Carly Woythaler-Runestad, MHA, NAGC Board President | Executive Director, Mourning Hope Grief Center (Lincoln, NE)

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

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

Darcy Walker Krause, J.D., LSW, C.T., NAGC Board Secretary | Executive Director, Uplift Center for Grieving Children (Philadelphia, PA)

Peter Willig, LMFT, FT, NAGC Immediate Past Board President | Owner, Family Life Design (Miami, FL)

## **2019 Board of Directors:**

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

Scott Bauer, CEO, Prosper Trading Academy (Chicago, IL)

Stephanie Dunn, Senior Vice President and SBA Division National Sales Manager, First Bank (Wilmington, NC)

Bethany Gardner, MA, Director of Bereavement Programs, Eluna (Seattle, WA)

Allison Gilbert, Author, Speaker

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

Brian Hill, MBA, Director, Organizational Development, Military - International, Boys & Girls Clubs of America (Atlanta, GA)

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

Will Reeve, National Reporter, ABC News

Mary Beth Staine, Executive Director, Bo's Place (Houston, TX)

## **2019 Staff:**

Vicki Jay, Chief Executive Officer

Deirdra Flavin, Marketing & Development Director

Megan Lopez, LMSW, National Program Director

Stephanie Gunner, LPC, Technical and Creative Coordinator

*'Over the course of the last 6+ years, we have seen tremendous change and growth in this organization due to the passion and dedication of the entire NAGC community - our founders, donors and partners, tremendously dedicated staff, current and former board and committee members and, above all, our members who are making a difference every day in the lives of bereaved children in their communities and areas of service.'*

Mary Beth Staine

*'Together we support not only those in need but help to grow each other and ensure the work we do is sustainable.'*

Peter Willig



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

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