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.
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 ADVANCES THE FIELD

GRIEF REACH IN PARTNERSHIP WITH

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

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


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.
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**.

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

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.
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
National Alliance for Grieving Children, 5109 – 82nd Street, Suite 7 #1117, Lubbock, Texas 79424
(866) 432-1542