Choosing Hope Over Fear

2019 ANNUAL REPORT

PALS

Pregnancy After Loss Support

choosing hope over fear while nurturing grief

ABOUT PALS

Pregnancy After Loss Support (PALS) is a 501(c)(3) non-profit organization and community support resource for women experiencing the confusing and conflicting emotions of grief mixed with joy during the journey through pregnancy after loss. PALS seeks to help expectant mothers celebrate their current pregnancy by choosing hope over fear while still nurturing and honoring the grief over the loss of their deceased child.

PALS was founded by Lindsey Henke in 2014 after the birth of her daughter, Zoe, who was born after the stillbirth of her first daughter, Nora, in 2012. Lindsey struggled to find resources and support during her pregnancy after loss and created PALS as an online magazine to help connect moms who were pregnant after a loss. Over the past five years, PALS has grown to include many services and become a 501(c)(3) non-profit and support organization.

A WORD FROM OUR FOUNDER

I'm honored to be writing this year's annual report note as Executive Director for Pregnancy After Loss Support. It's hard to believe how far we have come since June of 2014, when Pregnancy After Loss Support (PALS) was birthed into the world just a few months after my first rainbow baby Zoe was born. I never dreamed PALS would become what it is today. Back then, the creation of the community of PALS was just a solution to a problem I experienced myself - that when I was pregnant during my subsequent pregnancy after the stillbirth of my first daughter Nora, there was no community online specifically dedicated to the emotional experience of holding joy, grief and fear in your heart during a pregnancy that follows loss.

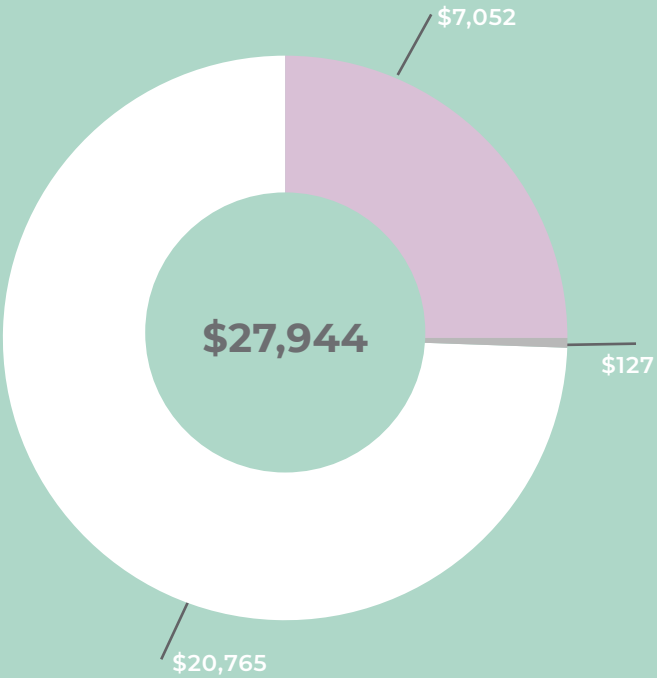
Fast forward to today, now an organization that, like my rainbow baby, is six years old, Pregnancy After Loss Support has come so far. In March of 2019 we launched the PALS Ambassadors program with the #ProvidersAreOurPALS outreach campaign. That campaign reached more than 500 healthcare providers to educate them on what the PAL mom wants and needs for emotional support during her pregnancy after loss (PAL). Then in June, on our fifth anniversary, we hosted the first PALS Waddle Walk where over 150 people participated and raised more than $20,000 from over 200 donors. We added five new PALS Meet-Up locations, bringing our total to 16, and we continued to provide online support to over 15,000 courageous PAL mamas. PALS presented and exhibited at ten conferences worldwide about the unique emotional experience of pregnancy after loss. And finally, what I'm currently most excited about, we announced that we are in development of PALS' pregnancy after loss app, and we reached our first of multiple fundraising goals to fund the app.

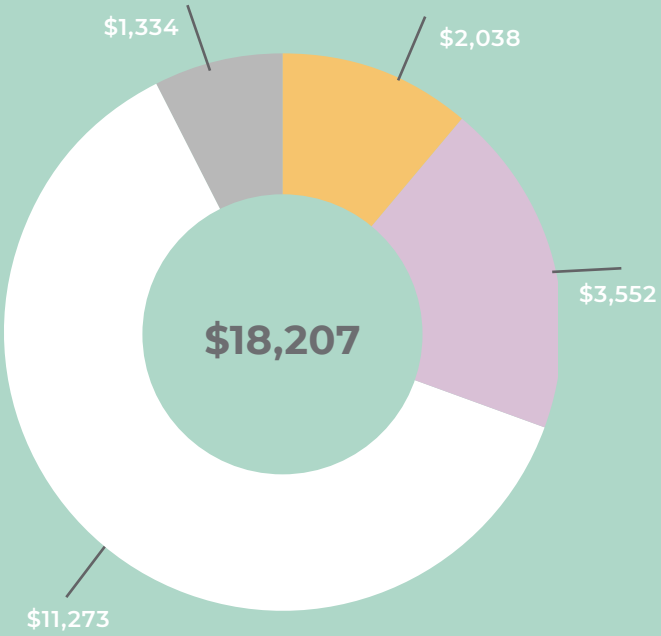
To everyone who has financially supported, volunteered, or benefited from PALS services, please realize that this work and growth would not have been possible without your generous hearts, support, and belief in the mission of Pregnancy After Loss Support.

Thank you,

Lindsey Henke, MSW, LICSW
Founder and Executive Director of
Pregnancy After Loss Support
Nora's Mom

2019 INCOME & EXPENSES





INCOME

Individual Donations* $7,052

Amazon Smile $127

Waddle Walk $20,765

*Includes individual FaceBook fundraisers, PayPal donations, and all individual gifts

EXPENSES

Operating $2,038

Website & Marketing $ 3,552

Conferences & Outreach $11,273

Waddle Walk $1,334

OUR VOLUNTEERS

Hourly Contributions

876	Contributors
216	Bump Day Bloggers
320	Instagram Coordination
48	Newsletter
624	Facebook & Social Media Coordination
520	Volunteer Coordinator
100	PALS Ambassador Coordinator
240	PALS Ambassadors
180	Event Coordinator
1,680	Nonprofit Administration
7,000	PALS Admins
840	Meet-Up Leaders
144	Board Service

TOTAL HOURS:
12,788 hours

VALUE OF VOLUNTEER SERVICE:
$325,198.84

Total Number of Volunteers: 62
Average amount of service per volunteer: 206.26 hours

Some words from our community members

This group gave me hope when I had none. I truly believe this group helped keep me sane during our long 9 month journey. **~Macy H.**

This group helped me open up about my worries and concerns. It has also helped me through the tough early stages of been a PAL mom. I found it easier to talk to the moms here because they have experienced what I have experienced and no question or concern was too small. It's a great group of strong women. **~Emma M.**

When I found this group I was very alone, suffering with my depression and grief. Being able to connect with people about my fears, concerns and experience with my loss and rainbow baby with no judgement and endless stream of support has made my journey so much easier to go through. I don't think I would be as confident as I am physically and mentally today without this group **~Jenny V.**

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PALS GROUPS SERVED ONLINE

PALS Parenting After Pregnancy or Infant Loss
PALS Pregnancy After 1st Trimester Loss
PALS Pregnancy After 2nd Trimester Loss
PALS Pregnancy After 3rd Trimester Loss
PALS Pregnancy After Infertility and Loss
PALS Pregnancy After Loss and No Living Children
PALS Pregnancy After Loss Support for Dads
PALS Pregnancy After Loss Support Group
PALS Pregnancy After Loss Family Support Group
PALS Pregnancy After Loss of a Multiple
PALS Trying to Concieve After Loss
PALS Newly Bereaved
PALS Pregnancy After Infant and Toddler Loss