Choosing Hope Over Fear

# 2020 ANNUAL REPORT

Pregnancy
After
Loss
Support

# 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

Going through a pregnancy after loss is difficult. Going through pregnancy after loss during a pandemic is even more challenging. That is why this past year Pregnancy After Loss Support (PALS) focused its efforts on supporting the parent pregnant after a loss during a pandemic.

We moved our in-person PALS Meet-Ups to Zoom meet-ups over the internet. We continued to support pregnant parents on Facebook and Instagram, including our 14 online Facebook groups, which recently won the 2020 PAIL Award for best Facebook support group.

We highlighted stories of how difficult it was for our parents to be pregnant after a loss during a pandemic as part of our Second Annual Waddle Walk, which raised over $20,000 again, even during a pandemic with masks and social distancing.

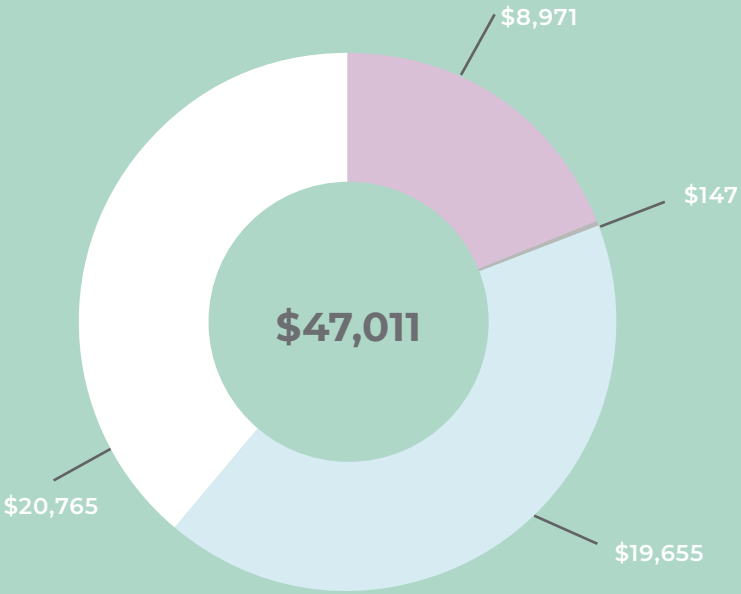
And finally, we started development on our PALS Pregnancy After Loss Tracker app that will be completed and launched this year (crossing our fingers for June of 2021), where we will continue to provide award-winning support to parents pregnant after loss.

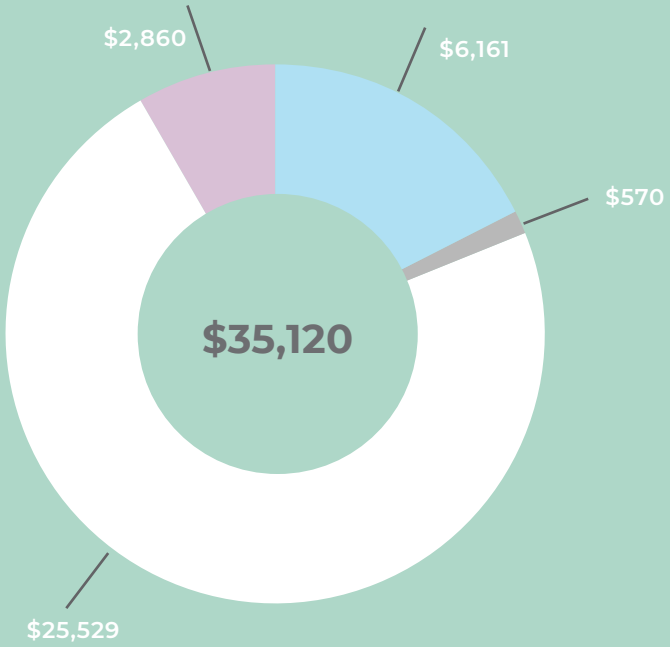
To everyone who has financially supported, volunteered, or benefited from PALS services, please realize that this work and growth would not have been possible without your generous hearts, support, and belief in the mission of Pregnancy After Loss Support. Your continued dedication to PALS while we lived through the COVID-19 pandemic--the worst pandemic in 100 years--is noticed and much appreciated.

Thank you,

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

# 2020 INCOME & EXPENSES




## INCOME

**Individual Donations** $8,971

**Amazon Smile** $147

**Waddle Walk** $19,655

**Facebook Fundraisers** $18,238

## EXPENSES

**Operating** $6,161

**Website & Marketing** $ 570

**PALS App Development, Direct Services, & Outreach** $25,529

**Waddle Walk** $2,860

# OUR VOLUNTEERS

## Hourly Contributions

| | |
|---|---|
| 368 | Contributors |
| 170 | Bump Day Bloggers |
| 390 | Instagram Coordination |
| 48 | Newsletter |
| 650 | Facebook & Social Media Coordination |
| 120 | Volunteer Coordinator |
| 30 | PALS Ambassador Coordinator |
| 50 | PALS Ambassadors |
| 880 | Nonprofit Administration |
| 4,800 | PALS Admins |
| 840 | Meet-Up Leaders |
| 696 | Board Service |

**TOTAL HOURS:**
**9,042 hours**

**VALUE OF VOLUNTEER SERVICE:**
**$245,942.40**

**Total Number of Volunteers: 55**

**Average amount of service per volunteer: 164.4 hours**

### Some words from our community members

*Having PALS to go to was increasingly helpful throughout all of [my pregnancy after loss]. Anytime I considered jumping into the riptide of self-pity and allowing the pandemic to steal joy out of the pregnancy, PALS was the gentle, knowing, and loving friend that took my hand and walked with me until I felt comforted enough to reclaim the joy. Anytime I felt like no one quite understood, anytime I felt judged by those who don't understand loss, anytime I felt rushed or hushed in my grieving journey, the community at PALS and the words written by others that seemed to peer right into my aching and swelling heart gave me a respite.* **~Kelsey P.**

*PALS was a godsend during the pregnancy. When our in-person monthly meetings could not happen, we turned to virtual meetings weekly at first and then to every other week. Like always, when I walk into a meeting or now log on, I feel an immediate relief, like I'm with my people and that everyone understands. It also felt like we had so many cheerleaders in our corner, but cheerleaders who did not assume we were happy all the time and understood the myriad of feelings that comes with pregnancy after loss.* **~Michelle V.**

*The beautiful posts inspired me to announce online and just GO with it. They reminded me that I can do all things and that I am not alone. Knowing you aren't alone is so so healing and motivating.* **~Ingrid S.**

# BOARD OF DIRECTORS

**Lindsey Henke**
***Founder, Chair***
*Licensed Clinical Social Worker*
*Minneapolis, MN*

**Bevin Tomlin**
***Co-Chair***
*Community Development Manager*
*Hoover, AL*

**Emily Lacroix**
***Treasurer***
*Exeutive Development Diretor*
*Oakland, CA*

**Rebecca Markert**
***Secretary***
*Legal Director, Freedom from Religion Foundation*
*Verona, WI*

**Dr. Kristen Sharp**
***Medical Advisor***
*OBGYN - Medical Director of Hope After Loss Clinic*
*Madison, WI*

**Laura Malcolm**
***Member***
*Founder, Give InKind*
*Tacoma, WA*

**Erin Kuhn-Krueger**
***Member***
*Marketing, Branding, & Writing Consultant*
*Chicago, IL*

**Valerie Meek**
***Operations Director***
*Writer and Creative Consultant*
*Reading, MA*

# 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**