Choosing Hope Over Fear

2021 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 seven years, PALS has become a 501(c)(3) non-profit and support organization and grown to include many services, including our newly launched Pregnancy After Loss App.

A WORD FROM OUR FOUNDER

Pregnancy after loss is the hardest thing I ever did after losing my first child and daughter to stillbirth in 2012. After my experience, I wanted other pregnant after loss (PAL) parents to feel like they had a friend to support them during the emotional journey through grief and joy, hope and fear, which is pregnancy after loss. To know that they weren't alone. That's why I founded Pregnancy After Loss Support (PALS) in 2014, soon after bringing my second daughter home after her birth.

Seven years later, I am proud to say PALS has done just that with the much-anticipated launch of our Pregnancy After Loss App in September 2021! Now bereaved parents pregnant after loss have #PALSInYourPocket and at their fingertips daily to support them through those emotionally difficult nine months. It is the first of its kind app and had over 6,000 downloads in the last three months of 2021, and we can't be more pleased!

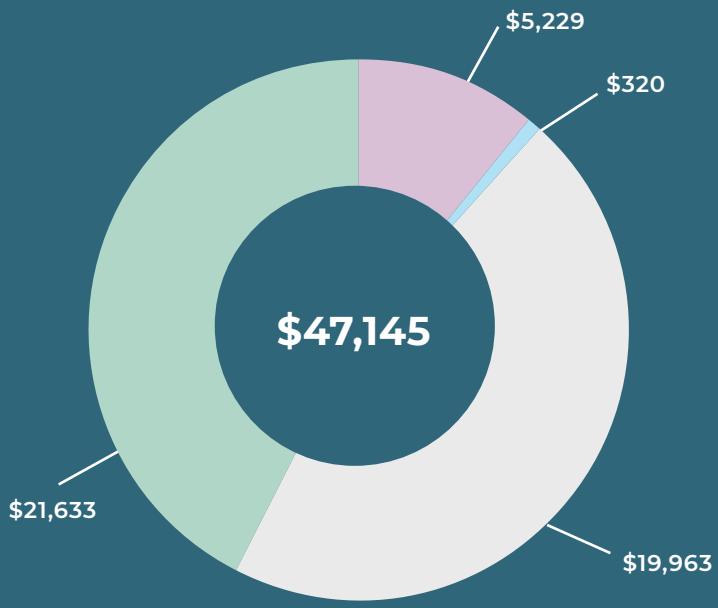
We also continued to offer in-person, virtual, and online support groups for over 20,000 parents going through PAL. Our online magazine published our Bump Day Bloggers' inspirational pregnancy and birth stories and shared articles and resources for parents navigating life after loss. In 2021 we offered educational training through online lectures to health care professionals about how to emotionally support the PAL parent, and we continued to raise awareness and celebrate both our babies that died and the ones born after with our third annual Waddle Walk which raised $21,000. All of this was accomplished during the second year of a global pandemic.

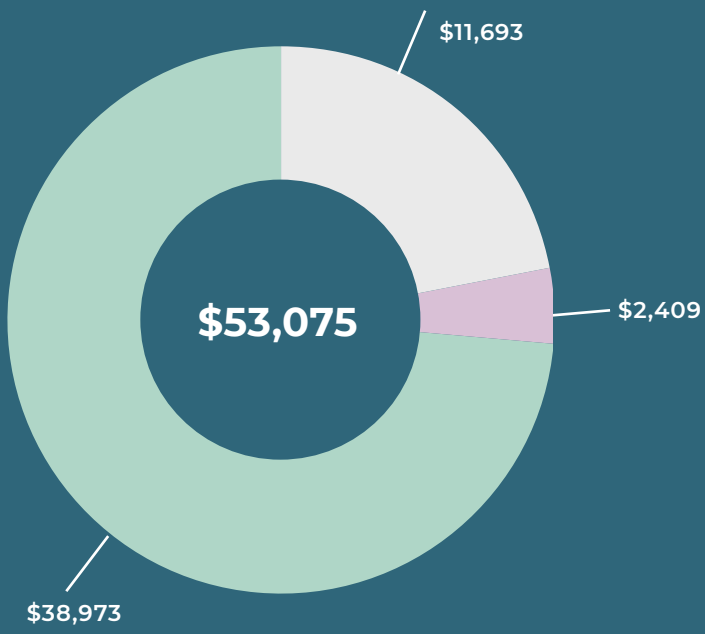
To everyone who has financially supported, volunteered, or benefited from PALS services, please know that this work and growth would not have been possible without your generous hearts, support, and belief in the mission of Pregnancy After Loss Support. Your continued dedication to PALS is appreciated.

Thank you,

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

2021 INCOME & EXPENSES





INCOME

Individual Donations $5,229

Amazon Smile $320

Waddle Walk $21,633

Facebook Fundraisers $19,963

EXPENSES

Operating $11,693

Website & Marketing $2,409

PALS App Development, Direct Services, & Outreach $38,973

OUR VOLUNTEERS

Hourly Contributions

273	Contributors
190	Bump Day Bloggers
260	Instagram Coordination
48	Newsletter
525	Facebook & Social Media Coordination
100	Volunteer Coordinator
25	PALS Ambassador Coordinator
50	PALS Ambassadors
50	Event Coordinator
800	Nonprofit Administration
4,800	PALS Admins
800	Meet-Up Leaders
1,176	Board Service

TOTAL HOURS:
9,097 hours

VALUE OF VOLUNTEER SERVICE:
$259,628.38

Total Number of Volunteers: 58

Average amount of service per volunteer: 156.8 hours

Some words from our community members

The Pregnancy After Loss app is so wonderful and validating for moms going through pregnancy after loss. **~Brittany**

Pregnancy is hard. It takes a lot out of you to grow a human. And growing a human while grieving a loss is unimaginable until you have to experience it. PALS gave me a voice, a community, and a reminder that I'm not alone, that my most intrusive and terrifying feelings are valid. Pregnancy loses its innocence after loss and while there's no comfort knowing someone else is suffering, there's comfort in the community. **~Elizabeth**

Pregnancy After Loss Support has an amazing app for pregnancy after loss. It has extra support for the pregnant after loss mom and great resources for managing my increased anxiety. **~Nicole**

I used the Pregnancy After Loss App starting at 32-weeks. I really love how it speaks to loss moms. Even when some of the information is similar to regular Pregnancy apps I just like seeing the words "as a loss parent you..." or "loss parent." **~Ayako**

As I prepared for birth, looking for affirmations to print and bring with me to the hospital, I continued to appreciate the Pregnancy After Loss Support and their new app. Pregnancy after loss is truly unique, and this resource is thoughtful to that uniqueness. **~Maribeth**

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