Choosing Hope Over Fear

2022 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 parents experiencing the confusing and conflicting emotions of grief mixed with joy during the journey through pregnancy after loss. PALS seeks to help expectant parents 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 eight years, PALS has become a 501(c)(3) non-profit and support organization and grown to include many services, including our first of its kind Pregnancy After Loss App.

A WORD FROM OUR FOUNDER

In December of 2022, my daughter Nora, the one that made me a mother, would have turned ten. Like many bereaved parents, I've spent ten years wondering who she would have been, and sadly I will never know. But I do know that because of her and my experience during my pregnancy after her stillbirth, I founded Pregnancy After Loss Support (PALS) in 2014. 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. PALS has continued to support bereaved parents through the challenging emotional journey of pregnancy after loss, and in 2022, we have also reached some significant milestones.

In September, our Pregnancy After Loss App celebrated its first anniversary! Throughout 2022, the Pregnancy After Loss App was downloaded by more than 10,000 courageously expecting loss parents, and it offered daily educational and emotional support to those parents.

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. We couldn't be more pleased that our services are helping so many!

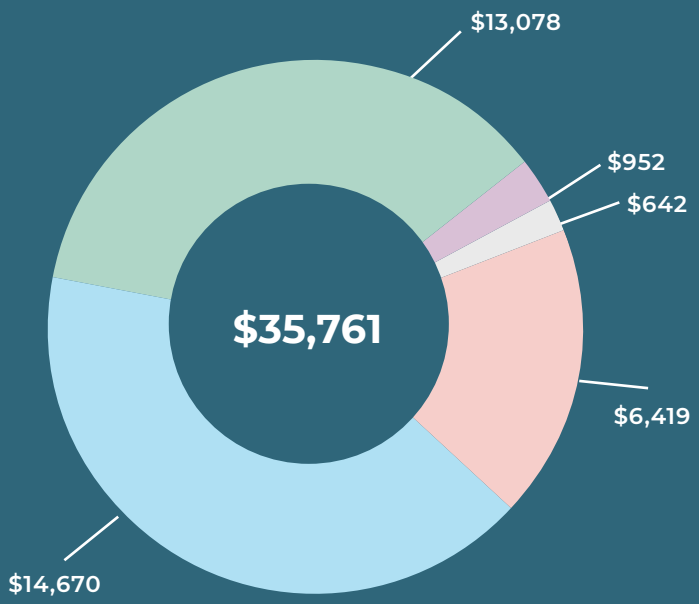
In 2022 we also had the honor to participate with the larger pregnancy and infant loss community in awareness and advocacy work being done at the state and national levels. PALS was proud to align with PUSH for Empowered Pregnancy and other organizations at The Big PUSH to End Preventable Stillbirth event at the capitol in Washington D.C. We also attended the Pregnancy and Infant Loss Alliance Conference to help spread the word about the need for continued emotional support services for pregnancy after loss parents. Both events are more proof of what amazing work can be accomplished when the love we have for our children gone too soon sprouts out of the darkness of our loss and into the world.

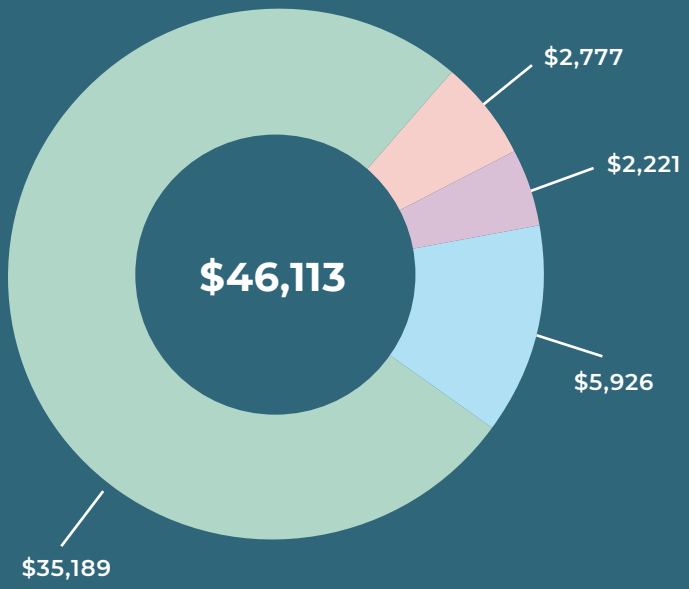
To everyone who has financially supported, volunteered, or benefited from PALS services, please know that this work and growth would not have been possible without your generous hearts, support, and belief in the mission of Pregnancy After Loss Support. Because of you, we raised $14,670 at our fourth annual Waddle Walk last year, with over 110 bereaved parents and their loved ones walking to honor all their children, those they have the privilege of holding onto their hands, and those they can only hold in their hearts. Again, we are gratefully indebted to every member of the PALS community and appreciate your continued support.

Thank you,

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

2022 INCOME & EXPENSES





INCOME

Individual Donations $6,419

Waddle Walk $14,670

Facebook Fundraisers $13,078

Amazon Smile $952

Other $642

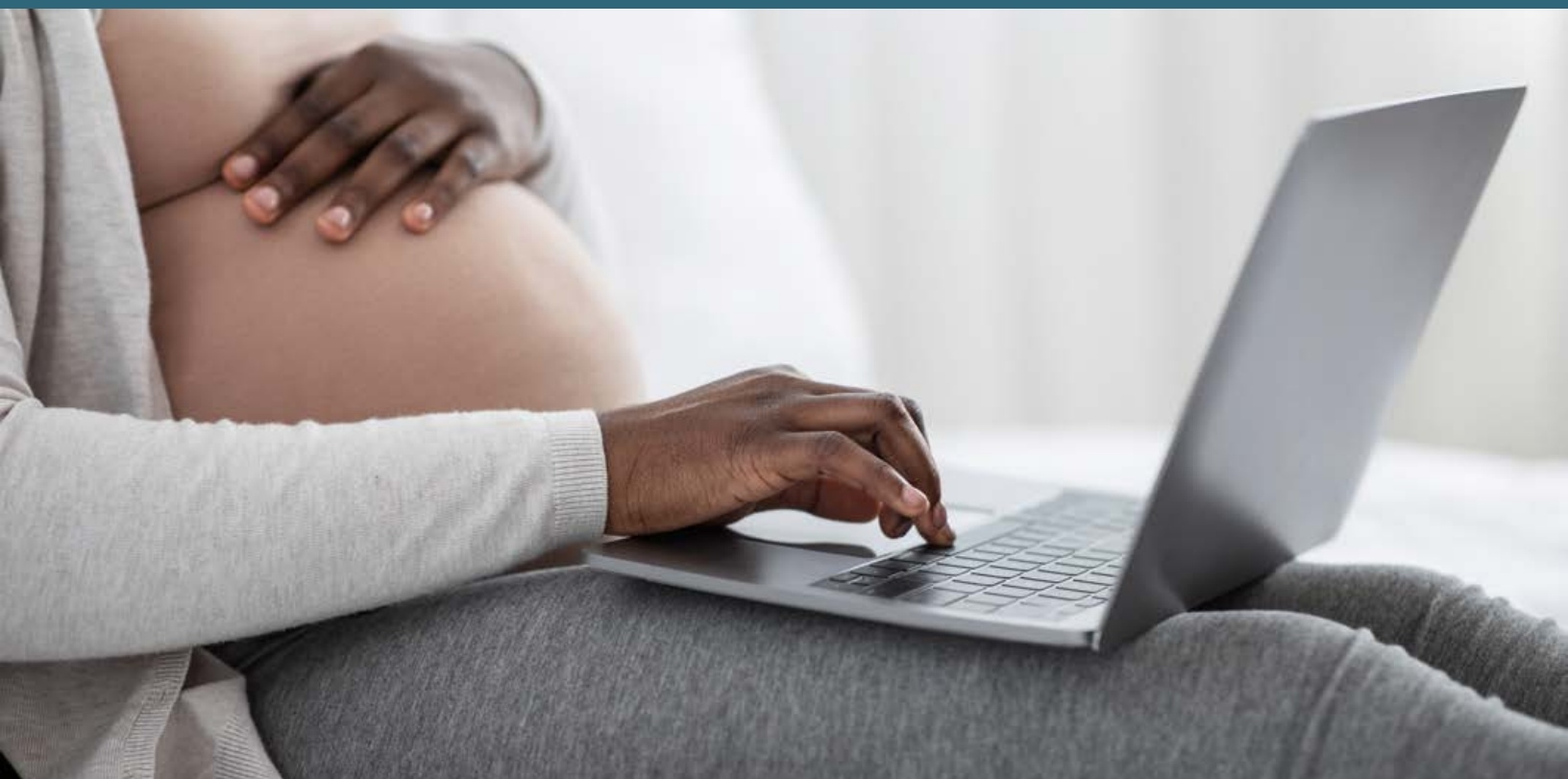
EXPENSES

Operating $2,221

Website & Marketing $5,926

PALS App Development, Direct Services, & Outreach $35,189

Waddle Walk $2,777



OUR VOLUNTEERS

Hourly Contributions

228	Magazine Contributors
120	Bump Day Bloggers
600	Social Media Coordinators
100	Volunteer Coordinator
50	Event Coordinator
800	Nonprofit Administration
4,800	PALS Admin
700	Meet-Up Leaders
1,200	Board Service

TOTAL HOURS:
8,598 hours

VALUE OF VOLUNTEER SERVICE:
$273,416.40

Total Number of Volunteers: 48

Average amount of service per volunteer: 179 hours

Some words from our community members

When I became pregnant again, I turned to the Pregnancy After Loss App for support, and it was very helpful. The daily quotes, the gentle weekly growth updates... it helped in making me feel not so alone. It really gave me such comfort during the entire pregnancy because it was a safer space to log into every day to connect with my pregnancy. **~Dawn**

The Pregnancy After Loss App helped me work through everything I was feeling. **~Sarah**

Before we even got pregnant again, I knew I wanted to tap into any resource that would help me tackle my grief and other emotions that would come with another pregnancy. I found PALS on Instagram and noticed their mention of the app - it was so refreshing to see the sensitive language and complexities around pregnancy that the other apps lacked. **~Shannyn**

Pregnancy after loss can be so isolating and lonely. Having a group of people who've been through it and understand is so important. I found that with this app. **~Katy**

The Pregnancy After Loss App was probably the only piece of curated baby tracking that really understands and speaks to the bundled pain, joy, fear, hope and sadness I felt. I couldn't be more grateful for this app, whenever I needed to know someone really understood, I would read articles and blog posts in the PAL app. **~Lexi**

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