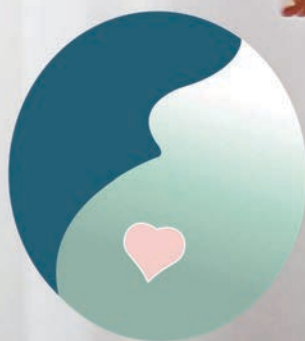
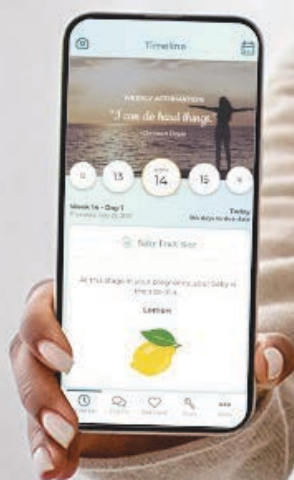


Choosing Hope Over Fear

2023 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

Eleven years ago, after the tragic stillbirth of my first daughter, Nora, I never imagined the impact her life would have on myself and the pregnancy and infant loss community. In 2014, after the birth of my second daughter, Zoe, I founded Pregnancy After Loss Support (PALS) to provide comfort and guidance to other parents navigating the complex emotions of pregnancy after loss. As a mother who has experienced this profound loss, I understand the unique challenges and isolation that PAL parents face.

In 2023, PALS has continued to grow and evolve, providing unwavering support to bereaved parents throughout their challenging journey. We've reached significant milestones, demonstrating our commitment to providing compassionate care and resources to those navigating the complexities of pregnancy after loss.

Our Pregnancy After Loss App celebrated its second anniversary in September 2023, becoming a lifeline for thousands of parents. The app was downloaded over 8,000 times in 2023 and has now supported a total of 24,000 parents, offering daily educational and emotional support.

Beyond the app, PALS continued to offer a range of comprehensive services. Our in-person, virtual, and online support groups have connected over 30,000

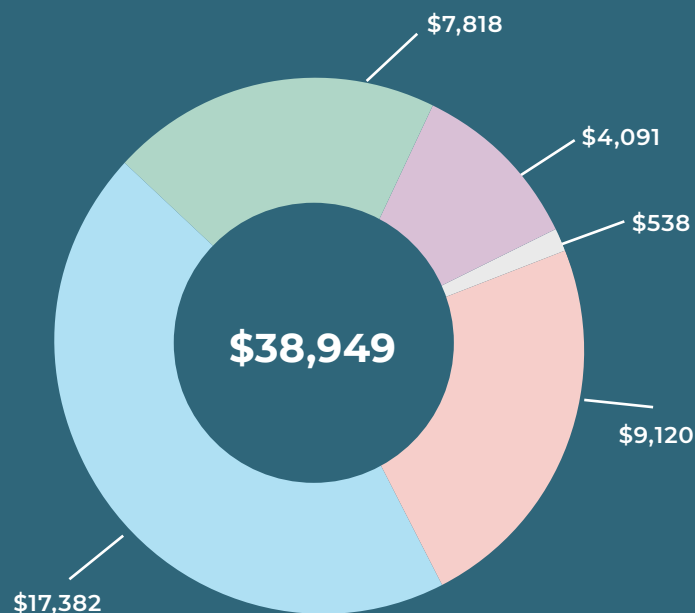
parents. Our online magazine features inspiring stories from our Bump Day Bloggers and provides valuable resources for parents navigating life after loss. In addition to providing direct support, we're committed to advancing research and advocacy. This year, we presented a poster at the Stillbirth Summit highlighting the positive impact of our app on the mental health and well-being of PAL parents.

We extend our deepest gratitude to everyone who has supported PALS through donations, volunteer work, or by accessing our services. Your generosity has fueled our growth and enabled us to reach more bereaved parents. Thanks to your support, our fourth annual Waddle Walk raised \$17,380, with over 120 bereaved parents and their loved ones walking to honor all their children. Again, we are gratefully indebted to every member of the PALS community and appreciate your continued support. Together, we are making a lasting impact and honoring the memory of our children.

Thank you,

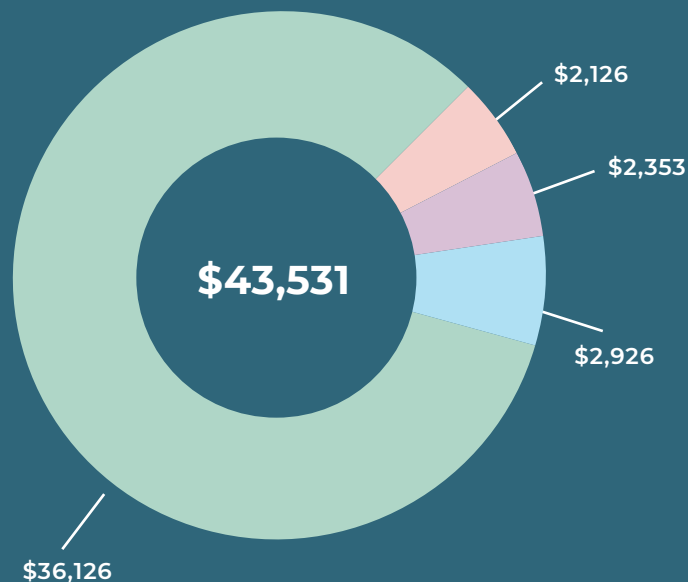
Lindsey Henke, MSW, LICSW
*Founder and Executive Director of
Pregnancy After Loss Support
Nora's Mom*

2023 INCOME & EXPENSES



INCOME

Individual Donations	\$9,120
Waddle Walk	\$17,382
Facebook Fundraisers	\$7,818
Foundations	\$4,091
Other	\$538



EXPENSES

Operating	\$2,353
Website & Marketing	\$2,926
PALS App, Direct Services, & Outreach	\$36,126
Waddle Walk	\$2,126





OUR VOLUNTEERS

Hourly Contributions

200	Magazine Contributors
120	Bump Day Bloggers
500	Social Media Coordinators
70	Volunteer Coordinators
800	Nonprofit Administration
4,500	PALS Admin
500	Meet-Up Leaders
600	Board Service

TOTAL HOURS:
7,290 hours

VALUE OF VOLUNTEER SERVICE:
\$244,142.10

Total Number of Volunteers: 30

Average amount of service per volunteer: 243 hours

Some words from our community members

Discovering PALS just as we contemplated trying to conceive after our loss felt like a lifeline. The community of women who truly understand and provide support is transformative. The Pregnancy After Loss App gave me information about my new baby in a way that helped me remain connected to my son who died. The thoughtfulness and empathy contained in the app empowered me to continue to move forward. **~Samantha**

The Pregnancy After Loss App has completely changed this pregnancy experience for me. The articles each day are exactly what I need. It's allowed me to find peace in PAL. The affirmations get me through scary thoughts. **~Kelsey**

The PAL App was so helpful because it was sensitive to common triggers. I loved the weekly affirmations and suggestions for self-care. It was a way to center and rebalance when everything was way out of my control. I'm so glad I found out about the app! **~Annelise**

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**

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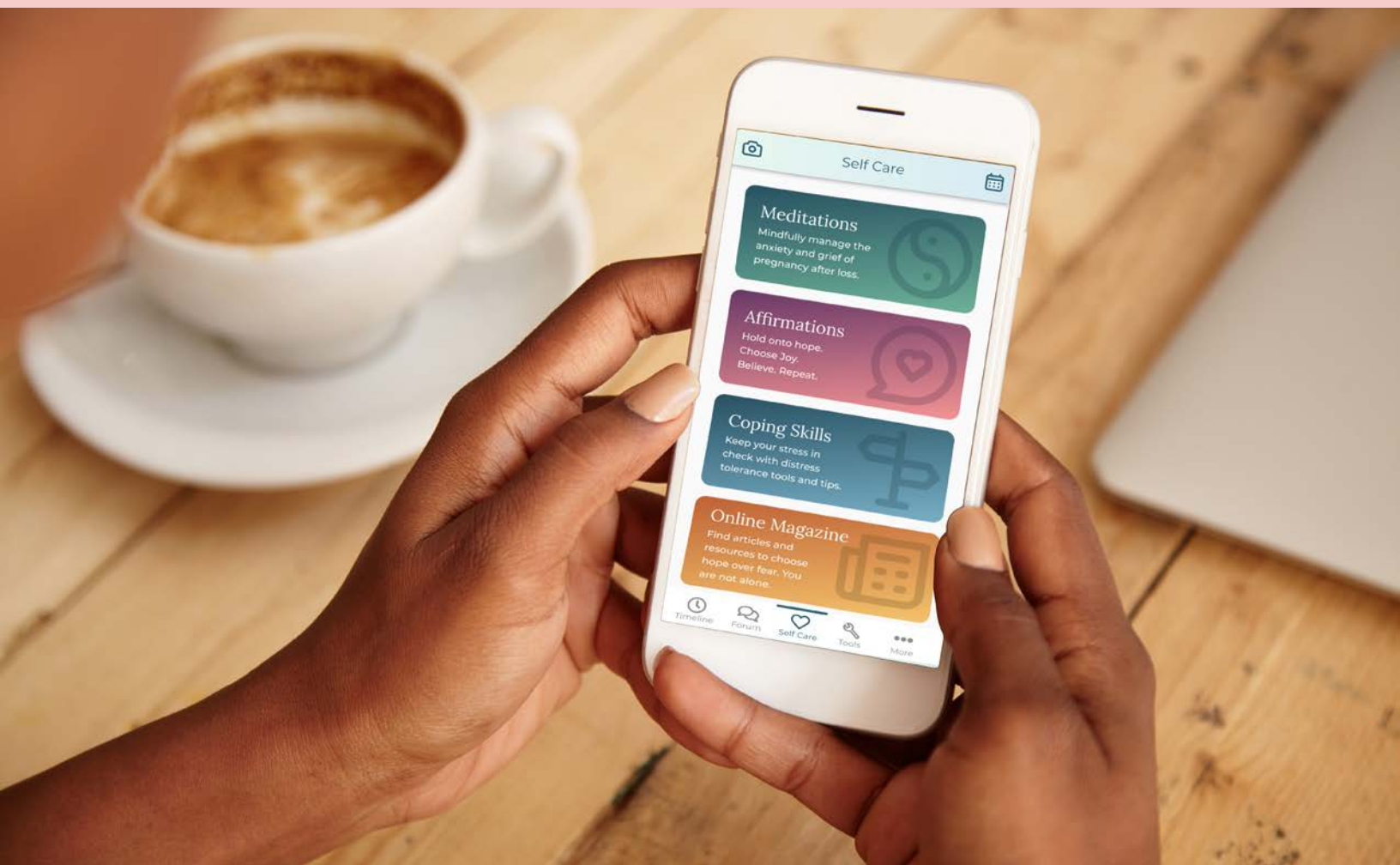
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Illinois Action for Children
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Operations Director

Writer and Creative Consultant
Billerica, MA





Pregnancy
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Thank you for coming alongside
PALS as we support families in
choosing hope over fear while
nurturing grief.



Contact PALS

Pregnancy After Loss Support

5201 Overlook Drive
Bloomington, MN 55437

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PregnancyAfterLossSupport.org

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