



NATIONAL ALLIANCE FOR  
CHILDREN'S GRIEF

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IMPACT  
REPORT





The impact of the past 21 months of the pandemic has been devastating for so many. Across our country, empty chairs at dinner tables are a constant reminder of those missed. As the country pushed for the return to normal, for many children, the normal that existed before the pandemic was no longer there. Additionally, many who grieved during the pandemic did so in a moment of social isolation and missing the community of support that may have existed before.

In the moment of need, our members showed up for their communities and each other. Through member calls, they shared plans for virtual programming, safety protocols for convening outdoors, and strategies for supporting colleagues. They found ways to connect to the families that needed the support while also supporting others doing this work in communities across the country. It has been an honor to convene and support the membership this year. We are an alliance of caring professionals. Though from different fields and professions, we are connected by our willingness to stand in the gap with those who are grieving.

The NACG was started by individuals that knew they could be stronger together. This spirit lives on in the organization today as we look to grow, transform, and adapt to meet the needs of our members and the children at the heart of our mission. This past year we have engaged in national conversations, raising awareness about the needs of children and teens grieving a death. We offered professional education that supports the ongoing learning and development of the field. Finally, with our members, we created resources that support both families who are grieving and professionals.

Integrity and stewardship are important values we carry throughout the business of the organization. We work hard to ensure that every dollar is put to the best use, our programs are of the highest caliber, and our members feel connected and supported.

You may notice our new name and logo! This year we changed our name to the National Alliance for Children's Grief. This change uses person-first language that honors the children at the heart of our work and reflects our professional network better. Our name may have changed, but our mission, vision, and work remain the same.

On behalf of the NACG Board of Directors and staff, thank you for your generosity, interest, and support of NACG and our mission. Because of you and others who believe in and invest in our work on behalf of children who are grieving, the goal - no child grieves alone becomes a reality.

*Vicki Jay*

**Chief Executive Officer  
National Alliance for Children's Grief**



# A NATIONAL ALLIANCE

**The Alliance has over 1,594 members across 48 states. This represents a growth in membership of 18% year over year.** We have members across three continents.

The members of the alliance continued their relentless focus on adapting programs in an effort to reach the children who needed them. Their commitment and creativity shared freely inspired everyone to try something new.

Our Alliance includes representatives from bereavement support programs, hospices, health care organizations, hospitals, mental health care centers and programs, funeral service professionals, youth advocacy organizations, faith-based groups, along with professionals who work in education at all levels from preschool through college.

Our Mission is to raise awareness about the needs of children and teens grieving a death and provide education and resources to anyone who wants to support them.

**Our Vision is for no child to have to grieve alone.** All children, no matter where they live or their circumstances, should have the support and resource they need to positively adapt to a death loss in their lives.



## We are the NACG. Embracing the new normal.



# NACG EDUCATES & CONNECTS

**24**

**webinars**

with **10 available at no charge** to all professionals.

**2,949**

**registrations**

for our webinars series.

**3,768**

**hours**

individual live professional education.



**NACG MEMBER NETWORKING CALLS**

**43**

Member connection calls:  
Leadership  
General Membership  
Regional Hub



**715**

attendees at our **2021** Virtual Symposium on Children's Grief.

**142**

attendees at our **2021** Virtual Fall Conference.



**NACG MEMBER DISCUSSION HUBS**

- School Group facilitated by Liz Carson, Kate's Club.
- Grief Camps facilitated by Paul Rubin, Camp Good Mourning.
- Volunteer Management facilitated by Debra Brook, Kate's Club.
- Grieving with Disabilities by Jennifer Wiles, HEARTplay.
- Serving Spanish Speaking Griefers by Brenda Hernandez, Our House.



**NACG MEMBER WORK GROUPS**

- Research & Evaluation facilitated by Monique B. Mitchell, Dougy Center.
- Grief and Disabilities by Jennifer Wiles, HEARTplay.
- Schools Workgroup for Children's Grief Awareness Month.
- Family Activity Book.



# NAGC BECOMES NACG



In 2021, the National Alliance for Grieving Children changed our name to the National Alliance for Children's Grief. This important change better reflected our professional network and uses person-first language honoring the children at the heart of our work. This change also brought a brand new logo and color scheme for the organization.

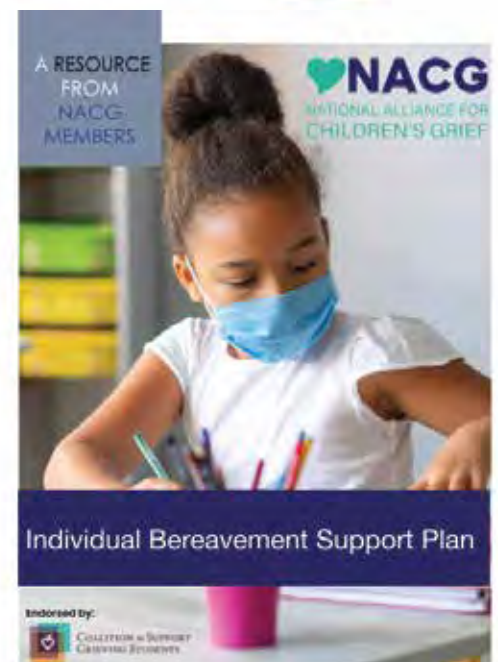
# NACG RAISES AWARENESS



Children's Grief Awareness Month (CGAM) is dedicated to raising awareness about the prevalence and the potential impact of the death of a loved one on a young person. In 2021, through the collaboration of The National Alliance for Children's Grief (NACG), National PTA, National Center for School Crisis and Bereavement, First Book, and The New York Life Foundation, the month-long campaign featured a unified approach that focused on grief support in schools.

The goals of the campaign included:

- Raise awareness about the prevalence, support, tools, and resources available to school communities.
- Encourage conversations about grief support in school communities.
- Provide an opportunity to educate, advocate, and Raise awareness about grieving children and their families.



# GRIEF REACH ADVANCES THE FIELD

## IN PARTNERSHIP WITH



### Cycle 1

**COVID-19  
Response Funding**

**\$365,000**



### Cycle 2

**Focus on  
Collaboration**

**\$335,000**

In 2011, in an effort to address the gap in funding and resources, the New York Life Foundation, one of the largest corporate funders in the childhood bereavement space partnered with the National Alliance for Children's Grief to create Grief Reach.

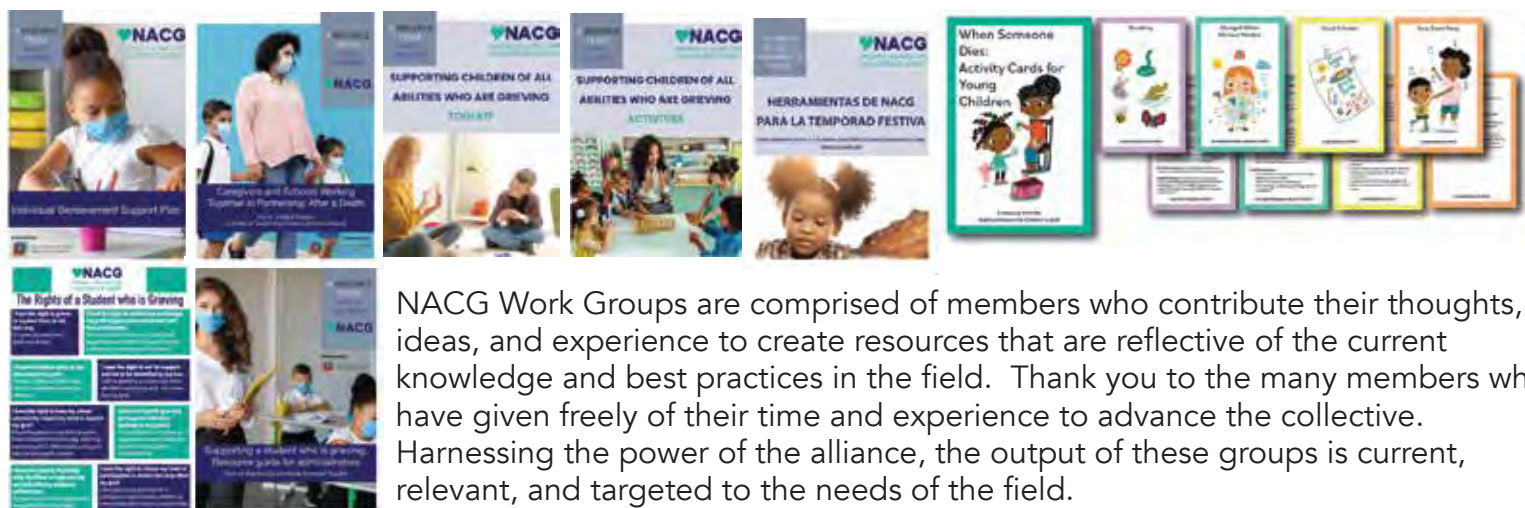
Since its inception, the program has funded grants supporting improvements in bereavement support for children and their families in communities across the country.

In 2021, through two cycles of Grief Reach we supported this continued investment in the field.

## NACG CREATES RESOURCES

We continued to work on our free and paid resources. In 2021 we added several free guides to our website at [www.childrenrgrieve.org](http://www.childrenrgrieve.org). The GriefTalk School series launched in November honoring Children's Grief Awareness Month. Included in this resource set are an administrator guide, a caregiver guide, and a unique, Individual Bereavement Support Plan. The IBSP supports the child after a death in connecting the support team that surrounds them. We were honored to receive an endorsement for these resources from the Coalition to Support Grieving Students.

Additionally, we launched three new resources; Supporting Children of All Abilities Who are Grieving (Toolkit and Activities) and a Spanish translation of our popular Holiday Toolkit. We also expanded our resources for sale with the launch of "When Someone Dies: Activity Cards for Young Children." The cards contain activities for young children designed to help them better express, understand, and cope with their grief.



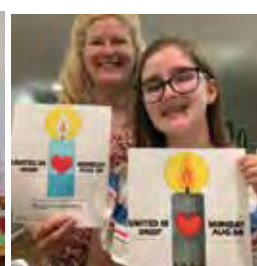
NACG Work Groups are comprised of members who contribute their thoughts, ideas, and experience to create resources that are reflective of the current knowledge and best practices in the field. Thank you to the many members who have given freely of their time and experience to advance the collective. Harnessing the power of the alliance, the output of these groups is current, relevant, and targeted to the needs of the field.



# NACG PARTNERSHIPS

The NACG was fortunate to collaborate and partner with many organizations across 2021. Highlights of these include:

- **United in Grief 2022 with Judi's House / JAG Institute.** We partnered for the second United in Grief Virtual Candlelight Tribute on National Grief Awareness Day, Monday, Aug. 30. This campaign aimed to unite individuals across the nation in recognizing children who are grieving. Across social media, people joined us in recognizing the 2.8 million individuals who lost a parent or a sibling as a child and for the millions more expected to be bereaved before their 18th birthday. Our candles served as a symbol of hope, remembrance, and inspiration. Together we are united in grief.
- **Dougy Center** invited us to be a distribution partner on their Youngest Griever resource series created with KinderCare. Learning Companies. These resources were a great addition to our resource library and a companion to our "When Someone Dies: Activity Cards for Young Children" product. The entire series is available on our website.
- We supported the **American Foundation for Suicide Prevention (AFSP)** on Survivor Day in a live Twitter Chat, "Healing After Suicide Loss."
- NACG CEO Vicki Jay held advisory board positions with the **COVID Collaborative, Tragedy Assistance Program for Survivors (TAPS)** and **Speaking Grief (an outreach program of Penn State)**. Vicki also consulted on resource development for a project by the **Greater Illinois Pediatric Care Coalition (GIPCC)** and the **Funeral Service Foundation**.
- We signed on in support of **Modern Loss and Evermore's** open letter to President Biden advocating for a National Bereavement Leave Policy, 'Everybody Needs Time.'



# DIVERSITY, EQUITY AND INCLUSION

Across 2021, the NACG continued its commitment to becoming a fair, inclusive, and anti-racist alliance. Living this commitment daily meant looking at all our activities critically and, as we learned, changing systems, practices, and programming so that the alliance is a welcome space for all.

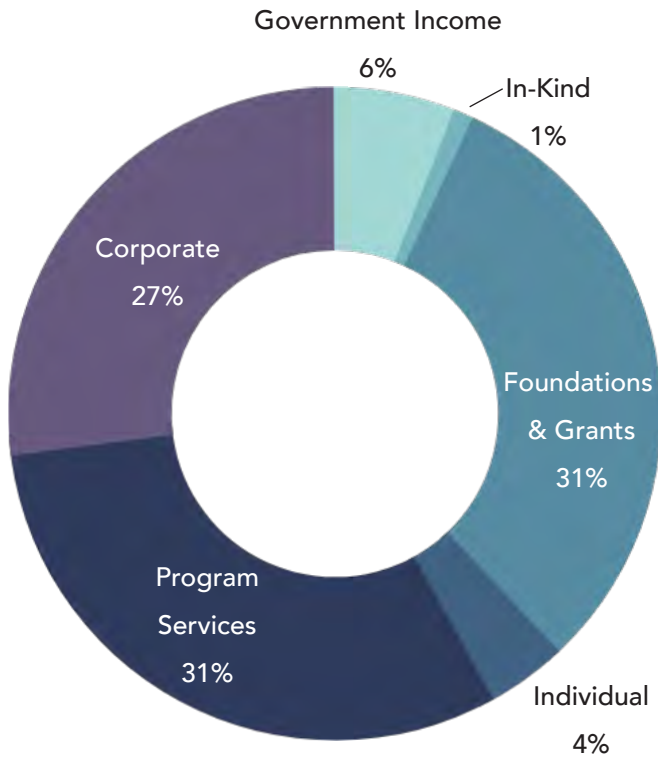
Highlights of this journey from the past year include:

- Participation by the NACG staff in a training program with the East Harlem Tutorial Program (EHTP). This was made possible by New York Life Foundation. We reflected on personal practice and organizational policy through facilitated professional learning communities.
- Staff training with Queer Asterix.
- 2021 Symposium Plenary with Sonia L. Aranza, M.A., Global Diversity & Inclusion Strategist. "The Power of Inclusion: Impact of Unconscious Bias on Excellence."
- Educational Webinars:
  - Black youth and family bereavement: A strengths perspective. Presented by Tashel Bordere, PhD, CT
  - Gender & Sexuality: Awareness & Responsiveness. Presented by Sorin Thomas, MA, LPC, LAC, CGP, ACS and Joy Wishtun, LPC
  - Childhood Bereavement Prevalence Based on Race and Hispanic Origin. Presented by Laura J. Landry, Ph.D. & Michaelleen R. Burns, Ph.D.

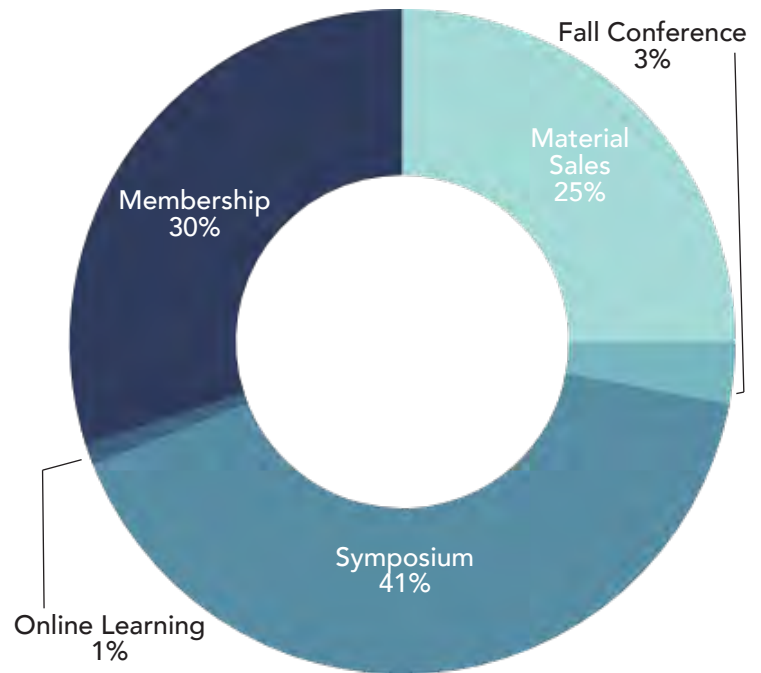
# FINANCIAL POSITION

The organization's performance was broadly in line with the prior year, which was a record year in income for us. While we missed our in-person symposium, the virtual symposium was a great success, enjoyed by a record audience. We continued to benefit from the flexibility and support of our funders, who adjusted with us to the needs of our members and the wider population. Membership renewal rates remained strong, and we expanded our earned revenue with the addition of a new resource: "When Someone Dies: Activity Cards for Young Children." We are committed to best practice in our financial operations, which was evidenced by our 2021 audit report. Our focus on lean operating and diversifying our funding base continues to deliver strong financial performance.

## 2021 INCOME OVERVIEW



## 2021 PROGRAM INCOME BREAKDOWN



Thank you to our major supporters this year for their investment in our work. These supporters, along with many others make our work possible, and we are grateful.



NEW YORK LIFE  
FOUNDATION

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*The Rea Charitable Trust*

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# NACG BOARD AND STAFF

## **2021 Board Officers:**

**Darcy Walker Krause, J.D., LSW, C.T.**, NACG Board Vice-President | Executive Director, Uplift Center for Grieving Children (Philadelphia, PA)

**Bethany Gardner, MA**, NACG Board Vice-President | Director of Bereavement Programs, Eluna (Seattle, WA)

**Susan Giambalvo**, NACG Board Treasurer | Executive Director, Caring Unlimited - York County's Domestic Violence Resource Center (Sanford, ME)

**Brennan Wood**, NACG Board Secretary | Executive Director, The Dougy Center (Portland, OR)

**Tina Barrett, EdD**, NACG Immediate Past Board President | Executive Director, Tamarack Grief Resource Center (Missoula, MT)

## **2021 Board of Directors:**

**Tashel Bordere, PhD, FT**, Assistant Professor of Human Development and Family Science and State Extension Specialist, University of Missouri-Columbia (Columbus, CO)

**Cristina M. Chipriano, LCSW-S**, Director of Equity & Community Outreach and Esperanza Program Coordinator, Dougy Center (Houston, TX)

**Catherine Alicia Georges, EdD, RN, FAAN**, Professor and Chair, Department of Nursing at Lehman College of the City University of New York; President, National Black Nurses Foundation (Bronx, NY)

**Allison Gilbert**, Author, Speaker (New York, NY)

**Peggy Pettit**, Executive Vice President, VITAS Healthcare (Stuart, FL)

**Jim Price**, Senior Vice President, Industry Relations, Park Lawn Corporation (Valrico, FL)

**Mary Robinson**, Executive Director, Imagine (Mountainside, NJ)

**Jim Santucci, CPA**, Executive Director, Kara (Palo Alto, CA)

**Blair Thompson, MDiv, CEO**, Roy Mass Youth Alternatives (RMYA) (San Antonio, TX)

## **2021 Staff:**

**Vicki Jay**, Chief Executive Officer

**Adam W. Carter, PhD, LCPC, NCC, CCMHC, ACS, TF**, National Clinical Director

**Deirdra Flavin, CFRE, MSc**, National Marketing & Development Director

**Megan Lopez, LMSW**, National Program Director



**[www.childrengrieve.org](http://www.childrengrieve.org)**

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We exist because no child  
should have to grieve alone.



Through education, raising awareness and  
advocacy, we work every day to make that  
vision a reality.