



NATIONAL ALLIANCE FOR  
CHILDREN'S GRIEF



20  
22



# IMPACT REPORT





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ALL



It is an honor to present the 2022 Impact Report for the National Alliance for Children's Grief. This report reflects the work and dedication of many that strive to ensure that children and teens across the nation who have experienced the death of someone in their young lives receive the best standard of care. No matter your connection to the work, the NACG Board of Directors, our staff, and our members thank you for your part in making our mission a reality. Our mission, centered on equipping and supporting anyone who seeks to support children and teens grieving a death, is the foundation of everything we do. We are committed to serving as a catalyst for leading a national movement to educate, advocate and raise awareness about the needs of children and teens who are grieving.

The NACG was started as an alliance of individuals who knew they could be stronger together. An important piece of our mission is developing long-term collaborative and trusting relationships, and as the national leader of a strong alliance, we know the power of the collective voice. The strength of the alliance, the collective voice, and our partnerships form the foundation of the work we have done and the work to be done.

While we are proud of what has been accomplished, we know there is more we need to do, learn and develop. With a continuous improvement mindset, we are constantly reaching out and engaging with communities in new ways, piloting innovative approaches, and bringing partners together to address new and emerging needs related to supporting children and teens who are grieving. We must create the best possible outcomes for our younger population to build strong communities. For donors, the return on investment is significant.

We look forward to the shared impact in the year ahead as we continue to make a positive difference in the lives of children who have experienced a death. On behalf of children and teens who are grieving, their families, and their communities, we thank you. It is through your belief and investment in our work that 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 1,371 members across the United States.**

We have members across three continents. Our members continued to adapt and grow to meet the unprecedented demand for services. The NACG continued to provide direct support through member connection calls, discussion hubs on a range of topics, along with extensive education on current topics relevant to our shared work of supporting children and families grieving a death.

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 resources they need to adapt to a death loss in their lives positively.

The strength of the Alliance is in our connection as a community of practice. Members connected to and supported each other in a variety of ways. If you are not a member of the alliance, we invite you to join us.



**NACG**  
**MEMBER**  
**NETWORKING**  
**CALLS IN 2022** **22**

## OUR MEMBERS CONNECT WITH PURPOSE



### **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 facilitated by Jennifer Wiles, HEARTplay.
- Serving Spanish Speaking Griefers facilitated by Brenda Hernandez, Our House.
- Student/Intern Group facilitated by Becka Hoppe, Virginia Commonwealth University.



### **NACG MEMBER** **WORK GROUPS**

NACG Work Groups are comprised of members who contribute their thoughts, ideas, and experience to create resources that reflect current knowledge and best practices in the field. Thank you to the many members who have freely given 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. 2022 member work groups included:

- Grandparents Raising Grandchildren
- Supporting a Child Grieving a Death by Suicide
- Children and Funerals
- Teen Resource Development



# NACG EDUCATION IN REVIEW

## APPROVED CE PROVIDER

In 2022, three different organizations approved the NACG as a CE provider. We were approved by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) Program to offer social work continuing education. We were approved by the National Board for Certified Counselors (NBCC) as an Approved Continuing Education Provider (ACEP). We were also approved as a provider for Licensed Mental Health Counselors (LMHCs) and Social Workers in New York State.



The approval by these organizations recognizes the commitment of the NACG to high-quality standards and best practices in continuing education. We are pleased to be able to support our members as a CE provider creating increased access to professional education.

## REGIONAL CONFERENCES

In 2022 we conducted our inaugural six-state Regional Conference tour entitled “No Child Grieves Alone.” Thanks to the support of our host members in bereavement centers across the United States and our funding partner, the New York Life Foundation, we supported communities in building back after the tremendous losses and isolation of the pandemic. Three leading voices in the field of childhood bereavement, Dr. Tashel Bordere, Dr. Michaelleen Burns, and Dr. Donna Schuurman, at six locations across the United States, connected us in honor of the children we collectively serve. The NACG’s vision is for no child to have to grieve alone, and making this a reality requires collaboration, access, and a unified focus. On November 1st in New York City, we honored the first day of Children’s Grief Awareness Month and the tour concluded at the host site of our partner in this initiative, The New York Life Foundation.





# 25 YEARS OF SYMPOSIUM



**427** professionals attended our **25th** National Symposium on Children's Grief. They had the opportunity to choose from **69** sessions on varying topics across programming, research, and administration.

We were overjoyed to be back in our professional community with our in-person symposium in 2022. Attendees had the opportunity to learn of the latest research and clinical developments in working with children and teens, enhance their skills to deliver services to these children and families, and engage in dialogue with colleagues, clinicians, researchers, and other grief professionals. Professionals from all over the country shared ideas, information, and clinical expertise as grief support services continue to adapt and grow to meet the unprecedented need for services in their communities post-pandemic.





# NACG FALL CONFERENCE AND WEBCAST

## 2022 FALL CONFERENCE SUPPORTING CHILDREN AND FAMILIES FOLLOWING A STIGMATIZED DEATH

FRIDAY, NOVEMBER 4, 2022

*Children, Grief, and Violent Deaths.*  
Diane Vines, MA, LMFT-S, LPM-S, RPT-S

*Rooted in Hope: Grief After Suicide and Traumatic Loss.*  
Tina Barrett EdD, LCPC

LOCAL HOST

LEAD SPONSOR



**Dignity**  
MEMORIAL

### SPEAKERS



Tina Barrett EdD, LCPC



Diane Vines, LMFT

The 2022 NACG Fall Conference was broadcast live from Houston, Texas, on November 4. While grief is by many considered a natural response to a death, but where the death is by homicide, suicide, or overdose, the stigma associated with them can complicate the grief experience for the griever. Stigmatized deaths create important considerations when supporting children and families. Our speakers explored ways we can stabilize and strengthen those grieving a suicide or homicide death as they integrate their losses into their lives.

The webcast was broadcast live to audiences across the United States through a network of community hosts.

Attendee comments:

*"I thoroughly enjoyed this training. It was very informative and helpful to me as a first year elementary counselor that has several students and faculty that have been faced with loss of loved ones this school year."*

*"Excellent presentations on such important topics. I appreciated the emphasis in both presentations on the necessity of self-care for the practitioner. Both presenters did a beautiful job!"*



## ONLINE EDUCATION

**18**

**webinars**

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

**1,876**

**registrations**

for our webinars series.

**2,564**

**hours**

individual live professional education.

# GRIEF REACH ADVANCES THE FIELD

IN PARTNERSHIP WITH



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 2022, through two cycles of Grief Reach, we supported this continued investment in the field.

## Grief Reach 2022 Funding Focus Areas



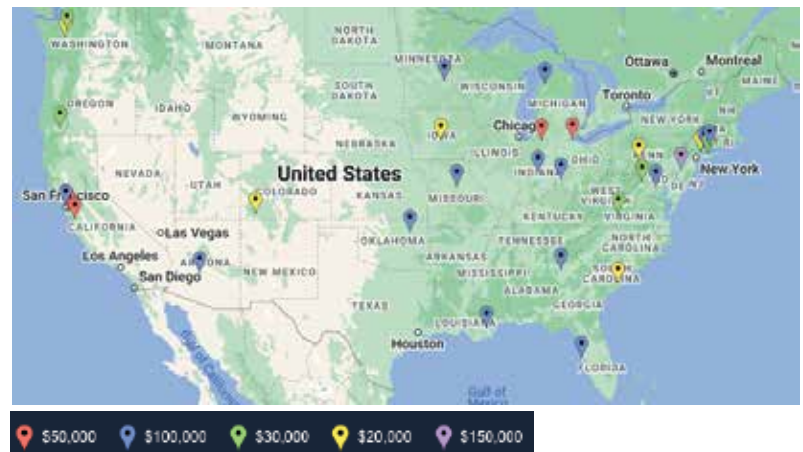
Grief Support in  
School Communities



Innovation



Diversity, Equity and  
Inclusion



**In 2022 Grief Reach committed \$1,250,000  
in direct support to bereavement programs  
across the United States**



# BRAVE OF HEART FUNDING OPPORTUNITY



In total, 1,564 individuals were served through direct programming and 3,857 professionals were served through training thanks to the work of these organizations and the investment through this grant cycle of the Brave of Heart fund.

Funding from this grant cycle supported bereavement centers in their program support and outreach to families impacted by a death due to COVID-19. We invited requests for funding that met the identified needs of children who are grieving and were informed of the cultural considerations for their communities. This program aimed to increase access to bereavement support services in local communities, specifically for children who are grieving the death of someone from COVID-19.

Grant funds supported the development of materials, training for facilitators and teachers, developed resources, and supported direct outreach to communities.

*"The pandemic and loss was something the world shared. Unfortunately, many of us did not get to grieve our loved ones the way our family traditionally would. This group helped me and my kids."* Participant of program funded by a Brave of Heart grant.



## JUSTICE, EQUITY, DIVERSITY AND INCLUSION

Across 2022, the NACG continued its commitment to being a fair, inclusive, and anti-racist alliance. We continued to look critically at our activities, programming, systems, and practices to ensure the alliance is home for all professionals who work in childhood bereavement and equipping members through education to grow programs inclusively and equitably. Highlights of this ongoing journey include:

- 2022 Symposium Plenary sessions: Shareefah N. Al'Uqdah, "Still I Rise: Grief and Social Justice" and Joaquín Zihuatanejo, "Written All Over Your Face."
- Educational Webinars - Peer Deaths: Supporting Students Grieving within the context of Racial Trauma & during COVID-19. Presented by Lamya Broussard, LSW, MSS, MLSP
- NACG 2022 Board of Directors retreat centered J.E.D.I. as a critical strategic priority for the organization.
- The inaugural Regional Conference tour to six states created access to national speakers in smaller community settings.
- Dedicated Grief Reach funding cycle advancing bereavement support for diverse populations.
- Created a partnership with MAPA translations, a woman-owned small business for NACG translation needs. Their commitment to culturally aware and linguistically appropriate translation ensures they are a great partner in this work.
- Developed and released the NACG Language Guide. Language helps us shape the way we give and receive information. Over time, language changes to describe the world more accurately. The NACG is committed to systematically reviewing our language to help ensure we are using the most up-to-date and inclusive language in our materials. We invite you to review the guide and share feedback.

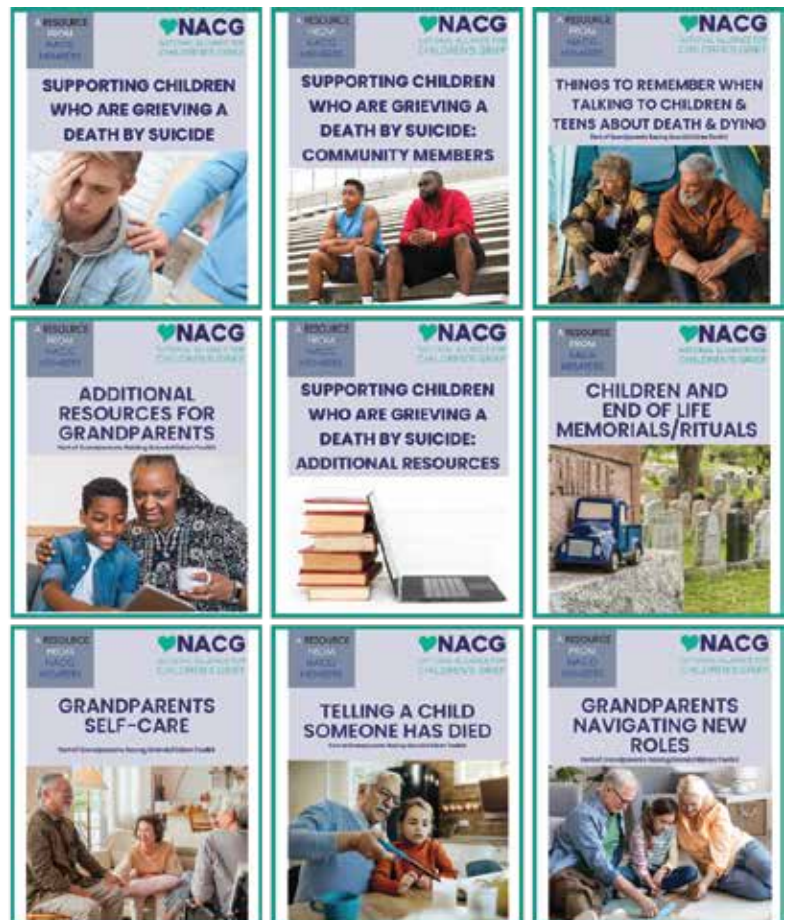


# NACG CREATES RESOURCES

We expanded our resources across 2022, responding to needs through feedback from members and the public. We added resource sets to support children grieving a death by suicide, funerals, and resources for grandparents raising grandchildren. The resource center is the most visited part of the NACG website, and all the resources are well-read. All NACG resources are created with our members through the unique workgroup format. The toolkits created this year are all available on our website at no charge to read or download.

We added to our books this year with the launch of "When Someone Dies: A Family Activity Book," available in both English and Spanish. Navigating all that a death brings is difficult for families. The book seeks to provide a family with activities to interact as they find their way in grief as individuals and as a family unit. The activities offer opportunities to honor and celebrate the life lived, acknowledge the grief and change brought about by death, and increase the understanding of each family's unique journey. The goal is to support the family as they navigate their grief experience. We were grateful for the support of Dignity Memorial in making this resource a reality.

Visit [nacg.org/resources-and-support](https://nacg.org/resources-and-support) to discover the many resources that are available.





# SUPPORTING UVALDE

Following the horrific school shooting in Uvalde, Texas, on May 24, 2022, NACG was contacted to help deploy services to the small community. We paused to understand the need, accessed existing in-community support networks, and worked to secure funding.

Working with the team at the Children's Bereavement Center of South Texas (CBCST), we were able to provide support to the students and families most directly impacted by the incident. NACG led the effort to create a curriculum, deploy staff, secure a camp venue, purchase supplies, and support the fourth-grade students from Robb Elementary with a two-day bereavement camp for the students in the classroom and their families. To learn more about the work that CBCST is doing in Uvalde, visit <https://cbcst.org/uvalde/>.

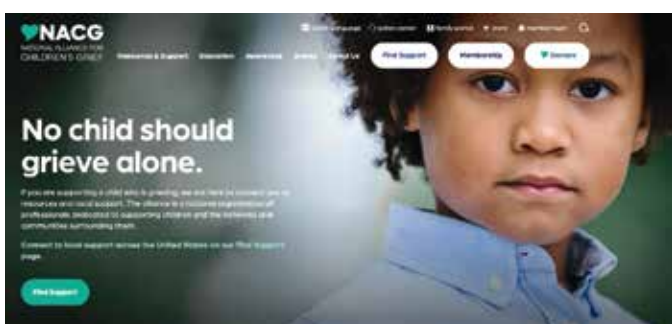


# NACG RAISES AWARENESS

The National Alliance for Children's Grief is committed to serving as a catalyst for leading a national movement to educate, advocate and raise awareness about the needs of grieving children, teens, and their families. The 2022 campaign focused on supporting those who want to show up for children who are grieving but do not feel equipped. Our goal was to encourage individuals to invest in developing the skills to companion someone in their grief. The starting point in supporting a child is listening, and listening over time amplifies the impact of your support - listening on repeat. The campaign equipped individuals with practical and accessible tools and strategies.



# NEW NACG WEBSITE!

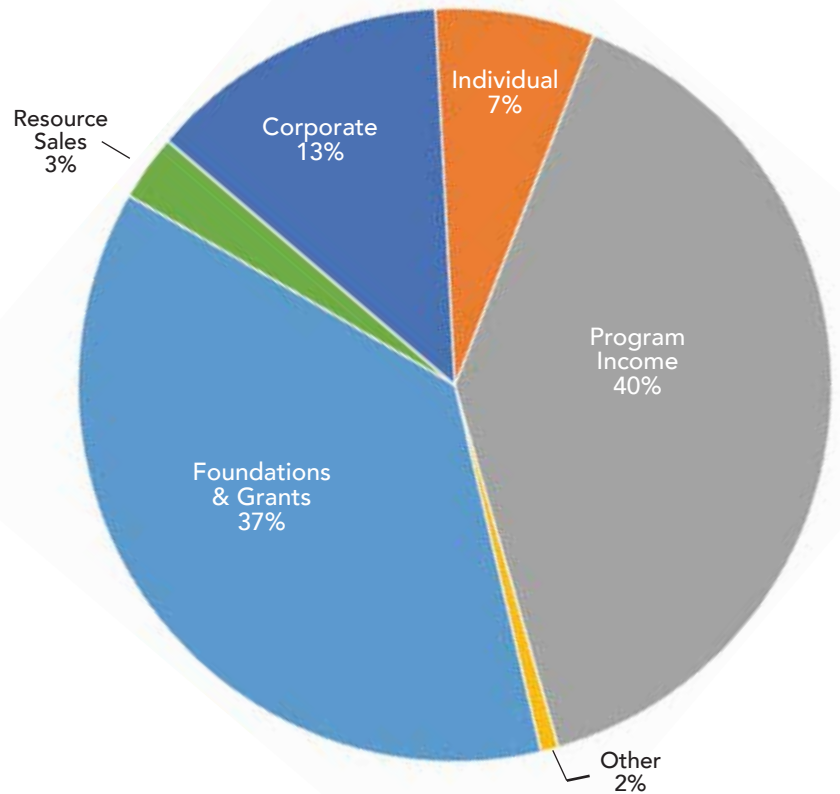


In June 2022, we launched a new website at [nacg.org](http://nacg.org). Our new website, built with the user experience in mind, creates easy access to resources for anyone who is supporting a child who is grieving and connects them to community support across the United States. The new website was developed in partnership with Elevation which completes our year-long re-branding project.

# FINANCIAL POSITION

The organization's multi-year strong performance continued with a 10% year-on-year increase in income. The organization grew thanks to this increased support with the addition of two new staff members. At the 2022 National Symposium on Children's Grief those present were invited to join the board and founders of the organization in investing in the future of the organization through the NACG SPARK campaign. Funds received through the SPARK campaign were designated as the seed capital for a long-term sustainability fund for the organization. Individual donations overall were strong, with program income growing 52% year-on-year, driven by the return of the in-person symposium and strong sponsorship commitments across our in-person events. We continued expanding our earned revenue by adding a new resource, available in both English and Spanish, "When Someone Dies: Family Activity Book." We are committed to best practices in our financial operations, evidenced by our 2021 audit report. Our focus on lean operating and diversifying our funding base continues to deliver strong financial performance.

## 2022 INCOME OVERVIEW



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



Dignity<sup>®</sup>  
MEMORIAL



Abell-Hanger Foundation  
The Philanthropy of George & Gladys Abell

*The Rea Charitable Trust*





# NACG BOARD AND STAFF

## Board Officers:

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

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

**Blair Thompson, MDiv**, NACG Board Treasurer | Roy Mass Youth Alternatives (RMYA) (San Antonio, TX)

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

**Darcy Walker Krause, JD, LSW, CT**, NACG Immediate Past Board President | Founder, Good Grief Gal (Philadelphia, PA)

## Board of Directors:

**Tashel Bordere, PhD, FT**, Researcher and Adjunct at Center for Family Policy & Research, University of Missouri-Columbia (Columbia, MO)

**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)

**Sydney Ford, JD**, Director of Development, Charleston Pro Bono Legal Services (Charleston, SC)

**Daniel Layman**, Community Liaison Manager at Blood Cancer Foundation of Michigan (Farmington Hills, MI)

**Ryan Loiselle, MSW, LICSW**, Program Director at FRIENDS WAY (Warick, RI)

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

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

**Jennifer Wiles, MA, LMHC, BC-DMT**, Director of HEARTplay Program at Good Shepherd Community Care (Newton, MA)

**Brennan Wood**, Executive Director, The Dougy Center (Portland, OR)

## Staff:

**Vicki Jay**, Chief Executive Officer

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

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

**Julie Hennington, LMSW**, Business Manager

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

**Josephine Wheeler, MA, LPC**, Marketing & Development Manager




NACG Board Retreat, Orlando, FL, June 2022



[www.nacg.org](http://www.nacg.org)

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We believe no child should have to  
grieve alone and will be relentless  
until that is a reality!

Join Us!

Become a Member  
Become a Donor  
Become an Advocate

[www.nacg.org](http://www.nacg.org)