

2019 YEAR IN REVIEW



Remembering Cherubs

Emotional Healing After Pregnancy Loss

YEAR IN REVIEW

KEY POINTS

- Mission, Vision & Values
- History
- Key Achievements
- Financial Performance
- Major Contributions
- Plans for Growth – 2020 Goals
- Ways To Get Involved

MISSION

As many as **half** of all pregnancies may end in loss, yet following loss, few resources exist to guide mothers back to wellness. We want to change that. Our mission is to provide emotional support and educational guidance to mothers and their loved ones following pregnancy loss. We work toward our mission in 3 main ways:



SUPPORT

We partner with grief-centered organizations to provide peer-to-peer and group support to grieving mothers and their loved ones, at no cost



GUIDANCE

Our Loss Support Toolkit guides mothers through pregnancy loss related issues



EDUCATION

We host bi-monthly self-care events in partnership with health experts to educate mothers on overall wellness.

VISION & VALUES

An effective care plan following loss can make a significant impact on a mother's journey to wellness. In particular, a plan centered around our key values of Support, Guidance, and Education. Our vision is to work closely with medical and health professionals to establish care plans, founded on these values, that mothers can follow independently or in concert with a health professional.

Through our Loss Support Toolkit, partnerships and support programs, we aim to be the go-to source for pregnancy loss resources in the state of Michigan and ultimately around the globe.



HISTORY

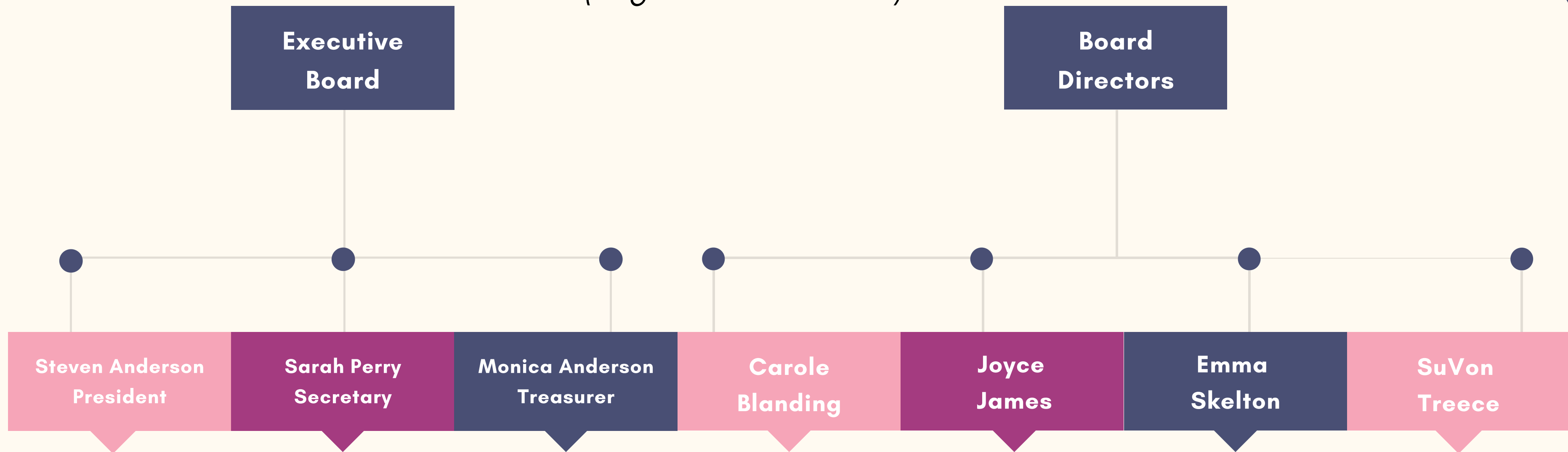
After two unexpected pregnancy losses, our Founder, Monica Anderson set out to create an organization that would provide pregnancy loss support--an area of care that is too often overlooked and underfunded. Remembering Cherubs' organizational startup work began in April, 2019. Within months, our Board of Directors was formed and Articles of Incorporation and Bylaws were adopted.

We officially became recognized as a nonprofit corporation by the state of Michigan Licensing and Regulatory Affairs and received tax exempt status under Internal Revenue Code 501(c)(3) before the close of the year.

KEY INITIATIVES

Our first year has been spent building our organizational structure and developing programs.

(Organizational Chart)



Volunteer Advisors: Beth Pawuk, Minito Reasor

LOSS SUPPORT TOOLKIT

Our major focus has been on developing tools to support mothers as part of our programs and services.

We developed the Loss Support Toolkit for rollout in 2020 and created a prototype.

We also launched a 15-question survey of women who have experienced pregnancy loss. The input gathered is used to shape the 21-Day Self-Care Journal & Guidebook included in the toolkit.

COMMITMENT

Our Board Directors & Volunteer Advisors logged over 60 hours per month of strategic planning, meeting, and executing key initiatives.



-Toolkit prototype



CARE PARTNERS

We partnered with organizations to provide peer-to-peer & group support options at no cost.

- GrieveWell
- The TEARS Foundation



PEER-TO-PEER FUNDING CAMPAIGNS

Our team launched several peer-to-peer funding campaigns to help cover startup costs.

- MightyCause
- Giving Tuesday
- Twisted Storytellers
- All Things Detroit



FINANCIAL STATEMENT

Our fundraising efforts began in October.

October 2019 - December 2019

GROSS RECEIPTS

\$2827.51

Peer-to-Peer Fundraising

\$1827.51

Grant

\$1000

EXPENSES

\$1319.41

Start-up Costs

\$362.90

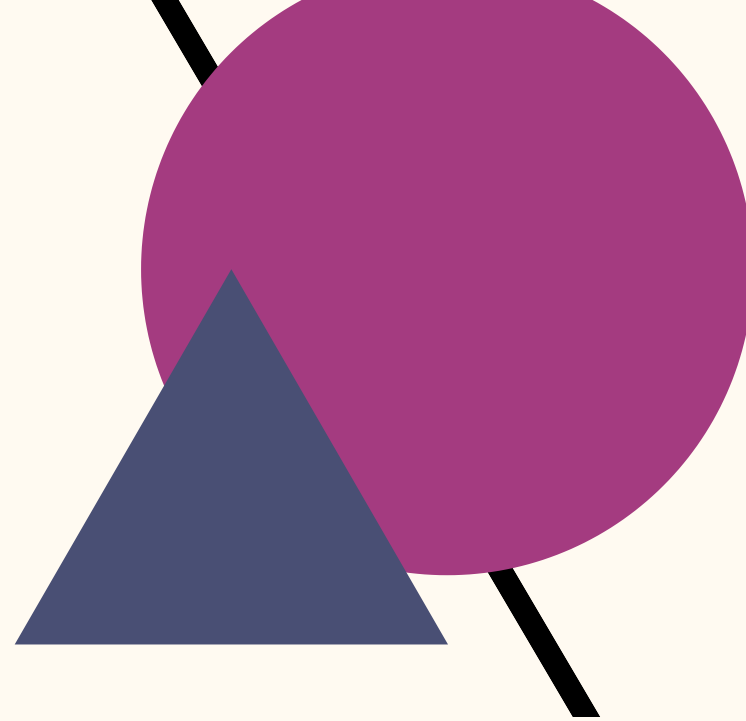
Program Costs

\$595.46

Operational Costs

\$361.05





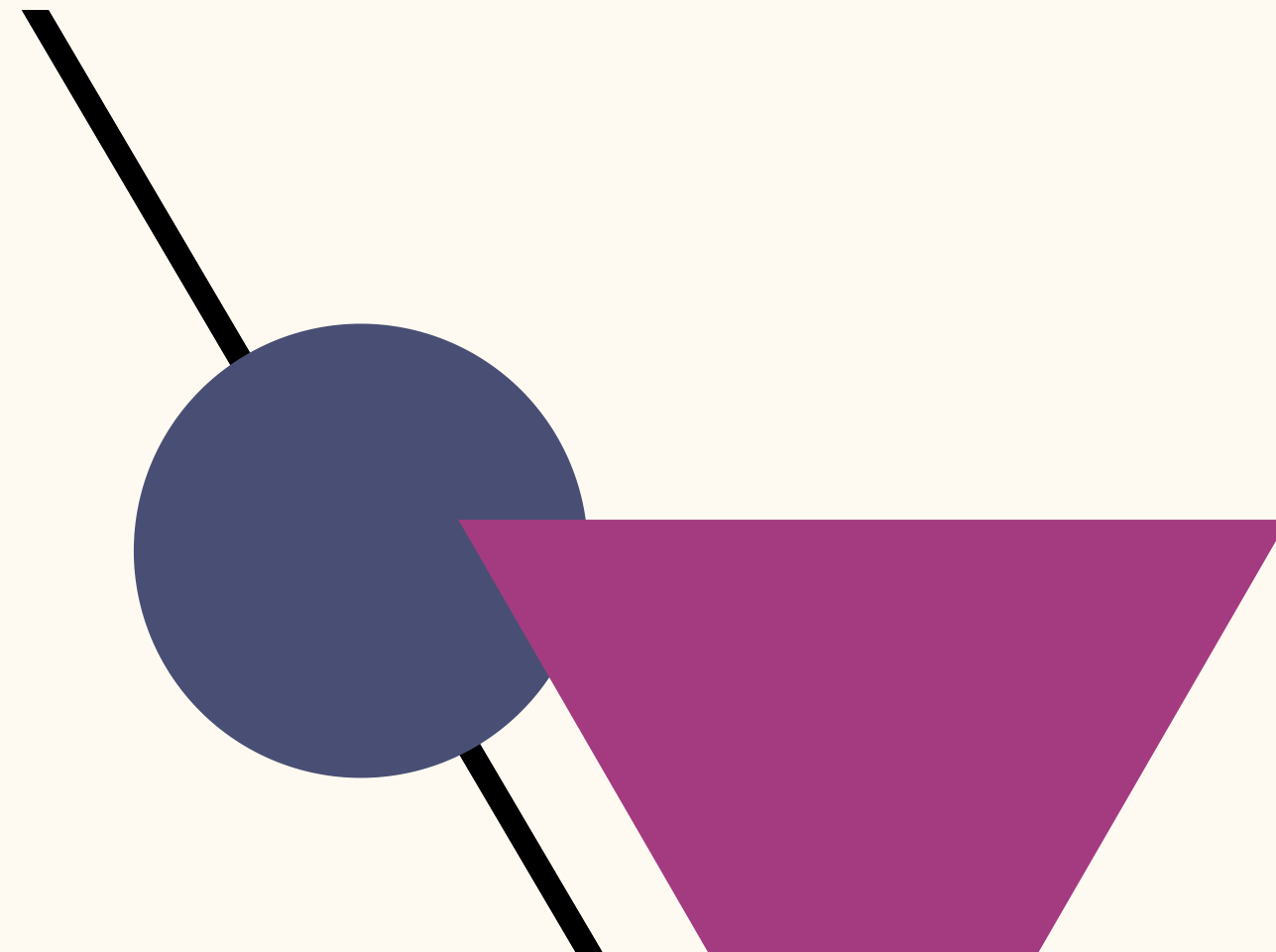
GRANTS

The Hough Foundation generously donated our very first grant! The grant was donated in late December 2019, giving us the capital needed to host our first educational self-care event in 2020.

MAJOR CONTRIBUTIONS

BOARD SUPPORT

To demonstrate commitment to Remembering Cherubs' mission, our board of directors voted to support the organization with mandatory annual personal donations. The nomination was approved to begin January 2020.



GOALS

This year was about laying down a solid foundation. Our primary goal for 2020 is to seek grant funding for our Loss Support Toolkit, which we will donate to groups, organizations, schools, and churches when pregnancy loss occurs. We will also roll out the Toolkits for purchase on our website. In addition, we will add a monthly calendar of local grief support meetups to our website.

Future goals include developing further support tools, including: an Emotional Healing video storytelling series, a short film, and a private social support forum for mothers and their loved ones.

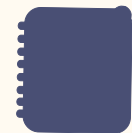


4 WAYS TO GET INVOLVED

We need your support.

Share Guidance

Take our 15-question survey to support mothers looking for guidance.



Tell Your Story

Share your journey of emotional healing after pregnancy loss.



Volunteer

Be of service at a self-care event or packing party.



Give

Donate to our fundraising campaign and support our mission.

