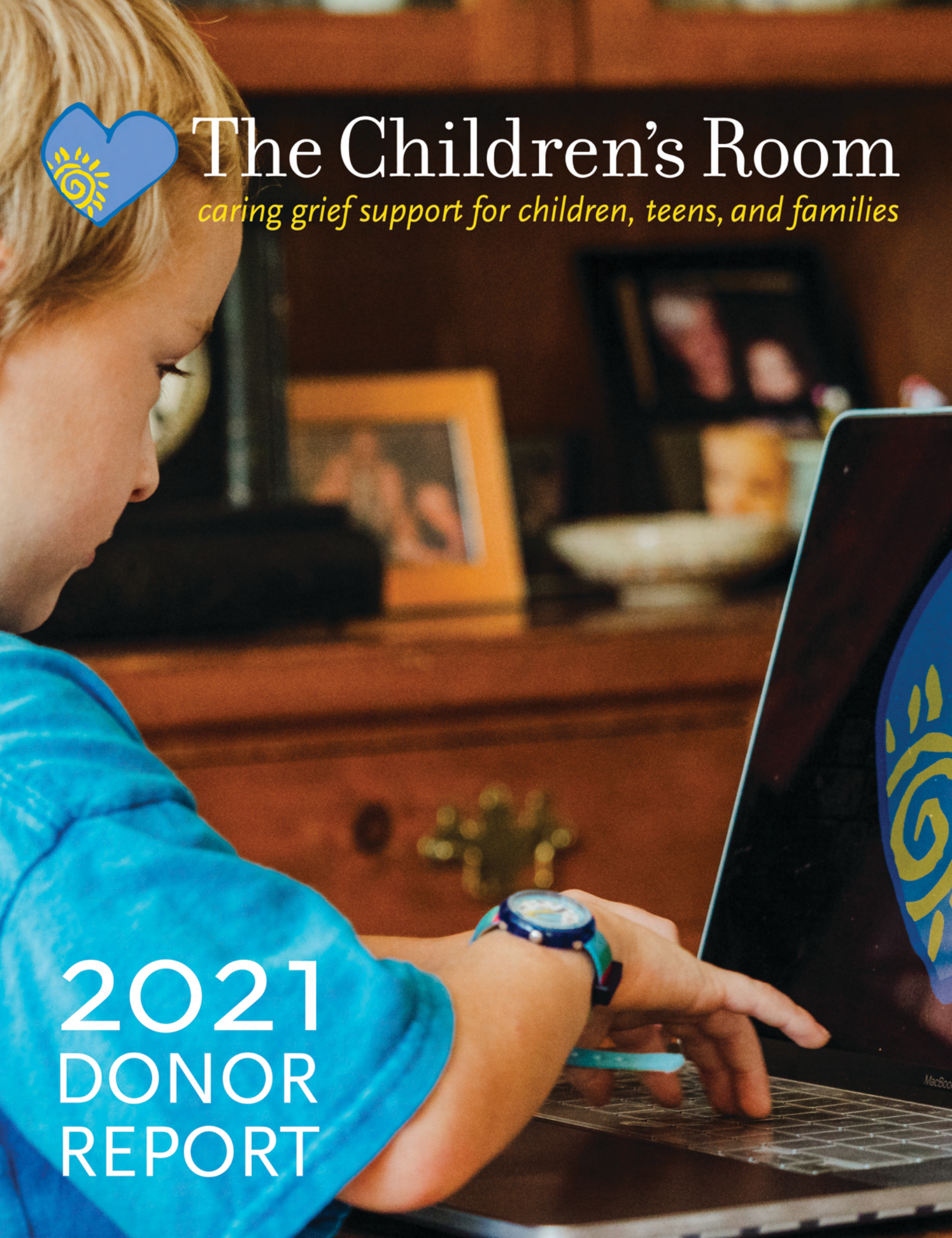




The Children's Room

caring grief support for children, teens, and families

2021
DONOR
REPORT



MISSION

Creating safe, supportive communities so that no child, teen, or family has to grieve alone.

VALUES

Communication. Connection.
Empowerment. Honesty.
Intention. Respect.



Artwork by Janice Hayes-Cha

Dear Friends,

Every year, I am excited to share the accomplishments of The Children's Room with you, our treasured supporters and friends. This year, it feels even more poignant as we continue to deal with a global pandemic that has brought the topic of grief into the national conversation. We know the way that children grieve is different from adults, and all of our children have dealt with so many losses over these last 18 months. Through it all, The Children's Room has had no interruption in our programming, even expanding and building on our model to ensure that no child, teen, or family has to grieve alone. We could not have done this without you. Thank you.

Just as grief never goes away, but gets incorporated into who we are and how we navigate life, all of us have had to adjust how we "do business." It remains critically important for children and teens who are grieving the death of a parent or a sibling to connect with other people who just get it, whether in-person or online. Our talented, empathetic, and creative staff, who are truly national experts, have shown resilience and flexibility – an incredible model for the families we serve.

None of this would be possible without YOU, our generous donors, especially our Circle Donors. In this report, you will hear about the experiences of one of our first Circle Donors and how her 19 years of giving have helped us be a constant source of hope for families in grief. We remain a vital member of the nonprofit community today and in the future. Thank you for all you do to provide grief support to children, teens, and families.

Best,

Liz Cohen
Executive Director

WHO WE ARE

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Sylvia Haber	Judy Zabin



“ This was my first TCR Teen Program event, but I found it fun, helpful, and overall very nice. I am looking forward to more programs in the future! ”
 — teen, 2021



“ After one of our first groups, my daughter danced around the room saying “I’m not the only one!” ”
 — parent, 2021

SUSTAINABLE FUNDING

Judy Zabin vividly remembers painting the front door of The Children's Room. Judy, a former Board Chair and original Circle of Hope donor, recalls the bootstrapping efforts required to launch the organization. Since 2002, Judy, and her husband Al, have continued to be strong advocates and financial supporters of our mission to provide a safe, caring environment, so children, teens, and their families do not have to grieve alone.

With fifty years of experience as a clinical social worker, in private practice, and as a volunteer in the field of grief and loss, Judy had a wealth of insight to share in a recent conversation. She first heard about The Children's Room through founders Phyllis Silverman and Jean Marchant. "I worked with Jean at Hospice, Inc. for many years in the bereavement field. When I retired, I became a volunteer facilitator for Phyllis and launched my commitment to this miraculous place. I believe our experiences very much fashion us, and huge among those is change and loss."

Serving as Board Chair, one of the challenges faced by Judy was how to design and implement a sustainable funding model. The Children's Room needed more clinicians and staff to grow. The annual fundraising models so typical of nonprofits did not fit the multi-year mission to provide caring grief support that did not end with a program year.

"I remember being overwhelmed when we first learned about the mission-focused fundraising strategy of the Benevon Model. The multi-year pledge concept, the focus on telling the story of our impactful work, and the consistent connections between staff, volunteers, and donors are all positive hallmarks of this innovative fundraising approach. Nonetheless, we were awestruck when we discovered during the cleanup after our first event in 2008 that someone had indeed completed our first multi-year pledge form. And that person is still a donor today!" Today, we are honored to count 130 families as Circle of Hope donors.

A key aspect for successful fundraising is to communicate the mission. "There was an 'a-ha' moment when we realized we could conduct house tours to translate what happened in this safe environment visually. The topic of childhood grief is hard to talk about, but after a house tour, often, someone would unexpectedly share their personal story. The Children's Room creates that safe space," shared Judy.

These past 18 months have seen the viability of many small nonprofits in jeopardy. At The Children's Room, we are grateful for the vision of leaders and donors like Judy Zabin. Our multi-year, sustainable pledge model for donor support was the key to the continuity of our free programs.

We thank our current (and future) Circle of Hope pledge donors, including the ongoing support of Judy Zabin and her husband, Al. Together we can make a sustained promise to help those families who come towards us, free of charge, when they need it most, for as long as they need it.

The Circle of Hope breakfast is a vehicle for committed hosts to invite their friends to learn more and consider making a multi-year pledge. Friends want to be part of this vital work in the lives of children facing the traumatic death loss of their sister, brother, or parent. The energy that is palpable at the breakfast is astonishing.
— Judy Zabin



ACCOMPLISHMENTS

Through all of the confusion and uncertainty of the last year, we remained a constant for children and teens living with grief. The key to this is our relationships with you, our families, and our staff. With your financial support and a Paycheck Protection Program grant, we could maintain our staffing levels and expand our service. We reached families that otherwise could not access our Arlington-based peer support services. We are proud to share with you some of the highlights of 2021. Thanks to you, we had the financial support and sincere encouragement to deliver on our promise to create safe, supportive communities so that no child, teen, or family has to grieve alone.

- ♥ **Our virtual-based programs reached over 700** children, teens, and families.
- ♥ We managed the increased **requests for professional training for school staff** and developed a community needs assessment and personalized training modules. We piloted virtual school groups with communities especially hard hit by the pandemic.
- ♥ With our commitment to **increased accessibility and inclusivity**, we translated our family handouts into Spanish. In addition, we focused on capturing the broad experience of grief through our social media with voices of a more diverse community.
- ♥ Our Nominating Task Force had a singular focus on **building a more diverse and inclusive Board of Directors**, and we proudly will be welcoming six new board members in the coming fiscal year.
- ♥ Our team shifted to a **paperless environment** leading to more efficient and robust communication.
- ♥ Knowing that having timely, updated content is critically important, we **expanded our Teen Programming information** on our website. In addition, we developed a series of videos about teen grief with the Parmenter Foundation.
- ♥ Our own Maria Duffy was featured in a **national campaign through JetBlue** featuring her inspiring run for the virtual Boston Marathon.
- ♥ We were a **significant presence at the National Alliance for Children's Grief**, sitting on several committees and presenting webinars to bereavement programs across the county. Locally, we were a leader in advocating for bereavement leave in partnership with Evermore.
- ♥ Every family and child who participated in Peer Support or a Family Night received a package of art materials. This effort **ensured all participants had equal access to supplies** and could fully participate in our memory-based, expressive arts activities.



PROGRAM OVERVIEW

PEER SUPPORT GROUPS

Groups are for children and teens (ages 3.6-18 yrs.) who have experienced the death of a parent or sibling and for parents or guardians who have experienced the death of a partner/spouse, or the death of a child.

FAMILY NIGHT

An expressive arts evening that offers families (including extended family) the opportunity to work together on a specific memory project. Creating as a family unit provides space for all to remember the person who died and begin to integrate the loss into their new family structure.

PARENTING WHILE GRIEVING

A 6-week psycho-educational series for bereaved parents and caregivers to explore the effects of the death of a parent on children and teens. This series includes strategies for managing the challenges of parenting children who are grieving, communication, discipline, child development and how it intersects with grief, and problem-solving, as well as managing one's own grief.

SCHOOL AND COMMUNITY GROUPS

Our school and community-based support groups and programs provide children and adolescents (ages 6-18) access to quality, trauma-informed grief support where they live and go to school.

TCR TEENS PROGRAM

Monthly events offer various free virtual social activities and expressive arts-based workshops for teens (ages 13-18) who have had a parent or sibling die. These may include such options as a cooking class, escape room, or game night.

TEENS-ONLY GROUP

Teens-only peer support groups offering opportunities for teens (8th - 12th grades) to find commonalities and build connections with others their age who have experienced the death of a parent or sibling. The group is facilitated by staff and includes discussion, arts-based activities, remembering, and building skills around coping and resilience.

EDUCATION PROGRAMS

The Children's Room provides trainings for professional groups at schools, medical centers, community agencies, and other organizations on grief and loss. These include information on how children, teens, and families cope with death and loss, the unique additional losses during COVID, and the importance of self-care for staff at these organizations.



BY THE NUMBERS

707

CHILDREN, TEENS, AND FAMILIES SERVED VIRTUALLY



215

EXPRESSIVE ART PACKAGES MAILED FOR VIRTUAL PROGRAMS



16,320

PHONE MINUTES FOR INTAKES, INFORMATION, AND REFERRALS



2,880

DONATIONS ANNUALLY



\$0

AMOUNT FAMILIES ARE CHARGED FOR SUPPORT



96,000

CHILDREN IN MA WHO HAD A PARENT OR SIBLING DEATH*



132

VIRTUAL TOUR ATTENDEES



224

PROFESSIONALS TRAINED BY STAFF



75

CATS VIEWED ON PROGRAM ZOOMS



FINANCIAL RESULTS

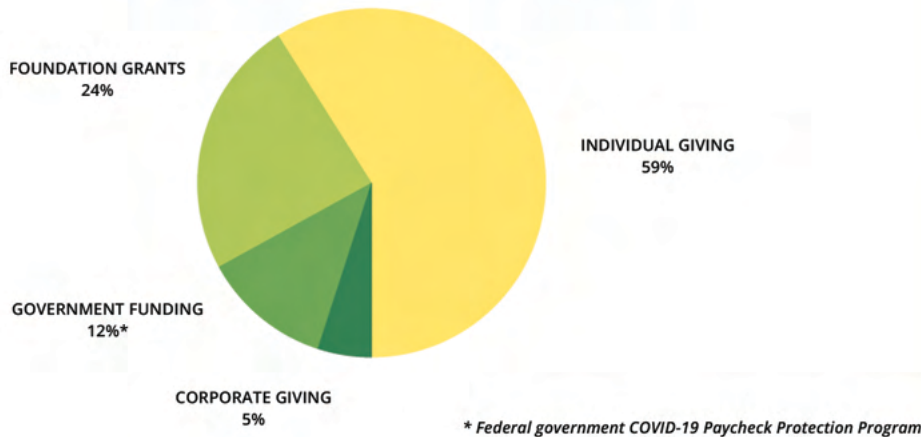
Revenues remained strong in 2021, despite the continued challenges of the pandemic. We remain committed to offering programs to families free of charge and rely on community support to reach our fundraising goals.

We were grateful to receive support through the federal Paycheck Protection Program, which allowed us to maintain our staffing levels and continue our programming without interruption. In addition, we applied for and received several COVID-specific grants, which increased our grant funding for the year.

Multi-year pledge commitments continue to serve as our most significant source of revenue, accounting for 30% of our total budget. The overall generosity of our fall appeal donors, and tribute donations in memory and in honor of family and friends, continue to drive our successful fundraising efforts. We are honored and proud of the relationships we have created with you, our generous donors.

We continue to be grateful for our partnership with the Cummings Foundation as we completed the third year of a 10-year sustaining grant.

OPERATING INCOME OVERVIEW



“
When I first started, I remember it was like my children and I were in a boat rocking in the ocean waves. Then I joined group and we were still in the boat. But now we are connected with a bunch of other boats and are a little more stable because of that connection even though we are all still going up and down in the waves.
— parent, 2021
”



HEARTFELT THANK YOU

CIRCLE OF HOPE GIVING COMMUNITY

FOREVER CIRCLE

Donation of \$10,000 or more per year, with a commitment of 5 years.

Jill & David Adler
Johanna & John Boynton
Sue Costello & Jeff Keffer
Tom & Gayane Ebling
Rick Frank & Alison Conant
John & Mary-Beth Henry
Debbie Johnston
Florence Koplou
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Alan & Janet Simpson
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Judy & Albert Zabin

HOPE GIVERS CIRCLE

Donation of \$5,000 or more per year, with a commitment of 5 years

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Donation of \$1,000 or more per year, with a commitment of 5 years.

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Kristin & Gary Ainsworth
Joanne Bauer
Carolyn Bitetti & Chris Donnelly
David Brewster
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Cathi & Pete Gilmore
Tim & Liza Gleason
Carole & Kent Gonzales
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Waypoint General Contracting
Judy Weinberg
Maurice Weinrobe & Trudy Ernst
Lucy Willoughby

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Thank you to those who have included The Children's Room in their estate plan.

Jill & David Adler
Sue Costello & Jeff Keffer
Neil Fisher & Meryl Loonin
Becca Harris
Mary Ellen Margosian
Michael & Melyne Nagle
Maureen & Robert Powers
Alan & Janet Simpson
Nancy Simpson-Banker & Steve Banker
Lisa & Alan Walts



HEARTFELT FRIDAYS

ADDITIONAL INDIVIDUAL DONORS

\$20,000+

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 Andrea Levitt & Tony
 Hatoun
 Ruggles Family Foundation

\$10,000 - \$19,999

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 Maria & Wes Kussmaul
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\$5,000 - \$9,999

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 Mary Woolf
 Lichuan Ye
 The Yellis Family
 Chris Zurn

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 Nordblom Family Foundation

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Cummings Foundation
 New York Life Foundation

\$15,000 - \$24,999

Adobe
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 Parmenter Foundation

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\$1,000 - \$4,999

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www.childrensroom.org

The Children's Room



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