



The Children's Room

caring grief support for children, teens, and families



2022 Donor Report

OUR MISSION

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

OUR VALUES

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

FROM OUR EXECUTIVE DIRECTOR

Dear Friends and Supporters,

The year 2022 was an impactful year at The Children's Room. We turned challenges into opportunities and found the resilience to innovate, always focusing on the children and families we serve. We received double the number of inquiries for services than the previous year, especially in light of continued COVID, school shootings, and ongoing grief. As a result, we implemented our core programs through a blend of in-person and virtual services that reached 166 families. In addition, thanks to supporters like you, we raised the most funds in our 27-year history, an indication of the importance of our work and the multi-year funding model that ensures our sustained success. As you will read in the following pages, I am proud that our team and organization continue to respond adeptly to the rising and unique needs of our children and families while also serving as a regional leader in the field of childhood bereavement.

In addition to sharing our successes, I am excited to share the story of two former board members and Children's Room supporters. Over fifteen years ago, when Sue and Jeff needed help, our organization offered a safe, supportive, and understanding community. Their connection highlights how The Children's Room has brought hope and community to hundreds over the past year and thousands since our inception in 1996.

Our accomplishments are your accomplishments. Our work expands and grows thanks to your remarkable generosity. In my initial months as Executive Director, I am inspired by our committed staff and interns, our dedicated volunteers and board members, and our generous donors and partners who give to ensure that no child, teen, or family has to grieve alone. We cannot thank you enough for the investments you make in improving the lives of the children, families, and communities we serve. Only together can we achieve our vision of a world where understanding and patience allow loss to be integrated into our lives and lead to greater compassion, hope, and growth.

Best,



Jon Gay
Executive Director

WHO WE ARE

Staff

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Philanthropy Director

Nicole Christensen

Operations Manager

Stephanie Franzosa

Philanthropy Coordinator

Jon Gay

Executive Director

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Family & Expressive Arts*

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Intake & Data Coordinator

Micaela Sheinhait

Annual Giving Manager

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Clinical Director

Jenny Volkert

Administrative Assistant

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Gregg Malatesta

Jean Marchant

Mary Ellen Margosian

Margaret Potter

Mark Redmond

Tricia Seery

Alan Simpson

Nancy Simpson-Banker

Alan Stern

Judy Zabin



PWG was the best thing to happen to me and has opened up a new chapter of our lives as a family.

— *Participant in Parenting While Grieving*



As the parent of three children who lost their mother 14 years ago at ages three, six and eight, I love what you are doing. Thank you.

— *Parent*



TCR has given our daughter-in-law and grandsons the strength and the fellowship they needed to start healing after the death of our son.

— *Grandparent*



I learned that sharing with others is a good way to help people cope. Thank you for giving me this space and taking the time to help me heal. I love this group!

— *Teen*



We have so many students who have lost a loved one. Knowing that other people are dealing with similar problems/situations helps us relate to one another.

— *School*



I didn't think I would ever want to talk about my sister or brother dying. But the Emotion Ocean Life Raft project made it easier for me to share.

— *Child Participant in Peer Support*



A PLANNED GOODBYE

Sue Costello's expected departure this fall from the board of The Children's Room (TCR) is a planned point in a very unexpected journey towards us. Sue first became involved with TCR 21 years ago, following the death of her husband, Jim, in 2001. She and her two sons, Pete (5) and Will (3), received support in our biweekly peer support groups for three years.



Board member Sue Costello and her husband, Jeff.

“The Children's Room helped my sons and me tremendously while grieving my husband's death,” Sue says. “I can't imagine getting through that very painful period without the support of TCR and its amazing staff and volunteers.” When Sue and her children decided to end peer support, Pete exclaimed, “The Children's Room is part of our family.”

The support we provide families like the Costellos is impactful and, often, life changing. Sue's story continues. During her second year of peer support, Jeff joined the group after the death of his wife, Sandy, in 2002. Jeff and his three teenagers also came to TCR based on the recommendation of hospice professionals in the community. “That initial experience of seeing other parents talking about plans and activities provided me a great deal of hope,” shared Jeff about his initial immersion in the parent peer support group.

After the peer support group met for several social events, Sue and Jeff started dating. And in 2006, they merged two families as they wed—truly an unexpected and joyous point in their journey. Sue and Jeff continued to be strong advocates for TCR even as their services ended. They both served on the Board of Directors, drawn to the mission, the impact, and the sustainability of our funding model.

In particular, Sue was an enthusiastic supporter of house tours at TCR. These tours are part of our

Benevon fundraising model, where we introduce prospective supporters to our programs. Her testimonials at the end of each tour were a fundamental component of our work, engaging prospective families, volunteers, community members, and donors. And she continues “to be drawn to making connections with newly bereaved families,” always reaching out and sharing her story. Sue amplifies our message of thriving, connection, and resilience to grieving families. Families like Sue and Jeff's continue to come towards The Children's Room at increasing rates. And because of you, our generous donors, we can continue to offer this life-changing support for no cost.

Thank you to Sue and Jeff for their countless hours of service these past decades and their continued financial commitment. We are grateful to have Sue, Jeff, and all our donors as we grow The Children's Room. We embrace you, our donors, as part of our community as we strive to connect to more children, teens, and families who are grieving in the years ahead.

ACCOMPLISHMENTS

The Children's Room thrived throughout the past year.

Although we continued to grapple with the global COVID-19 pandemic, we innovated and expanded our services to meet the changing needs of our community. It was the combination of a talented staff, committed board members, and sustaining donors that helped us achieve a 16% increase in the number of individuals served, reaching a remarkable level of direct services to over 800 parents/guardians, teens, and children.

The demand for services increased by 10% from the previous year.

Specifically, our team of clinicians and interns responded to 539 inquiries for services. TCR staff responded to 308 individuals, 172 professionals, and 59 school personnel. We provided services, referrals, consultations, and resources to all.

The Children's Room offered five core services during the 2021-22 program year. 47% of our families accessed two or more services demonstrating the value of the wraparound support TCR provides to our participants.

Our work expanded outside the house and into the community. We conducted school-based peer support groups in Andover, Easton, Lawrence, Medford, Reading, Somerville, Stoneham, and Waltham. In total, 51 students participated in school-based peer support groups.

Our expert clinicians expanded core Parenting While Grieving program series. Due to demand, we expanded from three to four groups reaching 39 individuals. Our newer six-week model offered more access for participation from parents/guardians of children or teens who had a parent die.

The Children's Room organized two Boston Marathon Charity Teams. Leveraging the opportunity to host a team in October, as well as April, we recruited twelve runners who raised a collective \$140,000 to support our programming for families.

We hosted five graduate interns from Lesley, Salem State, and Simmons. The Children's Room offers a 10-month academic internship in the field of bereavement for undergraduate and graduate students in the fields of social work, psychology, expressive arts, and/or child life. These interns both supported TCR's record intakes, as well as participated in virtual programs.

We built a patio at The Children's Room to expand the capacity of our house to support our staff and participants. Thanks to the generosity of a long-term donor, we transformed the exterior of our center. We look forward to using our new outdoor space to host a variety of programs and events.



PROGRAM OVERVIEW

Peer Support Groups

Groups are for children and teens (ages 3.6-18 years) 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. This year, groups were offered virtually to children based on their grade in school, and then virtual adult groups were held at a different time. This ensured that all had access to devices and could participate.

Family Night

An expressive arts evening 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. This service is offered virtually allowing family members to work and share together in their home.

Parenting While Grieving

A six-week psycho-educational series offers bereaved parents and caregivers the chance 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 and self-care.

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. This year, we offered some groups virtually and then in person in the spring.

TCR Teens Program

Monthly events offer various virtual and in-person 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 offer 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 virtual 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 training 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, developmental issues and grief, the unique additional losses during COVID, and the importance of self-care for staff at these organizations.

BY THE NUMBERS

801

CHILDREN, TEENS, AND
ADULTS PROVIDED SERVICES



138

EXPRESSIVE ART
PACKAGES MAILED FOR
VIRTUAL PROGRAMS



27,112

PHONE MINUTES FOR
INTAKES, INFORMATION,
AND REFERRALS



2,220

DONATIONS
ANNUALLY



\$0

AMOUNT FAMILIES ARE
CHARGED FOR SUPPORT



98,000

CHILDREN IN MA
WHO HAD A PARENT
OR SIBLING DEATH*



124

MEMORY SCAVENGER
HUNTS VIA ZOOM



342

PROFESSIONALS
SERVED



83

TOWNS
SERVED



**2022 Childhood Bereavement Estimation*

FINANCIAL RESULTS

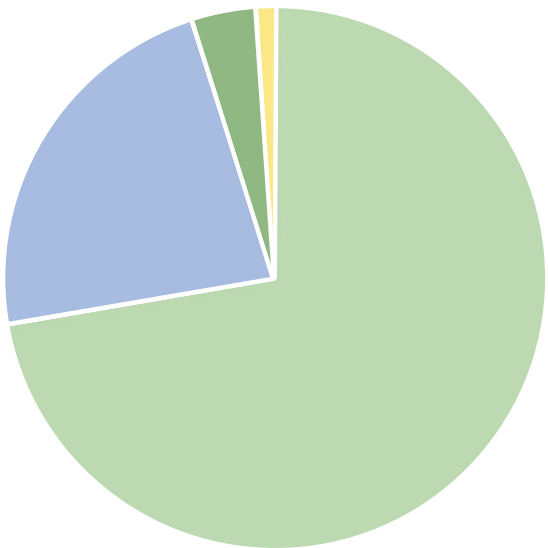
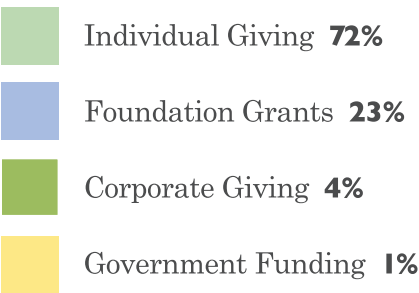
The Children’s Room is financially sustainable due to the generosity of our donors. This past year, 99% of The Children’s Room budget was funded by philanthropy with the majority coming from individual donors. Because we are not eligible for reimbursements from health insurance, it is our supporters that ensure that families attend our programs for free. Families decide for themselves when they come to The Children’s Room, and how long they participate in our wide variety of program offerings.

We achieved record-breaking fundraising results in 2022 that allowed us to finish the year with a balanced budget, make capacity building investments at our house

in Arlington (come visit our new patio), as well as maintain a board-designated operating reserve. As a result, The Children’s Room was once again awarded a Gold-level seal on GuideStar Exchange.

It is the diversity in ways that people give to The Children’s Room — annual appeal gifts, multi-year pledge commitments, donor advised fund grants, tribute donations, and planned giving — that continues to support the strong financial position of the organization now and into the future. Thank you for your generous support in ensuring that no child, teen, or family has to grieve alone.

OPERATING INCOME OVERVIEW



A HEARTFELT THANK YOU

Circle of Hope Giving Community

FOREVER CIRCLE

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

Jill & David Adler
Johanna & John Boynton
Sue Costello & Jeff Keffer
Tom & Gayane Ebling
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Alan & Janet Simpson
Sherry Tate
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*Donation of \$5,000 or more per year,
with a commitment of five years.*

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& Steve Banker
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*Donation of \$1,000 or more per year,
with a commitment of five years.*

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Waypoint General Contracting
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Maurice Weinrobe & Trudy Ernst
Lucy Willoughby

HERITAGE SOCIETY

*Thank you to the following individuals
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

*For more information on how to become
a member, please contact Kim Cayer at
kim@childrensroom.org*

ADDITIONAL INDIVIDUAL DONORS

\$50,000+

Joshua & Anita Bekenstein
Sherry Tate

\$25,000 - \$49,999

Barbara Loonin
Alan & Janet Simpson

\$15,000 - \$24,999

Sue Costello & Jeff Keffer
Andrea Levitt & Tony Hatoun

\$10,000 - \$14,999

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Maria & Wes Kussmaul
Mary Petschek

\$5,000 - \$9,999

Paul & Dotty Burstein
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Russell Colgate Fund
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Jeremy Green & Yvonne Adams
Bradley & Kristen Lewis
Long Tran

\$1,000 - \$4,999

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Xanthra DuFrane
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Regan Winkler
Jennifer Wolfsberg-O'Brien
& Michael O'Brien
Mary Woolf
Kristin Zisson
Chris Zurn

CORPORATIONS AND FOUNDATIONS

\$50,000+

John Hancock Marathon
Non-Profit Program
Nordblom Family Foundation
The Parmenter Foundation
\$25,000 - \$49,999
Cummings Foundation
Maureen & Paul Rubeli Foundation

\$15,000 - \$24,999

Adobe
Conneely Contracting, Inc.
Ruggles Family Foundation
Someone Else's Child
Winning Home, Inc.

\$10,000 - \$14,999

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Cabot Family Charitable Trust
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Christopher D. Mello Foundation
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Tyler Family Foundation
ZipWall

\$5,000 - \$9,999

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Adelaide Breed Bayrd Foundation
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Thomas Anthony Pappas
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\$1,000 - \$4,999

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Thank you to all of our generous donors. This report is accurate to the best of our knowledge, and includes donations of \$1,000 or more made between October 1, 2021 and September 30, 2022. We sincerely apologize for any errors or omissions.



The Children's Room
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