

July 2023 – June 2024



JUST ENDURING, INC.

# Annual Report

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# From the Board



Dear Friends and Supporters,

We are humbled by the support and encouragement we have continued to receive this past year. Just Enduring's vision is truly coming to fruition thanks to all of our supporters. We have accomplished much more than anticipated and strive to continue adding to that list.

We would like to welcome two new members to our board of directors: Sara Judd and Mary Aubrey. Sara is a bereaved sibling, having lost her 17-year-old brother Chris in a car accident when she was just 21 years old. Sara still recalls the lack of information and resources available for her family to help them cope and navigate the next steps of life, which is why she is thrilled to join Just Enduring's efforts to fill that gap and provide a sense of direction for families experiencing loss. Mary's son Henrik passed away at just 19 days old from complications after a severe infection, leaving behind three living siblings. Along with her work as a pediatric nurse practitioner, being a part of Just Enduring allows Mary to continue Henrik's legacy. Sara and Mary have eagerly stepped into their roles with enthusiasm and vision. They will both be wonderful assets to the Just Enduring team!

Each of our donors and volunteers also deserve high praise for their contributions to Just Enduring. Their unwavering dedication and support have made a profound impact on our mission and the lives we serve. This year, we had nearly 30 volunteers assist us with our inaugural Music Bingo Fundraiser in April. They, without a doubt, made it an unforgettable and meaningful night. Likewise, we were speechless when we saw the amount of in-kind and monetary donations we have received this year. We continue to be grateful for everyone who supports Just Enduring and our mission.

As we step back to look at Just Enduring's impact on our community over the past several years, it is apparent just how much this organization continues to be needed. We've had over 90 parents reach out to join our peer support program, over 750 visitors to our site monthly, and over 200 grief guides have been distributed to bereaved parents and siblings this past fiscal year alone. Our subscriber list continues to grow and our donor database increases every week.

Just Enduring has made meaningful connections this year in an effort to expand awareness and support. We have connected with several large hospitals in the St. Louis and Cleveland areas to ensure our materials are reaching bereaved parents and siblings in a timely manner. Recognizing the strength in unity, we hosted a gathering to bring together various organizations serving bereaved families in different capacities. The goal was to network, collaborate, and brainstorm. We hope these connections will continue to grow, enhancing the support available to bereaved families.

The board has been excitedly planning for more community events this upcoming fiscal year. We want to ensure that the families we serve truly do feel they are part of a community that understands the profound pain and emotional rollercoaster of child loss. We will continue to move forward with our “A Parent Like You” and “A Kid Like You” events to connect grieving parents and siblings together. We have not forgotten the wonderful caregivers who enter the lives of these families. We have been working hard to ensure the conversation about grief education continues with healthcare professionals and the like.

As we enter our fourth year as a nonprofit, our focus returns to our primary mission- to provide easy-to-find child loss resources. We will be working tirelessly to update and add to the content on our website and grief guides. As we continue to grow our community, volunteers, and funds, we remain focused on providing bereaved parents and their families timely information and resources when they need it the most.

With heartfelt gratitude,

*Just Enduring Board of Directors*

*Ben Gillham (President)  
Martha McGeehon (Vice President)  
Lara Gillham (Secretary)  
Sara Judd*

*Allison Remy  
Dr. Ken Remy  
Jack Stapleton  
Mary Aubrey*



Back Row: Ben Gillham, Dr. Ken Remy, Allison Remy  
Front Row: Martha McGeehon, Lara Gillham, Sara Judd, Jack Stapleton, Mary Aubrey



# Thanks for Your Support

*You each deserve a million hugs!*

## Volunteers

### **Social Media Coordinator**

- Sarah Kariniemi

### **Special Thanks!**

- Jeff Watkin (Logo Designs)
- Miranda Lee (Meta Donation & Support)

### **Music Bingo Volunteers**

Chessey Brenton (Volunteer Coordinator)

Amanda Krause

Becca Kohn

Brantly Morgan

Chip Hallsten

Chuck Hillman

Colin Kohn

Connie Leader

Dakota Slayden

Emily Hilman

Erica Hallsten

Gabby Schaeffler

Issac Shields

Jeannie Lake

Jerica Mosello

Joe Krause

John Grewe

Kelly Brosnan

Lester Hand

Mary Gillham

Matt Schaeffler

Niki Winchester

Payton Hilman

Randy McGeehon

Ray Leader

Rodney Gillham

Sarah Hillman

Sarah Shields

Toni Orlando



# Thanks for Your Support

*You each deserve a million hugs!*



## Top Donors

Ashley & Chris Hurley  
Charities Aid Foundation America  
Comcast  
Cynthia & Scott D Johnson  
Charitable Fund  
Enterprise Bank & Trust Check  
Good Today  
Jeff Hutson  
Lich Family Charitable Fund  
Margaret Maness  
Mary Aubrey  
PayPal Giving Fund Grant  
Sue & John Edwards  
Sue Haddrill  
Wells Fargo

## Music Bingo Sponsors

CPM  
BJC Healthcare  
Homestead Financial  
Bogey Hills Vision  
Brown & Crouppen  
Livian STL  
Orf Home Inspection  
Grey Eagle Distributors  
Greater Giving  
Milton Law  
Kendall Johnson Foundation  
Round Prizes: Anonymous Donor

## Remember Me Fundraisers

*Personal Fundraisers in Memory of a Child*

**Lindsey Hand Annual Golf Fundraiser**  
*Lester Hand in Memory  
of his Daughter Lindsey*

**Red Day Pickleball Tournament**  
*Keller Williams Chesterfield*

## In-Kind Donors

2+3=We	Aftyav Family
Big Muddy Dance Company	Brandy Simpson
Blue Bell Ice Cream	Darcie and David Brady
Botanicals Design Studio	Dave Evans
Boyerosa Cattle Ranch	Deanna Allen
Brown & Crouppen	Diana Meyer
Chicken N Pickle	Emily Morgan
Cinema St. Louis	Erin Warner
Coopers Hawk	Gail McHugh
Crumb! Cookie	Gina Gazzalaro
Deweys Pizza	Jacinda Krueger
Face Foundrie	Joe McMillen
Go Play STL	Lillie Boundy
Grey Eagle Distributors	Macey Orf
Holiday World/Splashing Safari	Mary Ehlman
Hope Again Collective	Mary Gillham
Kendra Scott	Mia Sorella
Laurel Box	Peggy Taylor
Myseum	Rachel Wilson
Nestle Purina	Randy McGeehon
Nothing Bundt Cakes	Sarah Hilman
Pilot Knob	Sarah Schlotte
Puttshack	Stacie Reando
Republic Services	The Shack
Series Six	Total Wine
Station Dental Care	Trader Joe's
STL Sitter	Urban Chestnut
The Post	

# July 2023 – June 2024 Impact

We have continued to expand Just Enduring's footprint by:

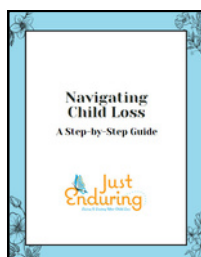
## 1 Supporting Bereaved Parents

During the past year, we have continued to focus on our core mission of providing resources to grieving parents and their families. With the publication of our new grief guides, our monthly newsletter and our care package initiative, we have been able to reach more parents at the time they need support the most.

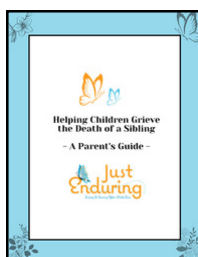
From July 2023 to June 2024, we saw an average of more than 2,000 visitors to our site each month, with the traffic increasing month after month.

After the publication of our step-by-step grief guides last year, they have become increasingly in-demand. Just Enduring has provided more than 500 step-by-step guides to grieving parents and siblings, their families, and caregivers during the past year. These guides are available to download from our website and can also be found through our partnering organizations, such as Blessings for Barrett and The Ollie Hinkle Heart Foundation. Additionally, Just Enduring has partnered with St. Louis Children's Hospital, Cardinal Glennon Hospital, and Mercy Children's Hospital to ensure our guides are reaching families immediately after their loss. These crucial relationships have helped us expand our reach and fill the gap when bereaved parents don't know where to turn.

We also kicked off our monthly newsletter program this past year. Each month, we present new topics that touch on the loss of a child, ranging from grief tips to remembrance celebrations. These newsletters offer advice and comfort to grieving families, as well as links to articles showing how other bereaved parents have channeled their loss into love for their children.



**344**  
Step-by-Step  
Guides



**192**  
Sibling Guides



**97**  
Pamphlets



**488**  
Newsletter  
Subscribers



**434**  
Resource Cards

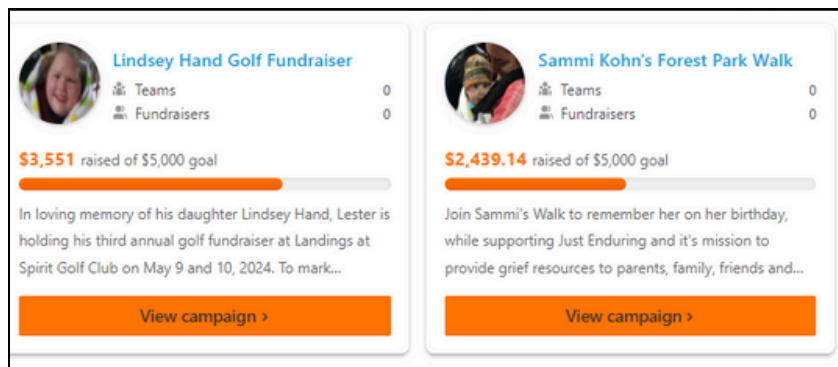


**84**  
Applicants

# July 2023 – June 2024 Impact

We have continued to expand Just Enduring's footprint by:

## 2 Advancing Our Mission



Just Enduring has recently launched two exciting new initiatives: The Remember Me Program and our Butterfly Collective.

*"Remember Me"* is a program in which anyone can create a personal page to fundraise in honor of a child who has passed away. It is a way for families to share their child's story with the community and build their legacy, while supporting the vital work of Just Enduring's mission.

*The Butterfly Collective* is a special program for a select group of donors dedicated to contributing monthly to help provide ongoing support for the families Just Enduring serves.

More information on these programs can be found on our website under the *"How to Help"* tab.

April 2024 marked Just Enduring's Inaugural Music Bingo Fundraiser. It was a rockin' success! Our attendees had a fantastic time and we were blown away by the generosity we witnessed! We are immensely grateful for the number of donors, sponsors and volunteers that helped make the event possible. We are also honored to have been able to acknowledge so many children throughout the event.





# July 2023 – June 2024 Impact

We have continued to expand Just Enduring's footprint by:

## 3 Interacting with Our Community

We are deeply grateful and honored to have been recognized by Focus St. Louis as an honoree for the 27th Annual What's Right With the Region Award in the category of Promoting Health and Well Being. Receiving this distinguished recognition is a testament to the hard work and dedication of our team and supporters. It inspires us to continue our mission with renewed vigor and commitment. Thank you for believing in Just Enduring's mission and helping us achieve this milestone!



Additionally, Just Enduring has earned Guidestar's Platinum Seal of Transparency. This is the highest level of recognition that GuideStar, the world's largest source of nonprofit information, can give an organization. It shows that Just Enduring is committed to transparency and providing donors and funders with meaningful data to evaluate our performance and helps donors see how their donations are making a difference.

At Just Enduring, we love working with partner organizations to help meet the crossover needs of those we serve. In January 2024, Just Enduring hosted a Child loss Grief Summit with several organizations based in the St. Louis area.



# Our Vision



**Offer Easy-to-Find Child Loss Resources**



**Match Parents to Help Them Feel Connected**



**Inspire Hope that Life & Love Exists After Child Loss**

For support or questions, please feel free to contact us.

**Just Enduring, Inc.**

*Living & Loving After Child Loss*

JustEnduring.org

314-391-4119

support@justenduring.org