

JULY 2024 – JUNE 2025



Annual Report



3 ***Message From the Board***

5 ***Thank You Volunteers***

6 ***Thank You Donors***

7 ***Music Bingo Supporters***

8 ***2024–25 Impact***

11 ***Vision & Contact Info***

FROM THE BOARD

Dear Friends and Supporters,

This past year marked a milestone for Just Enduring—our 5th anniversary as a nonprofit. We are deeply grateful to everyone who has walked alongside us to reach this point. Much like grief itself, building a nonprofit takes time, patience, and above all, the support of people willing to share their time, talents, and resources. Thanks to you, we continue to grow and fulfill our mission of walking with families through the heartbreak of losing a child.

Our volunteers once again went above and beyond, especially in making our annual Music Bingo Fundraiser such a success. From donations and auction baskets to coordination and hands-on support, every effort made a difference. Because of this generosity, the fundraiser sold out and raised 30% more than last year, helping ensure grieving families receive the resources they so desperately need.

The impact of our mission is clear. In the past year, visits to our website grew by 40%, requests for our Step-by-Step Grief Guide rose by 85%, and Sibling Guide requests increased by an incredible 250%. These numbers reflect a sobering truth: the need is great. But they also affirm that Just Enduring is reaching families when and where they need us most.

Beyond resources, we have worked to raise awareness of child loss and the gaps in support that families face. From radio interviews and podcasts to speaking engagements at hospitals and organizations, our voice has carried further this year. We were also honored to participate in community events like Pedal the Cause and Día de los Muertos, which gave us meaningful opportunities to connect with families and broaden awareness of our mission.

Looking ahead, our commitment remains steadfast: to provide more resources, more support, and more hope. In the coming year, we will launch new offerings for parents, siblings, friends, and caregivers—including a searchable online resource tool, Printable Memory-Capturing Guide, Funeral Planning Guide, and expanded digital resources on our website.

October will be an especially meaningful month. During Child Loss Awareness Month, we will host our first remembrance event in the greater St. Louis area—*The Names We Carry*—a space to honor our children while building connection and community among bereaved families. Mid-month, we will co-host a virtual healthcare conference focused on child loss and grief, ensuring that conversations about grief education continue among healthcare professionals and caregivers. We will also attend the National Funeral Directors Association conference, an incredible opportunity to share our mission on a national and global stage. By collaborating with funeral homes, we can place resources directly into the hands of grieving parents and siblings across the country and beyond.

As we reflect on five years, we are humbled by the growth of Just Enduring and the community that sustains it. Every step forward—every guide sent, every conversation started, every event held—is made possible because of you. Together, we are ensuring that grieving parents do not walk alone.

**With heartfelt gratitude,
Just Enduring Board of Directors**

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

*Allison Remy
Dr. Ken Remy
Mary Aubrey
Sara Judd*



Back: Nick McGeehon & Ben Gillham
Front: Mary Aubrey, Martha McGeehon, Lara Gillham & Sara Judd
Not pictured: Dr. Ken Remy & Allison Remy

THANKS FOR YOUR SUPPORT

HANDS THAT GIVE VOLUNTEERS

Music Bingo Volunteers

Chessey Brenton (Volunteer Coordinator)

Lindsay McCullough (Fundraising Chair)

Mary Gillham

Toni Orlando

Amanda Krause

Aubrey

Becca Kohn

Brantly Morgan

Carolyn Chitava

Chip Hallsten

Chuck Hillman

Colin Kohn

Connie Leader

Dakota Slayden

Doug Berjer

Dustin Judd

Emily Hilman

Emily Morgan

Erica Hallsten

Gabby Schaeffler



Issac Shields

Jerica Mosello

Joe Krause

John Grewe

Kelly Brosnan

Lillie Berjer

Matt Schaeffler

Niki Winchester

Payton Hilman

Randy McGeehon

Ray Leader

Rodney Gillham

Rosemary Bryant

Sarah Hillman

Sarah Shields

Teresa Foulks

Treasurer

Melody Hemmenway



THANKS FOR YOUR SUPPORT

HEARTS THAT GIVE



Top Donors

Helmkamp Cares Foundation
Colin & Becca Kohn
Denise Pitlyk
Dr. Ken Remy
St. Cletus STUCO
Wes Barton
Lich Family Charitable Fund
Margaret & Mark Maness
Ben Gormley
Dr. Zeshan Gohar
Lynn Ziegelmeier
Carly Hansen
Douglass Williams
Chris Schlotte
John Sprague
Lynn Cipponeri
Kase McDonald



Butterfly Collective Donors

*A Select Group of Donors Dedicated to
Recurring Contributions*

Wes Barton
Maggie Fiock
Celeste Sauer
Aaron Mutnick



Remember Me Fundraisers

Personal Fundraisers in Memory of a Child

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

Annual Walk for Sammi Kohn

*Colin & Becca Kohn in Memory of their
Daughter Sammi*

WE APPRECIATE YOU ALL

2025 MUSIC BINGO NIGHT SUPPORTERS

Sponsors

**Gold level and above*

BJC Healthcare*
Bogey Hills Vision*
Brown & Crouppen
Caring Transitions/Trusted Transitions
Excelsior
First Community Bank
Greater Giving*

Homestead Financial
Missouri Foundation for Health*
Northwestern Mutual
Orf Home Inspections & STL Snapshot
Southern Glazers
St. Charles Memorial Gardens/Baue
F3: Fitness, Fellowship, Faith

In-Kind Donors

Aftayv Family
Alexandra Boyd
Aminis
Amp Up
Ashton and Shane Sullivan
Barre 3 St. Charles
Battle Hawks
Big A's on the Riverfront
Big River Running
Blue Bell Ice Cream
Botanicals Design Studio
Brown & Crouppen
Cafe Napoli
CCL Label Inc.
Chicken N Pickle
Climb So Ill
Club Car Wash
Coopers Hawk
Craft Alliance
David Brady/Whitmoor Country Club
Defiance Ridge Vineyards
Deweys Pizza
Donna Walter
Donut King
Doug Berjer
Flora MiLou
Funny Bone Comedy Club
Gail McHugh
Go Play STL
Good News Brewing
Happier Moments Sweets and Treats

Hendels
Hi-Pointe Drive In
Hilton St. Louis Frontenac
Holiday World/Splashing Safari
Hope Again Collective
J Bloom Jewelry
Jennifer Vermillion
Joy Missey
Katie Reid and Brandon Glen
Kendra Scott
Lara Gillham
Lauren Deichmann
Lauren Eggert
Lillie Berjer
Luke Pashia
Martha McGeehon
Mary Aubrey
Mary Gillham
Maureen Russell
Melissa Hedrick
Melody Hemmenway
Mia Sorella
MiLupita
Miniature Museum
Narwhals
Nestle Purina
Not Jaded Boutique & Tea Room
Nothing Bundt Cakes
Olympia Gymnastics
Peggy Johnston
Performing Arts Centre
Pilot Knob

Pizza Ranch- Cottleville
Playtime Arcade and Bar
Poppy & Pine
Pub Pass
QuickTrip
Randy McGeehon
Republic Services
Ryze Adventure Park
Salem in Ballwin United Methodist Church
Salon de Christie
Salt & Smoke
Sara Judd
Sarah Carter
Schnucks
Session Taco
St. Louis Ambush
St. Louis City SC
St. Louis Zoo
Station Dental Care
STL Wine Guy
The Gateway Arch
The Landings at Spirit Golf Club
The Post
Toni Orlando
Trader Joe's
Upper Limits
Urban Chestnut
Wallis Companies
Walter Knoll Florist
Water Way
Yates Family

JULY 2024 - JUNE 2025 IMPACT

REACHING MORE HEARTS, IN MORE WAYS

1 Meeting Families in Their Deepest Moments of Need

This year, we have continued to walk alongside grieving parents and their families, ensuring they have access to comfort and guidance when it matters most. Our expanded Grief Guides, consistent monthly newsletter, and thoughtful care packages have allowed us to reach families with meaningful support exactly when they need it.

From July 2024 to June 2025, we saw an average of more than 2,800 visitors to our site each month, which is a 40% year over year increase. We have been both humbled and honored by the continued—and growing—need for our grief resources. The number of guides requested and downloaded from our website has increased significantly, demonstrating that we are reaching bereaved parents and families when and where they need support most.

Over the past fiscal year, we provided more than 600 copies each of our Step-by-Step Grief Guide and Sibling Grief Guide. Requests for our Step-by-Step Grief Guide rose by 85%, nearly doubling over the previous year. Even more striking, requests for our Sibling Grief Guide increased by 250%—more than three and a half times last year's number. This growth underscores the critical need for resources designed specifically for grieving siblings, an often-overlooked group in the bereavement journey.

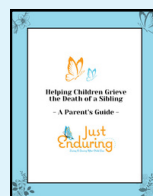
The trend extends beyond guides. We saw a 35% increase in pamphlets distributed and a 100% increase in resource cards shared. These materials are accessed both online and through our expanding network of partner organizations, which now includes multiple funeral homes, hospitals, and other nonprofits.

While it is heartbreaking to see the rising demand for these resources, we are deeply grateful to be able to place them into the hands of families across the world—offering understanding, guidance, and hope at a time when they need it most.

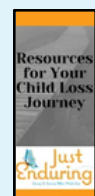
638
Step-by-
Step
Guides



673
Sibling
Guides



131
Pamphlets



256
Newsletter
Subscribers



867
Resource
Cards



81
Applicants



JULY 2024 - JUNE 2025 IMPACT

REACHING MORE HEARTS, IN MORE WAYS

2 Advancing Our Awareness

Our board members have been instrumental in raising awareness of Just Enduring and its mission over the past year, engaging in a variety of speaking opportunities to share our story and purpose.

Co-Founder and Vice President, Martha McGeehon, was invited to speak on several podcasts, including *Moms Like Me* and *The Empty Chair Endeavor*. In these heartfelt conversations, Martha shared her personal journey through grief and how it ultimately led to the founding of Just Enduring—a nonprofit dedicated to walking alongside parents through their darkest days.

In December, Martha was also interviewed by 550 KTRS, a St. Louis radio station, where she discussed navigating the holidays as a grieving parent, the mission of Just Enduring, and meaningful ways others can support those who are mourning during the holiday season.

Ben Gillham, Co-Founder and President of Just Enduring, was featured on KMOX, another prominent St. Louis radio station, in October 2024 for Child Loss Awareness Month. Ben spoke about the deep need for support among grieving parents and shared how friends, family, and the community can help—highlighting the resources Just Enduring offers to those affected by child loss.

These interviews can be found within the Press Page on our website under the “Connect” tab.

Additionally, Just Enduring was invited to present to the Southern Illinois Mental Health First Responders Network in April of 2024. This group consists of mental health professionals within school districts and the community who are responsible for family-centered care and connecting families with relevant resources.

Our second annual Music Bingo Fundraiser, held in March 2025, was a sold-out success! With a bigger venue and even bigger ambitions this year, we welcomed more than 400 people for a night of fun, community, and awareness—all while raising crucial funds for Just Enduring.

Thanks to our incredible attendees, volunteers, donors, and sponsors, we received more than 50 donations for our Fund-A-Need program, sold out our newly added wine pull before the event even began, raised funds from 90 silent auction items, and awarded our 50/50 winner more than \$1,000.

This year's event raised more than \$38,000—over 30% more than last year—showing the incredible momentum and community commitment behind our mission.



Martha McGeehon
speaking on 550 KTRS



JULY 2024 - JUNE 2025 IMPACT

REACHING MORE HEARTS, IN MORE WAYS

3 Interacting with Our Community

In November 2024, Just Enduring was honored to participate in the Día de los Muertos (Day of the Dead) celebration at the Missouri History Museum. This is a beautiful weekend put on in celebration and honor of loved ones who have passed away.

Through our information table, we connected with countless community members and shared our mission of walking alongside families after child loss.

We also had the privilege of creating a special altar adorned with photos of children gone too soon. Families were invited to place butterflies carrying heartfelt messages to their children, and we received nearly 130, each signifying a child lost too soon. The response was deeply moving and affirmed the importance of creating spaces for remembrance and connection.

In September 2024, Just Enduring was honored to be a partner organization at the Pedal the Cause event in St. Charles, MO. Pedal the Cause is a nonprofit dedicated to raising funds for cancer research and treatment. Our missions naturally overlap, as many in their community have experienced the loss of a loved one to cancer, including children.

Despite a rainy weekend, we were able to share our resources, raise awareness about our mission, receive donations, and connect with many community members who were eager to learn about our work. The experience reinforced the value of being present in the community and building meaningful connections that extend our impact.



Missouri History Museum - Día de los Muertos



Pedal the Cause - St. Charles, MO

OUR VISION



**OFFER EASY-TO-FIND
CHILD LOSS RESOURCES**



**FOSTER A COMMUNITY
OF SUPPORT**



**INSPIRE HOPE THAT LIFE
& LOVE EXISTS AFTER
CHILD LOSS**

CONTACT US

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Living & Loving After Child Loss
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support@justenduring.org



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