



ReIMAGINING THE *ways* we CONNECT

BUILDING UP communities in 2020



LETTER FROM THE CEO

Friends,

The realities of 2020 forced us to reimagine the ways we connect – to each other, the communities we serve, and to ourselves. Out of the incredible loss we collectively experienced came hopeful stories and moments. I could not be prouder of what the Judi's House/JAG Institute staff accomplished. We turned challenges into growth opportunities and found the courage to do new things, constantly prioritizing the experiences of the families we serve.

Restrictions on gathering changed how we delivered our critical services. While our work in direct services, training and education, and evaluation and research looked different, Judi's House remained a consistent source of support to grieving children and families.

Our Comprehensive Grief Care® Model is built on a foundation of evaluation and research that drives innovation and growth locally and nationally. In 2020, our Evaluation and Research team enhanced the Childhood Bereavement Estimation Model® to produce county-level results for the first time and adapted data collection protocols for newly established telehealth and video therapy services to understand the efficacy of our virtual offerings. The practice of sharing knowledge to amplify understanding connects us to others in the field and benefits the work of supporting childhood bereavement advocates at large.

Thank you for staying connected to Judi's House/JAG Institute. We are all made stronger by what ties us together. Sharing our joy and sadness with one another enriches our lives. I pledge to apply the lessons learned in 2020 as we move forward. We will continue to harness our collective ingenuity, talents, and compassion to promote connection and healing.

With gratitude,


Jessica Maitland Mayo
Chief Executive Officer





“WE ALL HANDLE GRIEF IN DIFFERENT WAYS, AND CHILDREN CAN BE MORE SENSITIVE WITH THEIR GRIEF. JUDI’S HOUSE GAVE US TOOLS TO HELP US GROW.”

—Individual Therapy Client



HARNESsing

THE TOOLS TO

help us grow.

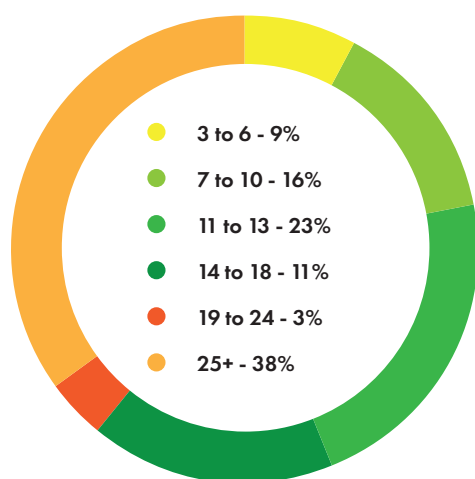
Direct Services

Changing how we delivered direct services took courage and adaptability. Our passionate staff approached change with a learning perspective and centered the client experience at every step. When health regulations prevented groups from meeting in person, we introduced home-based grief activities and telehealth services.

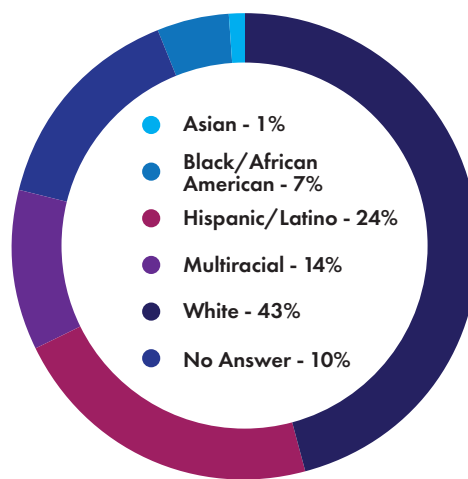
Early in the pandemic, a *Pathfinders* group client with a toddler reported struggling with the abrupt ending to programming brought on by stay-at-home guidance. The client, "Jordan," shared that Judi's House was the first place they felt genuinely supported after their spouse's death. The pandemic left them feeling empty and alone parenting a young child who could not comprehend all the changes.

To help, Jordan engaged in weekly telehealth sessions with a Judi's House clinician who specializes in helping our littlest kiddos. When the clinician determined Jordan's child needed support too, our team created a solution. Strict safety procedures and ingenuity allowed Jordan to participate in our *Pathfinders* group while their toddler received in-person play therapy. With this support, the toddler identified and shared feelings of grief, sadness, and joy with Jordan. The family now has common, healthy coping skills to practice when grief waves come crashing down.

In summer 2020, Judi's House offered in-person Pathfinders and Connections programming to 141 children and caregivers in our garden.



Client Age



Client Ethnicity/Race

Training & Education

The pandemic gave way to new ideas for delivering our school- and community-based education and outreach. At the same time, COVID-19 magnified awareness of grief, leaving communities struggling to support children thrust into social isolation and remote learning.

School personnel and youth service providers recognized their discomfort navigating conversations about grief and loss. They needed focused training and directed skills. In response, Judi's House staff developed virtual workshops specialized for youth, parent/guardian, and caring adult audiences. Online delivery expanded our reach developmentally, geographically, and meaningfully by supporting nearly 4,700 people throughout the year.

Judi's House staff increased the number of Grief in the Classroom trainings delivered over 2019, reaching nearly 1,000 educators across Colorado. These virtual trainings provide school staff with intuitive insights, cultural context, and supportive strategies related to educating grieving students. Throughout 2020, our staff successfully delivered on our mission by promoting grief- and trauma-aware communities through training and education.

The Cherry Creek School District became the fifth prominent Metro Denver school system to enter a formal partnership with Judi's House.





WORKING
TOGETHER,
new *ideas*
TAKE
FLIGHT

“JUDI’S HOUSE EMPOWERED MY STAFF TO SUPPORT THEIR STUDENTS IN GRIEF AND ALLOWED US ALL TO FEEL COMPETENT AND CAPABLE IN FUTURE INTERACTIONS WE MAY HAVE WITH STUDENTS.”

– Corey Mastroianni, LCSW; School Social Worker at Morgridge Academy at National Jewish Health

“THE ‘CHANGEMAKER’ PROJECT HAS BEEN SO FITTING,
HELPING US REIMAGINE OUR OWN PROGRAM AND OUR
COMMUNITY IN A WAY WE MAY HAVE OVERLOOKED BEFORE.”

– Ali Drescher, MA, LPC, FT, GC-C, Director, Alive Hospice Grief Center



SHARING
Knowledge
TO AMPLIFY
UNDERSTANDING
Leadership

Evaluation & Research

We asked ourselves, “how can we move closer to our vision that no child should be alone in grief?” The answer—create a more grief-informed society by providing data and tools to the bereavement field.

We achieve this through our *Childhood Bereavement Changemakers* initiative, a partnership with the New York Life Foundation. Bereavement care organizations are preparing for a grief pandemic and seeking new, innovative ways to support grieving families. We partnered with 10 organizations across the U.S. to gain a deeper understanding of childhood bereavement in their communities. By using readily-available data, the initiative informs strategic decisions that improve access to care and increase funding.

Staying connected to these *Changemakers* could not have come at a better time. Judy Austin, LPC, Director of The Grief Center of Southwest Colorado, found comfort in building relationships with *Changemakers* in other parts of the country. These new connections helped Judy and her team feel less alone in confronting the complexities of grief care during a challenging time.

Our staff completed a unique needs assessment for each *Changemaker* partner. For Nashville-based *Changemaker*, Alive Hospice, bereaved families have been reaching out for services at increasing rates, a sign of the heavy burden individuals are carrying in the midst of the pandemic and other natural disasters. The initiative helps Alive Hospice develop targeted programs, advocate for necessary staffing levels, and champion the well-being of all those grieving in their 12-county service area.

Changemakers gain the knowledge necessary to help influence change, increase funding, and enhance their overall impact on bereaved children and families.

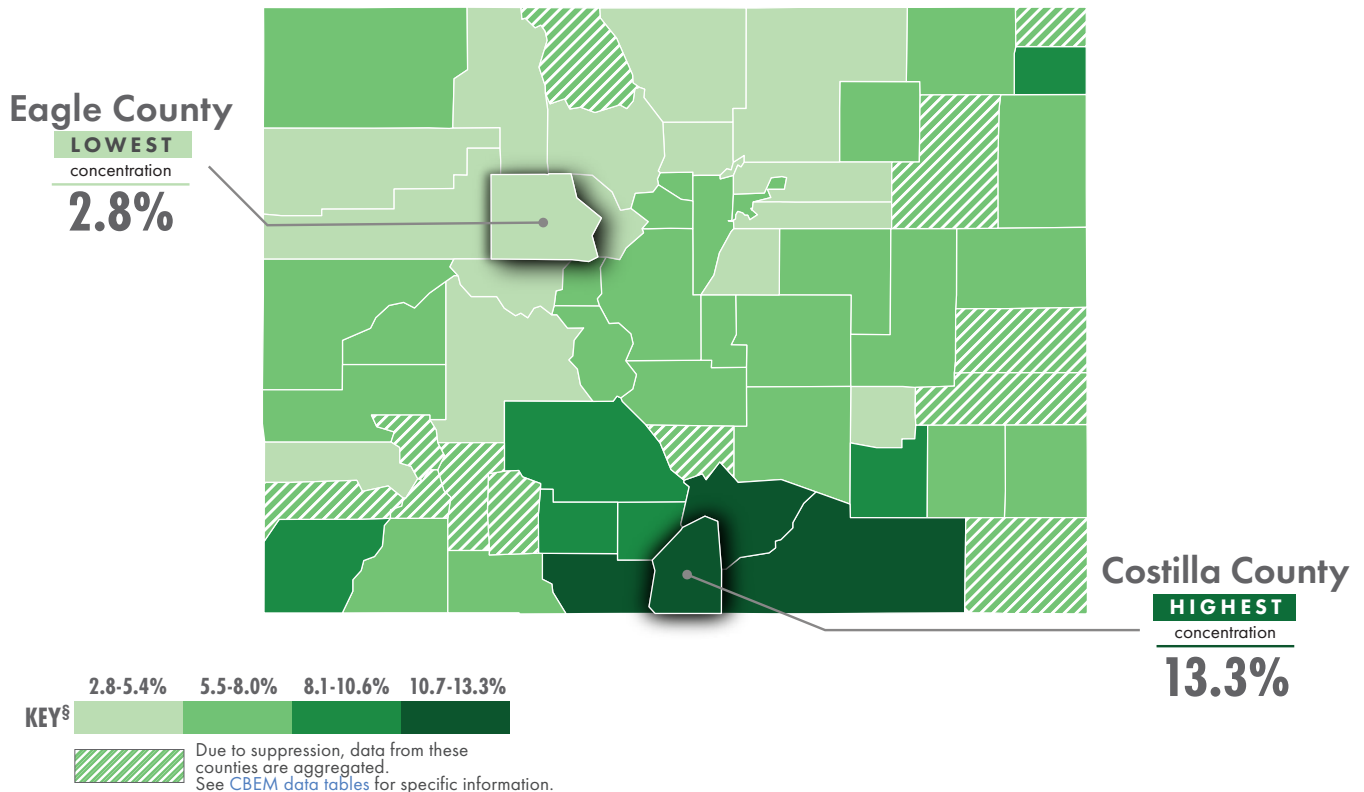


CBEM

Since the initial development of the Childhood Bereavement Estimation Model®, created with support from the New York Life Foundation, continual model improvements have helped portray the vast landscape of childhood bereavement in the U.S. Each year our team focuses on a key topic of interest to the field. In 2020, we provided childhood bereavement estimates for every county in the country. In addition to our standard state and national results, these data offered grief advocates insight into bereavement rates in their own backyard.

We learned that bereavement prevalence is unique from community to community. In Eagle County, Colorado, 2.8% of children are estimated to experience the death of a parent by age 18. Conversely, in Costilla County, bordering New Mexico, this rate reaches an astounding 13.3%. At home here in Denver County, an estimated 5.3% of children will experience the tragic loss of a parent before they reach adulthood. Each year, Judi’s House proudly serves as many as 78% percent of the bereaved youth in our community through our therapeutic programs.

Unaddressed childhood grief and trauma can lead to short- and long-term difficulties including decreased academic performance, mental health issues, and early mortality.





“THE CBEM LENDS VALIDITY TO OUR WORK. IN TALKING TO POLICYMAKERS, IT IS HELPFUL TO NOT BE UNDERESTIMATED”

- Judy Austin, LPC, Director, The Grief Center of Southwest Colorado



“AS A COMPANY, WE APPRECIATE THAT JUDI’S HOUSE NOT ONLY SERVES GRIEVING CHILDREN, BUT THE FAMILY AS A WHOLE.”

– Brian Terhark, CEO, Westwind Management Group

SERVING
community
THROUGH OUR
MISSION

Community Support

Our community rallied during 2020 – from serving families through volunteering, attending events, and creatively executing socially distanced gatherings and fundraisers to benefit Judi's House.

Volunteerism

Our volunteers graciously stepped up to serve new roles in 2020. We are enormously grateful for the patience and flexibility of this special group of supporters and look forward to offering more volunteer opportunities as we emerge from the pandemic.

Virtual Tailgate

We gathered our fans, friends, and partners online last August for our first-ever Virtual Tailgate. We learned quickly that our community knows how to have a good time for a good cause, no matter the platform. Joined by co-founders Brian Griese and Brook Griese, PhD, we caught up with former Judi's House clients Bria and Deneen Stone, got an inside look at the NFL season with ESPN commentator, Steve Levy, and rocked out with our halftime musical guest, the Freddy Jones Band for a night of football, philanthropy, and fun – raising \$134,000 to support our critical work.

Community Events and Fundraisers

Our exceptional community raised nearly \$200,000 in 2020 through donor-hosted events to uplift the families we serve. In a year that demanded so much of each of us, the enthusiasm and encouragement from our community meant so much. The summer months allowed the community to gather outdoors for annual golf tournaments, yoga fundraisers, and other charitable celebrations.

Special thanks to Moody Insurance Agency, James Davies Memorial Scholarship Golf Committee, Michael and Cora Betts Legacy Foundation, Westwind Management Group, High 5 Plumbing, The Chernow Family, @Cheers Bar, Road Rally, Shaw Hockey Productions, and many others who showed their steadfast support for grieving children and families in the most creative ways.

Our community of supporters comes in many forms. We were buoyed by the time, talent, and treasure you shared with us in a year filled with uncertainty. Thank you for your compassionate support.



2020 Financials

Audited consolidated financials for Jan. 1 to Dec. 31, 2020 as reported by Wipfli



Revenue	2020
Investment Activity	212,722
Foundation Grants	928,375
Events	197,553
In-Kind Contributions	43,567
Capital Campaign	10,460,660
Contributions	1,803,133
Other Income (Program Income)	406,400
Total Revenue	14,052,410

Expenses	2020
Capital Campaign Fundraising	197,557
Fundraising	470,378
Administrative	305,779
Programs	1,927,842
Total Expenses	2,901,556

ASSETS

Current Assets	2020	2019
Cash and cash equivalents	2,631,432	2,116,139
Contributions and grants receivable		
Current portion of pledges receivable-capital campaign	1,746,666	265,000
Investments, Short term		
Prepaid expenses and other	43,944	33,889
Total Current Assets	4,422,042	2,415,028
Property and Equipment		
Land, building and improvements	3,416,228	2,370,728
Furniture, fixtures and equipment	213,966	205,019
Gross property and equipment	3,630,194	2,575,747
Less: Accumulated depreciation	(529,225)	(461,829)
Net Property and Equipment	3,100,969	2,113,918
Other Assets		
Restricted cash, capital campaign	7,364,802	656,317
Construction in progress	195,605	14,044
Investments held by The Denver Foundation	1,898,716	1,687,526
Pledge receivable *	2,513,749	528,224
Deposits	500	500
Total Other Assets	15,074,341	5,000,529
Total Assets	19,496,383	7,415,557

LIABILITIES & NET ASSETS

Current Liabilities	2020	2019
Accounts payable	163,898	58,064
Accrued payroll liabilities	17,257	21,749
Current portion of notes payable	8,179	7,774
Total Current Liabilities	189,334	87,587
Long Term Liabilities		
Note Payable, bank	149,920	
Notes Payable, other	836,400	158,095
Total Liabilities	1,175,654	245,682
Net Assets		
Without Donor Restrictions		
Operating	3,873,089	3,230,197
Net Investment in property, equipment and Improvements	2,310,254	1,962,093
Total Unrestricted	6,183,343	5,192,290
With Donor Restrictions	12,137,386	1,977,585
Total Net Assets	18,320,729	7,169,875
Total Liabilities and Net Assets	19,496,383	7,415,557

*Includes net present value adjustment

2020 LEADERSHIP

Leadership Team:

Micki Burns, PhD

Chief Clinical Officer

Laura Landry, PhD

Director of Evaluation and Research

Jessica Maitland Mayo

Chief Executive Officer

Alex Mers, LPC

Director of Programs

Julie A. Scott

Director of Philanthropy and Communications

Board of Directors:

Brian Griese, Chairman

Co-Founder

Judi's House/JAG Institute

ESPN Analyst

Former NFL Quarterback

Kate Barton

Senior Vice President, Executive Office and Special Projects

Downtown Denver Partnership

Robert J. Clark

Chairman and Founder

3 Bear Energy

Melissa Corrado-Harrison

Managing Director – Wealth Management, Senior Portfolio Manager

Private Wealth Advisor, UBS

A. Leroy Garcia

Executive Partner

New York Life Insurance Company

Brook Griese, PhD

Co-Founder

Judi's House/JAG Institute

Phil Hicks

Managing Partner

David, Hicks & Lampert

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Vice President Community and Government Engagement

Cigna – Mountain States

David Palmer

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Well Advised, Inc.

Former President and CEO

Presbyterian/St. Luke's

Medical Center

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Vice President Upstream Policy
American Petroleum Institute

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Regional President
Alpine Bank Denver

Ana Lazo Tenzer

Partner

Hogan Lovells LLP

Al Troppmann

Retired President

PCL Construction Services, Inc.

John Wickliff

Partner

Armstrong & Wickliff

Commercial Real Estate



Mission: To help children and families grieving a death find connection and healing. **Vision:** No child should be alone in grief. **Values:** Accountability, Compassion, Courage, Respect



1741 GAYLORD STREET, DENVER, CO 80206

View a list of 2020 donors at judishouse.org/our-donors