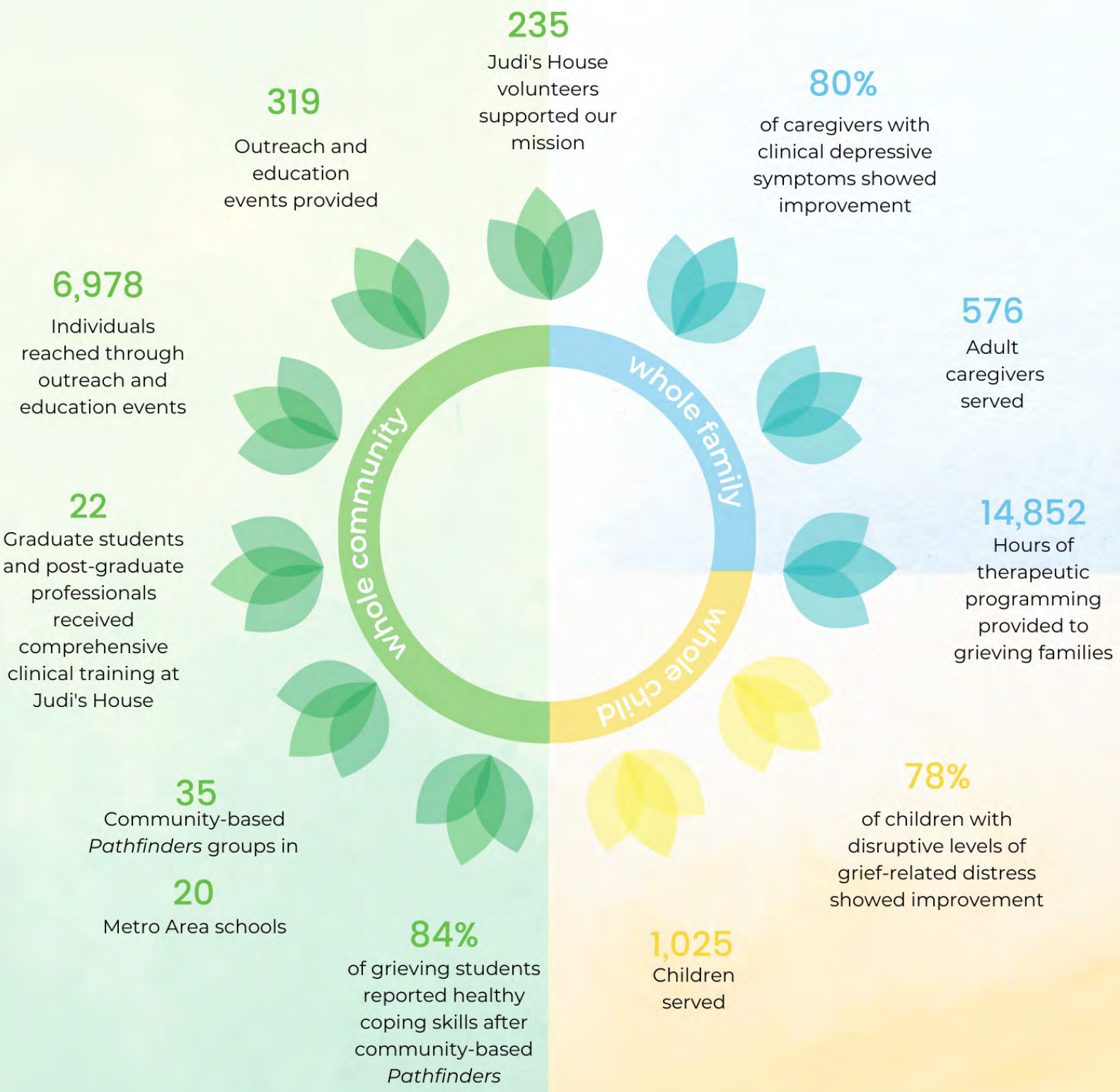


# Community Report 2022





# LETTER FROM THE CEO

Friends,

As I write this from our beautiful, purpose-built facility, I can't help but feel how undeniably special it is to finally be home. There is a magic in coming home; a feeling of being cared for and embraced by your community, a newfound gratitude for where you've been and what you are returning to, the security to center and expand upon your goals, and the beauty of settling in and creating new memories.

We know from our two decades of service in the Metro Area that a home is not so much the place as it is the people in it. Judi's House/JAG Institute would not be what it is today without the generosity of our volunteers, the trust of our client families, the passion of our staff, and the support of our donors and community. We are more resilient together, and this past year has proven to us that we owe our exponential growth to the power that comes from good people working together to make real change.

As we celebrated 20 years of service in 2022, it is hard not to feel endlessly thankful to all of you who make up our Judi's House/JAG Institute family. There is so much to celebrate as we stand together to ensure increased access to quality care for those grieving a death and place high value on building support, connection, and healing. This new home is a monument to our impact these past two decades, and a promise that we will continue to serve the grieving children and families who rely on us for many decades to come.

2022 was transformative for our organization. We returned to pre-pandemic service numbers; we shared learnings and expertise with grief centers across the country and provided trainings and education to local partners; and we began engaging in a process toward centering justice, equity, diversity, and inclusion in a way that reduces barriers to accessing grief care while reflecting and responding to the cultural needs of our clients.

Moreover, this past year allowed us to optimize our influence nationally. Our work with bereavement centers across the nation through our *Childhood Bereavement Changemaker* initiative strengthens our network and expands our "neighborhood," as we collectively work to build a more grief-informed society where all children grieving a death can feel at home. Together we are elevating the issue of childhood bereavement to national prominence while deepening the connections and growth that come with grief to build a more resilient and compassionate future.

Undeniably, the past year has been a pivotal moment in time for our organization. We have already begun filling this new space with more sacred stories, memories, and connections. Together, we transformed this house into a home, and moved a step closer to our vision that no child should be alone in grief.

Gratefully,



**JESSICA MAITLAND MAYO**  
Chief Executive Officer

# DIRECT SERVICE

Judi's House/JAG Institute is committed to providing accessible, high-quality bereavement support to children and families who have experienced a significant death. We provide bereavement-specific assessments and therapy services that appreciate the uniqueness of each individual and family to foster connection and healing.

In 2022, Judi's House returned to pre-pandemic service numbers, delivering clinical support to 1,025 children and 576 caregivers, a total of 1,601 individuals were reached through in-house and community-based care. Since our founding in 2002, we have provided Comprehensive Grief Care® to more than 13,000 children and caregivers.

We also hosted 35 Pathfinders groups across 20 Metro Denver schools, ensuring that grieving children unable to participate in counseling at Judi's House could still access our services.

Working to expand the reach of our school-based services, we began a pilot program with Cherry Creek School District to host group therapy sessions for elementary-age students, including developing a new curriculum designed for kindergarten to 2nd grade.

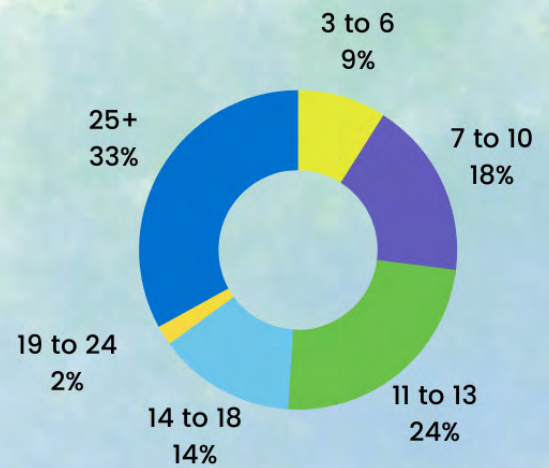
With additional evaluation and appropriate funding, elementary school grief groups could be a consistent offering in the Denver Metro area in the future.

*“A student in a middle school group showed transformational progress. Before the group, they struggled with attendance, suspensions, and motivation. Initially, their intense grief left them isolated, withdrawn, and disconnected from other group members. With time, they began to process and connect with others, ultimately becoming a leader and actively working to understand their thoughts and feelings related to their grief process. They began to embody qualities of their special person (e.g., kind, present, and compassionate) to build their legacy. The school social worker commented on Pathfinder’s significant impact on this student’s school engagement and connection to peers.”*

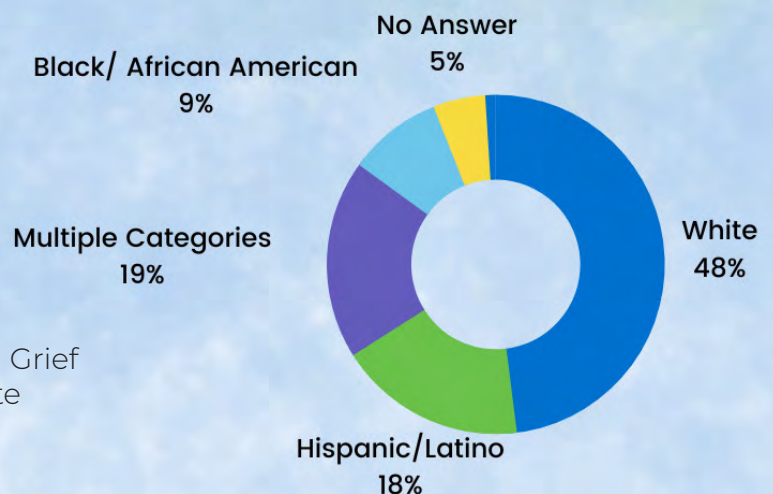


— Dayna Streufert, Community-Based Grief Counselor, Judi's House/JAG Institute

## Client Age



## Client Ethnicity/ Race



# TRAINING & EDUCATION

To build a more grief-informed society, Judi's House/JAG Institute offers training, education, and outreach programming that brings grief awareness and basic support skills to a broad local and national audience. Our Training and Education team conducted 319 education and outreach events, reaching 6,978 people last year.

These presentations included Chief Clinical Officer Dr. Micki Burns, speaking at the 2022 National Alliance for Children's Grief Regional Conferences hosted in Maryland, Georgia, Montana, Nebraska, California, and New York. Dr. Burns shared data from the 2022 Childhood Bereavement Estimation Model® (CBEM), discussed the pandemic's influence on childhood bereavement, and offered stories of struggle and resilience to personalize the data.

Along with Dr. Burns, Judi's House co-founder Dr. Brook Griese, served on a panel at the 2022 National Alliance for Children's Grief Symposium for a conversation about the harms and benefits associated with a new grief-specific diagnosis, and Director of Evaluation and Research Dr. Laura Landry, spoke extensively about the national work carried out through JAG Institute.

Workforce development is another key component of the Training and Education initiative. Judi's House/JAG Institute is dedicated to developing professionals steeped in grief and trauma-informed practices to strengthen the childhood bereavement field. In 2022, 22 higher education students and early career professionals worked closely with clinical and research team members to advance the mission and vision of Judi's House.

*"Judi's House is [a] really special organization made up of so many people who care so deeply. It has been a great space to grow, be challenged, and learn new skills. I feel so honored to hold people's stories here, watch growth and connection, and be around so many impactful individuals."*



— Carolyn Bolling, Grief Counseling Intern,  
Judi's House/JAG Institute

Collectively Judi's House staff and trainees provided a total of 14,852 invaluable clinical service hours conducting assessments, facilitating groups, and offering family, couples, individual, and play therapy with grieving clients.



# EVALUATION & RESEARCH

The Evaluation and Research team is essential to enhancing Judi's House programs and expanding awareness of the prevalence and impact of childhood bereavement on a national scale through JAG Institute, the education and research arm of Judi's House.

The team supports grief centers nationwide through consultation services, evaluation, capacity building, and estimating the magnitude of childhood bereavement. In 2022, JAG Institute leveraged the team's expertise and expanded revenue-generating opportunities by providing custom CBEM reports, individual consultation, and training webinars designed to build data utilization and evaluation competency.

Through a unique collaboration with Eluna's Camp Erin®, the largest national children's bereavement support program, JAG Institute supported the Camp Erin network in conducting needs assessments to enhance diversity, equity, and inclusion across its 32 locations. JAG Institute staff provided Camp Erin partners with in-depth resources overlaying camper and community demographics and facilitated workshops to review the data, uncover potential service gaps, and explore barriers to accessing services. Ultimately, Camp Erin partners had the opportunity to apply for funding from Eluna to address emerging needs.

## Capacity Building

The Evaluation and Research team takes our commitment to strengthening the childhood bereavement field one step further, by supporting grief centers across the U.S. through evaluation capacity building. These partnerships amplify understanding of the issue nationwide and help grief centers develop critical evaluation approaches necessary to improve programming for grieving children and families in their communities.

The *Childhood Bereavement Changemaker (CBC)* initiative expanded in 2022. Thirty *Changemakers* were selected to participate in this evolving program funded through a partnership with the New York Life Foundation. Three *Changemaker* cohorts will complete a series of training workshops and custom technical assistance sessions.

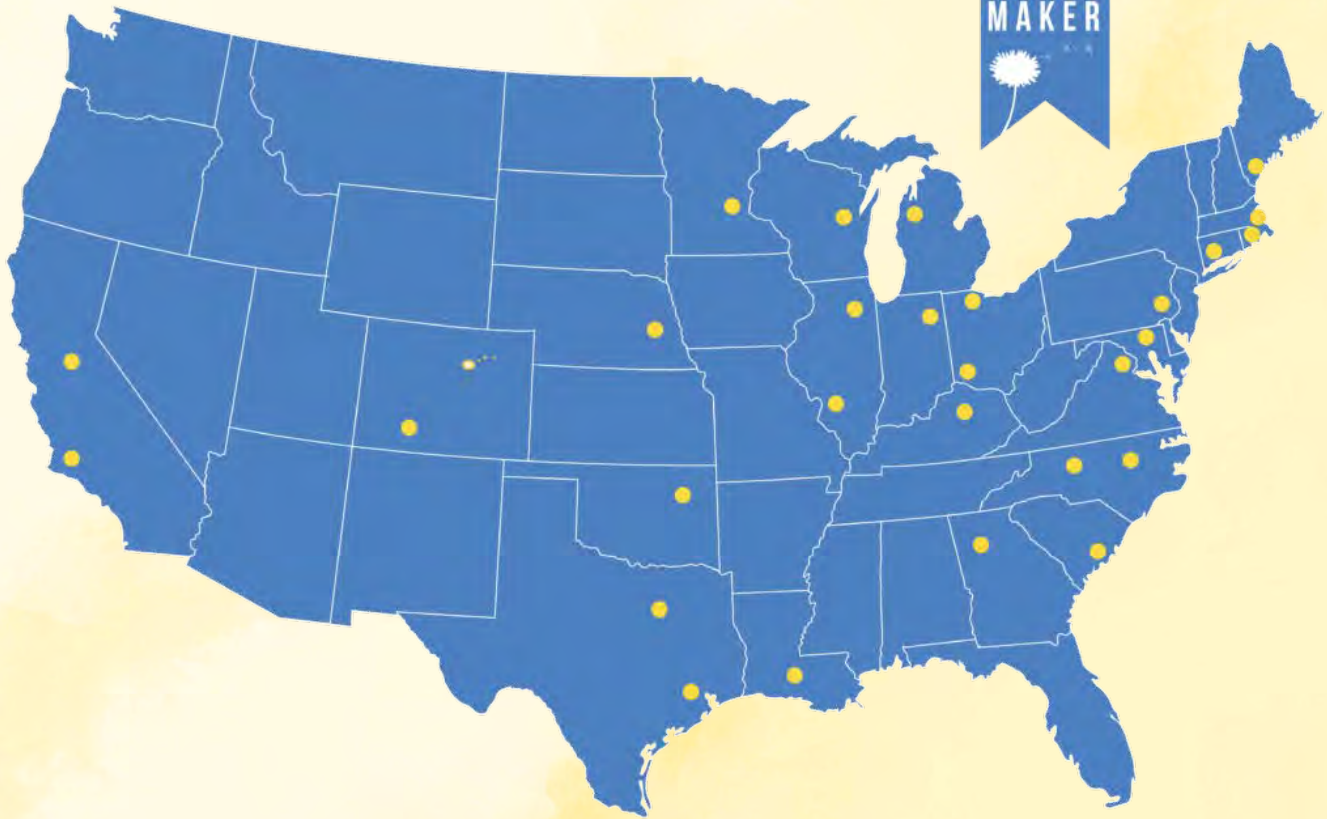
Cohorts 1 and 2 began their data collection and program evaluation capacity in 2022. Cohort 3 will begin the *CBC* experience in 2023. As a result of this initiative, *Changemaker* organizations will be equipped to better tell their story, identify service gaps within their service areas, improve their programmatic decision-making, and drive impact in their local communities.

***“This is a maturational opportunity. This is a useful tool I will always have, that enables me to create an organization that serves more kids and more families and be a better part of my organization.”***



— Diana Cuddeback, LCSW, Heartlinks Director,  
Childhood Bereavement Changemaker





## Meet the 2022 *Childhood Bereavement Changemakers*:

### Cohort One

FRIENDS WAY – Warwick, RI  
Good Grief of Northwest Ohio – Toledo, OH  
Jessica’s House – Turlock, CA  
Journey of Hope Grief Support Center – Plano, TX  
Mourning Hope Grief Center – Lincoln, NE  
New Hope Grief Support Community – Long Beach, CA  
Peter’s Place – Radnor, PA  
The Good Grief Program at Boston Medical Center – Mattapan, MA  
The Grief Center of Southwest Colorado – Durango, CO  
The Tristesse Grief Center – Tulsa, OK

### Cohort Two

Center for Grieving Children – a program of the Boys & Girls Clubs of Fox Valley – Menasha, WI  
Erin’s House for Grieving Children – Fort Wayne, IN  
Healing House – Lafayette, LA  
Heartlinks Grief Center at Family Hospice – Belleville, IL  
Michael’s Place – Traverse City, MI  
Park Nicollet Foundation – St. Louis Park, MN  
Pillars Community Health (Buddy’s Place)– La Grange, IL  
The Center for Loss and Bereavement – Skippack, PA  
The Kentucky Center for Grieving Children – Lexington, KY  
Transitions Kids – Raleigh, NC

# CBEM<sup>®</sup>

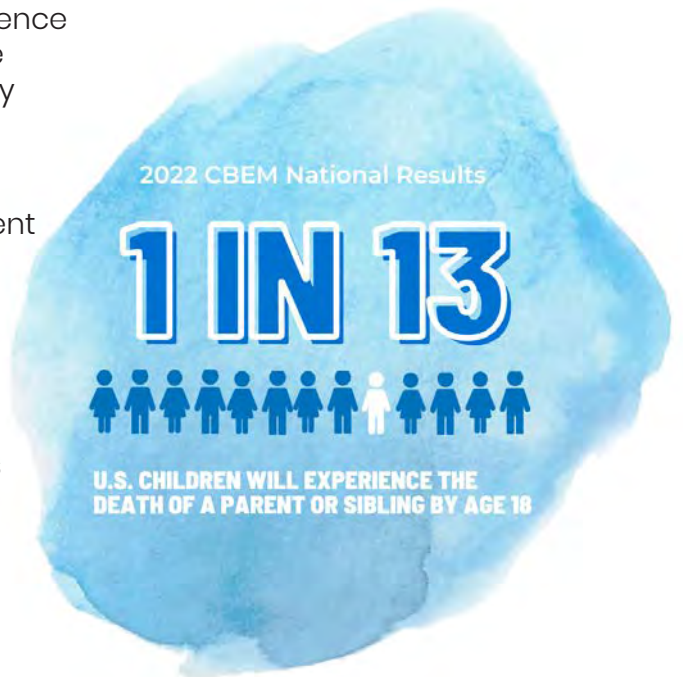
CHILDHOOD BEREAVEMENT ESTIMATION MODEL

With philanthropic support from the New York Life Foundation, Judi's House/JAG Institute annually releases national and state childhood bereavement prevalence data.

The [2022 CBEM National Report](#) revealed that 1 in 13, or about 5.6 million children in the U.S. will experience the death of a parent or sibling by age 18. These numbers climb to more than 13.9 million youth by age 25.

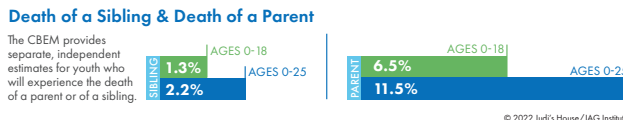
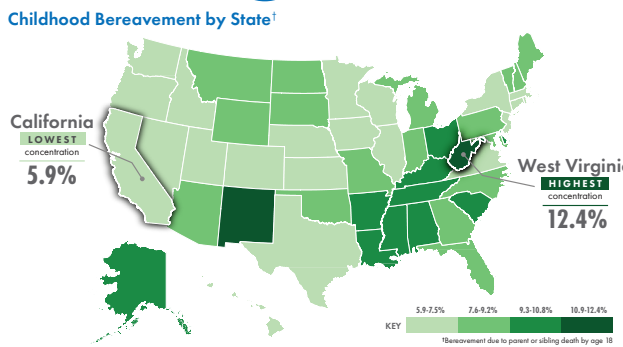
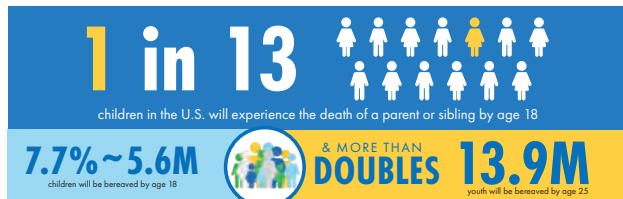
In addition to releasing prevalence data each spring, our team uses the Childhood Bereavement Estimation Model (CBEM) to assess a key topic that gives important context to our understanding of childhood bereavement in the U.S.

In the fall of 2022, our team released two CBEM Key Topic Reports. One explored the pandemic's impact on childhood bereavement. The other examined bereavement prevalence based on leading causes of death.



The Childhood Bereavement Estimation Model (CBEM)<sup>1</sup> approximates rates of U.S. children and youth who will experience the death of a parent or sibling by the time they reach adulthood. Results from the CBEM are updated annually using national, state, and regional vital statistics.<sup>2</sup> This report uses data from 2016 to 2020, the most recent years of data from the Centers for Disease Control and Prevention.<sup>3\*</sup>

**The Issue**  
Childhood bereavement is a critical issue and an increasingly important national priority. The death of a parent, sibling, or other important person in a child's life is one of the most frequently reported disruptive childhood experiences.<sup>3,4</sup> Understanding the number of children impacted by death is essential to help every bereaved child find hope and healing.



Our cause of death analyses illustrate the need for therapeutic approaches that address the unique challenges bereaved families face. Youth grieving an often stigmatized death, such as overdose or homicide, may require a different type of intervention.

At Judi's House, families share the most complex elements of their grief journey knowing they are with others who can relate to their unique experiences.



NEW YORK LIFE FOUNDATION





# CAPITAL CAMPAIGN



In January 2022, we announced the public phase of our capital campaign with the launch of [Seeds of Hope](#). Our version of a brick campaign, Seeds of Hope enabled donors to dedicate a dandelion seedling in honor or memory of a special person as part of a distinctive art installation in our new home.

After months of preparation, we said a healthy goodbye to our Gaylord location and the home that served our community well for nearly two decades. In August 2022, we moved to our new purpose-built home beautifully created to suit our unique needs and reduce barriers to care. That same month we celebrated the grand opening of our new home in northwest Aurora with the capital campaign donors who helped bring the building to life, and local officials who support our work such as Lt. Governor Diane Primavera and Aurora Mayor Mike Coffman.

Through our capital campaign efforts, more than 200 individuals, corporations, and foundations gave nearly \$19 million to establish this critical asset that will ensure accessible comprehensive grief care is available to grieving families for many years to come.

Our new 26,000-square-foot home was built by the community for the community. We thank you for helping us construct a home where lives are transformed and children and families grieving a death find connection and healing.

*“Our donations fill us with gratitude and hope knowing that thanks to Judi’s House, kids and families do have access to amazing people & resources to help them on their grief journey.”*

— Laura Barton, Capital Campaign Contributor

**Special thanks to our Capital Campaign Committee for their generous support and making the dream of a purpose-built home a reality.**

Brook & Brian Griese  
Andi & John Freyer Jr.  
Shelia & Hassan Salem  
John & Kate Wickliff  
Heather & Steve Young



# COMMUNITY ENGAGEMENT

## Volunteers

Following our move, we welcomed back more volunteers, building an even stronger circle of care than the year before. Over the course of the year, 235 volunteers gave 10,626 hours of their time serving in eight essential volunteer roles at our organization. So much of our success comes from the dedication of our volunteers. Our gratitude for all they do through their service and commitment is beyond words.

## Happy Hour in the Garden

In an evening filled with friends, food, and fun, we said one final goodbye to our Gaylord Street homes. The evening was the perfect send-off to honor the memories of the past 20 years and build excitement for the bright future our Aurora home offers.

With in-kind donations from Tacos Tequila & Whiskey and Ratio Brewing and the incredible support of all attendees, this event raised \$8,000, a meaningful homage to the love, hope, and healing that filled the halls of these homes for so many years.

## Quarterback Club

In June, we celebrated our Quarterback Club donors who give \$10,000 or more annually with an event graciously hosted by Ocean Prime DTC. Members of the Quarterback Club enjoyed an intimate Q&A with Brian Griese and the Broncos head coach as a thank you for their generosity.



## Shining a Light on Children's Grief

As part of Children's Grief Awareness Month, we hosted our Shining Light on Children's Grief Gala on Nov. 3 to mark 20 years of service in the Denver Metro area. At the event, we gathered to honor our past, cherish our present, and envision our future while supporting youth and caregivers grieving the loss of someone special.

Thank you to our honorary co-chairs Rob and Molly Cohen and our special guest speakers, and former client family, The Durdics. We also honored our Chief Clinical Officer, Dr. Micki Burns, with the Healing Hand Award for her many years of guiding our programmatic efforts at Judi's House/JAG Institute.

It was a beautiful night of celebrating our Judi's House family. As a result of the generosity of our incredible supporters, we raised nearly \$1 million dollars to support our work ensuring grieving children and families can find connection and healing.



### **Golf Galore**

Thank you to our partners at Moody Insurance Agency, Michael and Cora Betts Legacy Foundation and Canada Colorado Association for selecting Judi's House as the beneficiary of your 2022 golf tournaments. We truly could not do our important work without this kind of critical support.

#### **Moody Golf Tournament**

Thank you to the sponsors and golfers who supported Moody Insurance's 15th Annual Charity Golf Tournament where they reached an incredible milestone of \$1,000,000 donated to support our mission and vision.

#### **Betts Golf Tournament**

The Michael and Cora Betts Legacy Foundation was founded in 2008 by Mike and Debbie Betts in memory of their children, Michael and Cora, who tragically died in a car accident. After receiving support from Judi's House, they wanted to help other families find the care they need after a death loss. Year after year, the Betts Legacy Foundation has hosted a golf tournament to benefit the work of Judi's House in our community. 2022 marked the 15th Annual Michael and Cora Betts Golf Tournament. The foundation has raised nearly \$275,000 in support of our work.

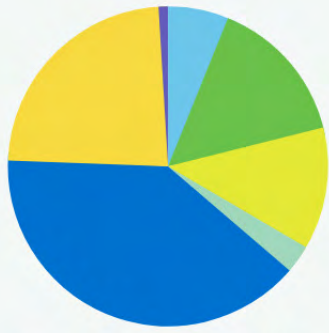
#### **Canada Colorado Association Golf Tournament**

We were fortunate to have the opportunity to foster a new partnership with the Canada Colorado Association in 2022. This wonderful organization also held a golf tournament to support us, allowing us to share more about our work, mission, and vision with a new group of kind and compassionate individuals hoping to make a difference for children and families.



# FINANCIALS

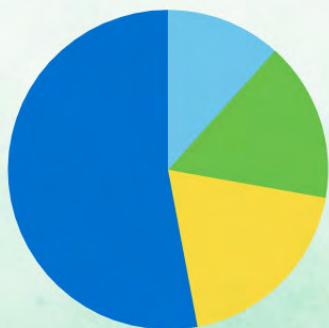
## REVENUE



- Investment Activity \$387,374
- Foundation Grants \$950,500
- Events \$783,379
- In-Kind Contributions \$180,735
- Capital Campaign \$2,493,605
- Contributions \$1,488,859
- Other Income (Program Income) \$60,031

**Total Revenue \$6,344,483**

## EXPENSES



- Capital Campaign Fundraising \$437,079
- Fundraising \$606,120
- Administrative \$721,168
- Programs \$1,986,173

**Total Expenses \$3,750,540**

## ASSETS

Current Assets	2022	2021
Cash and Cash Equivalents	6,284,922	3,976,007
Contributions and Grants Receivable		20,000
Current Portion of Pledges Receivable-Capital Campaign	735,429	1,208,674
Investments, Short Term		
Other Receivables		80,000
Expenses and Other	39547	35,048
<b>Total Current Assets</b>	<b>7,059,898</b>	<b>5,319,729</b>

### Property And Equipment

Land, Building and Improvements	15,397,217	2,235,614
Furniture, Fixtures and Equipment	38,101	120,588
Gross Property and Equipment	15,435,318	2,356,202
Less: Accumulated Depreciation	(200,180)	(264,864)
<b>Net Property and Equipment</b>	<b>15,235,138</b>	<b>2,091,338</b>

### Other Assets

Restricted Cash, Capital Campaign	1,590,082	8,193,590
Construction In Progress		4,787,703
Investments Held by The Denver Foundation	1,941,039	2,169,628
Pledge Receivable*	1,457,476	1,877,640
Deposits	500	500
<b>Total Other Assets</b>	<b>4,989,097</b>	<b>19,120,399</b>

<b>Total Assets</b>	<b>27,287,133</b>	<b>24,440,128</b>
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## LIABILITIES & NET ASSETS

Current Liabilities	2022	2021
Accounts Payable	703,492	792,089
Accrued Payroll Liabilities	100,685	112,084
Current Portion of Notes Payable	334,560	149,942
Line of Credit, bank	500,000	
<b>Total Current Liabilities</b>	<b>1,638,737</b>	<b>1,054,115</b>

### Long Term Liabilities

Note Payable, Bank		
Notes Payable, Other	501,840	836,400
<b>Total Liabilities</b>	<b>2,140,577</b>	<b>1,890,515</b>

### Net Assets

#### Without Donor Restrictions

Operating	6,752,866	4,940,335
Net Investment In Property, Equipment and Improvements	14,398,738	5,892,699
<b>Total Unrestricted</b>	<b>21,151,604</b>	<b>10,833,034</b>

<b>With Donor Restrictions</b>	<b>3,991,952</b>	<b>11,716,579</b>
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<b>Total Net Assets</b>	<b>25,143,556</b>	<b>22,549,613</b>
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<b>Total Liabilities and Net Assets</b>	<b>27,284,113</b>	<b>24,440,128</b>
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# 2022 LEADERSHIP

## Leadership Team:

**Micki Burns, PhD**  
*Chief Clinical Officer*

**Laura Landry, PhD**  
*Director of Evaluation  
and Research*

**Jessica Maitland Mayo**  
*Chief Executive Officer*

**Daniel Webb**  
*Director of Operations*

**Julie A. Scott**  
*Director of Philanthropy  
and Communications*

## Board of Directors:

**Brook Griese, PhD, Chair**  
*Co-Founder, Judi's House/JAG Institute*

**A. Leroy Garcia, Vice Chair**  
*Executive Partner, New York Life  
Insurance Company*

**Kate Barton**  
*Chief of External Affairs & Managing  
Director, Downtown Denver Partnership*

**Robert J. Clark**  
*Chairman and Founder, 3Bear Energy,  
LLC*

**John Ellis**  
*Senior Vice President of Strategic  
Partnerships, National Western Stock  
Show*

**Brian Griese**  
*Co-Founder, Judi's House/JAG Institute,  
Quarterback Coach San Francisco  
49ers and Former NFL Quarterback*

**Dr. Anil Idiculla**  
*Director of Doctor Relationships and Doctor  
Partner, Corus Orthodontists and Founder,  
i-Orthodontics*

**Dave Palmer**  
*Shareholder, Greenberg Traurig, LLP*

**Mimi Roberson**  
*Chief Operating Officer, Well Advised, Inc.,  
Former President and CEO of Presbyterian/  
St. Luke's Medical Center*

**Amit Shah**  
*Chief Clinical Operations Officer, Virta  
Health*

**Matt Teeters**  
*Regional President, Alpine Bank Denver*

**Ana Lazo Tenzer**  
*Partner, Hogan Lovells US LLP*

**Al Troppmann**  
*Retired President, PCL Construction  
Services, Inc.*



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

### Judi's House/JAG Institute JEDI Statement

Judi's House/JAG Institute centers justice, equity, diversity, and inclusion. We strive to welcome, respect, value, and support our clients, staff, board of directors, and volunteers.

Grief is a universal experience. Yet, we know that there are significant barriers that prevent some from accessing grief care. Therefore, we are taking active steps to engage in ongoing learning, reflect the families in our community, respond to the cultural needs of our clients, and address discrimination and inequity.