

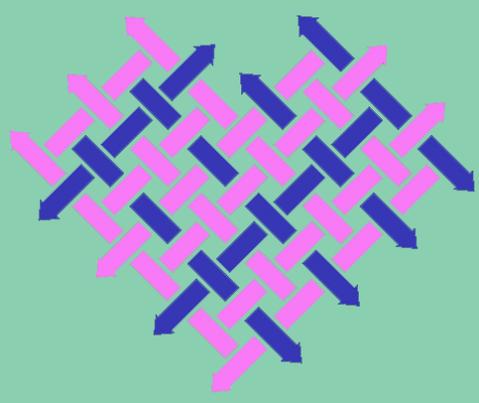


2020

IMPACT REPORT

PRESENTED BY

Through the Heart



WWW.THROUGHTHEHEART.ORG



MISSION

The mission of Through the Heart is to educate & support anyone who is experiencing a pregnancy loss either directly or indirectly.

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Sean Kelly, VP & Treasurer (2013-present)

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Kristen Kessinger, Director (2017-2020)

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MESSAGE FROM OUR CEO

When 2020 started, Through the Heart had big plans, and one of our goals was to share our mission and our programs by having personal conversations with people at events. When COVID hit, that quickly changed.

Many small nonprofits struggled to make it through the year. Some cut programs, some closed their doors completely. I am proud to say that in the past year, amid a global pandemic, **Through the Heart not only survived, but thrived.**

In a strange twist, our organization was actually built for this. In the past, the fact that our programs are primarily online and our supporters are all across the country was considered a challenge. In 2020, it became a blessing.

While other organizations scrambled to move their programs to a virtual platform, we were already there. When they tried to figure out how to hold an online auction, we just kept doing what we always do - and had our most successful event yet.

No March Madness? **No problem!** You rallied around us when we converted to a March Sadness tournament instead.

In what was perhaps the most uncertain year most of us have ever experienced, TTH was able to provide some much-needed stability by continuing to do what we've always done. **Pregnancy loss didn't stop and neither did our programs.** We comforted, educated, healed, supported, celebrated and shared as a community.

I'll admit, we also had a lot of fun! We had delicious fundraisers with Kona Ice and Haute Dogs & Fries, plus pampering ones with Noonday, Perfectly Posh and Kendra Scott. And let's not forget the mountain of Halloween candy we collected! (Seriously, you had to see it to believe it)

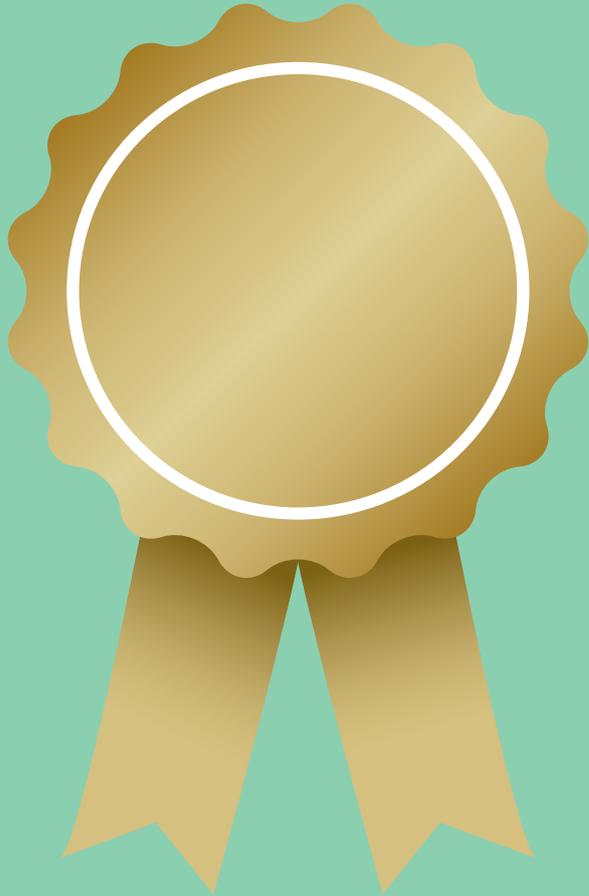
I am humbled by the support you have shown us and extremely grateful for everyone who has donated, volunteered, sent a Comfort Kit, shared a social media post, read a Two Things Tuesday email, or just simply mentioned us to someone. **Thank you!**

Of course, we have no idea what 2021 will bring. Will we finally get to attend those in-person events? I can't say. But I do know that we will continue working hard, innovating, and creatively reaching new audiences.

At the end of the day, **TTH runs because of YOU.** If you'd like to volunteer, reach out. If you have suggestions for new programs or ideas on how to improve existing ones, I'd love to chat. In the meantime, stay safe!

Karen

PROGRAM ACHIEVEMENTS



Distributed almost
300 Comfort Kits,
bringing the program
total to more than
2,600 kits sent!

Launched our Facebook
support group

Ended the year with more volunteers than
ever before - thank you for your dedication!

FINANCES

INCOME: \$35,203

EXPENSES: \$22,849

We received our first ever grant! We were
awarded \$10,000 by the Fairfax RISE
program in our county.



THANK YOU TO OUR 2020 DONORS!

Elizabeth Morrow

Michelle Stuntz

Dana Boyer

Jessica Staub

Amy Pagani

Bethany Esry

Jaclyn Kelly

Robyn Lippelt

Benevity

Laura Moreno

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Courtney Kovacs

Kendra Scott

Donna Martin

PJ Martin-Solomon

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Noreen Bredhold

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Julie Anderson

Kristan Lewis

Heather Angoco

Darlene Raxter

John Potter

Callie Schade

Arthur Re

Christina Bewersdorff

Kelly Schmidt

Paisano's Pizza Kingstowne

Aaron Blodgett

Rebecca Clark

Danielle Palansky

Zara Shick

Perfectly Posh for Charity
with Karen Kelly

Alyssa Osslund

Adlai Welfel

Dawn Miller

Cheryl Centofanti

Jason Theodorakos

Jessica Goff

Jenna Veach

Katie Stritzel

PJM Interconnection

Patricia Wulster

Kathleen Murray

Jessica James

Courtney Sundell

Angela Davis (MOPS)

Ellen Hanauer

Brandi Busko

Hervia Occeus

Sara Delgado

Kelly Flint

Kona Ice of Annandale &
Burke

Eric Morrow

Amanda Johnson

Sara Freer

Jessica Daisey

Kim Tucker

Alexandra Howard

Duyen Bui

Johanna Dubose

THANK YOU TO OUR 2020 DONORS!

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Rebecca Carter

Hailey Miller

Essence Craig

James Stanley

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Amy Cutting

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LaTonya Johnson

Haute Dogs & Fries Old Town

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Yamilet Garcia

Stephanie Dise

Jenna Veach

Ronnie Hearn

Jessica Bucklin

D'Arcy Montalvo

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