

BROOKE'S PLACE

2014 IN REVIEW

CHILDREN AND FAMILIES

600 Over 600 individuals living with grief received direct support and services from Brooke's Place.

98 Therapy Services served 98 individuals: 50 children & 48 adults

502 Grief Support Groups served 502 individuals: 303 children, 199 adults & 181 families.

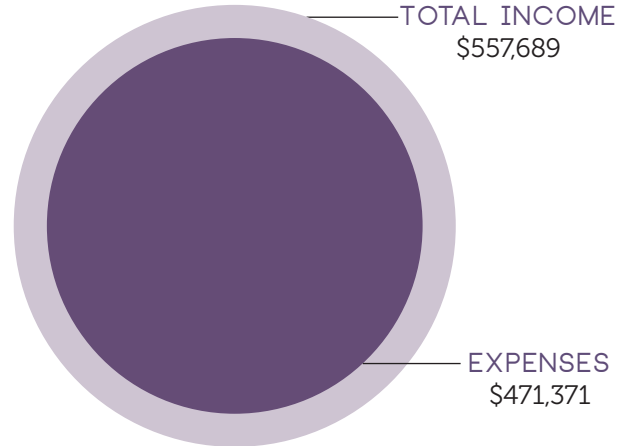
New partnerships, such as Brooke's Place's partnership with Boys & Girls Club of Indianapolis, were created, expanding our outreach into new communities.

The first annual Celebration of Healing picnic was held at Broad Ripple Park, an opportunity for current and past Brooke's Place families, volunteers, facilitators, and staff to gather for fun and fellowship.

COMMUNITY EDUCATION AND OUTREACH

- Over 50 community grief professionals attended workshops presented by Brooke's Place which taught them tools to help support children living with grief.
- 62 community grief professionals attended the webinar: "Helping Adolescents Cope with Loss", sponsored by Brooke's Place, IN Funeral Director's Association & Indianapolis Dignity Memorial Funeral Homes.
- 128 trained volunteers donated over 9,500 hours to ensure that no Brooke's Place family experiencing childhood grief feels alone – EVER.
- The Brooke's Place Ambassador group was formed. The Ambassadors are community members who have a desire to further the Brooke's Place mission through increased presence and involvement within the community.

OPERATIONS



Unaudited numbers indicate that Brooke's Place generated \$557,689 in income and \$471,371 in expenses in 2014.

DEVELOPMENT AND FUNDRAISING



27% increase in annual fund and major gifts (unaudited numbers).



320 Brooke's Place friends attended the Legacy of Hope Breakfast, raising over \$61,000 to fund the mission of Brooke's Place.



82 golfers gathered at the 2014 Hope For Tomorrow Golf Outing and raised \$32,006 for Brooke's Place.



Nearly 600 generous donors provided funds that allow the Brooke's Place family to serve people living with childhood grief through bereavement programs, advocacy, community education and outreach.



Donors are increasingly aware of Brooke's Place as demonstrated by a 14% increase in our overall donor retention rate and a 50% increase in the donor retention rate for new donors.