



but if we put in the work necessary,  
And refuse to let the pain just sit,  
one day we look up, and realize it all just fits.  
The good times, the sad times,  
the beautiful memories too,  
Are all a part of life's journey,  
but it's love that carries us through.



**BILLY'S  
PLACE**



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PLACE**



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PLACE**

# IMPACT REPORT 2024



**BILLY'S PLACE**

# A SAFE COMMUNITY FOR KIDS AND FAMILIES EXPERIENCING GRIEF



*Kris Friedman, Executive Director, and Juli McGreal, Founder*

As we look back on everything the Billy's Place community accomplished in 2024, we're filled with awe and gratitude. Every person has a place here—whether it's families finding support from others who truly understand, volunteers like Andrew continuing their own healing by helping others, community members showing up in powerful ways at events like the Hike for HOPE, or company leaders discovering a meaningful way to give back and support the people they care about.

We're excited to share stories of how we've grown—like expanding our school programs all the way to Flagstaff and beyond. You'll also see the incredible impact of families supporting families, and how even in the midst of grief, there are always signs of hope. Thank you for being a part of this journey. You've helped make all of it possible.

## BILLY'S PLACE SPEARHEADS MULTI-STATE COLLABORATION:



GROWING STRONGER TOGETHER FOR KIDS AND FAMILIES

Inspired by the National Alliance for Children's Grief, Billy's Place spearheaded a regional cohort of children's grief support professionals. The group, West Coast Connections, includes professionals from Arizona, Nevada, California, and Hawaii. They now meet every other month to listen to a 15-minute TED Talk presentation and learn from one another how to best support kids and families who are grieving.

## ENHANCED VIRTUAL SUPPORT GROUPS

In an effort to support more families during their grief journey, we offer virtual support groups - reaching families across the state that may not be able to attend in person. Because it's harder to develop meaningful connections through a computer screen, we revamped our curriculum and approach to virtual peer support groups. With new options specifically for teens, we can reach youth where they are most comfortable - on their screen.



Most teens are more comfortable behind a screen than they are in person and it is important to make sure they continue to be comfortable even when talking about difficult topics such as death. They show up because they know they will be heard here.

— Samita, Volunteer Group Night Facilitator



## GRIEF CAMP HELPED KIDS BUILD RELATIONSHIPS DURING THE SUMMER BREAK

Summer can be an especially difficult time for grieving kids, as they lose access to the peer support available during the school year. In response, Billy's Place hosted a three-day grief camp in 2024. Twenty-three kids joined us for a week filled with grief-informed activities—and, of course, plenty of fun!



# BILLY'S PLACE BY THE NUMBERS

## STATISTICS

**107**  
Grief Peer Support Groups

**24**  
Hope Champs  
(monthly donors)

**351**  
Kids, teens, and adults enrolled in Peer Support Groups

**874**  
Individual Donors

## GRIEF INFORMED SCHOOLS

Equipping educators and schools to address the growing need for grief support in their communities.

**714** Educators trained in Grief Informed Schools (GIS)

**122%** Increase in educators trained in Grief Informed Schools

**167,000** Participated in Children and Teen Grief Awareness Month #bethere campaign with 19 school districts

## VOLUNTEERS

Providing compassionate support to kids and families on their grief journeys.



**3922**  
Volunteer Hours

**83**  
Volunteers

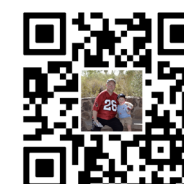
**\$131,311**  
of Volunteer Time Donated



## A COMMUNITY OF FAMILIES HELPING FAMILIES

“  
It makes me feel like I am part of something bigger. I believe every child should have someone they can just talk to and be real with.”  
- Andrew, Volunteer  
”

There's a reason Billy's Place can feel familiar to families so quickly. It's because at Billy's Place, kids and families are surrounded by others who get it. Better yet, they're often led by volunteers who were once Billy's Place families themselves—creating a beautiful cycle of families helping families. Read Andrew's journey from a boy struggling with grief to a compassionate volunteer on our blog.

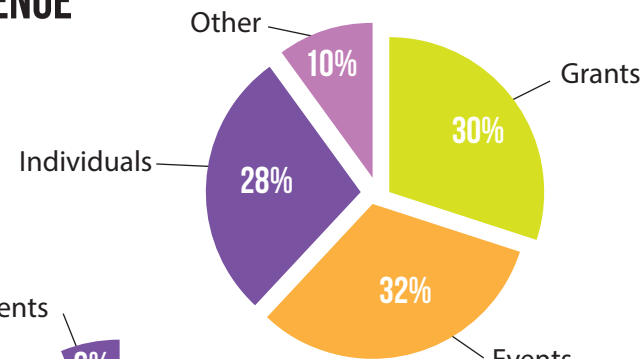


## FINANCIALS

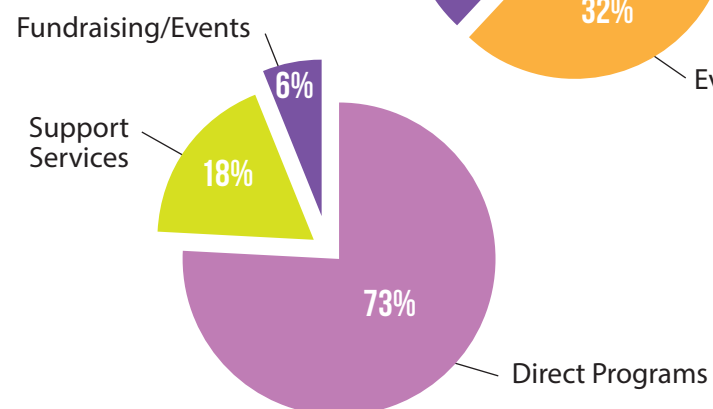
REVENUE	
Events	\$209,562
Grants	\$197,250
Individuals	\$181,746
Other	\$57,649
<b>TOTAL</b>	<b>\$646,207</b>

EXPENSES	
Direct Programs	\$460,159
Operating	\$111,267
Fundraising/Events	\$28,517
<b>TOTAL</b>	<b>\$599,943</b>

### REVENUE



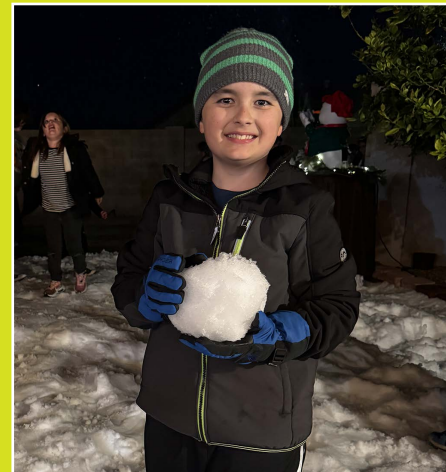
### EXPENSES



# EVENTS BRING FAMILIES TOGETHER IN HOPE

## CHILDREN'S GRIEF AWARENESS MONTH

Children's Grief Awareness Month Candle-Lighting brings the community together in a beautiful tribute to loved ones who have died—ensuring kids and families know they do not grieve alone.



## WINTER WONDERLAND

Brings joy (and even snow) to kids and families during a season that can be fraught with painful moments.

## HIKE FOR HOPE

This annual mission-based event, in 2024 attracted more than 729 families, friends, company sponsors, students and neighbors and raised more than **\$157,000** to support the growing number of kids and families experiencing grief.



# THANKS TO OUR HOMETOWN HEROES



Thanks to Walmart, over **\$39,000** rolled in throughout 2024 to help us keep the hugs coming, the hearts healing, and the tissues stocked for our grieving kiddos at Billy's Place!



# GRIEF SUPPORT ON THE ROAD

In the second year of availability, we started seeing the "In Loving Memory" license plates across our community—and throughout the state! Every license plate purchased not only spreads awareness for the challenges associated with grief, but also raises crucial funds for Billy's Place. You can take your support on the road by getting your license plate through the Arizona MVD or [azmvdnow.gov](http://azmvdnow.gov).



# ENGAGING SCHOOLS IN GRIEF SUPPORT

SCHOOL GRIEF SUPPORT  
EXPANDS ACROSS  
THE STATE

Thanks to generous support from **Desert Financial Credit Union**, we now have a presence in Flagstaff and Prescott and will soon be working with Payson schools. Our services have been particularly well received in these under-served communities.

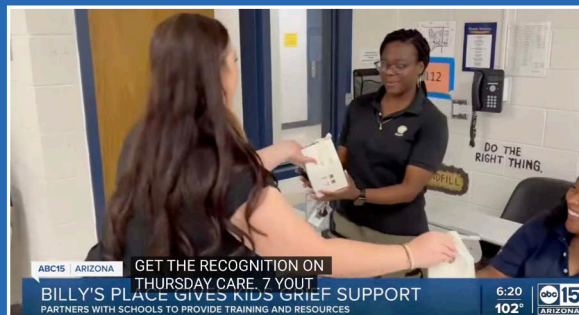


MORE SCHOOL DISTRICTS THAN EVER  
PARTICIPATE IN THE #BETHERE CAMPAIGN



## WE APPRECIATE OUR SCHOOLS

We were happy to honor amazing educators and counselors with self-care packages, and even attracted wonderful media coverage of the deliveries!



## BOARD OF DIRECTORS 2024 - 2025

### President

Iva Rody  
National Center for  
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Kris Friedman  
Billy's Place

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Christina Mijares  
Desert Financial  
Credit Union

### Secretary

Juli McGreal  
Billy's Place

## THANK YOU FOR MAKING AN IMPACT

None of these achievements are possible without the generous support of our community.



You can make an impact for kids and families today by making a donation at [www.billysplace.me](http://www.billysplace.me).

## CONNECT WITH US



**BILLY'S  
PLACE**

21448 N. 75th Avenue, Suite 5  
Glendale, AZ 85308  
(623) 414-9838  
[billysplace.me](http://billysplace.me)