



2025 IMPACT REPORT





A SAFE COMMUNITY FOR KIDS AND FAMILIES EXPERIENCING GRIEF



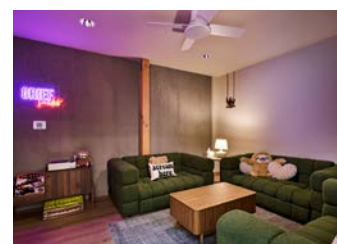
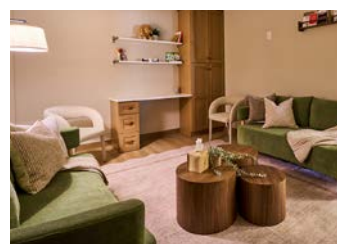
Juli McGreal, Founder, and Kris Friedman, Executive Director

We still experience pinch-me moments when we walk into the gorgeous, welcoming and thoughtful new space for Billy's Place. Seeing a kid make use of the emotion commotion room, adults in a comfortable room with privacy for their group, or school personnel joining us for grief-sensitive trainings fill us with immense gratitude.

It truly took a village (YOU!) to get us here. Thank you for sharing your ideas, making a donation, introducing us to generous community partners, and being part of this ever-growing community.

This community shows up for kids and families in so many ways: from learning how to be more supportive of a kid in school, to helping us design experiences tailored to teens, purchasing an "In Loving Memory" license plate, funding our critical initiatives and even a generous Billy's Place family opening their doors to host our annual Winter Wonderland in their home. Good humans make a difference. Thanks for being one.

XO Juli & Kris



SPECIAL THANKS TO EVERYONE WHO MADE OUR NEW SPACE POSSIBLE:

♥ **The Del E. Webb Foundation** made it all possible. They saw the vision and supported the construction and furniture to make the new space a reality.

ROOM SPONSORS:

- ♥ **Larry Miller Charities** (Asbury Auto)
- ♥ **In Memory of Norb Friedman**
- ♥ **In Memory of Jordan and Cindy Kammrath**

IN-KIND BUILDING SUPPORT:

- ♥ **Sundt Construction**
 - ♥ **Valley North Homes**
 - ♥ **Black Mountain Cooling**
- ADDITIONAL SUPPORTERS:
- ♥ **Peoria Diamond Club**
 - ♥ **West Valley Mavericks**
 - ♥ **Beaty-Martinez Foundation**
 - ♥ **Sun City Rotary**
 - ♥ **Honor Contracting**
 - ♥ **Arizona Sports and Tourism Authority (AZSTA)**
 - ♥ **Don Nierling**



2025 HIKE FOR HOPE

The Hike for HOPE is our largest annual fundraiser and welcomes the community to show their support for kids and families experiencing grief. The 2025 theme, "Riding the Waves of Grief," reminds us that the journey can be unpredictable, with emotions coming and going like the waves in the ocean. And that's ok.



BILLY'S PLACE BY THE NUMBERS



STATISTICS

349

Kids, teens, and adults enrolled in Peer Support Groups

28

Hope Champs (monthly donors)

106

Grief Support Groups

744

Individual Donors

GRIEF INFORMED SCHOOLS

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

576

Educators trained in Grief-Informed Schools

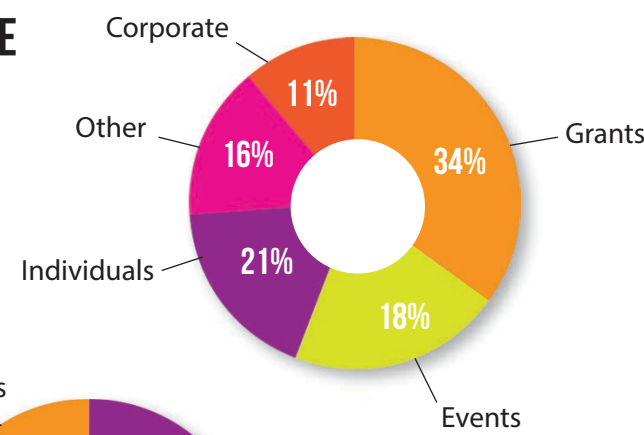
188,996

Students participated in Children and Teens Grief Awareness Month **#bethere** campaign across 27 districts and 210 Schools

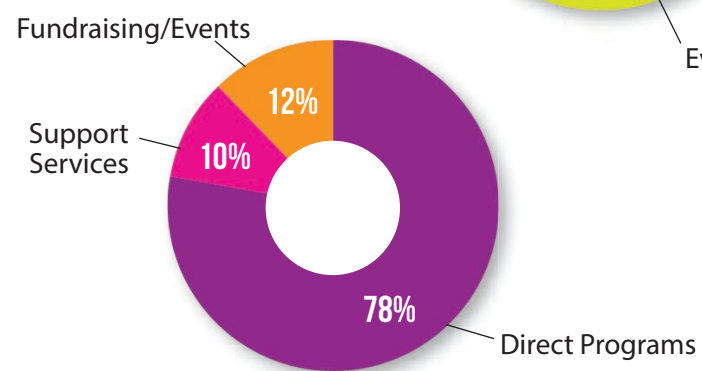
FINANCIALS

REVENUE	
Grants	\$271,108
Events	\$141,598
Individual Donations	\$161,421
Corporate Donations	\$84,302
Other	\$127,231
TOTAL	\$785,660
EXPENSES	
Direct Programs	\$555,011
Support Services	\$72,558
Fundraising/Events	\$89,187
TOTAL	\$716,756

REVENUE



EXPENSES



VOLUNTEERS

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



4,393

Volunteer hours

95

Volunteers

\$158,745

of Volunteer time donated

RAISING THE BAR FOR FAMILY SUPPORT

We're incredibly proud of the numbers you see in these pages, but what we're most proud of is the unwavering high standard we hold ourselves to. Everything we do is grounded in the leading research and guidance in children's grief, including the National Alliance for Children's Grief (NACG), Judi's House, and Dr. Alan Wolfelt, whose work reminds us that even in the pain of loss, there is meaning to be found — which sits at the heart of everything we do.

This year, that dedication to quality showed up in many meaningful and tangible ways.

A MORE ROBUST VOLUNTEER EXPERIENCE

Every new volunteer now goes through an interview, a shadowing experience, and structured training before ever stepping into a group. And the support is continuous. Shannon Hawkins, Family Bereavement Specialist, developed the A Closer Look series that includes take-home resources on topics like guilt and truth-telling that emerge directly from what volunteers are seeing in our groups. Volunteers tell us they feel more confident and prepared than ever.



HELPING TRAIN THE NEXT GENERATION OF COMPASSIONATE CAREGIVERS

Over the years, Billy's Place has built a strong internship program. Through our relationship with Arizona State University's Master of Social Work program, we bring talented interns onto our team while helping shape the next generation of grief-informed social workers. Our partnership with Midwestern University extends that reach even further, preparing tomorrow's healthcare providers to show up for grieving patients and families with greater empathy and skill.



EDUCATING OUR COMMUNITY AND EMPOWERING GRIEF CENTERS NATIONWIDE

In 2025 year, six staff members attended the NACG symposium in Kansas City, where Kris, Karina, and Kaylene presented on our Grief Informed Schools Program. Every insight we shared is an opportunity for another grief center to reach more kids and families.

OUR GROWTH-MINDED TEAM

Everyone on the Billy's Place team is personally committed to growing their knowledge and skills, because the families we serve deserve nothing less than our very best. Here are just some of the highlights from our team in 2025:

Shannon Hawkins, a Certified Trauma-Informed Coach, Certified Grief Educator, and Certified Death and Grief Specialist, is pursuing advanced certification in Substance Use Disorder and Addiction Studies to better support families touched by addiction-related loss.

Melody Logan deepened her facilitation skills through Dr. Wolfelt's Support Group Facilitator Training.

Kaylene Ashbridge channeled her passion for grieving children into authoring *Perched in My Heart*, a children's book supporting families through loss.

Karina Haholy developed a specialized grief resource deck for neurodivergent children and is currently pursuing her social work degree.

Netty Moseley led the implementation of the Changemakers grant from Judi's House, thoughtfully gathering data and insights to strengthen how we show up for grieving kids and families.

Not pictured:
Kara Washington





I BELIEVE WE ARE ALL PUT HERE TO HELP OTHER PEOPLE.

When I lost my husband, Mike, I knew I had to do something - that I had to get some meaning from this horrible tragedy. That's where Billy's Place comes in. I know what I needed in the early days of losing Mike: to know that I was going to be OK, that I would smile again, that I would be able to feel again. I wanted to provide that for other families and for kids like my Billy. It really helps to find some meaning in the midst of a tragedy.

Billy's Place is Mike's legacy.

- Juli McGreal, Founder



OUR GUIDING PRINCIPLES

SUPPORTIVE

We honor and respect each family's individual circumstances and timeline while offering companionship.

COMPASSIONATE

We feel deeply for families who have lost a loved one. Our feelings are always rooted in strength and encouragement without pity.

UPBEAT

We offer HOPE to families who are grieving, we celebrate when happy but understand that grief will never disappear. We inspire smiles.

DIVERSE

Differences don't make us weak. They are the source of our strength. We see people for who they are - people with complex and beautiful identities beyond grief.

EXCELLENCE

We think outside of the box, are creative and seize opportunities for growth, and support the families of Billy's Place with pride and excellence in all we do.

SELF CARE

We show ourselves love, stay mindful, and recognize that mistakes are good as long as you learn from them.

FRIENDLY

We feel like home for kids and families experiencing grief, surrounded by a community of support. We are a little quirky but that's ok.

LEAD WITH INTEGRITY AND RESPECT

We speak with honesty and sincerity, and behave professionally and authentically.

MISSION

A safe community for kids and families experiencing grief.

VISION

A community where kids and families feel safe expressing their grief without judgement.

WAYS TO BE INVOLVED

- ♥ INTRODUCE US TO A POTENTIAL NEW PARTNER
- ♥ SIGN UP TO BE A VOLUNTEER
- ♥ MAKE A DONATION (INCLUDING TAX-ADVANTAGED GIFTS)
- ♥ SAVE THE DATE AND VOLUNTEER FOR HIKE FOR HOPE, APRIL 3, 2027



PARTNER SPOTLIGHT: NEW YORK LIFE



The greatest compliment a partner can give us is deciding, after seeing our work firsthand, that they want to do even more. That’s exactly the relationship we have with New York Life, and we couldn’t be more grateful. We’re currently in the middle of a three-year Changemaker Grant from the National Alliance of Children’s Grief, funded by the New York Life Foundation, which empowers us to dig deeper into our program data to learn how we can be even better for the families we serve. New York Life sponsors our Beyond the Hall Pass program, extending that commitment into schools across the region. Closer to home, agent Bruce Frank has secured \$615,000 in funding for Billy’s Place over the last eight years, and local representative Theresa Amoroso has involved her team in fundraising and to participate in the New York Life’s Employee Match program, watching the generosity grow.



HOW ONE MOM CHANGED THE TRAJECTORY FOR HER KIDS



LoriAnn lost her father at 15 with no support to help her through it—a pain that followed her for years. So when she and her husband faced unimaginable loss again as adults, losing two daughters just nine months apart, she was determined her surviving children would have what she never did. She brought her family to Billy’s Place, where they found people who truly understood. Her son Levi gradually learned that separation doesn’t mean loss, that he could talk openly about his sisters, and that grief

doesn’t have to be carried alone. LoriAnn’s story is a powerful reminder of why this work matters—and what’s possible when a child gets the right support at the right time. Read her full story on our blog.

“I honestly don’t believe kids are just resilient, I think they are just not given the space they need to experience grief on the same level we give ourselves and I don’t agree that should be the case.”

– LoriAnn

INTRODUCING: BEYOND THE HALL PASS

This year, Billy’s Place launched **Beyond the Hall Pass**, a free monthly virtual training series giving everyone in a school building the tools to support grieving students, not just educators.

The webinar is designed to share practical information and tips beyond the counseling staff, to bus drivers, cafeteria workers, school resource officers, and anyone else who interacts with kids during the day. Because grief doesn’t wait for the right person to walk by. Each one-hour session is packed with practical, immediately usable tips—like culturally appropriate ways to help—plus space for real conversation and Q&A.

Who is it for? Anyone with the willingness to show up for a kid who’s hurting.

Check it out at www.billysplace.me/BTHP



TEEN PROGRAMMING BLOSSOMS IN NEW SPACE

Our new space has been a game-changer for teen programming, and the teens have noticed. Attendance at Teen Vibe is on track to double this year! The nights were designed with teens in mind: a dirty soda bar, a backyard hangout, and an atmosphere that says you belong here, just as you are. No pressure, no forced conversations—just room to connect and be themselves. For teens navigating grief, that freedom matters a lot, and when they feel at home, the deeper stuff has a chance to follow.



2X “IN LOVING MEMORY” LICENSE PLATES SOLD



Three years in, the “In Loving Memory” license plate is more popular than ever. We doubled the number of plates sold this year compared to last, and more and more drivers are coming back for renewals—a beautiful testament to the commitment of our community. One of our favorite things? Seeing the creative, heartfelt names people choose to personalize their plates. Each one is a beautiful tribute to someone deeply loved. Every plate on the road spreads awareness for children’s grief and sends critical support directly to Billy’s Place. **Get yours today.** Visit <https://azmvdnow.gov/plates>

WINTER WONDERLAND ATTRACTS LARGEST CROWD EVER

This year’s Winter Wonderland was our largest yet! And thanks to the incredible Getz family who hosted us in their welcoming home, families enjoyed the warmth, generosity and cozy magic that makes Winter Wonderland truly unique. Like everything at Billy’s Place, the night was filled with intentional activities designed to help families connect, honor their loved ones and continue to heal. At our first ever Beanie Bar, guests chose from an array of patches to craft something uniquely their own—or a tribute to their special person. Then add snow, s’mores, Santa, and a room full of people who truly get it: that’s Winter Wonderland.





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Billy's Place Founder

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Alice Narducci
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Daniel Torrez
National Center for
Victims of Crime

YOUR IMPACT



None of these achievements are possible without the generous support of our community—people who believe no child should ever have to feel alone in their grief.

You can make an impact for kids and families today by making a donation at **www.billysplace.me**.

CONNECT WITH US



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PLACE**

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