

AALIYAH IN ACTION

ANNUAL REPORT 2021



Aaliyah
IN ACTION

FOREWARD

**When a child is born, it is the mother's instinct to protect the baby.
When a child dies, it is the mother's instinct to protect the
memory.**

-Unknown

My name is Kate O'Donnell, mom to Elizabeth Mayce O'Donnell who founded Aaliyah in Action, and grandma to Aaliyah Denise Briscoe. We found out we lost Aaliyah on November 28, 2020 and Elizabeth delivered her December 1, 2020.

Like all grandparents, not a day goes by when I am not thinking about my granddaughter and hoping she is okay. Aaliyah is in heaven wrapped in the arms and love of her spiritual family, which gives me comfort. Like most grandparents I carry a picture of her in my wallet, a grandma forever!

My daughter, Elizabeth, founded Aaliyah in Action in memory of her daughter. While she will never get over the sorrow and grief of losing Aaliyah, Elizabeth has created her memory and legacy in an effort to help grieving parents cope with this unspeakable loss.

Along with the Board of Directors and help from family and friends, many tireless hours have been spent towards the success of this non-profit. Knowing my daughter's determination, the nationwide success of Aaliyah in Action will come to fruition in more ways than she could've imagined.

By naming this non-profit Aaliyah in Action, Elizabeth is honoring and remembering her daughter by bringing her along on her journey. Won't you join them?

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Aaliyah in Action comforts and provides women, birthing people and families who have experienced perinatal (miscarriage, termination for medical reasons, stillbirth), neonatal (death within 28 days of life) or infant loss with self-care packages and bereavement supports to help navigate life after loss.

Through hospital and community partnerships Aaliyah in Action is able to provide our Self-Care Packages for distribution to families by providers or birth workers when needed.

Additionally, Aaliyah in Action Self-Care Packages can be requested and shipped nationwide. In 2021 Aaliyah in Action shipped 11 packages.

Hospital Outreach

Since launching in July 2021 Aaliyah in Action has secured 6 hospital partnerships within the District of Columbia area.

District of Columbia

The George Washington University Hospital

Washington MedStar Hospital

Children's National Hospital

Sibley Memorial Hospital

Maryland

University of Maryland Capital Region Medical Center

Virginia

Reston Hospital Center

Outreach goals for 2022 include the addition of at least 10 more hospitals in the DC, MD, VA region, as well as other hospitals on the east coast.

Aaliyah in Action Self-Care Package Contents & Vendors

4 out of 6 products are purchased direct from vendor

- Fuzzy socks (Amazon)
- Celavi Cosmetics Face Mask (Amazon)
- Lavender Shower Steamers (EnchantedBrook Soaps)
- Lavender Candle (HerbalTreasureShop)
- Recovery Tea (The Dope Doula)
- Lip Balm (hunnybunny boutique)

Aaliyah in Action Self-Care Package Support Books

Package recipient receives one of the following books...

- Still Here: A Memoir of Love, Loss and Triumph After Stillbirth by Alishia Anderson
- When the Heartbeat Stops: Organic Accounts of Women Breaking the Silence Around Miscarriage

Optional - dependent on recipients need

- Grieving Dads by Kelly Farley
- I'm Still a Big Sister by Brittany and Eliza Day

EXECUTIVE LEADERSHIP

Elizabeth O'Donnell, CEO

BOARD OF DIRECTORS

Jade Hillery, Full Spectrum Doula and Reproductive Health & Justice Advocate

Lauryn Ricketts, NBC4 Washington Meteorologist

Nicolo De Bari, Executive Financial Professional

VOLUNTEERS

Caralina Wigfield, Website Design & Optimization

Wiktoia Brodzinka, Google AdGrants

Kara Peters, Social Media Graphic Design

Kate O'Donnell, General Operations

Sam Shoukas, Newsletter Design

Marie Mayce, Grant & Corporate Sponsorships

2021 EVENTS

July

Launch campaign

October

XTend Barre Class + Silent Auction

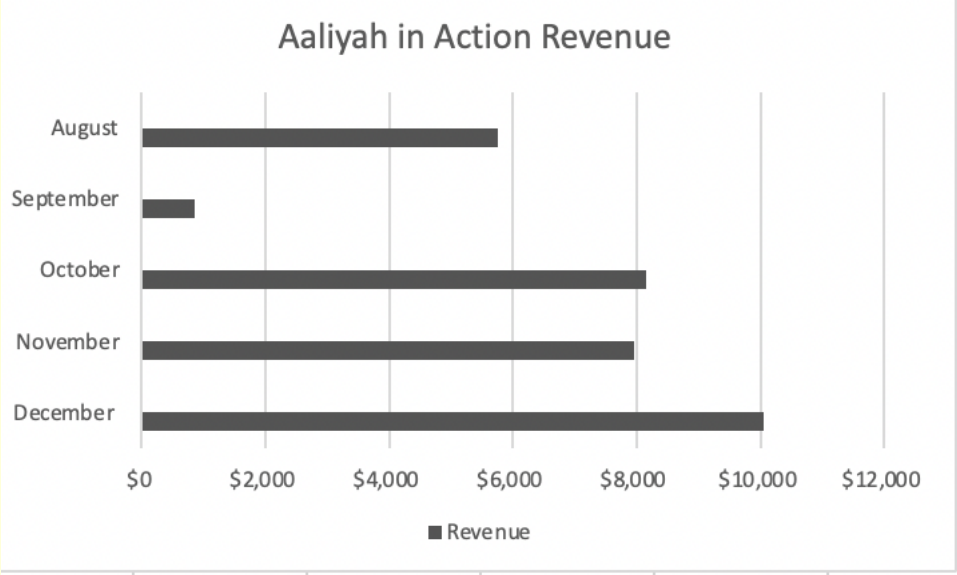
November

barre3 Class

Yoga Heights DC Class

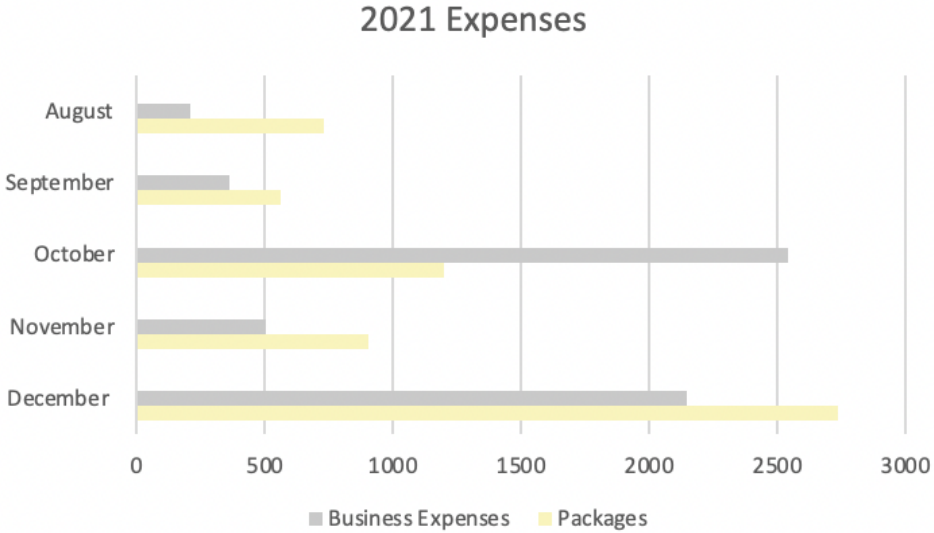
1st Giving Tuesday Campaign

REVENUE 2021



Aaliyah in Action operates on donor funds. To date we have not received any grant money.

EXPENSES 2021



Aaliyah in Action ensures enough inventory for the distribution of at least 24 packages monthly. This number will increase to 36 packages monthly by July 2022. The package category represents our Aaliyah in Action Self-Care Package Items and accompanying support books.

Other operating expenses have included shipping of the Self-Care Packages as well as general operating costs of a nonprofit in Washington DC such various licenses for operation and upgraded technology. Starting 2022 shipping costs will be categorized under "Packages" and not "Business Expenses".

TESTIMONIALS

"The wide reaching support that Aaliyah in Action provides is unparalleled in this area and is strengthened by the community partnerships created."

- Jade, Board Member

"As a donor, I was proud to know that a small donation would let a loss family know they are not alone and the community witnesses their grief and honors their child with them."

- Ana, Donor

"While there are no words or ways to make mothers feel better during this time of trauma and grief, they can feel comfort and support from others who have been through it. Aaliyah in Action works to provide that through their thoughtful boxes and resources. This is an amazing non profit and one that I plan to support long term !"

-Jill, Donor

"It has been so wonderful to share your boxes with families! We had a really long induction who birthed a still baby girl and we broke into your box over in L&D to help her relax and take a break during labor. Thank you times a million. "

- Partner Hospital Coordinator

"Volunteering with Aaliyah in Action has been an absolute life changing experience. With [Elizabeth's] lead, this nonprofit provides comfort to families in need, raises awareness, and connects families with community support and resources."

- Kara, Volunteer

2022 GOALS

Reading the above testimonials gives us the energy needed to further grow Aaliyah in Action. We anticipate major growth in terms of reach and funding for 2022.

Below are the 5 focus points for Aaliyah in Action this year.

- Increase hospital partnerships by at least 100%. We want to add at least 6 more hospitals to our list of partners. Priority will be to add all hospitals with labor and delivery units within the DC, VA and MD area.
- Increase presence and availability to those in the birthing community. Utilize social media and direct emailing to increase awareness of our organization to birth workers throughout the country.
- Increase social media following by at least 100%. Use social media (Instagram, Facebook, Twitter, Pinterest, TikTok) on a routine basis to increase awareness of Aaliyah in Action, generate newsletter subscribers and increase donor base.
- Engage new donor base by running targeted campaigns through GoogleAds, Facebook and Instagram.
- Run a twice yearly recurring giving campaign starting in March and again in October (for Pregnancy & Infant Loss Awareness Month).

A NOTE OF THANKS

This past year has been a whirlwind of an experience I never would have anticipated. The death of my first daughter, Aaliyah, will forever dictate how I start and end each of my days. Each morning when I wake up I do my best to choose gratitude and thanks in Aaliyah's name. This isn't always easy though- especially on those extra grief-y days when staying in bed and letting my emotions take over seems like the only way to get through the day.

Founding Aaliyah in Action has been, in a lot of ways, the only thing sustaining me since stepping into this new life. The gap in tangible bereavement support was something I immediately noticed upon Aaliyah's death. The abundance of love and support I have received from friends and family during my grief journey has been a privilege- a privilege I do not take lightly. It is not lost on me that not all who experience the trauma of a loss like mine, or similar, are given the same level of support and grace.

As I have shared with people several times, our Aaliyah in Action Self-Care Packages are a gentle hug from someone who knows the pain. Small acts of self-care during this journey are more powerful than one would think - although I know it is so hard to see the importance of it in the moment.

Aaliyah in Action is able to provide these packages because of, as I call you, Aaliyah's Tribe. I cannot thank you enough for your financial contributions, which have allowed hospitals to have our packages in stock, birth workers to order a package for their clients, and family/friends who feel lost on how to help a loved one find a way to do so. Thank you isn't even powerful enough of a word to describe how I, and Aaliyah's father, feel.

To our volunteers- thank you for being absolute rockstars. Our website is beautiful, our social media presence is growing and we are finding new opportunities to help Aaliyah in Action grow to be the nonprofit organization we know it can be.

Lastly, thank you to our Board of Directors- true experts in their fields who have given their time to help grow Aaliyah in Action, share their connections and make sure that as an organization we are set up for success in a myriad of ways.

I hope that as we move full force into 2022 you can feel my gratitude for all Aaliyah's Tribe has done with the new partnerships we make and the amount of families we end up reaching.

In love & gratitude,
Liz, Aaliyah's Mom & CEO of Aaliyah in Action