

# OUR IMPACT

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Transforming bereavement  
policies and systems in America

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# Message From Our Founder

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Ten years ago, no one talked about bereavement's impact on us or the trajectory of our lives. Today, bereavement is highlighted in major media outlets, in the halls of Congress, and in our communities.

Thousands of people believe in our vision, which has been humbling and inspiring.

Now is the time to accelerate our progress as millions of people in America experience the death of someone important in their lives each year. Everyone has a role in achieving a healthy, prosperous, and equal future for each of us. We can make this change. So many people are relying on us to do so. Join us!

**"What started as intuition grew to conviction. Now, I feel a sense of responsibility."**

Joyal Mulheron

# Successes in a Snapshot

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## 2014 - 2019

- Evermore founded
- Relationship building with people, experts, and thought leaders
- Filming families and writing about bereavement
- Creation of a national resource directory
- Meeting at the National Academies of Medicine
- In-depth understanding of research, language, policy, and key themes
- Developing a unifying theory of bereavement

## 2020 - 2023

- Bereavement provisions attached to the U.S. Appropriations process
- **Bereavement Facts & Figures** (Evermore synthesis of scientific literature)
- **Digital Summit** with celebrities, thought leaders, and everyday Americans
- Paid bereavement leave enters national policy discussion via President Biden's American Families Plan (Evermore leads national coalition)
- **America's Forgotten Orphans: An Urgent Call for The White House and Congress to Address Childhood Bereavement** (Evermore original research)
- Regulatory filings with multiple federal agencies
- Federal agencies begin addressing bereavement policies and systems
- Evermore's work appears in textbooks and scientific literature
- Micro-grants program launched in Cherokee Nation

## As Seen In

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# Our Vision

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We envision a world where all bereaved individuals have the opportunity to achieve a healthy, prosperous, and equitable future.

# Our Mission

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Evermore is dedicated to making the world a more livable place for bereaved people.

# Our Value Proposition

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We are accelerating lasting social change using data and science to drive policy and practice change for all bereaved people in America.

# Our Strategy

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We couple first-hand experiences with state-of-the-art science to drive social change through policy and community-based systems for all bereaved people.

# Our Culture

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Curious, Dynamic, Team-oriented, Supportive, Determined

## Our Values

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### 01. JUST

We create just and equitable systems for all.



### 02. RESPECT

We recognize our differences and are always respectful.



### 03. EVIDENCE-BASED

We rely on the highest quality evidence in our decision-making.



### 04. INNOVATION

We drive innovation in bereavement care.



### 05. EXCELLENCE

We surpass expectations everytime.

# Theory of Change

Evermore's theory of change is rooted in the lived experiences of bereaved people. Since our inception in 2014, these experiences have informed our practices, policies, and priorities. From the early days, when our founder and director, Joyal Mulheron, met with bereaved and grieving people throughout Washington, D.C., to today, when we have thousands of Evermore supporters, we have listened and learned from people of all religious, political, geographical, and socioeconomic backgrounds. Evermore is catalyzing change, and together with our supporters, we will lead the change still to come.



## 01. Cultivating Strong Community Leaders

We cultivate civic influencers and leaders to champion cultural and social policy and practice changes in every community nationwide.



## 02. Advancing Quality Science

We use quantitative and qualitative data and evidence to inform our advocacy and community engagement.



## 03. Advocating for Meaningful Policy Change

We influence public and private policies to create systemic change that redefines social rules and norms.

**Evermore is accelerating lasting social change using data and science to drive policy and practice change for all bereaved people in America.**



We believe transformational change happens when community experiences and science drive evidence-based policy recommendations. This continuous cycle will achieve a world where all bereaved individuals have the opportunity to achieve a healthy, prosperous, and equitable future.



# Community

People and communities are at the heart of everything we do. Bereavement is a shared human experience, and our nation's systems should be configured to enable every person to cope in the aftermath.

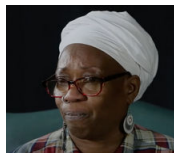


## 01. Listening

In 2014, our work started in communities with individuals sharing **Our Stories**. (see next page). Those stories captured on our website and YouTube have garnered nearly 19,000 views and more than 230,000 impressions worldwide. This content is available for free, 24 hours a day, 365 days a year.



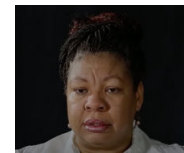
"I've been through the worst"



"You lose your dreams"



"I blame myself"



"I prayed to die"

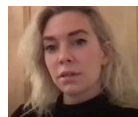


## 02. Gatherings

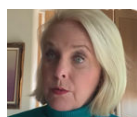
In November 2020, amid the COVID-19 pandemic, we hosted a **Digital Summit** featuring Academy Award-winning celebrities, esteemed national leaders, and everyday Americans.



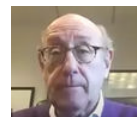
Ellen Burstyn



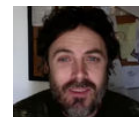
Vanessa Kirby



Cindy McCain



Ken Feinberg



Casey Affleck

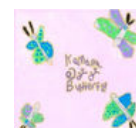


Maya Rockey Moore Cummings



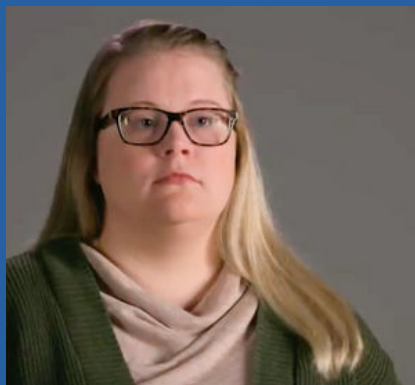
## 03. Innovation

In 2023, Evermore launched its first community micro-grant program in the Cherokee Nation. The community-led program offered art classes to Indigenous children experiencing grief, culminating in a local art exhibit.





Jackie



Betsy



Gina



Chris



Wendy



Tonya



Jennie



Judy



Kimmie



James



Gavin



Tiffany

# Science

Evermore uses quantitative and qualitative data and evidence to strengthen and inform our actions. Over the last decade, we have become the go-to resource for credible bereavement information for the media and government. We have achieved this distinction by working with the nation's most distinguished researchers and experts via our Scientific Advisory Council. These scholars have helped shape Evermore's policy priorities and approach, ensuring consistency and continuity from the community to national systems change.



## 01. Original Data & Partnership

In 2021, Evermore partnered with researchers from Pennsylvania State University and the University of Southern California to develop **America's Forgotten Orphans**, a first-of-its-kind report to examine current and historical trends in orphanhood. The report found that parental bereavement in childhood is an epidemic hiding in plain sight. Importantly, the report found that upwards of 95 percent of parentally bereaved children were at risk of being left behind by federal lobbyists who were seeking to support children who had lost a parent to COVID-19 alone.



## 02. Sharing Science for Public Consumption

In 2020, Evermore published the first Bereavement Facts & Figures highlighting the concerning and overwhelming data that grief and bereavement are significant public health concerns, alongside the disproportionate burden it has on historically marginalized populations. Also, Evermore regularly interviews experts in grief and bereavement for its series **In The Know**, which can be found on our YouTube channel.



## 03. Advocating for Policy Change

Consistent with our values, Evermore relies on the highest-quality evidence in its decision-making and in its policy advocacy. We have used state-of-the-art science to inform and advocate for a multitude of federal policies and programs.

# Did You Know?

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The unexpected or untimely death of a loved one is among the most common traumatic events Americans experience; many rate it as the worst event in their life. Yet, the death of a loved one and its implications remain invisible because of a lack of awareness and government accounting. The Centers for Disease Control and Prevention (CDC) collects data on mortality events but not on the surviving family and friends or the enduring ramifications in the aftermath for the bereft. We can deduce, however, that the prevalence and incidence of bereavement are high due to the “multiplier effect,” meaning that for every death, multiple individuals are impacted.



## Bereavement is associated with many public emergencies.

Bereavement is associated with academic failings, dropping out of school, pregnancy, substance misuse, juvenile incarceration, self-harm, dementia, psychiatric hospitalization, less purpose in life, suicide attempts, suicide, and premature death due to any cause.

— Evermore Senate Appropriations, Outside Witness Testimony



## Bereavement disproportionately impacts Black and Brown people.

- Black Americans are more likely to experience the death of children, spouses, siblings, and parents when compared to White Americans. They are three times as likely as White Americans to have two or more family members die by the time they reach the age of 30.
- Since 2000, Indigenous children have been parentally bereaved at a higher rate than every other racial or ethnic group, reaching an all-time high of 2.2 times the national rate in 2021.

— Evermore, Bereavement Facts & Figure



## Orphanhood in America is at a 20-year high.

Each day, 850 children experience the death of a co-resident parent. In 2020 and 2021, childhood bereavement reached a twenty-year high because of America’s concurrency of mortality epidemics, rising in every state and impacting every racial and ethnic population in America.

— Evermore, America’s Forgotten Orphans



# Advocacy

Evermore went to Congress in January 2020 (pre-COVID-19) with concerns that bereavement was a significant public concern hiding in plain sight. As our nation reeled from concurrent mortality epidemics and the evidence base grew, bereavement's intersectionality with other public emergencies could no longer be ignored. It was time to act.



## 01. The White House

Evermore led the coalition that secured paid bereavement leave in President Biden's American Families Plan, the predecessor to Build Back Better. While the legislation ultimately failed, it was the first time paid bereavement leave entered into the national policy dialogue.



## 02. Congress

Evermore secured the nation's first bereavement provision as part of the United States budget process, the only bill Congress must pass. Bereavement has been included in the FY21, FY22, and FY23 appropriations process, spanning both Republican and Democratic Administrations.



## 03. Federal Agencies

Multiple federal agencies have begun examining the toll bereavement is taking in America.

# Federal Highlights

Individuals, communities, and nonprofits have collaborated to advance bereavement policies, priorities, and programs. Here are a few highlights of recent federal activity:



## 01. Assistant Secretary for Planning and Evaluation (ASPE)

As a result of the FY23 appropriations language, ASPE is writing the federal government's first report on grief and bereavement.



## 02. Agency for Healthcare Research & Quality (AHRQ)

As a result of the FY23 appropriations language, AHRQ is examining the feasibility of practice standards for grief and bereavement providers, for whom there are no practice standards today.



## 03. Department of Education (ED)

As ED revises the Free Application for Federal Student Aid application, it is adding a question on orphanhood so we may respond to any shortfalls in the rate at which bereaved and orphaned children matriculate to post-secondary institutions.



## 04. Federal Trade Commission (FTC)

The FTC is reviewing The Funeral Rule to determine if funeral prices should be publicly available. Today, funeral home pricing can vary from consumer to consumer.



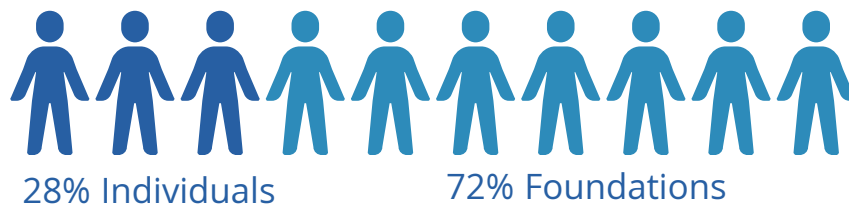
## 05. Health Resources & Services Administration (HRSA)

While HRSA's \$712 million Maternal and Child Health Block Grant mentions death more than 150 times and provides financial support for death investigations, the funds do not support bereaved families in the aftermath. Evermore has submitted comments to HRSA, and is waiting to learn more on HRSA's next steps.

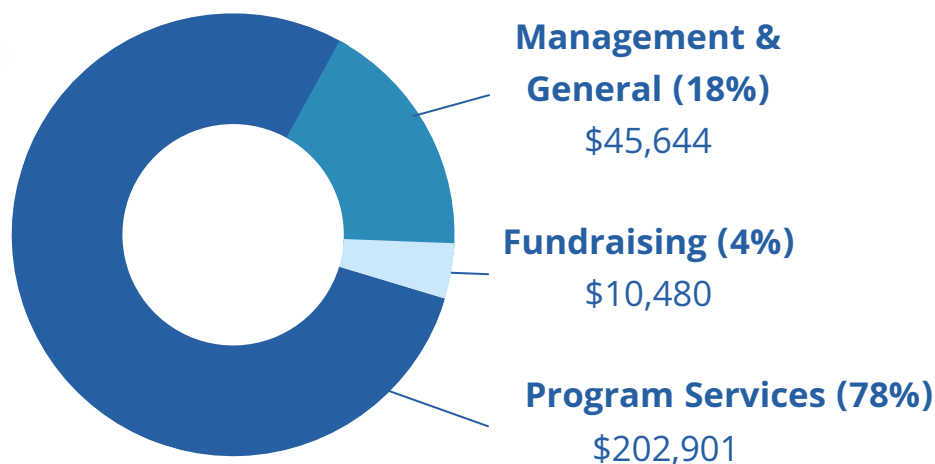
# Financials

Despite war, famine, natural disasters, and concurrent mortality epidemics, bereavement is not included in the United Nations Sustainable Development Goals, which drive the world's philanthropy. Many foundations and philanthropists prioritize grief programming (the emotional response to death), but, to our knowledge, there is no institutional funding for bereavement policy and systems change worldwide. Our work exists because everyday Americans have made their financial support a priority.

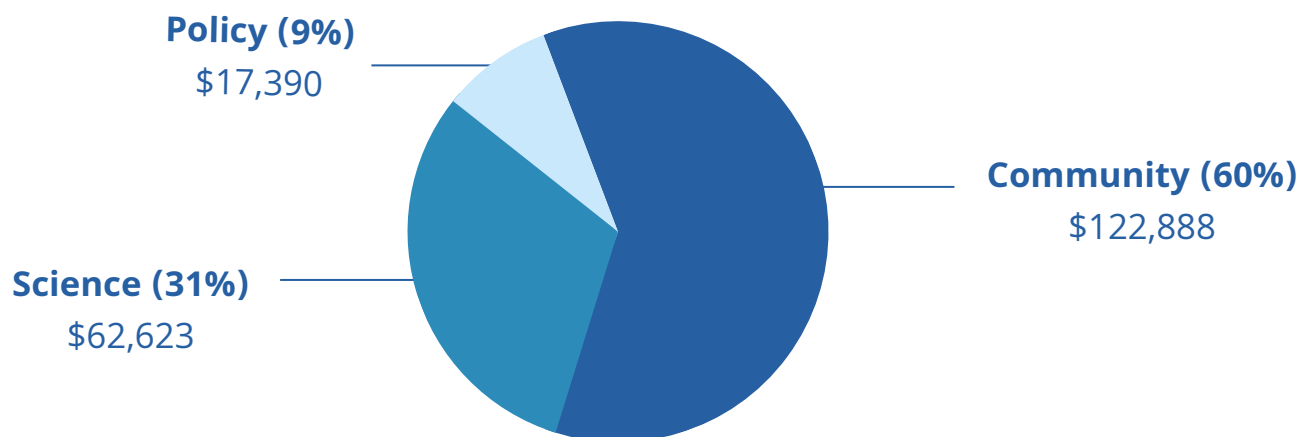
## Who Funds Our Work



## Where Your Giving Goes



## Program Funding Allocation



### Live-Evermore, Inc.

#### Statement of Activities and Changes in Net Assets

<i>For the Year Ended September 30, 2022</i>	Without Donor Restrictions	With Donor Restrictions	Total
<b>Support and revenue</b>			
Contributions - individuals and foundations	\$ 171,978	\$ -	\$ 171,978
Donated services	43,100	-	43,100
Other revenue	28	-	28
Net assets released from restrictions	59,585	(59,585)	-
<b>Total support and revenue</b>	<b>274,691</b>	<b>(59,585)</b>	<b>215,106</b>
<b>Expenses</b>			
Program services	202,901	-	202,901
Management and general	45,644	-	45,644
Fundraising	10,480	-	10,480
<b>Total expenses</b>	<b>259,025</b>	<b>-</b>	<b>259,025</b>
<b>Change in net assets</b>	<b>15,666</b>	<b>(59,585)</b>	<b>(43,919)</b>
<b>Net assets, beginning of year</b>	<b>73,686</b>	<b>59,585</b>	<b>133,271</b>
<b>Net assets, end of year</b>	<b>\$ 89,352</b>	<b>\$ -</b>	<b>\$ 89,352</b>



Evermore's Partner in  
Financial Transparency



# Our Board of Directors

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**Jacqueline Corbin-Armstrong**

**Evermore Chair, Child Fatality/Case Practice Specialist, DC Office of Planning, Policy and Program Support, Child and Family Services Agency**

Jackie has over thirty years of experience addressing social well-being, medical, continuum care and legal issues related to education, mental health, child, family, and adult social services.



**Princess Hyatt**

**Executive Director & Head of School, Grace Academy**

Princess is breaking the cycle of poverty through education by enriching and empowering girls and women to pursue their intellectual pursuits with confidence and curiosity.



**Donna Mazyck**

**Evermore Treasurer, Nursing Leader, Advocate & Champion**

Donna served as the Executive Director of the National Association of School Nurses from 2011 to 2023 and led an expansion of our nation's 95,000 school nurses in addressing student and school community health and safety.



**Joyal Mulheron**

**Evermore Vice Chair & Secretary, Founder & Executive Director**

Joyal has spent twenty-five years advising high-ranking politicians, including governors and The White House, and translating basic science into public policy.

# Our Advisory Council



**Laudan Aron**  
Urban Institute



**Molly Brewer**  
Marketing Executive



**Ann Brooks**  
Capital Group



**Jennifer Cullen, PhD**  
Case Western Reserve



**Eric Guichard**  
Perpetual Entrepreneur



**Judy Hawkins**  
Activist



**Alica Hall**  
Nia Centre for the Arts



**Ron Higgs**  
Veteran



**Jana Hiraga**  
Nonprofit Expert



**Melanie Krauchunas**  
Homeschooler



**Matt Longjohn, MD**  
Healthcare expert



**William Mickens**  
Truck Driver



**Mark Mioduski**  
Lobbyist



**Andrea Barton Reeves**  
Social Services Commissioner



**Michelle Riordan-Nold**  
Data Expert



**Ted Ryneerson, MD**  
Violent Death Expert



**Alan Schlaifer**  
Attorney



**Martín Sepúlveda, MD**  
Worksite Expert



**Linc Smith**  
Business Expert



**Adrienne Stith-Butler, PhD**  
Psychologist



**Siva Subramanian, MD**  
Medical Chief



**Carole Zoom**  
Organizer



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EVERMORE

evər'môr  
adv. always; eternally

Learn more by visiting us at  
[www.evermore.org](http://www.evermore.org)

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