



**No parent should have to suffer the loss of an infant alone.** Our purpose is to lend guidance on the path to healing.

## LETTER FROM THE DIRECTOR

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*Lori Beth Blaney - Director*



No one prepares you for the loss of your child. It is different from any other kind of loss. We are not meant to bury our children, and there is nothing within us from which to draw on to know how to breathe without them. How can you let go of the very person you created within the deepest part of you?

I eventually found some other “angel” moms who at least understood this kind of grief and began the difficult journey of trying to heal. I didn’t want to. But I had two little boys who needed their mother, and they didn’t deserve to lose me because I couldn’t figure out how to move forward. I learned a great deal walking this journey alongside other moms. We listened to, supported, and encouraged each other, but ultimately, we had to figure it out on our own. With all of the medical and mental health knowledge we have today, why is there nothing in place to help families navigate this kind of loss?

During this journey, I found that two major issues create huge obstacles when dealing with infant loss, and every “angel” mom I met struggled with both to some degree. First, we felt isolated and avoided by those around us who didn’t know what to do or say. Second, we had many regrets about the decisions made during the initial crisis in the hospital. Many of us lacked guidance or support as we made life-changing decisions while in a state of shock. Do I want to hold and take photos of my baby? What kind of service do I want for my child, if any? Do I want to keep mementos from our brief time together? I knew these problems had solutions.

In 2007, when I was in the depths of grief after the loss of my only daughter, I felt lost, alone, and isolated. Every cry for help I uttered seemed to be met with canned phrases by well-meaning friends and family, boiling down to “life goes on”. I had lost loved ones in the past, but shared that grief with friends and family who knew them.

No one else knew my daughter. Other than my husband, no one saw how perfect she was and how she looked just like her big brother. No one else felt her sweet body and held her close. I felt her growing and moving inside me. I already knew her intimately and loved her deeply, but I didn’t know how to grieve for her, when to most, it was like she never even existed.

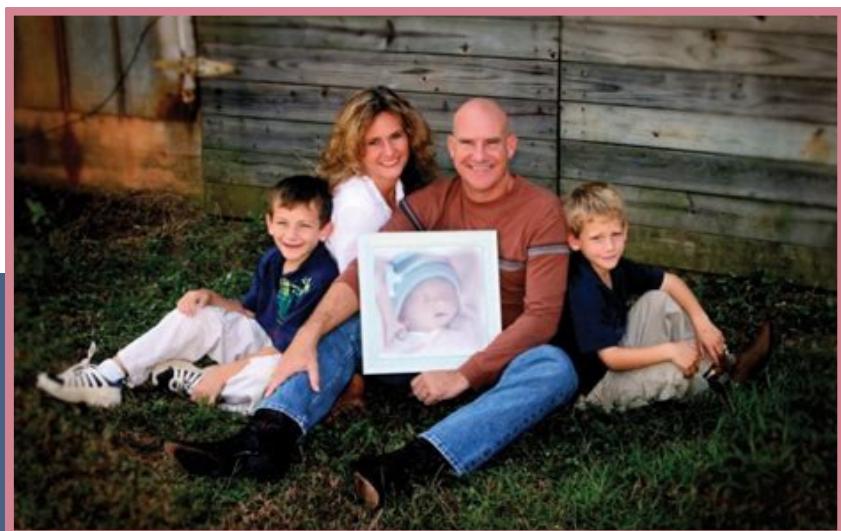
## LETTER FROM THE DIRECTOR

We launched Rachel's Gift knowing that the need is great and resources are limited. Our accredited education equips nurses with the confidence and tools to provide knowledgeable and comprehensive care for their loss patients, guiding them through decisions, offering options, and gently encouraging patients and their families to spend as much time as possible with their baby. This allows them to collect as many physical connections as they can to send home, giving them something to hold onto while they grieve their baby. Not only does this reduce the amount of regret, but it also makes the situation much less stressful for the nurse caring for them.

*"I wanted to bring hope to the families who would experience the same incredible loss as I had."*

It is evident that families who deliver at one of our partner hospitals are in a much healthier emotional state earlier on than families who deliver at a hospital that does not offer our services. In the worst cases, we have seen the family unit break down, suicide attempts, and severe psychological issues requiring hospitalization in the weeks and months after the loss when the patient did not receive adequate care at the time of the loss.

**There is hope.** Our aim is for every hospital with a Women's Center to use our services, and we have made great progress thanks to the generosity of many people. There is a light at the end of this dark tunnel. Rachel's short life is creating a lasting impact, and something beautiful has come from the tragedy of her death. Seeing these families supported and their babies' lives being remembered and honored is truly beautiful.



# Who we are

A precious baby girl named Rachel was seven weeks away from her entry into this world when her family was in a tragic car wreck. Mother and child were flown to Grady Memorial Hospital in Atlanta; however, a couple of hours later, Rachel lost her life. The next day, she was stillborn. From the lonely depths of grief the family went through in the following hours, days, and weeks, Rachel's Gift was born.

***In April of 2008, Rachel's Gift began our mission of partnering with donors to provide compassionate support, guidance, and education for caregivers and families enduring pregnancy loss, stillbirth, and infant death.***

Since then, we have served thousands of families across the country. Our program has expanded to include free online pregnancy and infant loss support groups, follow-up care, and keepsake boxes available at over 100 partner hospitals in 33 states.

“

In a time of tragedy where I was unable to think clearly, you came alongside my family and in a sense, thought for us. You helped us to live without regret by encouraging us to hold our baby and spend time with him. You also provided pictures, handprints, footprints, and other keepsakes that we wouldn't have if Rachel's Gift didn't exist. My husband and I are very grateful for all of the things that you provided to help us grieve in a healthy way” *-Rachel's Gift Mom*

”



**2008**

Lori Beth Blaney launched Rachel's Gift and began collaborating with local hospitals to provide specialized bereavement care to families of miscarriage, stillbirth, or infant loss.



**2009**

Rachel's Gift partnered with their first two hospital systems near Atlanta, GA, and cared for 14 families at their bedside after loss.

Four additional Atlanta-based hospitals were added to our list of partners, and volunteers were sent to assist more than 70 families. We also started our annual Angel Dash Fundraiser.



**2012**

Rachel's Gift designed and launched a course for nursing professionals on improving care for patients experiencing loss.



**2013**

The Wedding to Burial Gown Program was established so families could select a beautiful handmade gown for their baby as they lay them to rest. Rachel's Gift also expanded into Florida by onboarding our seventh partner hospital.



**2014**

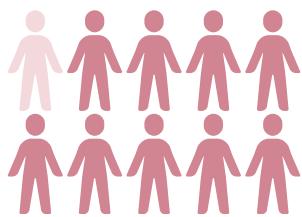
Our Emergency Room Miscarriage Program was created to support families who have experienced a loss but are not seen in labor and delivery. Services are now offered free of charge to any hospital interested.



**2015 - 2016**

Rachel's Gift developed and began its Pregnancy & Infant Loss Support Group, available to all families grieving the loss of an infant. We also opened our first office and expanded services into Virginia.

# THE NEED IS GREAT



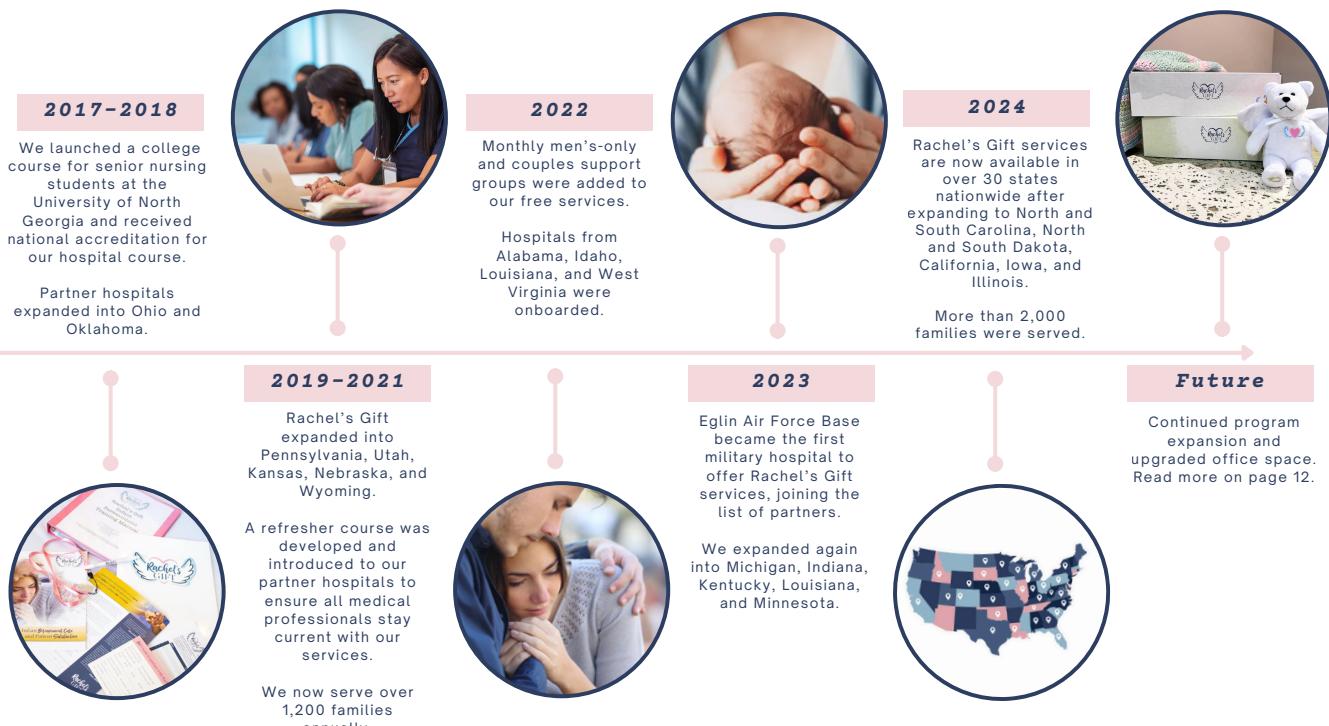
1 in 10  
pregnancies  
result in a  
loss.

\*World Health Organization

According to the CDC,  
approximately 21,000 stillbirths  
occur each year, along with  
another 21,000 infant deaths  
within the first year of life.

“Most nursing professionals feel  
unprepared and lack the confidence  
to provide perinatal bereavement  
care. They do not know how to  
communicate with the women and  
their families.”

\*National Library of Medicine  
PMID: 35918109



# Our Programs

OUR PURPOSE IS TO LEND GUIDANCE ON THE PATH TO HEALING



## Bereavement Care

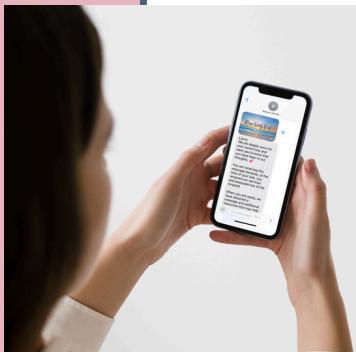
Our infant bereavement training program is nationally accredited and tailored to meet the unique needs of various medical groups. We explore common situations, provide practical procedures, and ensure that any questions are answered thoroughly. Our instructors guide healthcare professionals through practical procedures that prepare them to handle these delicate situations with empathy and professionalism.



## Keepsake Boxes

The boxes include our angel bear, a handmade blanket for swaddling, options to capture handprints and footprints, resource pamphlets for mothers, fathers, grandparents, extended family and friends, and literature to help gently guide parents through the difficult decisions they have to make while in the hospital.

Boxes are currently available in English and Spanish.



## Follow-Up Care

We keep in touch with our bereaved families during the first year after their loss. Our bereaved families are directed to all our grief resources on our website, and are gently reminded that additional support is always available to them when they need it.



## Support Groups

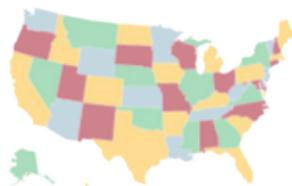
Our free support groups are led by caring, qualified counselors and social workers with years of experience, helping families in their journey toward healing. Unlike general bereavement groups, ours are specifically designed for families experiencing pregnancy and infant loss.

# Our Impact

Access to ongoing support and resources needed to navigate the devastating loss of an infant is not available to every grieving family, and we aim to change that.



**111**  
PARTNER  
FACILITIES



**33**  
STATES  
REPRESENTED



**15,359**  
PROFESSIONALS  
TRAINED



**15,131**  
FAMILIES  
SERVED



**71**  
YEARLY  
SUPPORT GROUP  
SESSIONS

"I am truly grateful to everyone who is involved at Rachel's Gift for the love and support they provide to families and friends who have experienced a loss too soon. As a nurse at one of the facilities Rachel's Gift serves, I am thankful for the education, material, and support we have been given to better care for our patients at such a difficult time. The wonderful group of men and women at Rachel's Gift shows solid dedication to help us all cope during this time of grieving."

Jackie Potkulski, RN

"I just wanted to say thank you for this organization. It's been such a blessing to be a part of the men's group after my wife and I lost our son. I'm grateful that this organization exists."

Rachel's Gift Father

"Rachel's Gift changed my husband's and my life when our firstborn was stillborn. The outstanding training they provided to staff resulted in compassionate, empathetic care from the nurses who cared for us. Fifty years ago, stillbirth and miscarriage were considered taboo to talk about. Rachel's Gift is making a difference to ensure that will never happen again. Thank you from the bottom of our hearts for all the work you do."

The Bragg Family

# Helping a Family Through the Unthinkable

For Kelsey and Logan McCollum of Canton, New York, July 8, 2024, was meant to be the happiest day of their lives. Instead, it became the day they met—and said goodbye to their firstborn daughter, Adalynn Mae.

Kelsey and Logan were married in 2023 and dreamed of starting a family right away. After a few months, their hopes came true when they discovered they were expecting, just before Thanksgiving. “It was an easy, uncomplicated pregnancy,” Kelsey recalls. “Adalynn was a little sassy. She didn’t like ultrasounds, but everything always looked perfect.”

Adalynn was due on July 16, and Kelsey was just shy of 39 weeks when her water broke after an afternoon nap. They had just celebrated with a baby shower that morning and Adalynn had been really active all day.

But when they arrived at the hospital, everything changed. In the triage room, nurses had trouble finding Adalynn’s heartbeat and called an ultrasound tech to help, thinking that mom’s heartbeat was covering Adalynn’s. It wasn’t until a doctor entered the room, quiet and solemn, that they knew something was wrong. “He said how sorry he was. That’s when everything stopped.”

*“I still expected to hear her cry.”*

An ultrasound confirmed the unthinkable—Adalynn’s heart had stopped. In shock, the couple agreed to induce labor that night since Kelsey was five centimeters dilated. Just after 1 a.m. on July 8, Adalynn Mae was born. “I still expected to hear her cry,” Kelsey said. “That’s when the finality set in.”



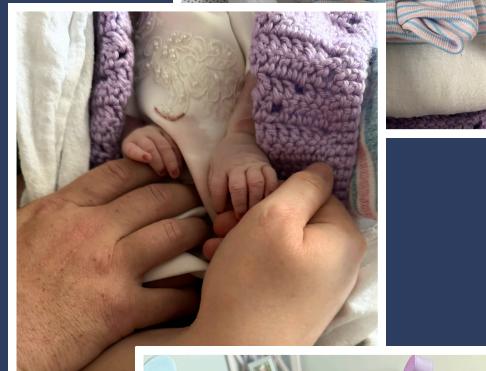
Despite the heartbreak, there was beauty in the moments that followed. The hospital staff provided a keepsake box from Rachel's Gift, giving Kelsey and Logan the tools they now treasure: a small bear, a homemade blanket, a beautiful burial gown, and a roadmap for navigating the first hours of grief. "The Rachel's Gift box gave us direction when we were in shock," Kelsey said. "We used everything in it."

### *Despite the heartbreak, there was beauty in the moments that followed.*

Adalynn's grandparents found comfort in the brochures from Rachel's Gift. "We all leaned on the materials," she said. "They helped us start processing." The staff also used items from the box to create a tender photo shoot. The couple held their daughter, memorized every detail, and invited their family to meet her. "We were fortunate to have that time and guidance from the nursing staff," Kelsey said. One of the most healing items for Logan was the weighted bear, custom-made to match Adalynn's nursery and exact weight. "He slept on the couch with it when we got home," Kelsey shared. "I have her footprints as a tattoo now, and we created a memorial shelf in our home with some of the items from Rachel's Gift."

To honor Adalynn, Kesley and Logan took part in Rachel's Gift's Angel Dash, forming "Team Adalynn" and raising over \$1,600 to help other grieving families. Kelsey said, "We want every family to receive the care and keepsakes that we did."

Now, almost a year later, the McCollums are expecting again —a baby girl due in August. "We're very excited. Very blessed," Kelsey said. And Adalynn? "She'll always be part of our family. She changed everything."





# A year in the life of a Rachel's Gift Family

2024

## July

Hospital partners with Rachel's Gift. Medical professionals are trained in bereavement care, and resources are stocked.

## August

Mother (Elizabeth) goes into premature labor and delivers her stillborn baby boy (Daniel) at 36 weeks of gestation. Nurse gives Elizabeth and her husband, Stephen, a Rachel's Gift Keepsake box containing handmade items for baby, and guides them through the difficult decisions that need to be made in the hospital.

## September

Daniel's name is added to Rachel's Garden Memorial Wall, and a weighted bear certificate is mailed to Elizabeth to redeem. A one-month follow-up text is sent to her to make contact and continue offering helpful grief services and resources.

## November

A three-month follow-up text message is sent to Elizabeth, encouraging her to join our Pregnancy and Infant Loss Support Group, and she decides to register to attend with her sister.

## December

Elizabeth and her sister have been attending our support group for three weeks now, and she is making connections with other moms who have experienced similar loss. Rachel's Gift staff sends her a holiday card to help her prepare for the upcoming holiday season.

2025

## February

A six-month follow-up text message is sent to Elizabeth to check in. We include additional resources that may be helpful to her at this point in her grief journey. She encourages Daniel's father, Stephen, to attend the monthly Men's Only Support group, and he registers to attend.

## May

Elizabeth and Stephen continue to attend our support groups. We send Elizabeth a Mother's Day card honoring her as Daniel's mom.

## August

A final follow-up text message is sent to Elizabeth, remembering Daniel and acknowledging the anniversary of her loss. Additional resources are included. Elizabeth notices our Couples Support Group and registers herself and Stephen to attend.

## October

Elizabeth and Stephen gather friends and family to participate in our annual Angel Dash. They create a team, purchase a memorial sign for Daniel, and walk in his honor. They release a balloon with his name on it at the memorial.

*"I thank God for Rachel's Gift. Thank you for checking in on my family. Thank you for offering guidance and a listening ear. Thank you for sending cards. I couldn't have made it through this devastating loss without your support."*

*-Rachel's Gift Mom*

# Angel Dash

The Angel Dash is held in various areas across the country in May and October to honor families who have experienced pregnancy and infant loss. We have hosted this annual event for over a decade to financially support our various bereavement and infant loss programs. Through this event, we are able to connect with our bereaved families and continue to support one another with fellowship and remembrance.

**In 2025, we hosted in 16 locations nationwide with over 2,500 participants.**



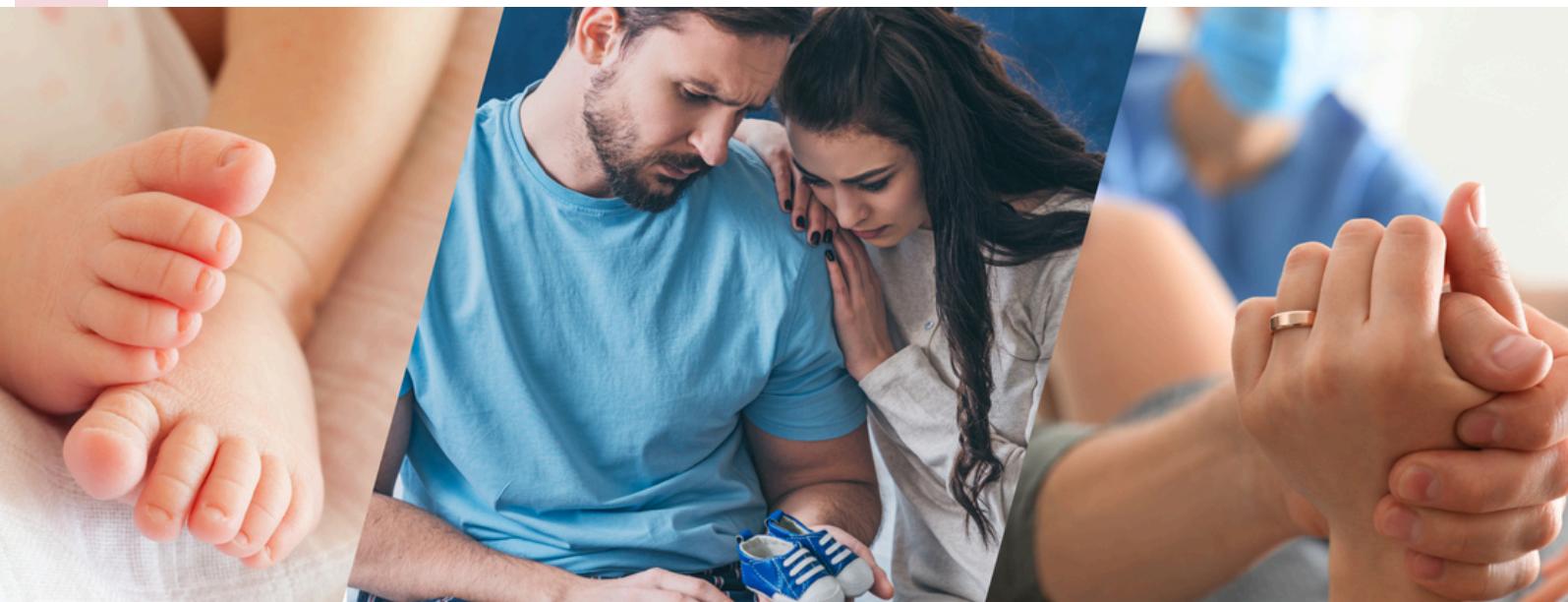
# Volunteers

Rachel's Gift has a strong support network within the community. Our volunteers consistently show up to help with office needs and to create a variety of keepsake items that we give to the families we serve.

**In 2025 alone, 6,856 handmade items were donated, and 367 people volunteered their time.**



# LOOKING TO THE FUTURE



In our present capacity, Rachel's Gift does an impressive job of providing services to a large number of families, but for every family we help, there are thousands more who could benefit from our support. With our 5-Year Plan, we are poised to increase our capacity by 55% to serve families suffering from pregnancy and infant loss and educate medical professionals across the United States on how to best care for them.

## 1. Program Expansion - (\$4.6M Goal)

- Increase hospital partners from 113 to 185 (**\$5,312 cost per hospital onboarded**)
- Increase families served from 2,500/year to 3,500/year (**\$211 cost per family for all services**)
- Increase annual Angel Dash by 3 satellite locations yearly
- Create and launch an online platform for nurse education
- Increase our professional counselor pool to accommodate the growing demand and add a monthly caregiver support group (~**additional \$2,000 yearly**)
- Provide ongoing operation and maintenance costs
- Hire a full-time office manager, part-time support group assistant, and part-time Angel Dash Coordinator. (**Projected cost \$125,000**)

## 2. New Office Building - (\$1.6M Goal)

Operations are currently conducted at our office in McDonough, GA. Although it has served us well for many years, it no longer adequately supports our growing program. We are looking to find land and grow our offices from 1,583 sq. ft. to around 5,000 sq. ft. This building will contain a larger space for our office staff, a conference room, and a surplus amount of storage space for all items we keep on hand, such as keepsakes, educational materials, and marketing items.

## 3. Establish an Endowment Fund

Establishing an endowment fund for Rachel's Gift ensures long-term sustainability, allowing us to support grieving families for generations to come. Your investment becomes a legacy of compassion, providing ongoing resources for our growing mission year after year. This can include anything from pledged stock assets, land donations, or cash gifts.

## RACHEL'S GIFT

# Five Year Campaign Budget

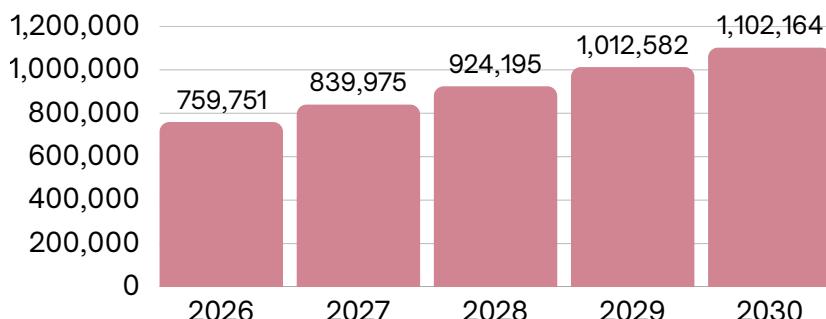
Expected Growth	Year 2026	Year 2030
HOSPITALS SERVED	125	185
CLIENTS SERVED	2,500	3,500
Program Expansion	Year 2026	Year 2030
HOSPITAL ONBOARDING	\$39,000	\$43,500
PATIENT CARE	\$545,000	\$859,000
COUNSELING SERVICES	\$62,000	\$71,500
SUPPORT STAFF	\$114,000	\$128,000
<b>Total</b>	<b>\$760,000</b>	<b>\$1,102,000</b>

Capital	Year 2026-2030
NEW BUILDING	\$320,000/year

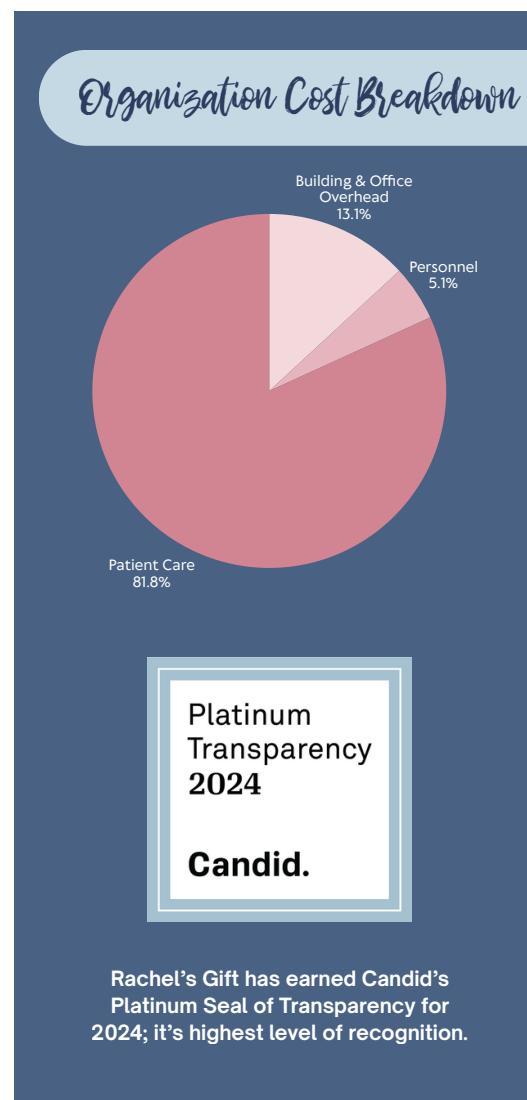
NEW BUILDING	\$1,600,000
PROGRAM EXPANSION	\$4,600,000
<b>Campaign Total</b>	<b>\$6,200,000</b>

## 5 Year Capital Campaign

\$6.2 Million Total



**55%**  
growth rate



\*Overhead costs and staff salaries are funded by our Angel Dash Fundraiser. All Giving Hope contributions go directly to patient care and our new building fund.

# Give Hope Today

When you donate to Rachel's Gift, you are supporting bereavement training for hospital staff, resource guides and keepsakes, a year of constant support and encouragement, and access to support groups for families affected by infant loss.

We welcome your one-time or monthly recurring donation. Thank you for your generosity and for making a difference in the lives of the families we serve.



## WAYS TO GIVE:

- Automated Monthly Credit Card Gift*
- Annual Credit Card Gift*
- One-Time Check Donation*
- Cash Award*
- Stock Transfer*
- Land Donation*
- Employer Matching Gift*
- Gift Through Last Will and Testament*



Scan this QR code to hear from two of our friends about the difference Rachel's Gift can make in the lives of families navigating pregnancy and infant loss.

## BOARD OF DIRECTORS



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“What you do makes a difference. And you decide what kind of difference you want to make.”

*-Jane Goodall*



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**Rachel's Gift is a registered 501(c)(3).**

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