

ANNUAL REPORT 2023



Pregnancy & Infant Loss Support Centre
#301, 1725 10 Avenue SW,
Calgary, AB T3C 0K1

pilsc.org

Dear Friends, Supporters, and Members of Our Community,

As I look back on 2023, I am overwhelmed with gratitude for the incredible journey we have shared. This year has been one of profound growth, connection, and healing for our community, made possible by the unwavering support we have received.

We have celebrated moments that have brought us together in ways that remind us of the power of collective action. From fundraising events that strengthened our bonds to initiatives that expanded our reach, every step we took this year was guided by our shared commitment to supporting those affected by pregnancy and infant loss. The enthusiasm and generosity you have shown continue to inspire me and affirm the importance of our mission.

Our work is a reflection of the love, compassion, and resilience that each of you brings to our community. Whether through your donations, volunteering, or simply standing with us, you have played an essential role in the progress we have made. Together, we have created a space where those who need support can find it without barriers, and where every voice is heard and valued.

As we prepare to enter 2024, I am filled with hope for what lies ahead. The challenges we face are significant, but so too is the strength of our community. With your continued partnership, I am confident that we will achieve even greater things in the coming year, making a lasting difference in the lives of those we serve.

Thank you for your trust, your commitment, and your belief in our mission. I am honored to walk this path with you and excited to see where it will lead us next.

With heartfelt gratitude,

Aditi Loveridge

Aditi Loveridge (she/her, settler)

CEO, Pregnancy & Infant Loss Support Centre

Years in Review

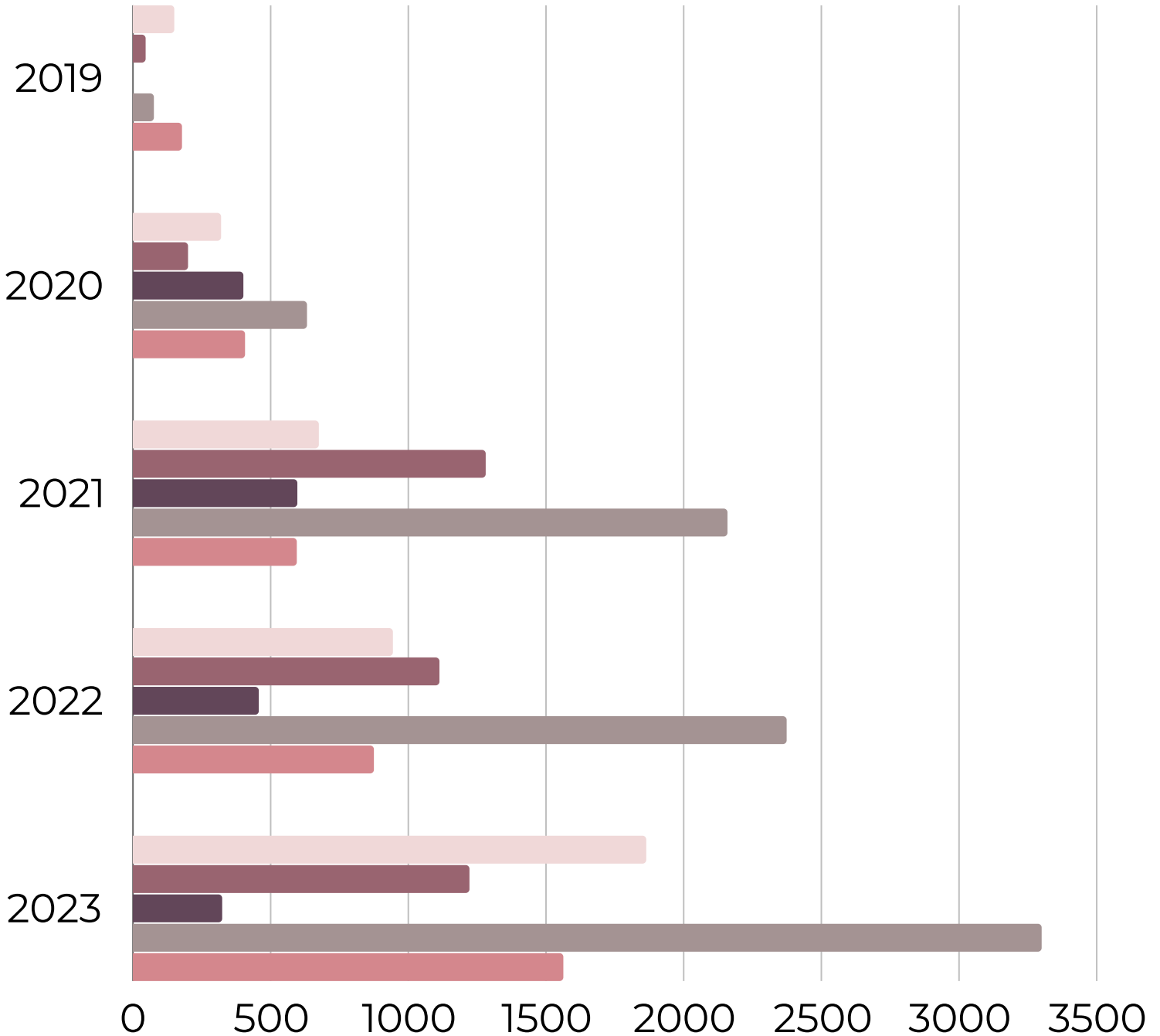
Mental Health Sessions

Support Groups

Helpline Interactions

Client Interactions

Community Engagement



2023 Numbers in Review

Mental Health

1,864

Coaching & Counseling Sessions
Facilitated

Peer Support Groups

1,222

Clients Attended

Helpline

324

Unique Conversations

2023 Numbers in Review

Clients Interactions

3300

Community Engagement

1563

No Cost Comfort Boxes

148

2023 Highlight

On June 25, 2023, we hosted our 2nd annual Legacy Run/Walk.

Our second annual run was a resounding success. The overwhelming response to the event shows how valuable the run/walk is to support and connect the pregnancy and infant loss community.

In 2023, our fundraising Goal was \$100,000 which we exceeded, raising: \$107,821! The event brought in 462 participants, a 32% from last year's event!





"You did an amazing job, thank you so much for all that you do!"



Tiny Footprints Gala



Inspired by the loss her twin daughter, Kristina Oriold and her best friend, Jen Woods, co-founded the Tiny Footprint Gala in 2016 to support those impacted by pregnancy and infant loss. Since 2022, the Tiny Footprints Gala has been planned and hosted by the Pregnancy & Infant Loss Support Centre (PILSC), holding the 8th annual Tiny Footprints Gala in 2023.

The 2023 Tiny Footprints Gala was a heartwarming evening charged by compassion, elegance and connection with **\$68,644** raised and **130** gala attendees! The received funds were vital in keeping PILSC support services live and accessible at no cost for individuals and families in need.



Awards & Recognition

2023 was a milestone year for our organization, marked by significant recognition of our impactful work in intersectional restorative social justice and equality. This recognition is a testament to the visionary leadership that drives our mission forward.

Our CEO, **Aditi Loveridge**, received the prestigious Queen Elizabeth II Platinum Jubilee Medal, a symbol of her outstanding service and dedication to the bereavement community. This honor reflects her tireless efforts to make a difference in the lives of those we serve. However, this recognition would not have been possible without the unwavering support and partnership of her co-founder, Danyelle Kaluski, and the entire PILSC team, who work tirelessly every day to advance our mission.

Additionally, Aditi was a finalist for the RBC Women Entrepreneur Social Change–National Impact Award. This accolade highlights her exceptional leadership and commitment to driving social change on a national scale, solidifying her role as a trailblazer in the nonprofit sector. The combined efforts of Aditi, **Danyelle Kaluski** (co-founder), and the PILSC team have not only elevated our organization but also inspired others to join the movement for equality and justice.



No Cost Indigenous Memorial & Ceremony Box

We are so grateful to **Dow Canada** for funding and partnering on a new pilot project: No Cost Indigenous Memorial & Ceremony Boxes. These boxes have been intentionally curated alongside Indigenous community partners and Fiddler Kiss Consulting.

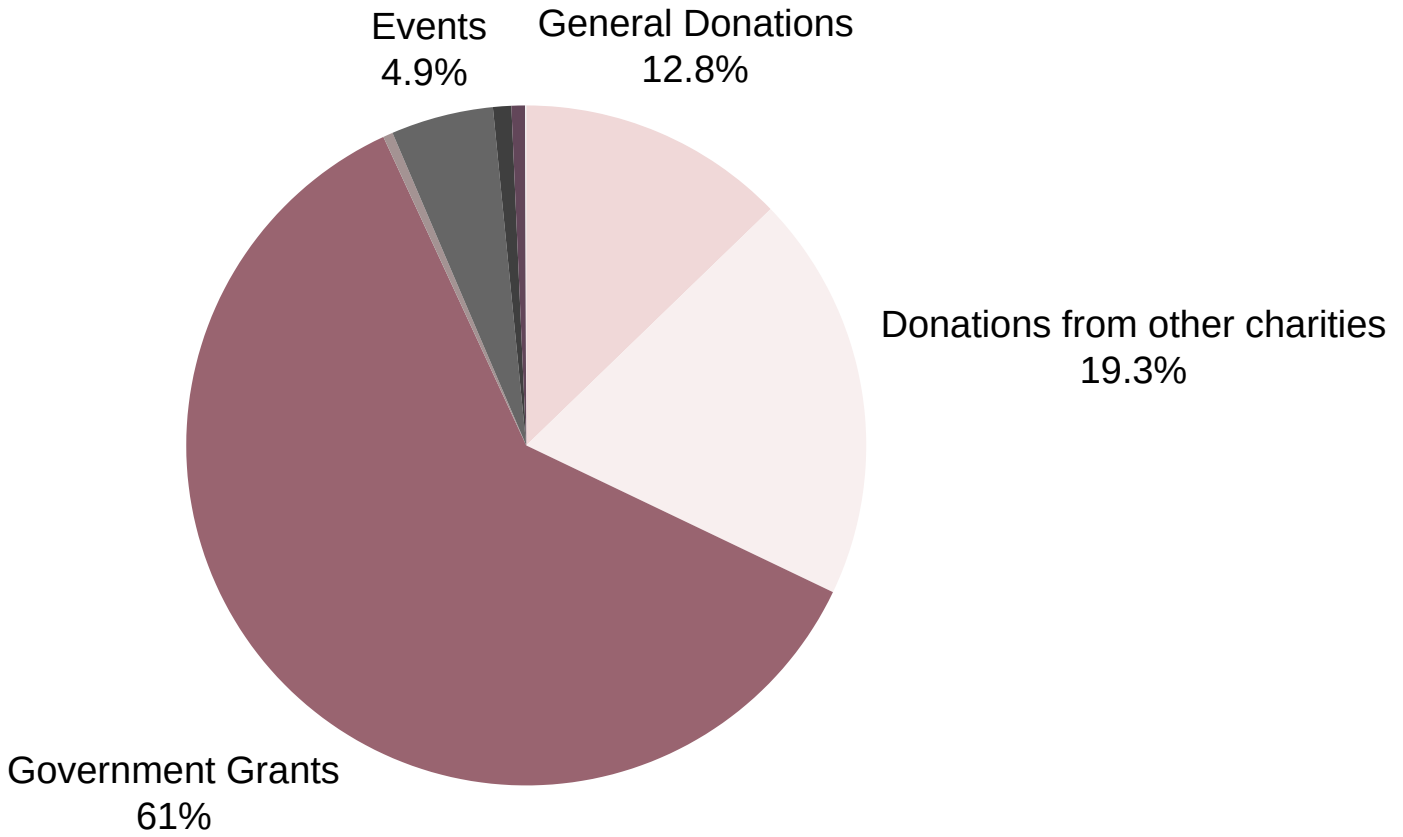
The boxes contain intentional items that allow Indigenous families who have experienced loss to participate in culturally significant memorials or ceremonies. Each item has been meaningfully selected to honor traditional practices and has been blessed by Indigenous Knowledge Keeper Daisy Giroux.

This initiative represents a critical step in our commitment to reconciliation and deepening our support for Indigenous families during their most challenging times. By offering these boxes at no cost, we are actively working to remove barriers and ensure that cultural practices are accessible, respected, and upheld. We recognize that the path to reconciliation involves acknowledging and addressing the unique needs of Indigenous communities, especially in the context of grief and loss.

This project is just the beginning. We are committed to continuing to listen, learn, and expand our support for Indigenous families.



REVENUE 2023

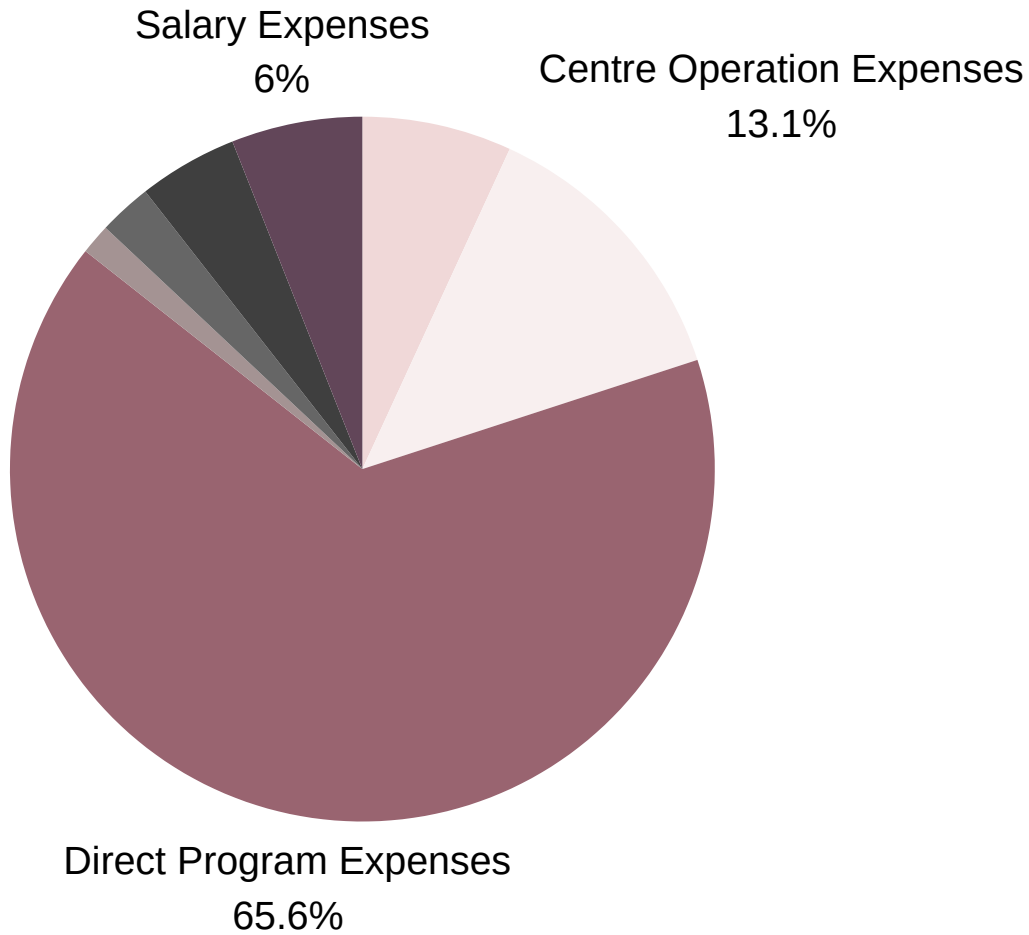






| | | |
|---|---------------------------------------|-----------|
|  | Government Funding | \$117,716 |
|  | Donations from other Charities | \$178,287 |
|  | Events | \$562,439 |
|  | General Donations | \$4,320 |
|  | Raffle Income | \$44,902 |
|  | Sponsorship | \$8,000 |
|  | Service Income | \$5,953 |
|  | Other Income | \$5,618 |

TOTAL

\$927, 238

EXPENSES 2023



| | | |
|---|--|-----------|
|  | Event & Fundraising Expenses | \$68, 658 |
|  | Centre Operation Expenses | \$131,166 |
|  | Salaries Expenses | \$60,101 |
|  | Training & Development Expenses | \$13, 921 |
|  | Marketing Expenses | \$45, 505 |
|  | Direct Programming Expenses | \$656,137 |
|  | Technology & Software Expenses | \$24, 316 |

TOTAL

\$999,781

2023 Board of Directors



Aditi Loveridge

Founder

Danyelle Kaluski

Co-Founder

Melissa Boisvenue

Board Member

Funke Ipaye

Board Member

Kim Dueck

Board Member

Jennifer Forrest

Board Member

Thank you
to our Supporters

Major Donors





*Bruce &
Carol
Waterman*



Thank You to all of Our Donors

- 1st Class Childcare
- Alison Lang Real Estate
- Amaranth Whole Foods Market
- Annapolis
- Banff Sunshine
- Bellagio Capital Ltd
- Calgary Bottle Exchange
- Constant Real Estate Service
- Cybertech Automations Inc
- Fish Creek Bottle Exchange
- JBK Law
- Jupiter Enterprises Ltd
- Kensington Clinic
- Linear Logistics
- Marda Loop Brewery
- Maude Decor
- Mercury Enterprises Ltd
- Michelle Austin Fine Art
- Mawer
- MyOasis
- Payal Murhammer
- PureForm Diagnostics Imaging Clinic
- Rainwater Management Inc
- Risewell Psychology
- Riverwest Therapy Collective
- Suresh Chugh
- Trail Bottle Exchange Inc
- TriMark Tubuars Ltd
- Village Pita Bakery Ltd
- World of Spas- Calgary

Community and Event Partners

- Airdrie Festival of Lights
- City of Airdrie
- Daisy Giroux
- Kids Play
- Kristian Jones Photography
- Moss Postpartum House
- Mount Royal University - Massage
- The Brownstone