

# 2024 Annual Report

A Year of Resilience, Growth,  
and Community.



Pregnancy & Infant Loss  
support centre

The Pregnancy & Infant Loss Support Centre is a registered charity based in Calgary, Alberta, serving the loss community worldwide. We provide compassionate, no-cost support for individuals experiencing miscarriage, stillbirth, infant loss, infertility, and parenting after loss, ensuring no one has to walk this path alone.

To access our support services and learn more, visit: [pils.org](https://pils.org).

# *Dear Friends, Supporters, and Members of Our Community,*

As I sit here writing this, I notice the shifting prairie sky, sun one moment, clouds the next, and I am reminded that our journeys hold both light and shadow, often at the very same time. 2024 was no different, bringing both challenges and growth. Yet through it all, we have widened our reach and deepened our impact, made possible only by the generosity and care that surround this work.

This year, we saw more people than ever join us in breaking the silence around infertility, pregnancy, and infant loss. From the energy and connection at our Legacy Run/Walk to the tender rituals shared at our first Healing Hearts Afternoon Tea, these gatherings showed the power of community to grieve and to heal together. We also witnessed our message travel further, with the dedication of our growing volunteers helping to raise awareness and invite more people into our circle of care.

What moves me most, though, are the countless individual moments that do not make headlines: the quiet relief in someone's voice when they feel heard, the comfort of a small package arriving at just the right time, the strength of peer connections that remind us no one has to carry this alone. These are the stories that fuel our work, and they are the heart of why we continue to show up every single day.

As we step into 2025, my hope is to keep building on this momentum. Finding more ways to expand access, strengthen partnerships, and create spaces where every story of loss is witnessed and honoured. I know the road ahead will hold challenges, and I also know that together, with this incredible community, we will continue to transform silence into connection.

Thank you for standing with us, for trusting us, and for reminding me that, like the ever-changing Alberta skies, this community has the capacity to hold it all, both the storms and the light that awaits.

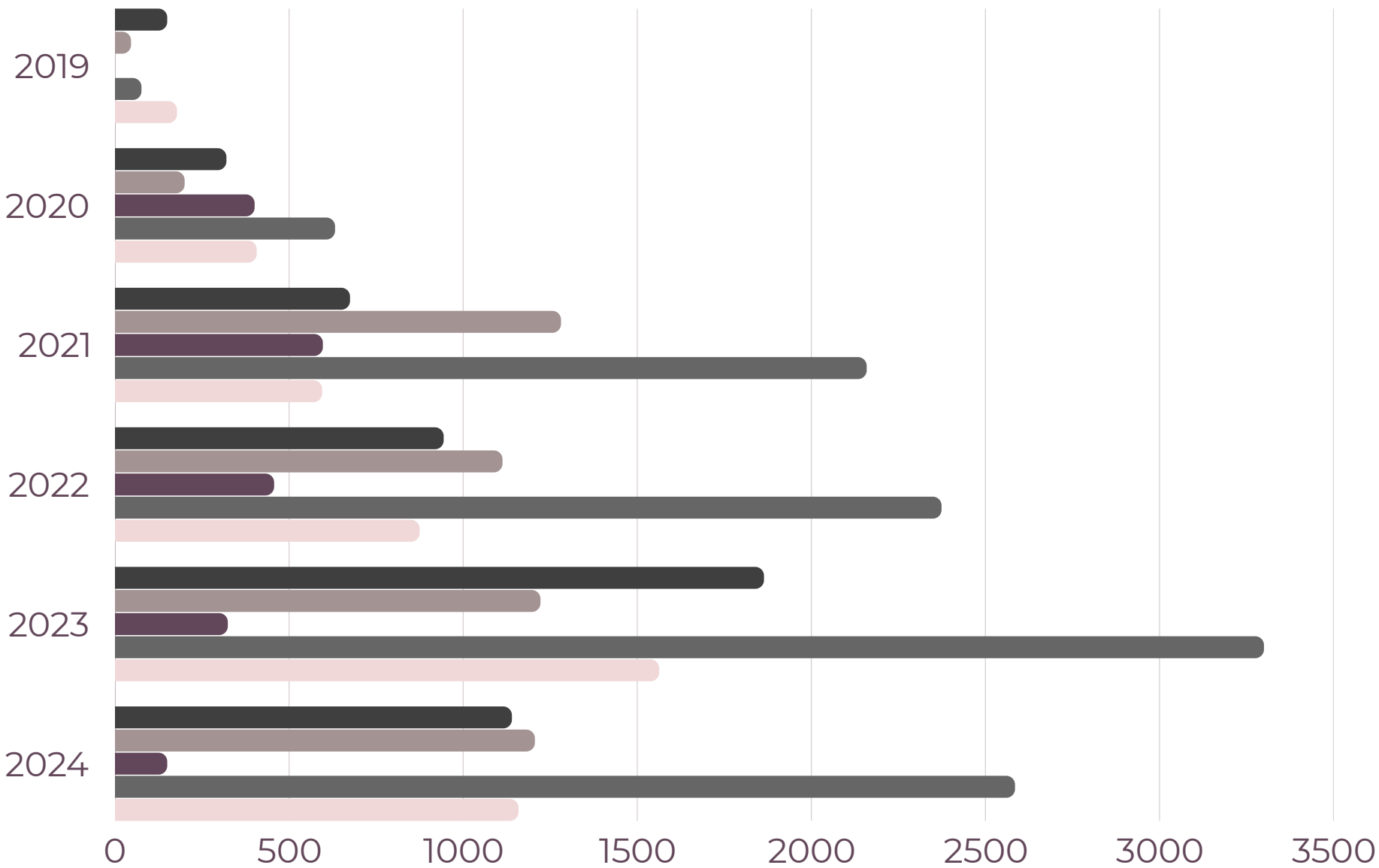


*Aditi Loveridge*

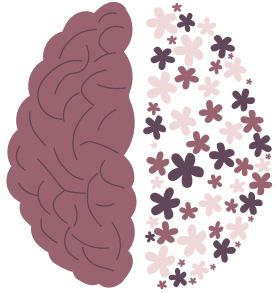
Aditi Loveridge (she/her, settler)  
CEO, Pregnancy & Infant Loss Support Centre

# YEARS IN REVIEW

- Mental Health Sessions
- Support Groups
- Helpline Interactions
- Client Interactions
- Community Engagement

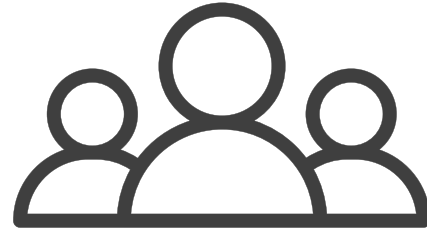


# 2024 NUMBERS IN REVIEW



**1,140**

Coaching & Counseling  
Sessions Facilitated.



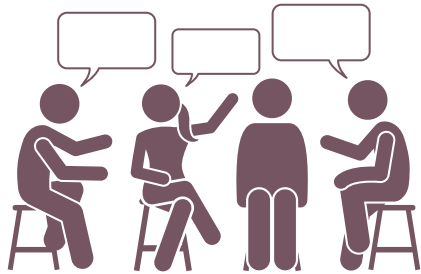
**1,206**

Clients Attended  
Peer Support Groups.



**150**

Warm Line Conversations.



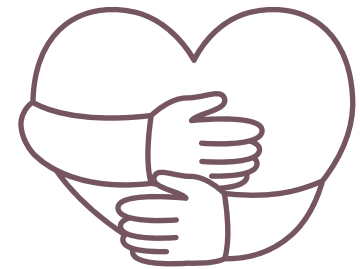
**2,585**

Client Interactions.



**1,159**

Community  
Engagements



**195**

No Cost Comfort Boxes.



# 2024 IMPACT

In June 2024, we hosted our **3rd annual Legacy Run/Walk**.

Our fourth annual event 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.



Thanks to the incredible support of our community, we raised an outstanding **\$116,361!** This year's event welcomed **548 participants**, a remarkable **57%** increase from 2023!





"YOU DID AN AMAZING JOB. THANK YOU SO MUCH FOR ALL THAT YOU DO!"





# HEALING HEARTS AFTERNOON TEA

Our inaugural Healing Hearts Afternoon Tea Fundraiser, presented by the Heart of Gold Foundation, was a resounding success. Together, we raised **\$37,295** to support grieving families. Your generosity ensures PILSC can continue providing vital support services for those navigating loss. A special thank-you to our Title Partner, the Heart of Gold Foundation, for their generosity and commitment.

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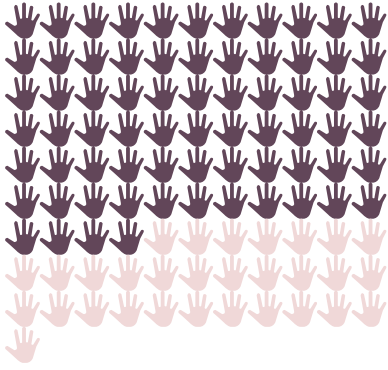
# WHO WE SERVE

CLIENTS IDENTIFYING AS **FEMALE**:

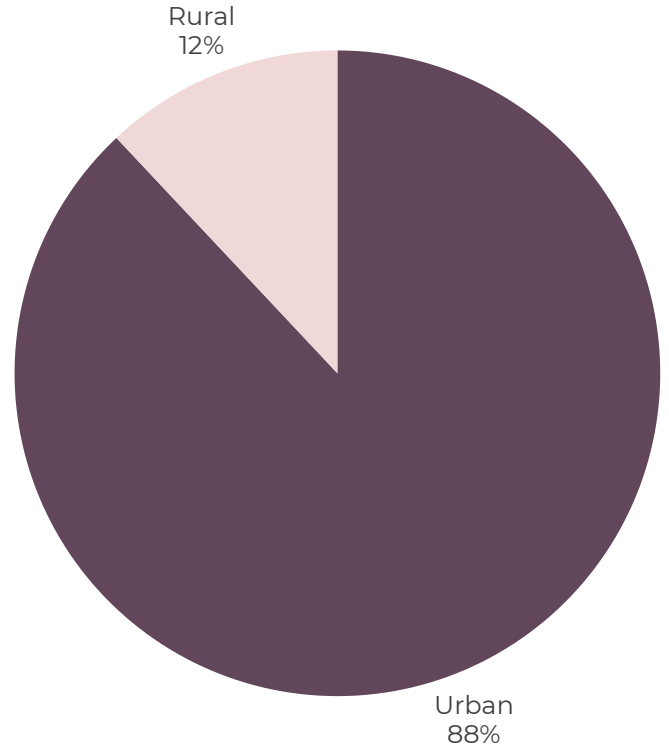
**94%**

**2SLGBTQIA+** CLIENTS:

**15%**



WHERE CLIENTS ARE **LOCATED**



## HOW WE MAKE AN IMPACT

**97%**

Would recommend our services to others.

**90%**

Reported a high level of satisfaction.

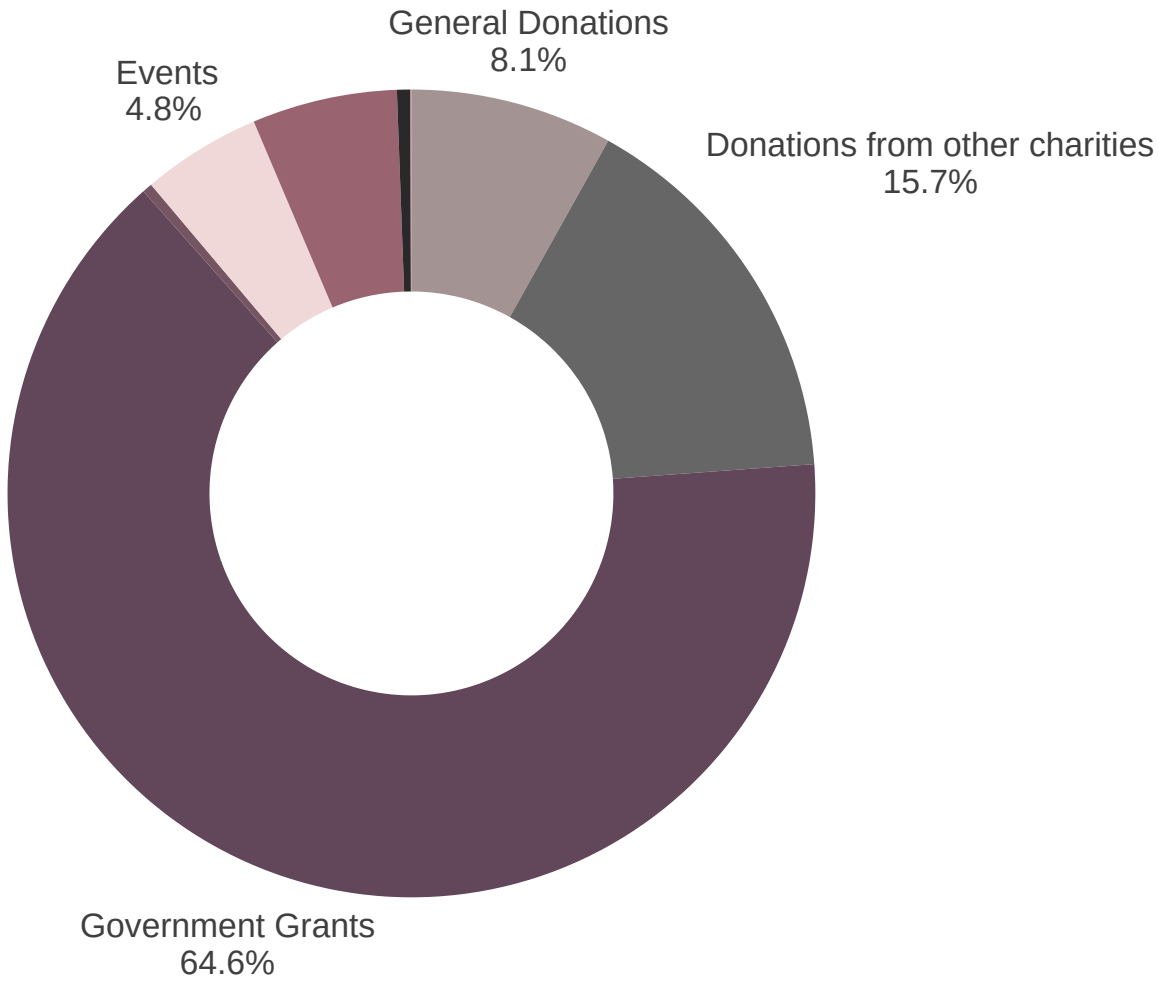
**88%**

Felt better after receiving support.

**82%**

Would return for support again.

# REVENUE 2024

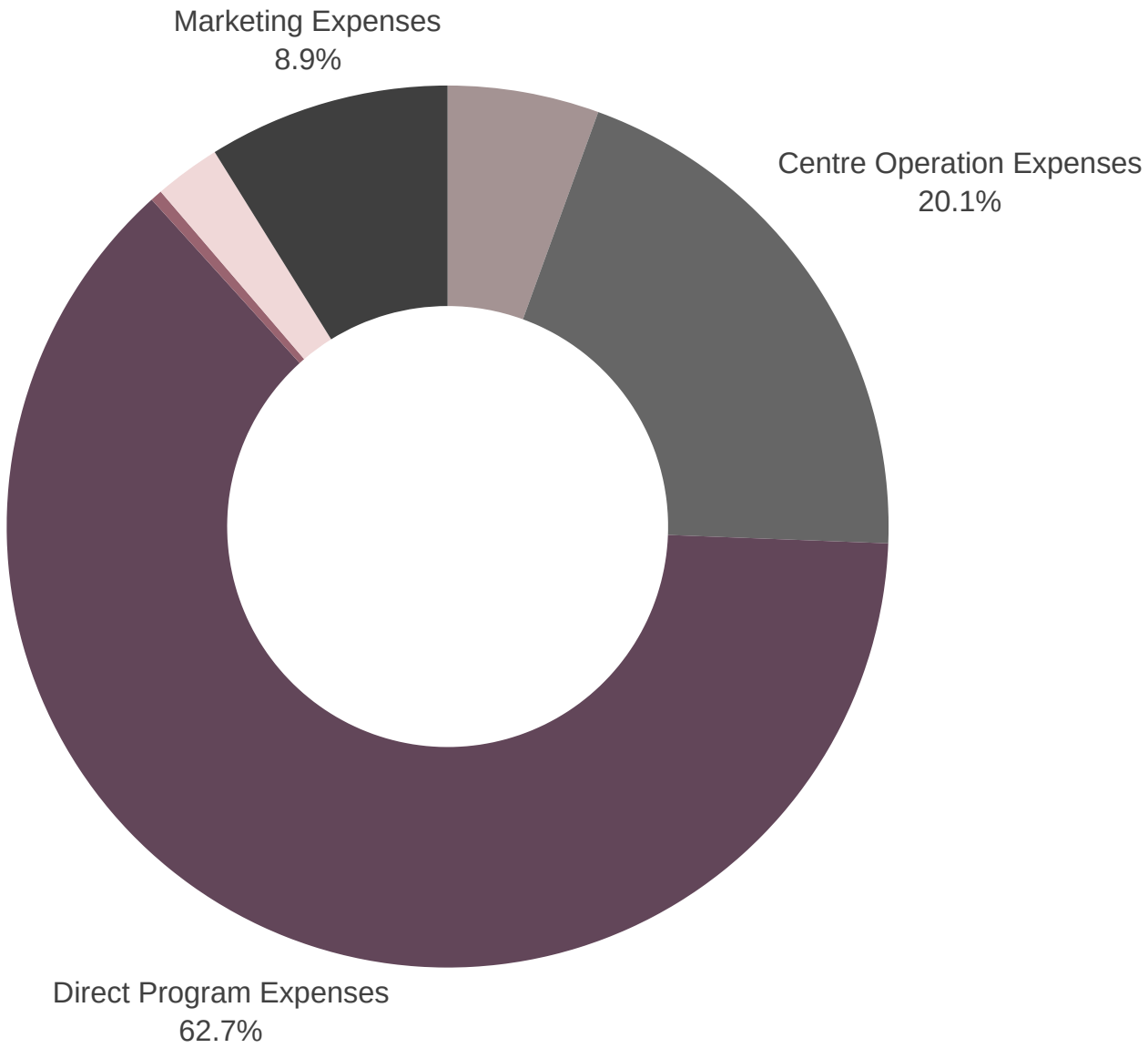





	<b>Government Funding</b>	\$606,223
	<b>Donations from other Charities</b>	\$147,736
	<b>Events</b>	\$44,743
	<b>General Donations</b>	\$76,003
	<b>Raffle Income</b>	\$3,733
	<b>Sponsorship</b>	\$54,500
	<b>Service Income</b>	\$4,985
	<b>Grant Income</b>	\$406

**TOTAL**

**\$941,677**

# EXPENSES 2024



	<b>Event &amp; Fundraising Expenses</b>	\$55,802
	<b>Centre Operation Expenses</b>	\$201,749
	<b>Training &amp; Development Expenses</b>	\$4,373
	<b>Marketing Expenses</b>	\$89,088
	<b>Direct Programming Expenses</b>	\$630,428
	<b>Technology &amp; Software Expenses</b>	\$20,393

**TOTAL**

**\$1,036,909**

# 2024 BOARD MEMBERS

**Aditi Loveridge**

Founder, CEO

**Danyelle Kaluski**

Co-Founder, COO

**Melissa Boisvenue**

Board Member

**Funke Ipaye**

Board Member

**Kim Dueck**

Board Member

**Jennifer Forrest**

Board Member

**Jessica Parsons**

Board Member

THANK  
YOU  
*Our Major  
Donors*

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# Thank You to all of Our Donors

# Community & Event Partners

1st Class Childcare  
 30 Minute HIT – Calgary SE  
 4impact  
 Beam Radiology  
 Boston Consulting Group Canada ULC  
 Bright Petal  
 Butterfly Blvd  
 Cal Wenzel  
 Calaway Park  
 Calgary Bottle Exchange  
 Calibre Tattoo  
 Discovery Wildlife Park  
 Dr. Stephanie Cooper  
 Ella Bella Maternity Boutique  
 Fish Creek Depot Inc  
 Hillberg & Berk Accessories Inc.  
 JBK Law  
 Kensington Clinic (492246 Alberta Ltd)  
 Knights of Columbus  
 Marda Loop Brewing Company Inc  
 Michelle Austen Fine Art  
 MHW Psychology Inc  
 Oasis Wellness Centre & Spa  
 One More Light Coaching  
 Plume Pup Co  
 Precon Manufacturing Ltd.  
 Radiology Associates  
 Riverwest Therapy Collective  
 Santé Dry Bottle Shop  
 Suresh & Rekha Chugh  
 The Potion Cosmetics Inc.  
 TriMark Tubulars Ltd  
 Village Pita Bakery LTD  
 World of Spas – Calgary

Airdrie Festival of Lights  
 Banff Sunshine  
 City of Airdrie  
 DJ Gummi  
 Encore  
 Joey's Fish Shack  
 Joeys Restaurants  
 Klay Tate Productions  
 Marda Loop Brewing Co.  
 Mount Royal University  
 Skipping Stone  
 STREATS Kitchen  
 TEJA Food Group  
 Tuxedo Source for Sports  
 Village Ice Cream

Because of  
 you, no one  
 walks this  
 path alone.