



# 2024 Impact Summary

# A message from our founders

Since inception, we have over 4100 bereaved children referred and have a presence in 49 states. We continue to build an incredible community that supports us through referrals and donations.

Thank you for continued support and contributions. Your support is what allows us to grow and expand. 2024 was our largest fundraising year yet! As we look ahead into 2025, we hope to continue to grow and serve children to support them as they deal with loss and grief.

Here's to a hopeful 2025, thank you for being part of the Charlie's Guys community!



A handwritten signature in blue ink that reads "Kjerstin Davies".

Kjerstin Davies  
Co-founder,  
President



A handwritten signature in blue ink that reads "Shaun W Davies".

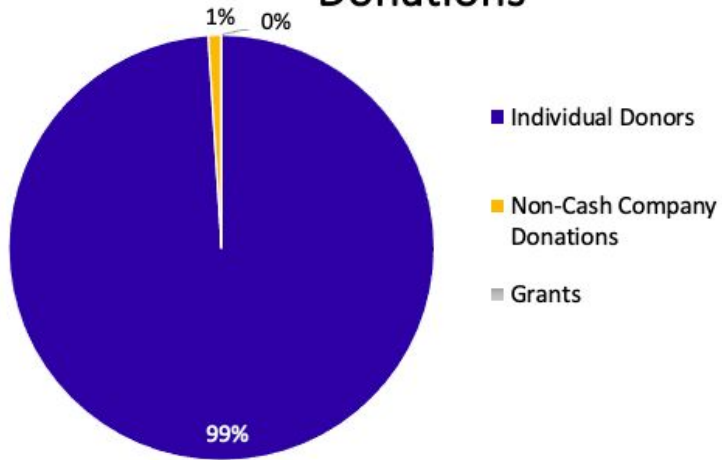
Shaun Davies  
Co-founder,  
Vice-President & CFO

# 2024 at-a-Glance

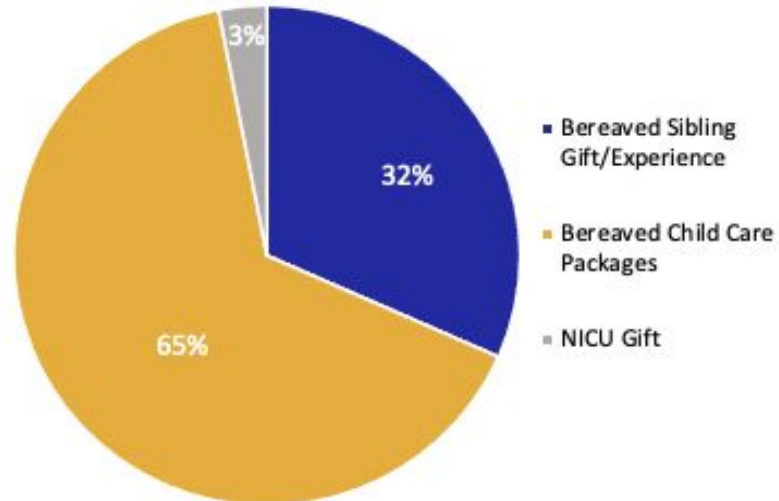
- Charlie's Guys brochures and materials are now in over [45](#) children's hospitals and NICUs across the country!
- We launched our first golf tournament [Chip for Charlie](#) that raised over \$4,000!
- We hosted our second annual [Chasing Charlie](#) event that raised over \$4,000!
- The **Tough Guy** golf tournament organized by a private donor raised over \$10,000!
- We gained a new partnership with [Love, Lydia Co](#) who partnered with dozens of companies that donated over \$1000!
- We gained a new partnership with [Project Lightwell](#) who donated 189 precious stuffies to our bereaved children on the waitlist!
- We gained a new partnership this year with [Regal Cinemas](#)!
- We gained a new partnership this year with the [National Mahjongg League](#)!
- We gained a new partnership this year with [Walmart's Round-up Program](#)!
- We published our first workbook, [Build a Nonprofit](#), to help others find their own passion projects!
- It was our first year attending the [National Alliance for Children's Grief](#) annual conference - this year in Denver, Colorado!
- We closed our referral system October - January due to the amount of holiday gift giving requests, so we had a total of **500 referrals** in 2024. We expect hundreds of referrals in the beginning of 2025 due to our holiday break!

# The power of our community

## Donations



## Referrals



To date, Charlie's Guys has over 4100 children referred across 49 states



## 2025 Goals

- Create a Camp Charlie Family Retreat
- Continue to expand our national exposure and provide services to children in all 50 states
- Support growth by developing revamped materials that will be provided in at least one hospital in every US state
- Gain new partnerships
- See a 20% increase in donations to support referral growth

# Thank you!

Your generosity and support has allowed us to share our mission of reminding children who have lost a sibling that they are loved and not forgotten.

To stay involved in 2025, visit our website [www.charliesguys.com](http://www.charliesguys.com)

