

Annual Report
2013



Welcome to the Candle Gallery

Like 392 Send

Click on candles marked with a  to visit the individual's online memorial.



Jim Barnes



Jim Barnes



JERRY THOMAS
MCKINNEY



Sherry Lynn Foster



mike hobson

Our Mission:

To create a universal awareness and understanding of grief and provide a virtual community, without geographical boundaries, where individuals can connect, heal and memorialize their loved one.

Our Vision:

For individuals to transform their grief into a celebration of life for a loved one and the life they lived.

Our Hope:

To redefine how our culture perceives death and dying.

Lighting a candle is a symbolic way to honor someone's life.

At HealGrief.org

It's simply a way to show that someone's spirit lives on in the hearts they leave behind.

The Candle Gallery is where someone can remember a loved one, on special days or any day.

It's where others can show the bereaved that their loved ones are not forgotten and are remembered too.



Share your thoughts with our community...

SHARE MY THOUGHTS ▶

Share your thoughts

Here you can find community and support by sharing your thoughts and experience with grief. Our discussion threads offer opportunity for general discussions as well as threads that are specific to the relationship of the person that died.

Send words of support

To often a tragedy reaches the hearts of those around the world, often leaving us helpless. Here you can offer your support and express your grief.

Share this page



Share from any page.

At HealGrief.org you'll be able to let others know, that you and yours are always remembered.

Find the support you need

There are many local and national resources. Select a state to find those most readily available to you.

- ▶ Camps and Workshops
- ▶ Events
- ▶ Grief Support and Centers
- ▶ Hospice
- ▶ Professional Resources
- ▶ Professional Therapists and Counselors

Scents, sights, and songs can be reminders of your loved one.

The HealGrief app will allow you to easily express your grief or thoughts from wherever you may be.





In addition to the features presented, at HealGrief.org one can:

- Write an online obituary and forward it to those that need to be notified of a loved ones death.
- Create a memorial sharing photos and stories and celebrate the life and the memories of a loved one.
- Learn how to support a friend or family member and learn how to honor their traditions.
- Explore traditional and non-traditional ways to memorialize a loved one.
- Design your own goodbyes with thought provoking ideas.
- Find information about grief and how different relationships can impact the grieving and healing process.

Light A Candle Today And Celebrate Your Loved Ones Life!

HealGrief.org offers itself to individuals and to the community of healthcare professionals, agencies and organizations providing grief support services, information and resources to those they serve.

We invite you to browse through our site to explore the breath of its functionality.

HealGrief is a 501c3 that offers its services and resources completely free of charge.

Program Accomplishments

Demand for our organization is growing.

Audience Overview

Jul 1, 2013 - Sep 27, 2013
Compare to: Apr 1, 2013 - Jun 30, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

change in % of visits: +0.00%

The graph reflects a baseline of measurement at zero and measures HealGrief visitors.

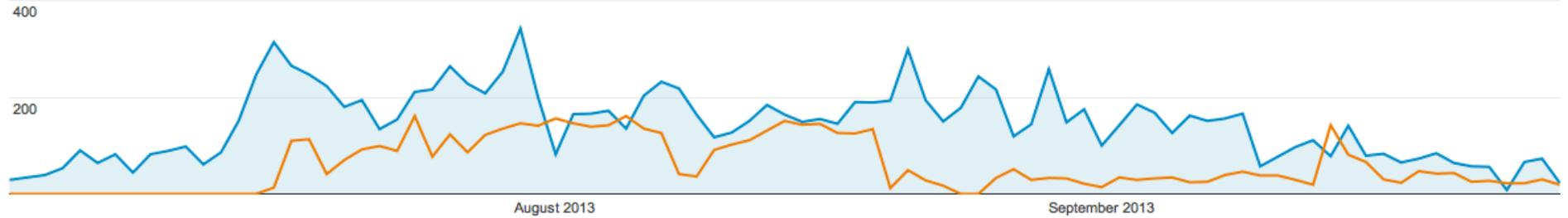
Overview

Visits vs. Select a metric

Hourly Day Week Month

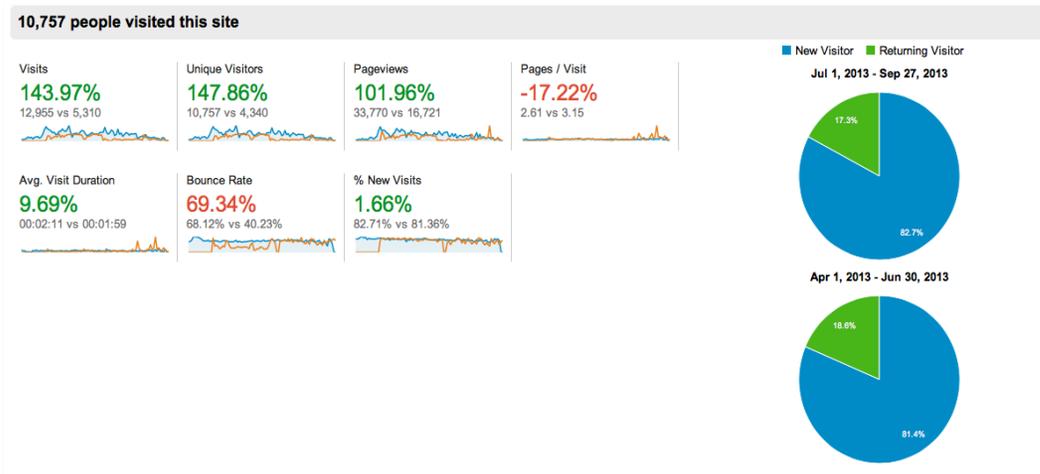
Jul 1, 2013 - Sep 27, 2013: Visits

Apr 1, 2013 - Jun 30, 2013: Visits



HealGrief officially launched it's website in May 2013.

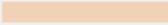
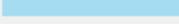
It compares the growth in traffic from the 2nd to the current 3rd quarter indicating increased traffic, often at over 100%



HealGrief analytics further prove that users are spending significantly more time on individual pages as well as viewing more pages per each user visit.

Visits
143.97%
 12,955 vs 5,310

Pageviews
101.96%
 33,770 vs 16,721

Visit Duration	Visits	Pageviews
0-10 seconds		
Jul 1, 2013 - Sep 27, 2013	8,965 	9,123 
Apr 1, 2013 - Jun 30, 2013	2,207 	2,282 
11-30 seconds		
Jul 1, 2013 - Sep 27, 2013	394 	942 
Apr 1, 2013 - Jun 30, 2013	1,926 	5,585 
31-60 seconds		
Jul 1, 2013 - Sep 27, 2013	600 	1,694 
Apr 1, 2013 - Jun 30, 2013	590 	1,768 
61-180 seconds		
Jul 1, 2013 - Sep 27, 2013	1,161 	4,469 
Apr 1, 2013 - Jun 30, 2013	210 	872 
181-600 seconds		
Jul 1, 2013 - Sep 27, 2013	1,071 	7,467 
Apr 1, 2013 - Jun 30, 2013	162 	1,208 
601-1800 seconds		
Jul 1, 2013 - Sep 27, 2013	587 	5,854 
Apr 1, 2013 - Jun 30, 2013	133 	1,486 
1801+ seconds		
Jul 1, 2013 - Sep 27, 2013	177 	4,221 
Apr 1, 2013 - Jun 30, 2013	82 	3,520 

This report was generated on 9/27/13 at 11:00:41 AM

Our analytics show us that we've had the pleasure to offer a gallery where users can light candles and in memory of a loved one.

In-Page Analytics

ALL » PAGE: /candle_gallery

Advanced Segments | Add to Dashboard | Shortcut

change in % of pageviews: +2.83%

In-Page

change in % of pageviews: +2.83%

Jul 1, 2013 - Sep 27, 2013
Compare to: Apr 1, 2013 - Jun 30, 2013

- Jul 1, 2013 - Sep 27, 2013: 6.25% (2,116 Candles were lit)
- Apr 1, 2013 - Jun 30, 2013: 3.41% (571 Candles were lit)

Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Page Load Time (sec)	Bounce Rate	% Exit
270.58% 2,116 vs 571	265.23% 1,523 vs 417	14.21% 00:01:34 vs 00:01:22	53.45% 16.49 vs 10.75	24.75% 56.43% vs 45.24%	22.70% 34.17% vs 27.85%

When comparing consecutive quarters, evidence shows that four times as many candles were lit.



During that same period of comparison, viewer appreciation for the gallery went from 392 Facebook "likes" to over 5,800 during that same period.



Our memorials continue to grow

During the period of April 1, 2013 – June 30, 2013 our users created eight memorials

During the period of July 1, 2013 – September 27, 2013 our users created an additional 145 memorials



20 Innocent Children and 6 Brave Teachers Protecting Them

December 14, 2012

We mourn the loss of twenty innocent children - along with their adult protectors - in the tragedy at the Sandy Hook Elementary school.

[VISIT THIS MEMORIAL](#)

[VISIT ANOTHER MEMORIAL](#)



Finley Marie
2012 - 2012



Gloria Perez
1952 - 2012



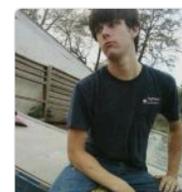
Angela Johnson
1975 - 2008



Luke Delia
1991 - 2013



Keith D Thornhill
1959 - 2013



Colton James Inglis
1990 - 2013



Nathan Scott
1999 - 2012



Barbara Budde
1962 - 2006



ARNOLD GAYTAN
1982 - 2010



Yvonne Iverson - Sherwood
1948 - 2004



Laura Iverson
1970 - 1995



Roderick Sherwood
1956 - 2013



London Henn
2010 - 2012



Corbin Alfred McHenry
2013 - 2013



Alvin Williams
1947 - 2012



Christopher Conley
1980 - 2011

Our growth allows us to launch our new program, “gifts of kindness” to help bereaved families.



HealGrief.org offers gifts of kindness helping families that have been financially burdened after a loved one has died.



HealGrief understands that grieving over the death of a loved one can seem overwhelming and unmanageable. Normal no longer exists. There is a new norm and it can take months to settle in. Healthy grief recovery is essential for individuals and families to settle into this new norm.



HealGrief knows that added financial burdens increase stress and anxiety and can interfere with a healthy grief recovery. HealGrief provides short and long term gifts of kindness to families that have been financially burdened after a loved one has died. Gifts may include gift cards for essential family needs or may be individual gifts directed towards a child’s needs.



HealGrief believes it’s okay to laugh and have family fun while grieving. It’s part of a healthy recovery. HealGrief also believes that a little help and a gift of kindness is sometimes all someone needs to re-enter the world. HealGrief’s gifts of kindness focus on providing grieving families, an opportunity to laugh and have family fun again.

Thanks to our benefactors and donors,

HealGrief has had the pleasure of serving thousands of bereaved individuals and those looking to support them.

HealGrief is proud to announce it is developing community specific candle gallery pages.

HealGrief will launch a new program, “gifts of kindness” helping bereaved families that have become financially burdened due to the death of a primary caregiver or income earner.

Income and Expenses

July 1, 2012 through June 30, 2013

Organizational Income

Individual Contributions 29,534

Total Income 29,534

Programming Expenses

Online Support – Website 12,813

Organization Expenses

Administration 2,144

Total Expenses 14,957

End of Year Net Assets 14,577

Revenue was derived primarily from individual contributions and online donations

Programming expenses consists of online marketing and outreach to online communities for those in need resulting from tragedy and/or trauma.

Organization expenses were minimal and were primarily for permits, licenses and shipping.

When the cold air chills a hummingbird, it's body lies as if it's died.
But with the warmth of the sun, the hummingbird takes flight again.



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