



ARI FOSS
FOUNDATION

JANUARY 2025

ANNUAL DONOR REPORT 2024

Forever Loved.
Forever Missed.
Forever Remembered.

WRITTEN BY
Aaron Silverman

DESIGNED BY
Maggie Sears

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A LETTER FROM OUR FOUNDERS

Donors and Supporters,

This is our first Annual Donor Report. For us, this is a big step in our evolution from an idea to a fully operating non-profit. It has been a long road from when Laura and I lost Ari to when we formed the Ari Foss Foundation in 2015 to today as I write this.

The Ari Foss Foundation was created to help families overcome the financial stress created by losing a child through a stillborn death or neonatal demise. Initially, the plan was to create and distribute educational information and brochures to families to help them plan a funeral and then expand into helping pay for funerals. After years of wanting to get started but not finding the time to develop the educational material, we decided that we should jump to paying for funerals and cremations. We had some funds in the bank account, and it was beyond time to put the money to good use.

In 2023, we created the Cremation and Funeral Financial Assistance Program (CFFAP) and started working with the Palliative Care Team at MUSC. They referred families to us that needed the CFFAP and met our criteria. In 2023, we paid for four cremations/funerals. In 2024, we paid for eight cremations/funerals. Already this year (2025), we have paid for five cremations/funerals.

While that might not seem like a lot, it means the world to the families we help. I am incredibly proud of what we have done so far, and we have big plans for 2025 and beyond. I hope this Donor Report provides insight into what we have done and what we have planned. I am truly humbled by our family's, friends', and community's support. Thank you for your support, and I hope you will continue to help us help families when the unthinkable happens.

Please contact me with any questions about this Donor Report or the Ari Foss Foundation. I hope to see you on October 4 for the first annual Ari Foss Foundation Memorial Walk.

Aaron Silverman
Ari's Dad, Co-founder and Executive Director



VIDEO INTRODUCTION

SCAN THE QR CODE
FOR THE VIDEO



THE ARI FOSS STORY

Ari Foss was our first child. Ari was our beautiful baby boy. Ari was a perfectly healthy baby. I was 39 weeks 5 days pregnant when my water broke. We were so excited to meet our little man. I was in labor about 8 hours when we were told I would need a routine C Section. As I was being wheeled into surgery I remember one of the medical staff saying to us "The good news is your son will be here in about 20 minutes."

Ari Foss Silverman was born on July 30, 2014 at 10:06 pm. Ari never cried though. Ari never took a breath. Ari had no heartbeat. Our son was gone. We were devastated and attempting to grasp what happened. In an instant, we went from what should have been the happiest moment of our lives to experiencing the worst, most tragic moment of our lives. We were overwhelmed with grief and sadness.

On top of the emotional stress of grieving for our infant son and my physical stress from labor and a C Section, we were then hit with another stress – the financial stress of paying for an unexpected funeral. Aaron started doing the research and calling local funeral homes and cemeteries to gather information. My husband and I had to have the unpleasant conversation of where our finances were and what that meant for what kind of funeral and burial we could afford for our infant son. Due to everything that had happened, the financial stress compounded the already unfathomable grieving process and vice versus.

Although we tried to stay middle of the road in the funeral planning, the costs mounted QUICKLY. Fortunately, through family and friends, a lot of our financial stress was alleviated. My mother-in-law and one of my best friends stepped in and raised money to help pay the unexpected funeral expenses, so we could concentrate on grieving for our son Ari and the physical stress of my recovery.

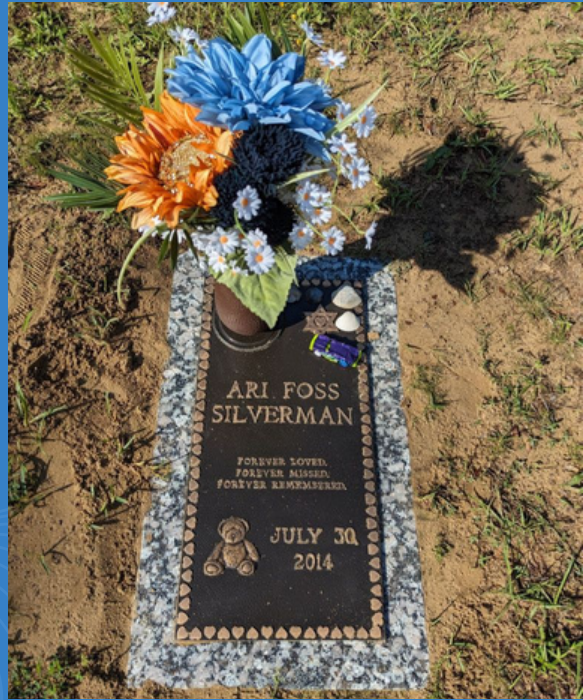
From the generosity of our family and friends, the idea for the Ari Foss Foundation was born.

Laura Silverman

Ari's Forever Loving Mother



ARI FOSS SILVERMAN



OUR MISSION

The Ari Foss Foundation was created to help families overcome the financial stress created by losing a child through a stillborn death or neonatal demise.

The Ari Foss Foundation strives to accomplish this mission in two ways:

One

Provide financial assistance for cremation/funeral expenses for families by directly paying vendors for expenses.

Two

Provide education and resources to help families plan and pay for a cremation/funeral.



MEET THE TEAM



Aaron Silverman

Ari's Dad

Founder, Executive Director and Board Member



Laura Silverman

Ari's Mom

Co-Founder and Board Member



Valerie Singley

Ari's Mimi

Board Member and Grant Writer



Dr. Chris Goodier

Doctor Advisor and Board Member



Maggie Sears

Marketing and Fundraising Manager



2024 YEAR IN REVIEW

2024 was a big year for the Ari Foss Foundation. 2024's accomplishments started in December 2023 when we received our first grant. We received a \$15,000 grant from the Roper Saint Francis Physicians Endowment of the Medical Society of South Carolina.

The grant directly enabled us to do three significant items: 1 - expand to our second hospital (Roper St Francis Healthcare), 2 - hire a part-time employee to manage our marketing and 3 - create, design, and print CFFAP brochures for hospital staff and employees to distribute to families.

Those brochures enable hospital staff and employees to quickly and easily provide information about the Ari Foss Foundation and CFFAP program to families. While seemingly small, these brochures have an outsized impact for two reasons: 1 - hospital staff do not need to take time away from their regular duties to explain our program and 2 - the brochure can be taken home for the families to review when they have more time to think and process their loss.

We expanded the type of loss we would help. Initially, we had planned to help only families with pregnancy loss through stillbirth, but we added neonatal loss within 7 days as we developed the CFFAP. During 2024, after analyzing state pregnancy and neonatal loss statistics, we expanded the CFFAP to cover all neonatal losses (birth to 27 days).

Other accomplishments include converting the paper CFFAP Funding Request to a dynamic form on our website for easier submission. We also adopted a Donor Bill of Rights and implemented a Donor Recognition Program. Our website is still being redesigned, but you can find those items at <https://arifossfoundation.org>.



KEY MILESTONES AND ACCOMPLISHMENTS

01

Expanded the criteria for the families we help with the CFFAP

02

Expanded to 2nd hospital

03

Received first grant (funds received Dec 2023)

04

Hired 1 part time employee (marketing)

05

1st Giving Tuesday Campaign



SUMMARY OF CREMATION AND FUNERAL FINANCIAL ASSISTANT PROGRAM

Total Assistance as of December 31, 2024:

- 12 Total
- 8 Cremations \$3,413.28
- 4 Funerals \$3,923.24
- Total Assistance Provided: 7,336.52



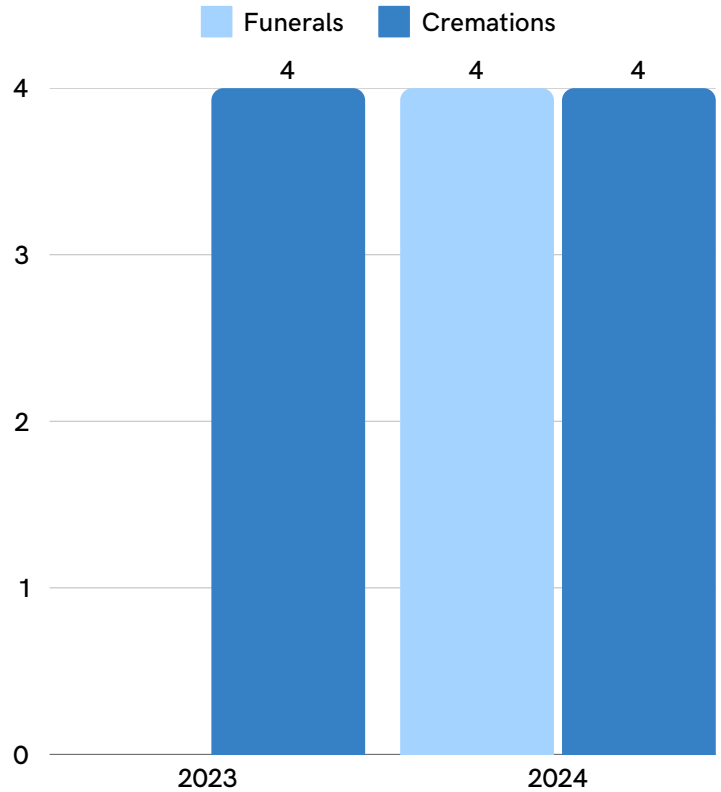
CFFAP AT A GLANCE

12 Total Families Helped

as of December 31, 2024

The Breakdown By Type by Year

- ➔ Funerals
- ➔ Cremations



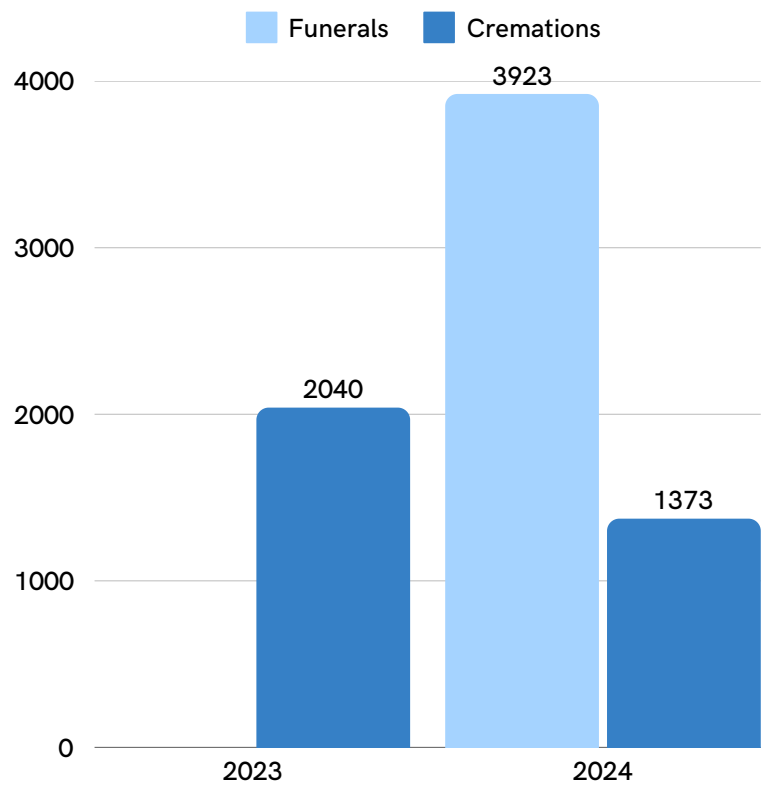
CFFAP AT A GLANCE

\$7,336.52 Total Assistance

as of December 31, 2024

The Breakdown By Assistance Amount by Type by Year

- ➔ Funerals
- ➔ Cremations



SUMMARY OF FINANCIAL PERFORMANCE

For the 12 months - January 1, 2024 - December 31, 2024

Our goal is always to be transparent with how we use finances. Donors deserve this, as do the families we help.

We have two buckets of funds: General Operating and Cremation and Funeral Financial Assistance Program (CFFAP). Any funds received to the CFFAP remain in the CFFAP and are only used for that purpose. General Operating Funds are used for any valid operating purpose, including the CFFAP, if needed.

The amount of funds in our CFFAP is directly tied to our ability to pay for cremation/ funerals when a family loses a child through a stillborn death or neonatal demise. We do not want to expand before we have sufficient funds to fill the patient referral needs of the hospitals we currently work with. The last thing we want to do is decline a grieving family's financial assistance request because our CFFAP does not have enough funds.

The amount of funds in our General Operations is also tied to achieving this mission. These funds support operation activities for implementing, managing and maintaining the CFFAP. Operating funds are essential for staffing, office needs, and marketing (including educational brochures) for the CFFAP.



BALANCE SHEET

As of December 31, 2024
 CFFAP Balance \$3,970.15
 Operations Balance: \$15,859.66

Ari Foss Foundation Balance Sheet As of December 31, 2024

	<u>Dec 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
Pinnacle Checking	20,027.31
Total Checking/Savings	<u>20,027.31</u>
Total Current Assets	<u>20,027.31</u>
TOTAL ASSETS	<u>20,027.31</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Chase Ink	197.50
Total Credit Cards	<u>197.50</u>
Total Current Liabilities	<u>197.50</u>
Total Liabilities	197.50
Equity	
Unrestricted Net Assets	19,660.81
Net Income	169.00
Total Equity	<u>19,829.81</u>
TOTAL LIABILITIES & EQUITY	<u>20,027.31</u>



STATEMENT OF CASH FLOWS

For the 2024 year

Ari Foss Foundation Statement of Cash Flows January through December 2024

	<u>Jan - Dec 24</u>
OPERATING ACTIVITIES	
Net Income	169.00
Adjustments to reconcile Net Income to net cash provided by operations:	
Chase Ink	-301.70
Net cash provided by Operating Activities	<u>-132.70</u>
Net cash increase for period	-132.70
Cash at beginning of period	<u>20,160.01</u>
Cash at end of period	<u><u>20,027.31</u></u>



STATEMENT OF FINANCIAL POSITION

For the 2024 year

January through December 2024

	CFFAP	Operations	TOTAL
Ordinary Income/Expense			
Income			
Donation			
Cremation Funeral Fund	4,023.73	0.00	4,023.73
Operational	0.00	8,566.67	8,566.67
Total Donation	4,023.73	8,566.67	12,590.40
Total Income	4,023.73	8,566.67	12,590.40
Expense			
Advertising	0.00	717.95	717.95
Business Expenses	0.00	373.63	373.63
Credit Card Fee Donation	17.81	0.00	17.81
Cremation and Funeral FAP	5,296.52	0.00	5,296.52
Facilities and Equipment	0.00	235.75	235.75
Fundraising	0.00	1,331.62	1,331.62
Operations	0.00	2,781.69	2,781.69
Payroll Expenses	0.00	1,202.03	1,202.03
Travel and Meetings	0.00	100.00	100.00
Website and Domain	0.00	364.40	364.40
Total Expense	5,314.33	7,107.07	12,421.40
Net Ordinary Income	-1,290.60	1,459.60	169.00
Net Income	-1,290.60	1,459.60	169.00

HOSPITAL PARTNERSHIPS

MUSC is the first hospital we worked with for the Cremation and Funeral Financial Assistance Program. We provided financial assistance for the first family referral from MUSC in 2023.

We started working with Roper St Francis Healthcare in late 2024. We provided financial assistance for the first family referral from Roper St Francis Healthcare in January 2025. (note: this assistance is not included in the CFFAP numbers provided earlier; those numbers do not include 2025)



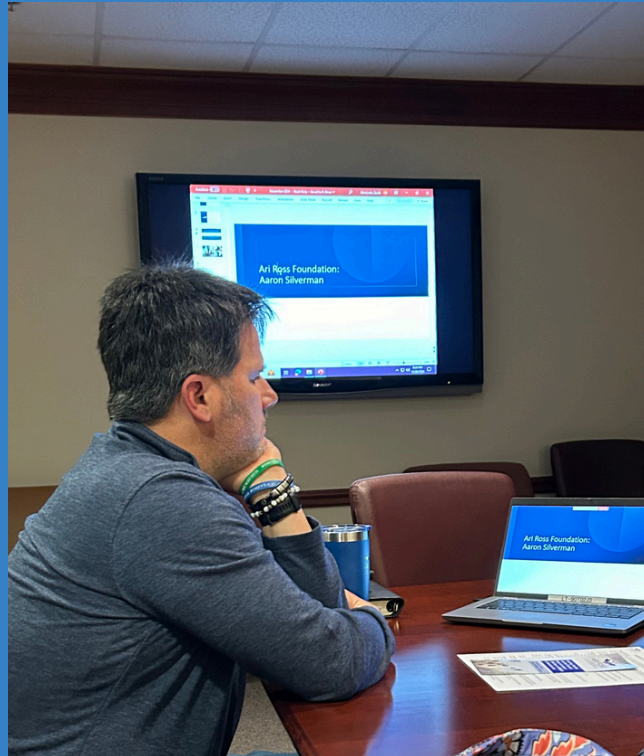
Since 2023



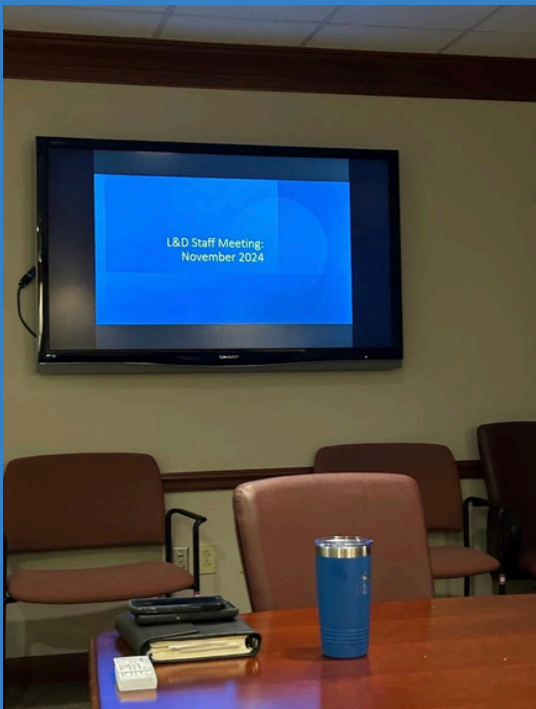
Since 2024



THE ARI FOSS FOUNDATION OUT AND ABOUT



THE ARI FOSS FOUNDATION OUT AND ABOUT



SUMMARY OF OUR GIVING TUESDAY CAMPAIGN

November - December 2024

Our first Giving Tuesday campaign was a huge success.

Excluding board members, 62 unique donors donated to our first Giving Tuesday Campaign. Those 62 donors donated \$6,471.29.

We learned quite a few things from the campaign and will use those lessons moving into the future. The most important item we learned was the use of fundraising advocates.

Fundraising advocates created their own Ari Foss Foundation fundraising page and promoted it to their network. Their efforts raised more money for us to help families and expanded the network of people we are now connected to. Contact us to learn more about becoming a fundraising advocate.

The mugs and tumblers we gave away were paid for with funds from a grant.



Together
we give.

SAVE THE DATE
Dec 3rd, 2024

GIVING
TUESDAY



CANDID TRANSPARENCY

We earned Candid's 2024 Platinum Transparency Seal (highest level).

A Candid Transparency Seal is important because it demonstrates a non-profit organization's commitment to openness and accountability, allowing potential donors to easily see their financial information and operations, which ultimately builds trust; essentially, it serves as a visible sign of credibility to the public.



DONOR RECOGNITION

Without donors and supporters, we cannot help families when the unthinkable happens. I am truly grateful to all of our donors and supporters.

A special thank you and welcome to the below donors to our inaugural year of donor recognition.

See our website for donor recognition levels.

Ari's Level Supporter

Aaron and Laura Silverman (personal donations and business support)

Platinum Level Supporter

Realtor Valerie Singley

Gold Level Supporter

Brian and Laura Catrine

Chris Copeland



DONOR RECOGNITION

Silver Level Supporter

Cindi and Greg Wilford

Bronze Level Supporter

Shawna and Dan Cansdale

Beth and Chris Goodier

Nicette and Glenn Goodier

Steve Silverman

Lisa and Ron Terranova

Gaynelle Whittle-Shipp

Supporter

Catherine Austin

Richard Brantley

Charles Bridgeman

Clear Covenant Properties

Mary and Steve Cramer

Disaster Crews

Delicia Deen

Robby Dobler

Dan and Susan Hancock

Happy Homes Property Management

Barbara Helferich

Charleston Realtor Lane Huntley

Stacy Jimerson

James Kellahan

Stephanie Norton

Marlene Pearah

Brian Phillips

Martin Ty Shadle

Joelle Shipp

Streamlined Systems & Solutions

Karen and Bruce Thompson

Mark Watson



DONOR BILL OF RIGHTS

The Donor Bill of Rights was created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits. It has been endorsed by numerous organizations.

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:



- I. To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization’s most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.



ACKNOWLEDGEMENTS

We cannot do what we do without the support and help of many people. All support is important and vital to our success. I (Aaron Silverman) genuinely appreciate and am humbled by everyone's support. I want to give a few special acknowledgments to people and groups that have been vital over the last two years.

Our board is wonderful and does things that go unrecognized by the public. We could not do what we do without them. Thank you to Laura Silverman, Valerie Singley and Dr. Chris Goodier.

Dr. Conrad Williams, Medical Director of the MUSC Children's Hospital Interdisciplinary Palliative Care Program, gave us the opportunity to work with them when we had no track record of helping families. Dr. Williams took a chance on us and our Cremation and Funeral Financial Assistance Program (CFFAP). I will forever be indebted to him for the opportunity.

Nicole Mackdiaz, Pediatric Palliative Care Grief & Bereavement Coordinator, was a vital resource in developing and implementing the CFFAP. Nicole provided necessary feedback that helped us build and implement the CFFAP with MUSC. Her kindness, compassion and thoughtfulness are unmatched.

Coastal Community Foundation (CCF) and Samuel Bellamy, Regional Scholarships & Grants Officer, helped us receive our first grant. We applied for a grant with CCF. We did not receive it, but CCF kept our grant application on file for reference in case there would be a future fit. When a grant opportunity became available that was a match for us, Samuel reached out to us and asked if we would be interested in applying. He helped us through the application process. As a small non-profit, Samuel's support was crucial to us receiving our first grant.

Roper Saint Francis Physicians Endowment of the Medical Society of South Carolina gave us our first grant. Their grant enabled us to accomplish a lot in 2024 and lay a foundation for 2025 and beyond. More importantly, the grant allowed me to dream big about what the Ari Foss Foundation can accomplish. Our goal for the CFFAP to cover the entire state's highest-risk patients by the end of 2026 would not be possible without this first grant.



LOOKING AHEAD

We have been working with the Medical University of South Carolina for over 1.5 years. MUSC's Bereavement Coordinator, Palliative Care Team and other hospital staff refer families to us when the family requests help paying for a cremation or funeral. We recently started working with Roper St Francis Healthcare and are building that relationship.

Both, MUSC and Roper St Francis Healthcare, have our Cremation and Funeral Financial Assistance Program brochure to hand to families when the unthinkable happens.

Our goal is to provide our Cremation and Funeral Financial Assistance Program for the entire state of South Carolina.

To achieve this goal, we decided to use South Carolina's Perinatal Regionalization System to identify the hospitals that treat the most high-risk patients. The Perinatal Regionalization System is covered by five (5) Regional Perinatal Centers (RPCs).

MUSC is an RPC covering eight (8) counties. There are four (4) other RPCs: GHS Greenville Memorial Hospital, McLeod Regional Medical Center, Prisma Health Richland and Spartanburg Medical Center.

We plan to expand into these other RPCs as our funding levels support widening the geographic footprint where we can offer the Cremation and Funeral Financial Assistance Program.



LOOKING AHEAD

By expanding into those 4 RPC hospitals, we would be providing our services to the highest-risk patients in the entire state. We will provide our services to additional hospitals after the 5 RPC hospitals, but our immediate goal is to provide service to the entire state by leveraging South Carolina's Perinatal Regionalization System hospital structure.

As detailed earlier, available funds in our CFFAP and General Operations are directly tied to our ability to achieve our mission. We will place more emphasis on raising funds through grants, fundraising and events. Please help us by connecting with us on social media and joining our newsletter.

The Data:

According to SC DHEC, there were 358 fetal deaths in 2022* and 256 Neonatal deaths (less than 28 days) in 2022* in South Carolina.

That is 627 potential families per year that could use our Cremation and Funeral Financial Assistance Program. Since low-income families are disproportionately impacted by stillbirths and neonatal loss, a majority of those families need our assistance.

*the most recent published information on SC DHEC's website



LOOKING AHEAD

- 01** Expand to 2 more Regional Perinatal Centers (1st McLeod Regional Medical Center and 2nd Prisma Health Richland)
- 02** Develop the cremation/funeral planning education
- 03** 1st Annual Ari Foss Foundation Memorial Walk
- 04** Obtain 1 grant
- 05** Hire a fulltime Fundraising and Marketing Director



THE ARI FOSS FOUNDATION MEMORIAL WALK

The 1st Annual Ari Foss Foundation Memorial Walk is on October 4, 2025, at Park Circle, North Charleston.

We are slim on details right now. We will start planning in the next few weeks. To receive updates, please submit the form on our website (<https://arifossfoundation.org> or scan the QR code below).

October was selected for two reasons:

- 1 - October is Pregnancy and Infant Loss Awareness Month
- 2 - The Memorial Walk will kick off our capital campaign that will run through the end of the year.



HOW TO STAY CONNECTED

Staying connected with The Ari Foss Foundation is easier than ever and makes a huge impact! Join our newsletter and follow us on our social media platforms to stay updated on events, fundraising campaigns, and the families we help.

Spreading the word by sharing our posts, inviting your friends to follow us, or simply liking and commenting on our updates helps us grow our reach and connect with more people who care about our mission.

Every action—big or small—makes a difference in raising awareness about stillbirth, neonatal loss, and the support families need during the most difficult times. Together, we can honor Ari's memory, spread hope, and strengthen our community. Let's keep making an impact, one post, one share, and one connection at a time. Thank you for your continued support!

Visit our website and follow us on social media to get started.

Facebook: @arifossfoundation
Instagram: @arifossfoundation
LinkedIn: Ari-Foss-Foundation

Scan the QR Code to
Conned with Us



QUESTIONS? CONTACT US.

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