



ASHLIE'S EMBRACE

2025 IMPACT REPORT

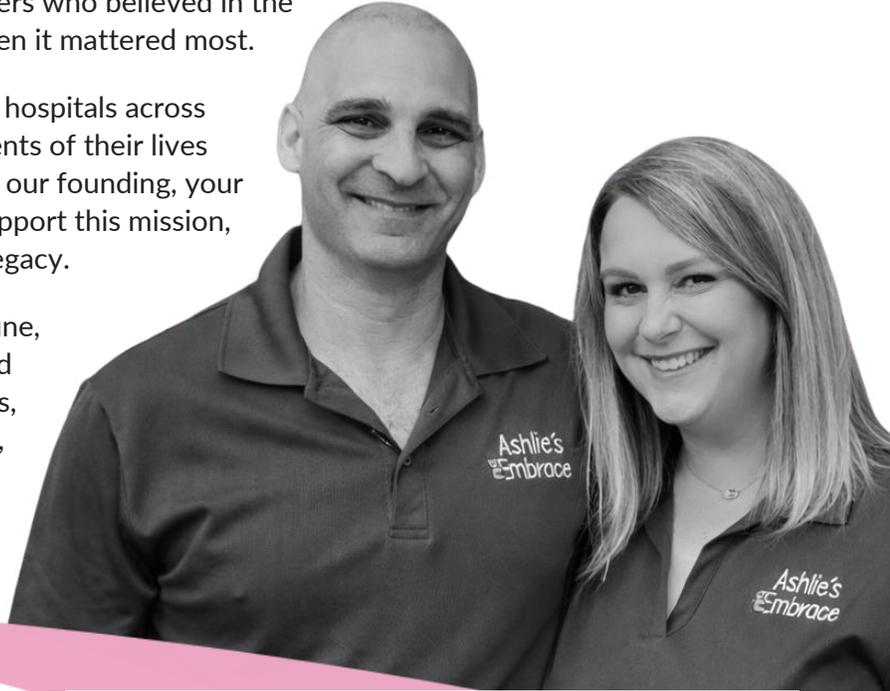
FROM THE FOUNDERS



As we look back on 2025, our hearts are filled with gratitude. What began 10 years ago from unimaginable loss has grown into a movement of compassion, remembrance, and hope—made possible by you. Every step of this journey has been shaped by families who trusted us with their stories, supporters who believed in the power of time, and partners who stood beside us when it mattered most.

Together, we have placed nearly 400 cooling units in hospitals across the country, ensuring families facing the worst moments of their lives are given something we never had—more time. Since our founding, your generosity has helped us raise nearly \$2 million to support this mission, transforming heartbreak into comfort and love into legacy.

As we approach our official 10-year anniversary in June, we are humbled by how far we've come—and inspired by what still lies ahead. Thank you for walking with us, for honoring the babies who are always remembered, and for making moments matter in the most meaningful way.



OUR MISSION

Ashlie's Embrace is a 501(c)(3) nonprofit organization that provides cooling units to medical facilities across the United States to help support families experiencing stillbirth or infant loss.

MISSION IN ACTION



387 COOLING UNITS
CuddleCots™ & Caring Cradles®



51 U.S. STATES & TERRITORIES



10,000 FAMILIES SERVED*

*Estimate derived from national perinatal loss data and historical utilization rates at recipient hospitals.

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CuddleCot™ is a registered trademark owned by Roftek Ltd T/A Flexmort Caring Cradle®, a subsidiary of Comfort Innovations, LLC

BOARD OF DIRECTORS & TEAM

Our Board of Directors brings together professional expertise and lived experience in stillbirth and infant loss, ensuring governance that is both skilled and deeply connected to our mission.

Some members of our team bring lived experience with stillbirth or infant loss, shaping our work with compassion and care.



ERIN MAROON
Board President & Chief Executive Officer



ANTHONY MAROON
Board Vice President
Sr. Investigator, American Family Insurance



ANGELA BROOKS
Board Member,
Chief Operating Officer



CRYSTAL ELLER
Board Secretary
Independent Team Leader, Mary Kay Cosmetics



ERIKA FREY
Board Treasurer
Sr. Finance Manager, Shearer's Foods



KENDALL REID
Board Member
Elementary Educator, Houston County Schools, Georgia



CHRISTINE DAVIS
Board Member
Executive Director, American Planning Assoc., Ohio Chapter



DANIELLE HONEYCUTT
Director of Marketing & Development

Fueling Growth & Impact



"When we first received this grant, we were overwhelmed in the best way. A year later, we can already see how deeply it has changed our organization—strengthening our foundation and allowing us to reach more families with greater care, clarity, and purpose."

-Erin Maroon, Loss Mom, Co-Founder & CEO

Ashlie's Embrace was awarded a \$1.25 million grant from the Adam R. Scripps Foundation, marking a pivotal step toward long-term sustainability.

Over the next five years, the grant will strengthen operations by supporting staff growth and system improvements, allowing the organization to expand its reach while remaining grounded in compassionate, family-centered care.

This partnership honors Adam Scripps' legacy of humble generosity and a shared commitment to strengthening Ashlie's Embrace's infrastructure. This grant allows us to expand essential services and ensure families access to the gift of time when it matters most.



Adam R. Scripps
Foundation

BUILDING TRUST THROUGH TRANSPARENCY

2025 PROFIT & LOSS

REVENUE	VALUE
Individual Contributions & Events	\$214,600

Foundation Grants	\$250,000
Total Revenue	\$464,600

EXPENSES	VALUE
----------	-------

Direct Program Operations	\$272,700
Staff & System Investments	\$134,200*
Office & General Costs	\$12,600
Total Expenses	\$419,500

Total Income	\$464,600
Total Expenses	\$419,500
NET SURPLUS	\$45,100

*Payroll and system investments are fully funded by the Adam R. Scripps Foundation Grant

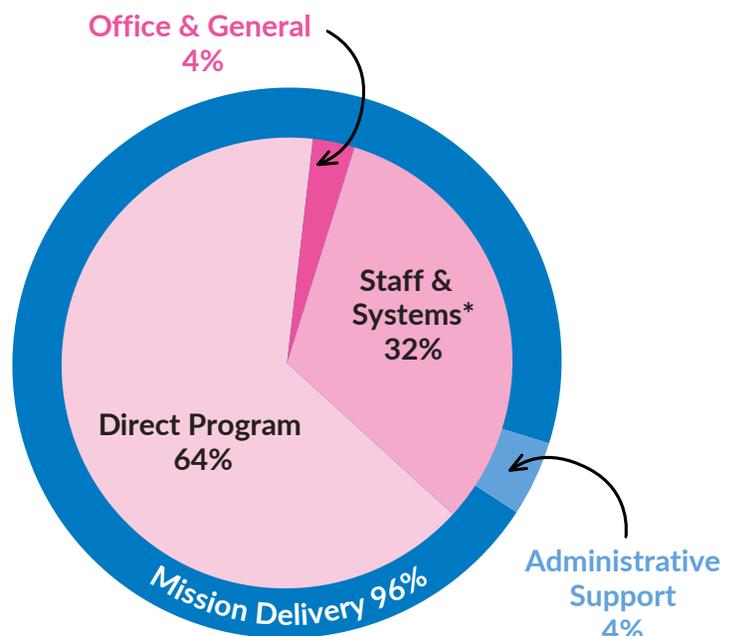
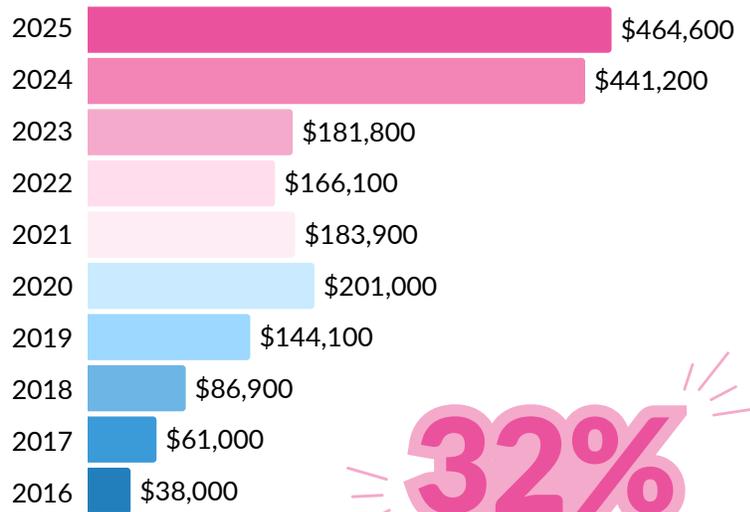


[View Our Form 990](#)



YEAR-OVER-YEAR GROWTH

Following pandemic-related disruption, Ashlie's Embrace invested in organizational capacity—strengthening systems, staffing, and infrastructure. These investments positioned the organization for sustained growth and expanded impact in 2024 and 2025.



2025

ALABAMA

Gadsden Regional Medical Center

ARIZONA

HonorHealth Sonoran Crossing Medical Center

CALIFORNIA

Ontario Medical Center

COLORADO

Platte Valley Hospital

FLORIDA

AdventHealth Celebration
 Baptist Health Homestead Hospital
 Gulf Coast Medical Center
 HCA Florida Oak Hill Hospital
 HCA Florida Osceola Hospital
 Jackson North Medical Center
 Manatee Memorial Hospital
 Tampa General Hospital North

GEORGIA

Southern Regional Medical Center
 St. Francis-Emory Healthcare
 Wellstar North Fulton Hospital

GUAM

U.S. Naval Hospital - Guam

ILLINOIS

Northwest Community Hospital

INDIANA

Community Hospital

KANSAS

Wesley Medical Center

KENTUCKY

Murray-Calloway County Hospital

LOUISIANA

Ochsner Medical Center - Baton Rouge

MARYLAND

Garrett Regional Medical Center

MINNESOTA

Astera Health - Wadena Clinic
 North Memorial Health - Robbinsdale
 WHBC Fairview Range

MISSOURI

Mercy Hospital South
 Nevada Regional Medical Center

MISSISSIPPI

South Central Regional Medical Center

NEW MEXICO

Eastern New Mexico Medical Center

NEW YORK

Lenox Hill Hospital

OHIO

Adena Regional Medical Center
 Akron Children's Beeghly Special Care Nursery
 Akron Children's Hospital NICU
 OhioHealth Doctors Hospital
 OhioHealth Marion General Hospital
 Summa Health - Akron Campus
 TriHealth McCullough-Hyde Memorial Hospital
 UH Geauga Medical Center

TENNESSEE

Prisma Health Blount Memorial Hospital

TEXAS

Ascension Seton Cedar Park Hospital
 Big Bend Regional Medical Center
 Children's Memorial Hermann Hospital
 Citizens Medical Center
 Cogdell Memorial Hospital
 Coleman County Medical Center
 Curry-Welborn Funeral Home
 Dallas Regional Medical Center
 Del Sol Medical Center
 Dell Children's Medical Center
 DeTar Healthcare System North

TEXAS (continued)

Fort Duncan Medical Center
 Hereford Regional Medical Center
 HSA St. Joseph Medical Center
 Huntsville Memorial Hospital
 John Peter Smith Hospital
 Knapp Medical Center
 Memorial Medical Center
 Methodist Celina Medical Center
 Methodist Hospital Westover Hills
 Methodist Midlothian Medical Center
 Mission Regional Medical Center
 Peters Funeral Home
 Seymour Hospital
 St. Luke's Baptist Hospital
 UT Southwestern Medical Center
 Val Verde Regional Medical Center
 Valley Regional Medical Center
 Woodland Heights Medical Center

UTAH

Beaver Valley Hospital



NICU Staff at HCA Florida Oak Hill Hospital. Donated by The Hurlburt Foundation. (May 2025)

WHAT THE NUMBERS TELL US

Understanding the scope of stillbirth helps illuminate the need for compassionate care, support, *and time when every moment matters.*

Stillbirth refers to the loss of a baby at 20 weeks of pregnancy or later, before or during birth. Each year in the U.S., thousands of families experience this devastating loss—often

without warning and sometimes with no clear medical explanation.

Beyond the statistics are parents who love, grieve, and remember their babies, navigating an experience that is both deeply personal and life-changing.



1 in 160

Pregnancies result in stillbirth.



21,000

Babies are born still each year.



27.7%

Stillbirths that occur with no identified risk factors.



2X

Black women face nearly 2x the risk of stillbirth.

Source: October 2025, Harvard T.H. Chan School of Public Health/Mass General Brigham

STILL A BIRTH ♡

Babies born still are delivered just like any other baby. Here are some ways grieving families often choose to spend time with their baby:

- ♡ Bathing
- ♡ Dressing in a favorite outfit
- ♡ Sleeping together
- ♡ Reading a story or singing
- ♡ Sharing spiritual or cultural traditions



UNDERSTANDING THE CUDDLECOT™

In moments of profound loss, having time to say goodbye is the most precious gift a family can receive.

The CuddleCot™ is a discreet cooling system designed to rest within a standard bassinet or crib. It is offered to parents facing the heartbreaking reality that their baby has not survived.

By gently lowering the body temperature, the CuddleCot™ allows the baby to remain with the family for hours or even days. This enables parents and loved ones to bond, hold, take photos, and make lasting memories. It ensures this crucial time is peaceful and dignified and provides the space families need to begin their grieving process.

Sadly, this standard of compassionate care is not universal: Many hospitals across the United States still do not have a CuddleCot™ available. This is why our mission is so critical.

CUDDLECOT™ MAINTENANCE

CuddleCots™ are engineered with a simple, durable design—allowing them to remain in service for many years with minimal maintenance. However, proper care is essential to ensure each unit is ready and available when families need it most.

- 1 Unit lifespan: 10+ years
- 2 Drain completely after every use to significantly extend the life of the unit
- 3 Use distilled water and sterilization tablets to prevent mineral buildup and mildew during storage (do not use bleach, as it's corrosive)
- 4 Replace reusable foils, pads and hoses every 12-24 months (or sooner with heavier use) to avoid cracks, pinholes, or leaks
- 5 Routine service and tune-ups are recommended every 1-3 years, depending on frequency of use

For a full instruction manual, [click here](#) or scan the QR Code. For additional support, call 1-800-992-8977.



Lauren and Harrison Hampden-Smith donate a CuddleCot™ to UT Southwestern Medical Center in honor of their daughter Margot James Hampden-Smith (March 6, 2025)

ADVOCATING FOR FAMILIES & ADVANCING CARE

EVERLY'S LAW

Everly Grace Talman's life—and her family's love—sparked a movement that is reshaping bereavement care across Texas. After experiencing the stillbirth of their daughter, the Talman family transformed their grief into advocacy, working alongside Rep. Mihaela Plesa (TX-70) to help pass House Bill 37, now known as Everly's Law, in May 2025. During the legislative process, Erin Maroon also provided written testimony, sharing her personal loss story in support of the bill.

This landmark legislation established a Perinatal Bereavement Care Initiative focused on improving emotional support for families experiencing pregnancy and infant loss. By encouraging clearer standards, education, and compassionate care practices within healthcare settings, Everly's Law acknowledges what families have long known: It matters deeply how parents are supported in the moments following loss.

For Ashlie's Embrace, the impact of this legislation has been both immediate and meaningful. In 2025, nearly half of our CuddleCot™ donations were placed in healthcare facilities across Texas—many influenced by the increased awareness and momentum created through Everly's Law. Hospitals are having new conversations, families are being supported more intentionally, and compassionate bereavement care is becoming a clearer priority statewide.

Everly's Law represents more than a policy win—it reflects a growing recognition that stillbirth and infant loss deserve care rooted in dignity, compassion, and time.



Above photo: Katie Talman with her daughter, Everly.
Below photo: Katie Talman with Texas lawmakers after the passage of HB 37.

OHIO STILLBIRTH PREVENTION DAY

September 19

Ohio's recognition of Ohio Stillbirth Prevention Day marks an important step forward in acknowledging the impact of pregnancy loss on families across the state. This designation was made possible through the advocacy efforts of Miles' Mission, which successfully lobbied lawmakers in support of House Bill 4, officially designating September 19 as Ohio Stillbirth Prevention Day.

In April 2025, the president and vice president of Miles' Mission provided powerful testimony before the Ohio Senate Health Committee, helping secure a unanimous vote in favor of the bill. Co-sponsored by Rep. Adam Holmes (OH-97) and Rep. Cecil Thomas (OH-25), and signed into law by Gov. Mike DeWine, this milestone represents meaningful progress toward a more compassionate, standardized approach to bereavement care. With 775 stillbirths reported in Ohio in 2023 – surpassing the national average – this recognition helps turn awareness into action and lays important groundwork for supporting families statewide.



The Bullock/Moore families with Gov. Mike DeWine as he signs Ohio Stillbirth Prevention Day into law. Photo courtesy of Miles' Mission Foundation

SHINE FOR AUTUMN ACT

Named in honor of Autumn Joy, a baby lost to stillbirth, the Stillbirth Health Improvement and Education Act is a bipartisan federal bill (H.R. 5469) reintroduced to Congress in September 2025 and sponsored by Rep. Young Kim (CA-40). The legislation focuses on addressing stillbirth as a public health issue through improved research, data collection, and education. Ashlie's Embrace joined many families and organizations in signing a petition in support of the bill.

Currently advancing through congressional committees, the bill focuses on reducing stillbirths by strengthening federal data collection, supporting research in perinatal pathology, developing clearer guidelines for health departments, and expanding public education efforts. By addressing long-standing gaps in research and data, the SHINE for Autumn Act aims to equip providers, policymakers, and researchers with better tools – helping move the conversation from awareness toward prevention and meaningful change nationwide.



Photo by @Debbie Hayne Vijayvergiya

U.S. PARENTAL LEAVE AFTER STILLBIRTH

Across the United States, conversations are evolving around parental leave following stillbirth. While there is still no comprehensive, federal-paid leave specific to pregnancy loss, recent policy changes and state-level efforts have begun to acknowledge the need for protected time for grieving parents.

These shifts reflect a growing understanding that families experiencing stillbirth deserve space to heal—physically and emotionally—without fear of job loss or financial instability. Continued advocacy and policy progress are essential to ensuring bereavement care extends beyond the hospital and into the realities families face at home.



COMMUNITY NEWS

STILLBIRTH PARENTAL LEAVE



2025 FriendRaiser Gala

A NIGHT TO REMEMBER:
CELEBRATING 10 YEARS

UNITING HEARTS & Moving our Mission Forward

The 2025 FriendRaiser Gala marked a meaningful milestone as Ashlie's Embrace celebrated 10 years of impact, remembrance, and hope. More than an evening of celebration, the gala served as a powerful moment to reflect on how far the organization has come – and the lives touched along the way.

The event brought together a community united by a shared commitment to compassionate care for families experiencing stillbirth

or infant loss. Through the generosity of attendees, sponsors, and supporters, the gala raised \$76,000, directly strengthening our ability to expand access to CuddleCots™ and ensure more families receive the gift of time during unimaginable loss.

As Ashlie's Embrace enters its second decade, this milestone gathering honored Ashlie's legacy while reinforcing the collective impact made possible when hearts unite around a shared mission.

Special Thanks to Our 2025 FRIENDRAISER GALA SPONSORS

COMPASSION
CHAMPION



COMFORT
SUPPORTER



CARE
SUPPORTERS



FRIENDS OF ASHLIE'S EMBRACE

Aultman Health System Michael Lynn Blackburn, REALTOR® First Federal Lakewood
Healthy Birth Day, Inc., Count the Kicks The K Company Val's Cookie Corner John & Marilyn Wanachek

CONTRIBUTING PARTNERS

Artistic Soul Ellet Sign Company Signet Jewelers





JOIN US IN 2026!

FriendRaiser
Ashlie's Embrace **GALA**

OCTOBER 10, 2026

DoubleTree by Hilton Downtown Canton, Ohio

Help make the FriendRaiser Gala possible while directly supporting compassionate bereavement care for families.

- Corporate Sponsors
- Individual Tickets
- In-Kind Support



CLICK OR
SCAN QR
CODE FOR
FULL DETAILS

SWINGING IN SUPPORT

The 8th Annual Ashlie's Embrace Golf Outing, hosted at Raintree Golf and Event Center, brought together a sold-out field of 136 golfers for a day rooted in community, compassion, and purpose.

Throughout the course, golfers encountered signage sharing powerful statistics about stillbirth and infant loss, along with information about CuddleCots™ and the mission of Ashlie's Embrace. Each hole was dedicated to a baby's memory through Remembrance Hole Signs, creating moments of reflection and reinforcing why this gathering matters.

More than a fundraiser, the outing raised \$26,500 to support the placement of CuddleCots™ in hospitals across the United States, helping ensure families experiencing loss have access to the gift of time. With overwhelming support in 2025, anticipation is already building for an even larger and more impactful event in the year ahead as the outing moves to a new location and expanded course.



Thanks for Teeing Up a Day That Mattered!



Special Thanks to Our 2025 GOLF OUTING SPONSORS



AKRON CRIME CLINIC

VAN NOSTRAN YOUNG

CINDY ELLER



ANNUAL Ashlie's Embrace GOLF OUTING

JOIN US IN 2026!

SATURDAY, MAY 16

FOUR-PERSON SCRAMBLE

\$500/TEAM | \$125/GOLFER | DINNER ONLY \$40

**Sponsorships & Registration
Open Now!**

Ashlie's Embrace
In the U.S. alone, the number of pregnancies that end in stillbirth has exceeded infant mortality every year for the last 10 years.



NEW LOCATION!
SABLE CREEK GOLF COURSE

**Click or Scan QR Code
to See Full Details**

PARTNER WITH PURPOSE

There are many meaningful ways to support Ashlie's Embrace, and event sponsorship offers a unique opportunity to create impact while increasing brand visibility. Through our signature events –the FriendRaiser Gala and Annual Golf Outing–partners help ensure compassionate bereavement care is available to support families nationwide facing stillbirth or infant loss, while gaining recognition and engagement within the community.

Why Partners Choose to Sponsor

- Align your brand with compassionate, mission-driven impact
- Reach an engaged audience through high-visibility events
- Support families nationwide facing stillbirth or infant loss
- Demonstrate corporate social responsibility in a meaningful way



VIEW 2026 GOLF SPONSORSHIPS

2025 FriendRaiser Gala Volunteers



ANNUAL GOLF OUTING

Ashlie's Embrace

SPONSORSHIP PACKAGES

Deadline for Golf Sponsorships:
 • April 1st - to be included in all printed materials
 • May 1st - to be included in all digital materials

	SILVER SPONSOR	PINK SPONSOR	FRIENDS SPONSOR
	\$2,000	\$1,000	\$500
Opportunity to set up a table at event. Table will be located in event space and accessible to golfers before and after play	✓		
Foursome at the golf outing	2 TEAMS	1 TEAM	
Featured spotlight post on social media (individual thank-you post)	✓		
Option to include branded item in golfer gift bag (tees, ball markers, towels, etc.)	✓	✓	
Recognition during event announcements	✓	✓	
Tagged in pre- and post-event social media posts and emails to golfers	✓	✓	✓
Placement on event web page	LOGO + LINK	LOGO	NAME
Inclusion in the 2026 Annual Impact Report	✓	✓	✓
Hole sign with logo	✓	✓	✓
Placement on pre- and post-event materials – email invitations, banners, signs, recap, etc.	LOGO	LOGO	NAME

Additional Ways to Support:

HOLE SPONSOR \$150
Hole signage with your organization logo/name displayed on the course.

REMEMBRANCE HOLE SIGN \$50
Honor a baby with a special memorial sign placed at a hole on the golf course.

Secure Your Sponsorship:
Visit www.ashliesembrace.org/golf. Email logos and/or the message to add to signs to info@ashliesembrace.org prior to the sponsorship materials deadline. If you have a unique sponsorship idea in mind, we'd be happy to discuss a custom opportunity.
Ashlie's Embrace is a registered 501(c)(3) nonprofit. EIN: 35-2557226



VIEW 2026 GALA SPONSORSHIPS

FriendRaiser Ashlie's Embrace GALA

2026 SPONSORSHIP OPPORTUNITIES

\$7,000 LEGACY OF LOVE PARTNER

INCLUDES
VIP SEATING
FOR 10
GUESTS

Exclusive Gala Recognition:
Exclusive recognition as presenting sponsor, including branding on all print/digital marketing materials

Exclusive Naming Opportunity:
Opportunity to designate a CuddleCot in your name or in honor of a loved one, with placement in a hospital of your choice, subject to the hospital's acceptance

Media & Digital Presence: Largest logo placement on the website event page, premium placement in all digital/print marketing materials and a mention in a press release

Social Media Spotlight: Recognition on all social media posts across all platforms, highlighting your significant impact

VIP Gala Experience: One (1) reserved VIP table (seating 10 guests) in a prime location with personalized signage and VIP guest amenities to include: Three (3) bottles of champagne for the table and ten (10) premium gift bags

Annual Report Feature: Half-page feature in the Ashlie's Embrace Annual Report, detailing your contribution

\$5,500 COMPASSION CHAMPION

INCLUDES
VIP SEATING
FOR 10
GUESTS

Prominent Gala Recognition:
Secondary recognition on all gala signage and branding on all print/digital marketing materials

Prominent Digital Presence:
Secondary logo placement on the event web page and prominent placement in all digital/print marketing materials

Social Media Recognition: A single dedicated social media post and several group posts acknowledging your partnership and commitment to compassionate care

Premium Gala Experience: One (1) reserved premium table (seating 10 guests) in a prime location, with personalized signage

Event Program: Half-page feature in the gala event program

\$2,500 COMFORT SUPPORTER

INCLUDES
SEATING FOR
8 GUESTS

Gala Recognition: Logo recognition on all gala signage and branding on all print/digital marketing

Website & Digital Presence: Logo placement on the event web page and placement in all digital/print marketing materials

Social Media Recognition: Included in group posts acknowledging your partnership and commitment to compassionate care

Gala Seating: One (1) reserved table (seating 8 guests) with personalized signage

Event Program: Logo included in the gala event program

\$1,000 CARE SUPPORTER

INCLUDES
SEATING FOR
4 GUESTS

Gala Recognition: Name recognition on gala signage and event screens

Website & Digital Presence: Name placement on the on the event web page and placement in all digital/print marketing materials

Social Media Mention: Recognition on Ashlie's Embrace social media channels

Gala Seating: Four (4) individual tickets to the gala

Event Program: Name included in the gala event program

\$500 FRIENDS OF ASHLIE'S EMBRACE

FOR ATTENDEES
OR THOSE
UNABLE TO
JOIN US

Gala Recognition: Name recognition on gala signage

Event Program: Name listed in the gala event program

Digital Presence: Name placement on event screens

\$50

Honor your baby with a personalized memorial sign. Share your baby's name, birthdate, or a cherished message to honor their memory. These special signs are placed on every table and serve as a reminder to gala attendees of our mission's significance.



Ashlie's Embrace continues to elevate how it shares its mission. As a sponsor in 2025, we appreciated the thoughtful communication, visibility, and their partnership approach."

COURTNEY DIETRICH,
DIETRICH ORTHODONTICS



CHEERS FOR AMAZING VOLUNTEERS

From event-day support to year-round opportunities, volunteers are an essential part of our work. The majority of volunteer roles support our FriendRaiser Gala and Annual Golf Outing, with smaller opportunities available throughout the year for those looking to make a meaningful impact. [Visit our website or click here to learn more >>](#)

2025 SUPPORTERS OF THE YEAR

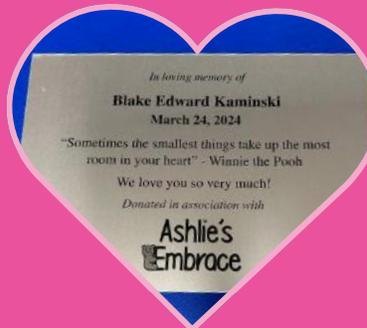
Matt & Colleen Kaminski

After the loss of their son, Blake Edward, on March 24, 2024, Matt and Colleen Kaminski were faced with a grief no parent should ever have to endure. In the midst of heartbreak, they chose to honor Blake's life not only through remembrance, but through purposeful action—turning their love for him into meaningful support for families walking a similar path.

Through advocacy, fundraising, and steadfast presence, the Kaminskis have played a powerful role in advancing the mission of Ashlie's Embrace. In Blake's memory, they have helped provide seven CuddleCots™ to hospitals across the country, including placements in Ohio, Kentucky, South Carolina, New Jersey, Wyoming, and Texas.

Their impact reaches beyond generosity. Guided by empathy and lived experience, Matt and Colleen have helped raise awareness of stillbirth and infant loss while strengthening compassionate care in communities nationwide. Their journey is a reminder that grief does not have to end in silence—and that love, when shared, can change the experience of loss for others.

We are honored to recognize Matt & Colleen Kaminski as our 2025 Supporters of the Year, celebrating not only what they have given to Ashlie's Embrace, but the courage and grace with which they continue to transform love into lasting impact.



TURNING PAIN INTO PURPOSE

Peer-to-peer fundraising is one of the most powerful ways our community supports Ashlie's Embrace. Many of these campaigns are started by families who have experienced loss—honoring their baby's life by helping ensure other families receive compassionate care and the gift of time. Through birthdays, memorials, and personal milestones, loss families are transforming love into lasting impact.

2025 Top Memorial Fundraisers

\$6,224 - Brad & April Ziegler
Started February 2025 in memory of
Archer Gabriel Ziegler, April 3, 2024

\$6,025 - Harrison & Lauren Hampden-Smith
Started March 2025 in memory of
Margot James Hampden-Smith, March 6, 2025

\$4,835 - Grant & Emily Aden
Started November 2025 in memory of
Emmanuel "Manny" Robert Aden,
November 7, 2025



Start Your
Fundraiser Today!

www.ashliesembrace.org/fundraise



HONORING PAST SUPPORTERS OF THE YEAR

The Supporter of the Year Award recognizes an individual, family, or organization whose commitment to Ashlie's Embrace extends beyond generosity. Honorees lead with compassion, advocate with purpose, and take meaningful action to advance bereavement care—creating lasting impact for families experiencing stillbirth and infant loss.

2024 - Miles' Mission Foundation

2023 - Crown Cork & Seal

2022 - JT & Meaghen Tidwell

2021 - The Mussulli & Frollo Families

2020 - Andy & Kendall Reid

2019 - Paul & Alex Stelzer

2018 - Sara Ringle & Forget-Me-Not Baskets

2017 - Leslie Burman

"Knowing that families who have walked this path are helping others receive more time is deeply humbling and a powerful reminder of how love can change what loss looks like for others."

-Erin Maroon

Loss Mom, Co-Founder & CEO

EVERY LIFE MATTERS

Providing compassionate support, advocacy, and education for families experiencing pregnancy and infant loss.



HOPE HEALING & ADVOCACY

Miles Owen's life, though brief, continues to create change beyond his family. In his memory, Miles' Mission was founded to bring light, understanding, and progress to a space too often marked by silence. What began as an act of remembrance has grown into a movement focused on improving how pregnancy and infant loss is recognized, supported, and addressed.

Through advocacy, education, and collaboration, Miles' Mission supports grieving families, strengthens organizations serving this community, and advances thoughtful, statewide change in bereavement care across Ohio. Their work also includes the development of Miles' Mission Memorial Park—a dedicated space for reflection, remembrance, and healing—ensuring loss is met not only with compassion, but with action.

WWW.MILESMISSION.COM



FOLLOW US
ON SOCIAL:



PREGNANCY & INFANT LOSS RESOURCES

Ashlie's Embrace is honored to work alongside trusted partners who share our commitment to compassionate care for families experiencing pregnancy and infant loss. The organizations featured here provide essential support, advocacy, education, and resources.



Brooks Bereavement Bears

To provide comfort to those who have suffered a miscarriage through our comforting bears.

E: taylor.prelac@brooksbereavementbears.com
www.brooksbereavementbears.com



A Touch of Teddy

Comforting families who have experienced pregnancy/infant loss by providing teddy bear ornaments for loss families for the holidays.

E: elizabeth@atouchofteddy.org
www.atouchofteddy.org

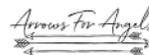


Hope Still Lives

Providing compassionate, accessible support and trusted resources to families in Northeast Ohio navigating pregnancy loss.

P: (216) 571-1060
E: hopestilllivesproject@gmail.com

THE NATALIA MARIE
FOUNDATION



The Natalia Marie Foundation

Providing peace, comfort, and dignity to families grieving the loss of their baby through the gift of urn packages.

E: thenataliamariefoundation@gmail.com
www.thenataliamariefoundation.org



The CAL Foundation

Financially supporting Ohio families of stillborn babies through payment of their labor & delivery medical bills.

www.calfoundation.org



Forget-Me-Not Baskets, Inc.

Providing grief support, comfort & remembrance to families experiencing pregnancy loss.

P: (330) 435-6004
www.forgetmenotbaskets.com

MEMORIAL PLACEMENTS MADE IN LOVING MEMORY

All the babies gone too soon

Alabama Independent School Association - Student Government Association (2)
North Eastern Ohio Camaro Club
Northeastern Ohio Mustang Club

Andrew William Loos

Andrew and Cheryl Loos

Archer Gabriel Ziegler

Brad and April Ziegler (2)

Ashlie Cathren Maroon

Adam R. Scripps Foundation (4)
Ashlie's Embrace Donors (19)

Blake Edward Kaminski

Kaminski Family (2)

Breanna Caden Frei

Frei Family

Cason Cole Ducote

The Ardent Foundation & Ashlie's Embrace

David H. Lance

William and Vanessa Lance

Emmanuel "Manny" Robert Aden

Grant and Emily Aden

Finley Anna Duffy

Thomas F. Doyle, Jr. Memorial Fishing Tournament

Halle Grace Roeschley

Roeschley Family

Harbour Knoxx Peabody

Peabody Family & Harbour Knoxx Peabody Foundation (2)

Hope Zoe Young

Young Family

Houston Autrey

Ashley Hall & Houston's Lift Off

Jose Angel Avina

Natalia Lopez and Jose Luis Avina

Lisa Kay Kirkpatrick

Ron and Connie Lenzer

Madison Rose Frollo

Mussulli & Frollo Families (2)

Margot James Hampden-Smith

Harrison and Lauren Hampden-Smith (2)

Maylee Cunin

Cunin Family
Krusemark Family

Miles Owen Moore

Miles' Mission Foundation

Miles Owen Moore & Harbour Knoxx Peabody

Miles' Mission Foundation

Miller Ann Allman

Brian and Becky Allman

Natalia Marie Wise

Wise Family & The Natalia Marie Foundation

Nolan James Straky

Straky Family

Reagan James Cason

Michael and Mariah Cason

Ruby and Jack Reid

Andy and Kendall Reid

Seth Otto DuPree

DuPree Family

The precious lives who never took a breath, but forever breathe in our hearts

The Hurlburt Foundation (3)

Theodore "Teddy" Laurence Roe

Roe Family

Travis Brent Mason

David and Marcie Mason

Tre' Jahvon William Sunday

Robin Sunday

Willow Irene Burman

Burman Family & Be Like the Willow (5)

2026 DATES TO REMEMBER

MAY

- 03 International Bereaved Mother's Day
- 06 National Nurses Week (6th-12th)
- 06 National Nurses Day
- 16 Ashlie's Embrace Annual Golf Outing

JUNE

- 06 Ashlie's Embrace 10th Anniversary

JULY

- 01 Bereaved Parents Awareness Month

AUGUST

- 30 National Grief Awareness Day
- 31 International Bereaved Father's Day

SEPTEMBER

- 12 National Neonatal Nurses Week (12th-18th)
- 19 Ohio Stillbirth Prevention Day

OCTOBER

- 01 Pregnancy & Infant Loss Awareness Month
- 10 Ashlie's Embrace FriendRaiser Gala
- 15 Pregnancy & Infant Loss Remembrance Day
- 15 Global Wave of Light Ceremony (7 pm)
- 28 Ashlie's Birthday



If you are reading this while navigating pregnancy or infant loss, please know your baby matters—and so does your grief. Support, understanding, and compassionate care exist, even when the path feels uncertain.

You are not alone.



1967 E Maple St., Suite 186
North Canton, OH 44720

Cover Image: Meg Leary with her son Max (February 7, 2024)

WHEN EVERY MOMENT MATTERS

YOUR SUPPORT GIVES FAMILIES THE TIME THEY NEED

Ashlie's Embrace supports families after stillbirth or infant loss by providing hospitals with bereavement cooling devices—giving parents precious time with their baby.

We partner with donors, hospitals, and communities across the United States to ensure compassionate care is available and every family has the time they need to say goodbye.



SCAN TO
LEARN MORE



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FIND US ON SOCIAL!

