
This press release highlights the completion of a major organization-wide initiative led by Sandra in her role as Chief Communications Officer at the nonprofit IRGC. Over the course of nine months, Sandra directed this comprehensive rebranding effort, including the organization's renaming, engaging every team across the organization in the process.



INSTITUTE OF REPRODUCTIVE GRIEF CARE ANNOUNCES COMPLETION OF NAME CHANGE

Rebranding Accurately Reflects the Institute's Mission and Goals

SAN DIEGO (January 10, 2023) – The Institute of Reproductive Grief Care, the global authority on reproductive grief care research and education, today announced the completion of its name change to the Institute of Reproductive Grief Care.

"This name change accurately reflects our focus on working with healthcare professionals, and conducting and promoting research related to reproductive grief care," said Dr. Michaelene Fredenburg, President and CEO of the Institute of Reproductive Grief Care. "It also aligns with the name of our new facility at our national headquarters."

New National Headquarters

The Institute of Reproductive Grief Care, nationally headquartered in San Diego, is an active campus where organizations and individuals come together for education, for research, to better understand grief after reproductive loss, and to close practice gaps in medicine. Opened in 2022, the facility was built through the generous support of donors who provided a multi-year matching grant specifically to create it. The campus features:

- The Barbara Caster Memorial Auditorium: A 400-seat auditorium named in memory of Barbara Caster, to honor her special passion and tender heart for those grieving a reproductive loss.
- The Marrone Family Research Library: A library dedicated to the Marrone Family and inspired by Janine Marrone's passion for innovative research as the basis for healing grief after reproductive loss.
- Counseling centers
- Teaching rooms
- Recording studios

- Visiting scholars' space
- Office space for the team of this fast growing organization

A quick video tour of this building is available on the Institute's website.

"The Institute of Reproductive Grief Care is groundbreaking," added Fredenburg. "As the active hub for reproductive grief care research, education and resources, we are here to improve the grief trajectory for the millions touched by pregnancy and reproductive loss."

VISION OF THE INSTITUTE OF REPRODUCTIVE GRIEF CARE

The Institute of Reproductive Grief Care brings to light the widespread need for help that is faced by the millions touched by miscarriage, infertility and every kind of reproductive loss. The Institute changes the way that healthcare professionals care for patients experiencing reproductive loss, the way that people think and talk about reproductive loss, and create traditions that focus on healing, remembrance and hope. It offers a safe place for those affected, to receive the support that they need in kindness and without judgement.

ABOUT THE INSTITUTE OF REPRODUCTIVE GRIEF CARE

The Institute of Reproductive Grief Care is the global authority on reproductive grief care. It offers education, research, expertise and support after pregnancy and reproductive loss without religious or political affiliation. Its goal is to accelerate the widespread adoption of a reproductive grief standard of care, bringing comfort and hope to millions who often grieve alone and in silence for years or decades.

The Institute offers a wide range of online courses and educational resources to help healthcare professionals improve the care of patients impacted by reproductive grief. The Institute works with hospitals and emergency departments, medical professionals, therapists, social workers, clinics and community leaders.

The Institute of Reproductive Grief Care is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. The Institute of Reproductive Grief Care is also approved by the California Board of Registered Nursing, Provider #17434. It is also approved by the National Association of Social Workers (NASW) and the California Association of Marriage and Family Therapists (CAMFT) to sponsor continuing education for LMFTs, LCSWs, LPCCs, and LEPs. We maintain responsibility for our program and its content.

The Institute also certifies healthcare professionals and others in reproductive grief care, so that they can offer the highest standards of compassionate care for those impacted by reproductive loss.

The Institute is at the forefront of creating impartial and impactful research to understand the way individuals process reproductive losses, and to establish global standards for offering compassionate care. It also promotes the research of others, to better understand grief after reproductive loss and to close practice gaps in medicine.

The Institute also offers books, memorial items, and other healing resources directly to those affected, including the "Forget Me Not Signature Collection" of sympathy cards, jewelry and comfort boxes. The national campaign, promoting the "Forget Me Not" flower as a symbol of reproductive loss remembrance, won the grand prize of "Nonprofit Communications Campaign of the Year" by *Public Relations Daily* in 2022. All Institute proceeds from sales of "Forget Me Not" items go directly to helping those impacted.

The Institute of Reproductive Grief Care, nationally headquartered in San Diego, is also an active campus where organizations and individuals come together for education, for research, to better understand grief after reproductive loss, and to close practice gaps in medicine. The new facility, which opened in 2022, features a counseling centers, research library, teaching rooms, recording studios, a 400-seat auditorium with remote capabilities and office space for visiting scholars and the team of this fast growing organization. The Institute is a 501(c)(3) nonprofit. For more information, see the Institute's introductory video and visit ReproductiveGrief.org.