



2025 Program Guide

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BUSINESS INFORMATION

Business Name

Sleep Sweet Junebug, Inc.

Business IRS Status

Sleep Sweet Junebug, Inc. is a 501(c)3 under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions made to Sleep Sweet Junebug, Inc. under IRC Section 170.

Employer ID Number

92-0996889

Business Website

<http://www.sleepsweetjunebug.org>

Business Email

info@sleepsweetjunebug.org

Business Telephone Number

202-812-0777

Business Mailing Address

524 Garrisonville Road Suite 674
Garrisonville, VA 22463

SLEEP SWEET JUNEBUG, INC.

In the journey of motherhood, some paths are unexpectedly shortened. Sleep Sweet Junebug, Inc. strives to ensure birth persons and their families facing the heartache of pregnancy and infant loss never feel alone. Sleep Sweet Junebug, Inc. is a sanctuary of support, understanding, and healing. Founded by a mother who endured the unimaginable, SSJB, Inc. offers culturally sensitive resources tailored for Black women and families. From personalized counseling to community gatherings, we honor your grief and celebrate the love that remains. Together, we transform sorrow into strength, ensuring every mother’s story is heard and every baby’s memory cherished via the SSJB Memorial Grant.

Sleep Sweet Junebug, Inc. is a 501(c)3 non-profit organization located in Northern Virginia. Our goal is to provide no cost tangible and mental health support to parents and families who have been impacted by the loss of a pregnancy or infant.

Vision and Mission

Sleep Sweet Junebug, Inc.’s vision is a future in which all parents and families in DC and Northern Virginia—especially those who have been historically harmed by structural racism, sexism, ableism, and heterosexism—are empowered and supported throughout their healing journey after pregnancy and infant loss. Together, we strive for a more equitable, inclusive, and compassionate perinatal care system that actively breaks down structural barriers for everyone. SSJB’s is dedicated to addressing historical harm by offering free, inclusive perinatal mental health and doula services to parents and families impacted by pregnancy or infant loss. Our support focuses on *uplifting* Black and Brown communities, female, gender non-conforming individuals, people with disabilities, and LGBTQIA+ people. We educate perinatal professionals and organizations to advance equity and compassionate care for all.

Core Values

Compassion	Every family will be supported with compassion.
Respect	Every family will be respected through their healing journey.
Dependability	Recognizing the unpredictability of loss, we will make every effort to be responsive and reliable.
Equity & Inclusion	Every service will be offered equitably and with a sense of inclusion.
Excellence	Every activity of the organization will be done in excellence.
Collaboration	Recognizing this work cannot be done in a silo, we will collaborate with like-minded organizations to support our vision and mission.

***Advocacy &
Justice***

Acknowledging the national maternal mental health crisis, we will take action to improve mental and physical health outcomes through intentional involvement in change at the national, state, and local levels.

SLEEP SWEET JUNEBUG, INC'S HISTORY & BACKGROUND

On October 9, 2010, after months of medical procedures, our founder, Dr. Brandynicole Brooks, was informed she was pregnant with a due date of June 19, 2011. Unfortunately, just 19 days later Dr. Brooks experienced the loss of her pregnancy. As part of her healing journey, Dr. Brooks named her angel baby Junebug and dedicated time and space to honoring Junebug's memory every year on October 15th (Pregnancy and Infant Loss Awareness Day) and October 28th (the day Junebug died).

In her efforts to heal and find support, Dr. Brooks discovered a gap in resources available to Black women who had experienced pregnancy and infant loss. While support is not about race, the experience of pregnancy and infant loss can be lonely and oftentimes parents and families yearn to feel less alone by seeing others who look like them reaching out for and obtaining support. After much training, preparation, and experiencing her own healing journey, Dr. Brooks volunteered time with various organizations like My Miscarriage Matters, Postpartum Support International, and DONA International. She founded Sleep Sweet Junebug, Inc. in November 2022 to honor the memory of Junebug by taking what she has learned as a full spectrum doula and mental health therapist and applying it to supporting others who are going through this healing journey.

SLEEP SWEET JUNEBUG, INC. SERVICES OVERVIEW

Pregnancy and Infant Loss (PAIL) Support

Sleep Sweet Junebug, Inc. provides help with the emotional and physical recovery after loss through postpartum and grief doula support. PAIL Advocates provide support towards physical and emotional healing after abortion, miscarriage, stillbirth, and fatal diagnoses.

Perinatal Mental Health Support

Through education and information about perinatal mood and anxiety disorders, and grief counseling, Sleep Sweet Junebug, Inc. provides a safe space to explore mindfulness and relaxation techniques, prenatal and postpartum mental health screening and psychotherapy.

PAIL Professional Development

Recognizing the importance of evidence-based, up-to-date training and certification, Sleep Sweet Junebug, Inc. offers professional development to individuals interested in providing doula care as a pregnancy and infant loss doula and/or perinatal mental health support. Perinatal professionals are also offered the opportunity to become a certified Pregnancy and Infant Loss Clinician (PAIL-C).

SSJB Memorial Grant

Every family should have the chance to honor their loved ones with dignity and peace of mind. SSJB Memorial Grants are designed to provide financial support to families who are

facing the unexpected loss of a child, helping with funeral expenses and memorial services.

PAIL Resources

Sleep Sweet Junebug, Inc. is developing a network of resources to provide tangible support to parents and families experiencing a pregnancy or infant loss. These supports include postpartum doula and lactation support and education, memorial planning, photography services, and other support to lessen the burden in a time of transition.

ELIGIBILITY REQUIREMENTS

Sleep Sweet Junebug, Inc.'s PAIL Doula Support is available to any person experiencing a pregnancy or infant loss in the Commonwealth of Virginia and the District of Columbia who resides within a 20-mile radius of an SSJB PAIL doula.

Access to services is initiated by completing the online request for services form located at www.sleepsweetjunebug.org. This form can be completed by the birthing person or a family member. A response to all requests will be made within 24 hours.

Families seeking Sleep Sweet Junebug, Inc. services are required to provide (at a minimum) the name, physical address, email address, and telephone number of the birthing person. Additional information such as diagnosis, treatment plan, and providers may be required following initial contact. All information is protected under the [Health Insurance Portability and Accountability Act](#).

NON-DISCRIMINATION STATEMENT

Sleep Sweet Junebug, Inc. is committed to creating an inclusive and equitable environment for all individuals. SSJB, inc. does not discriminate on the basis of race, color, religion, sex, gender identity or expression, sexual orientation, age, national origin, disability, marital status, socioeconomic status, or any other characteristic protected by applicable laws. Our programs, services, and activities are open to all, and we strive to ensure that everyone feels respected, valued, and supported.

COSTS AND FINANCIAL INFORMATION

All services provided by Sleep Sweet Junebug, Inc. are free of charge to the family being supported. Sleep Sweet Junebug, Inc. relies heavily on donations and sponsorships to fund our daily operations, provide stipends to doulas and mental health counselors, and to spread awareness of the organization. Anyone interested in donating or becoming a sponsor should email info@sleepsweetjunebug.org.

CONTACT INFORMATION

For more information about Sleep Sweet Junebug, Inc. including general inquiries, media inquiries, and questions about our services, contact Dr. Brandynicole Brooks, Chief Executive Officer, at drbrandynicole@sleepsweetjunebug.org.

SLEEPSWEET *Junebug*, inc.

Programs

PREGNANCY AND INFANT LOSS (PAIL) DOULA SUPPORT

Program Overview

The Pregnancy and Infant Loss (PAIL) Doula Support program offers the services of certified doulas customized to the needs of the birthing parent and their support team who are experiencing a pregnancy loss. Emotional Support is focused on creating a birth and memorial plan that includes a birthing person’s unique communication style and gives them confidence in voicing their needs. Physical comfort measures may include massages, labor positions, hydrotherapy, optimal labor positioning, aromatherapy, acupuncture, deep relaxation, and visualization techniques. Advocacy includes helping a birthing person to access community resources of birth services and facilitating their birth and memorial plan into action.

Another important service provided by Sleep Sweet Junebug PAIL doulas is postpartum support, meaning helping the family to find a new sense of normality amid grieving the loss of their baby. This also means nurturing the birthing person with physical and emotional comfort measures, while they are physically healing. Postpartum care also includes discussions on breastmilk cessation or donation to honor their deceased child.

Services are offered to families at low to no cost in accordance with the Commonwealth of Virginia’s Medicaid reimbursement rate.

Objectives and Goals

Outcome 1:	Families needing support following pregnancy and/or infant loss in DC, Southern Maryland, and Northern Virginia will receive timely support from a PAIL-C Doula.
Outcome 2:	Supported families will report a sense of collaboration, care, and tangible support following enrollment in pregnancy and infant loss doula support.
Outcome 3:	Within three months after enrollment in pregnancy and infant loss doula support, families will report some level of progress in their grief journey.

Program Duration

PAIL Doula support is provided from the time a family is accepted for Sleep Sweet Junebug, Inc. support to up to 6 weeks postpartum. This time can be extended based upon clinical case review with the Sleep Sweet Junebug, Inc. team.

Program Location

PAIL Doula support is provided virtually and in-person at the family’s home.

PERINATAL MENTAL HEALTH SUPPORT

Program Overview

Recognizing the psychological and emotional toll a fatal diagnosis and ultimate death of an infant can have on families, Sleep Sweet Junebug, Inc. offers mental health therapeutic services facilitated by licensed clinical professionals (e.g., clinical social workers and/or mental health therapists) focused on grief, loss, and reproductive trauma. Individual, family, and group sessions are available to birthing persons, their family, and support network. Sleep Sweet Junebug, Inc. licensed clinical professionals also conduct regular screenings utilizing the evidence-based Edinburgh Postpartum Depression Scale (EPDS) to develop care plans.

Objectives and Goals

- Outcome 1:** Improved maternal mental health as evidenced by a reduction in symptoms of anxiety, depression, and stress.
- Outcome 2:** Enhanced parenting skills as evidenced by parent-infant bonding and attachment and increased confidence in parenting abilities.
- Outcome 3:** Positive infant outcomes as evidenced by improved infant emotional and behavioral development and reduced incidence of health issues related to maternal mental health.
- Outcomes 4:** Sustained support networks as evidenced by the development of peer support and ongoing family and community connections.

Our approach will utilize the psychotherapeutic approaches of interpersonal psychotherapy, cognitive-behavioral therapy (CBT), and functional family therapy (FFT). We aim to help individuals to enhance their capacities to address the experience of pregnancy and infant loss by providing them with tools to better equip parents and families to reflect, respond, make decisions, and take meaningful action in informed and thoughtful ways.

Program Duration

The duration of perinatal mental Health support is provided at a minimum of 6 weekly sessions. Additional sessions may be requested and a determination to continue services will be made in collaboration with the family and the SSJB clinical team.

Program Location

Services will be conducted in the most appropriate setting relative to the family/individual depending on individualized needs (e.g., family home, neutral location). This may also include counseling conducted virtually. Further, they will be scheduled largely around the needs of the family. Under some circumstances, multiple sessions will be required, although this will vary depending on each family situation.

PREGNANCY AND INFANT LOSS PROFESSIONAL DEVELOPMENT

TRAINING AND EDUCATION PROGRAM

Program Overview

The Sleep Sweet Junebug, Inc. training and education program will provide training, knowledge, and resources to community members and professionals regarding pregnancy and infant loss and perinatal loss mental health support. Training is provided via online courses, videos, and downloadable guides to support the community in a variety of educational areas such as maternal health, perinatal mental health, postpartum support after a loss, navigating grief and loss, and memory-making to support healing. All training and materials are facilitated by licensed professionals.

Objectives and Goals

- Outcome 1:** Families needing support following pregnancy and/or infant loss in DC, Southern Maryland, and Northern Virginia will receive timely support from a professional trained in PAIL support.
- Outcome 2:** Sleep Sweet Junebug, Inc. will host 4 CEU approved training sessions annually.
- Outcome 3:** Sleep Sweet Junebug, Inc. will train 100 perinatal professionals on pregnancy and infant loss support annually.
- Outcomes 4:** Perinatal professionals will have sustained support networks as evidenced by the development of peer support and ongoing professional connections.

Program Duration

Sleep Sweet Junebug, Inc. is committed to offering evidence-based, continuing education for the full spectrum of perinatal professionals long-term. Training sessions will range from 3 to 6 hours per session.

Program Location

Training is provided via online courses, videos, and downloadable guides.

CERTIFIED PREGNANCY AND INFANT LOSS CLINICIAN (PAIL-C)

Program Overview

To develop a network of professionals with specific skills to provide perinatal grief and loss therapeutic support, Sleep Sweet Junebug, Inc. developed the Certified Pregnancy and Infant Loss Clinician (PAIL-C) certification program. This program provides instruction and training to licensed clinical professionals for the purpose of improving and developing their capabilities related to supporting parents and families through pregnancy and infant loss through mental health support. This certification is invaluable to the community being served. The fee for this certification is utilized to further support procuring the resources necessary to ensure the certification program is evidence-based and reputable.

Objectives and Goals

- Outcome 1:** Families needing support following pregnancy and/or infant loss in DC, Southern Maryland, and Northern Virginia will receive timely support from a PAIL-C.
- Outcome 2:** Sleep Sweet Junebug, Inc. has certified 5 perinatal professionals annually
Perinatal professionals will have sustained support networks as evidenced
- Outcomes 4:** by the development of peer support and ongoing professional connections.

Program Prerequisites

The PAIL-C is reserved for perinatal professionals with an interest in providing both doula and mental health support to PAIL families. Therefore, perinatal professionals must have a degree in social work or psychology **and** a license to practice as a mental health professional.

Program Duration

The PAIL-C training program consists of 60 hours of training aligned with the Commonwealth of Virginia's training requirements for a certified doula to include 20 hours of perinatal mental health training. There is an additional 8 hours of training focused on pregnancy and infant loss support. The total training hours is 78. Certification is granted upon satisfactory completion of self-paced online courses and a certification exam.

Program Location

Training is provided via online courses and in-person.

SLEEP SWEET JUNEBUG, INC. MEMORIAL GRANT

Program Overview

In providing doula and mental health support to parents and families who experience pregnancy and infant loss, it is also necessary to provide tangible support to help offset the cost of cremation, burial, and memorials for their children. These costs are not typically covered by medical insurance nor are families able to access life insurance for an unborn child. The Sleep Sweet Junebug Inc. Memorial Grant will provide grants up to \$1,000 to parents who have experienced a pregnancy loss or infant death.

Eligibility Criteria

There will be no specific eligibility criteria beyond the documented loss of a pregnancy or death of an infant through medical records. Grants will be awarded as long as resources are available.

Grant Funding

These grants will be funded through fundraising efforts by the board of directors, volunteers, and fundraising campaigns. There is no cost (e.g., application fees) for grant recipients.

Program Duration

Families who experience pregnancy and infant loss can access the SSJB Memorial Grant as often as needed, when funds are available.

SLEEP SWEET JUNEBUG, INC. VOLUNTEER SUPPORT

Program Overview

Sleep Sweet Junebug, Inc. thrives on the dedication, compassion, and talents of volunteers. Whether a volunteer is interested in hands-on activities, administrative support, or advocacy work, there is a need. By volunteering with Sleep Sweet Junebug, Inc., volunteers contribute to meaningful change and directly impact the lives of families on their healing journey. Through volunteerism, SSJB volunteers gain valuable experiences, build lasting connections, and become a vital part of a community dedicated to supporting families through the unimaginable.

Volunteer Opportunities

Volunteers will receive training to support their understanding of Sleep Sweet Junebug, Inc.'s mission, vision, and core values. This training will also include an orientation to SSJB programming, service needs, and more.

- **Fundraising:** Support the dissemination of Sleep Sweet Junebug Inc.'s social media and donation information.
- **Direct Service Roles:** Engage in activities that provide direct support to families.
- **Event Support:** Help organize and execute fundraising and awareness events.
- **Administrative Assistance:** Provide crucial behind-the-scenes support to keep our programs running smoothly.
- **Advocacy and Outreach:** Represent our organization in the community and help spread our mission.

Program Duration

Volunteers are requested to commit to at least one full year (12 months) of volunteer service. At the time of volunteer orientation and onboarding, volunteers will be asked to sign a volunteer commitment form.

Volunteer Compensation

While Sleep Sweet Junebug, Inc. will not provide financial compensation to volunteers, in-kind compensation includes training and professional development.

Program Location

All volunteer activities occur virtually. Volunteers will be expected to attend Sleep Sweet Junebug, Inc. volunteer meetings. These meetings will be scheduled in advance and will also occur virtually.

OUTCOMES & EVALUATION

Understanding the impact of our programs is vital to the mission of Sleep Sweet Junebug, Inc. Below provides an overview of how we measure success, track progress, and ensure accountability. By assessing key performance and outcomes indicators, collecting participant feedback, and conducting regular program reviews, Sleep Sweet Junebug, Inc. aims to deliver meaningful results that align with its mission. This process not only helps to improve and adapt but also demonstrates the tangible difference made in the lives of families.

Sleep Sweet Junebug, Inc.'s long-term goal is for PAIL Families to have evidence-based support through their healing journey from a broad spectrum of perinatal professionals.

Key Performance and Outcomes Indicators

Sleep Sweet Junebug, Inc.

Key Performance Indicators

- # of PAIL Families who received doula support
- # of PAIL families who received perinatal mental health support
- # of PAIL-C applications
- # and amount of Memorial Grants provided

Key Outcomes Indicators

- # of PAIL families completing treatment with SSJB
- # of referrals from SSJB families.
- Average score of PAIL Family satisfaction with SSJB supports
- # of PAIL-C Completions
- \$ raised to fund the Memorial Grant

PAIL Doula Support

Key Performance Indicators

- # of eligible doulas for training
- % of courses completed based on identified curriculum outline

Key Outcomes Indicators

- customer conversion rate
- % completion of onboarding training
- # of SSJB Trained Doulas
- Avg Score of training evaluations

Perinatal Mental Health Support

Key Performance Indicators

- # of EPDS completed
- # of therapy sessions conducted
- % of treatment plans completed with client signature

Key Outcomes Indicators

- % rating in customer satisfaction surveys
- % completion of identified course of care
- # of community referrals and/or self-referrals

Education and Training Program

Key Performance Indicators

- # of training curricula developed
- # of training curricula approved for CEU (NASW, PSI, etc.)

Key Outcomes Indicators

- Average score on PAIL training assessments
- Average score of SSJB team performance evals.

PAIL-C Certification

Key Performance Indicators

- # of PAIL-C certifications completed
- # of SMEs recruited to support

Key Outcomes Indicators

- Average score of PAIL-C certification assessments
- Average score of PAIL-C evaluation by certified professionals

SSJB Memorial Grant

Key Performance Indicators

- \$ of money raised for grants
- # of grants awarded
- \$ of grants awarded

Key Outcomes Indicators

- % rating in customer satisfaction surveys
- % completion of identified course of care
- # of community referrals and/or self-referrals

FEEDBACK AND SUGGESTIONS

Sleep Sweet Junebug, Inc. believes in the power of continuous quality improvement and assurance. Continuous Quality Improvement (CQI) is the process of receiving feedback and making adjustments based on program outcomes. Participants and stakeholders in Sleep Sweet Junebug, Inc.'s programs, including our volunteers, are asked to share their experiences of provide suggested for program improvement via online surveys and feedback forms. Sleep Sweet Junebug, Inc. aims to gather impact stories from previously supported families highlighting the benefits of programs and support.

Quality Assurance is the process of ensuring Sleep Sweet Junebug, Inc.'s services meet evidence-based, empirical best practices. This is achieved through the systematic review of our methodology in doula and mental health support services, and ensuring our training programs align with industry standards.

Feedback and suggestions can be provided via our online feedback form or directly to info@sleepsweetjunebug.org. . The online feedback form can be submitted anonymously.

SLEEPSWEET *Tunebug*.inc.

Policies & Guidelines

PROGRAM POLICIES AND GUIDELINES

The following policies and guidelines apply to all services provided by Sleep Sweet Junebug, Inc.

Code of Conduct

This Code of Conduct outlines the expectations for behavior, attendance, and involvement of all participants in Sleep Sweet Junebug, Inc. programs. By adhering to these guidelines, we ensure a safe, respectful, and productive environment for everyone.

General Behavior Expectations

All participants are expected to:

- Treat others with respect, kindness, and empathy.
- Refrain from discriminatory, harassing, or abusive language and behavior.
- Follow the rules and guidelines of the program and respect the authority of facilitators, staff, and volunteers.
- Avoid disruptive actions that may hinder the learning, safety, or participation of others.
- Report any unsafe or concerning behavior to program staff immediately.

Attendance Expectations

- Participants must attend scheduled sessions punctually. Late arrivals or early departures should be communicated in advance to program staff.
- Consistent attendance is required to maintain eligibility for participation. Participants should notify staff as soon as possible if they are unable to attend a session.
- If a participant misses more than 2 sessions without previous notification, they may be subject to removal from the program.

Program Involvement Expectations:

- Actively engage in program activities, discussions, and assignments.
- Contribute positively to group dynamics and support the collective goals of the program.
- Provide constructive feedback to help improve the program when requested.
- Abstain from activities that conflict with the mission or values of Sleep Sweet Junebug, Inc.

Confidentiality and Privacy

All perinatal professionals, volunteers, Board Members, and staff of Sleep Sweet Junebug, Inc. are required to respect the confidentiality of personal information shared by families participating in Sleep Sweet Junebug, Inc. programs as outlined under the [Health](#)

[Insurance Portability and Accountability Act](#) and will not disclose sensitive program-related information to unauthorized individuals or groups.

Consequences for Non-Compliance

Failure to adhere to Sleep Sweet Junebug, Inc. program policies and guidelines may result in verbal or written warnings, temporary suspension, or permanent removal from employment with Sleep Sweet Junebug, Inc.

Decisions regarding consequences will be made by the Sleep Sweet Junebug, Inc. Executive Director, in consultation with the Board of Directors, and will consider the severity and frequency of the violation.

Acknowledgment

By participating in the program, you acknowledge that you have read, understood, and agree to abide by this Code of Conduct. Your cooperation ensures the success of our programs and the well-being of all participants.

LEGAL AND DISCLAIMER INFORMATION

Terms and Conditions

Eligibility

Services are available to individuals who meet the program's eligibility criteria as determined by Sleep Sweet Junebug, Inc.

Accurate and truthful information must be provided during the intake and registration processes.

Respect and Conduct

Participants must adhere to the organization's Code of Conduct, which ensures a respectful and safe environment for all.

Any form of harassment, abuse, or disruptive behavior will not be tolerated and may result in suspension or termination of services.

Confidentiality

Personal information shared with Sleep Sweet Junebug, Inc. will be treated with the utmost confidentiality and used only for service-related purposes.

Participants are responsible for respecting the privacy of others within the program.

Service Availability

Services are subject to availability and may change or discontinue at the discretion of the organization.

Sleep Sweet Junebug, Inc. reserves the right to modify program schedules, locations, or offerings as needed.

Participation

Active participation in program activities is encouraged to maximize the benefits of the services provided.

Failure to comply with program requirements or repeated absences may result in a reassessment of service eligibility.

Liability

Sleep Sweet Junebug, Inc. is not liable for any personal injuries, loss, or damage to property that may occur during participation in its programs or activities.

Feedback and Evaluation

Participants may be asked to provide feedback to help improve services and ensure program effectiveness.

Feedback collected will remain anonymous unless explicitly stated otherwise.

For further inquiries or assistance, please contact us at info@sleepsweetjunebug.org.