

**EMPOWER**

# **PRESS KIT**

Empower is an international nonprofit that supports, connects, and empowers children and young adults who have experienced the loss of a parent. Empower offers a range of free year-round programs and activities that bring together an inspiring community built on shared experience and provide tangible proof that loss is survivable.

# HISTORY

Empower was founded in 2013 as a grassroots effort in a small coastal Massachusetts town to bring teenage girls who had lost their mothers together on Mother's Day. Today, Empower has grown into an international 501(c)3 nonprofit that supports, connects, and empowers all children and young adults who have lost a parent.

# MISSION

Empower's mission is to empower children who have experienced parent loss by building a unique, uplifting community defined by shared experience and connection.

Empower is active across the United States and in the United Kingdom for children and young adults who have experienced parent loss. Active regions include Boca Raton, Boston, Charlotte, Chicago, Denver, Hartford, Los Angeles, New York City, and Washington, DC.

# IMPACT

Empower offers a one-of-a-kind mentorship program and hosts year-round events to provide a supportive community for all children. Empower provides a unique one-on-one mentor program with positive role models from the community who help show participants that loss is survivable. Empower events are designed to remind community members that they are never alone in their grief. All programs are non-therapeutic, community-based, volunteer-driven, and provided at no cost to families.

**500+  
ENROLLED**

Empower serves 500+ children and young adults through age 24 from across the US and the UK.

**\$5 MILLION  
RAISED**

Since 2013, Empower has raised more than \$5M from individual giving, corporate partnerships, and special events.

# MEDIA HIGHLIGHTS

Promoting open and honest communication  
about grief and loss

42,000 SITE VISITS

40,000,000 MEDIA IMPRESSIONS

**SOUTH  
SHORE** LiViNG

**Parents**®



**PBS  
NEWS  
HOUR**

**FOX 11**  
LOS ANGELES



# TESTIMONIALS

## Learn more from the Empower community

"It changed my outlook on everything. In high school, if you lose your mom, that becomes what defines you — you become the girl whose mom passed away. But I've learned that's not what defines you, it's your strength and how you handle adversity."

Empower Participant

"When a young girl loses her mother, the loss doesn't end there. Beyond initial grief, it becomes an ongoing challenge for a young girl to navigate adolescence and to know how to grow into a woman without a mother's guidance. As mentors in the Empower program, we are given the unique opportunity to serve as a reminder to young girls that they are not alone in their grief."

Empower Mentor

"Having someone outside of our family that she can talk to about her mom and having somebody older who's faced hard moments without her mom and survived is one of the greatest benefits from Empower's Mentor Program."

Empower Guardian

**I'VE LEARNED  
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ADVERSITY.**

Empower Participant



# MOTHER'S DAY AND FATHER'S DAY RETREATS

## Annual Flagship Event

Mother's Day and Father's Day are difficult times for those who have lost their parents. The Annual Retreats are Empower's flagship event with the goal to remind Empower participants that they are not alone in their grief and bring them together with others who can relate to their loss in a safe and comfortable environment.

The first Mother's Day Retreat was the first program introduced in 2013 by Empower founder, Cara Belvin, in downtown Boston. Today, Empower hosts Mother's Day and Father's Day retreats that are all-expense-paid, non-therapeutic, community-based, and volunteer-driven. The Retreats are hosted in 10 cities across the US and are also offered virtually.







# LUMINARIA

## Annual Fundraiser

Empower's Luminaria events are an inspirational display of personalized luminaria bags honoring loved ones. Purchased by donors from across the globe, each Luminaria bag is uniquely displayed in memory or in honor of a loved one. Hundreds of volunteers and donors come together to create a public display of unity and support.

All proceeds raised at Luminaria directly fund Empower's year-round events and mentorship program, ensuring that these life-changing programs are provided at no cost to families.

# ADDITIONAL RESOURCES

## Hear from an expert

NY Times best-selling author of *Motherless Daughters*, Hope Edelman says “It’s crucial that we help children and teens express their grief at the time of loss and afterward, or else they can grow into adults whose grief becomes congested, suppressed, or silenced. A large body of evidence links unexpressed grief to mental and physical ailments later in life. In that way, the work we’re doing now is a form of preventative health for later.”

## Stay updated

[Subscribe](#) to our newsletter to get updates on Empower and its impact.



# PRESS ROOM

## Contact Info

For press and media inquiries, please contact:  
[info@weareempower.org](mailto:info@weareempower.org)  
(617) 620-9826

## Press Releases

Get the latest in Empower news and [press releases](#).

## Social Media

Instagram @weareempower\_  
Facebook @weareempowerorg  
LinkedIn @weareempower  
Twitter @weareempower\_

## Media Highlights

Learn more about Empower's media presence in the Empower [newsroom](#).





**I ENVISIONED AN ORGANIZATION  
THAT WOULD ALLOW US TO TALK  
ABOUT THE LOSS OF A YOUNG MOTHER  
IN OUR COMMUNITY AND WAYS TO  
OFFER HELP TO THE FAMILY THAT  
WOULD NOT BE INTRUSIVE.**

Cara Belvin, Empower Founder

# EMPOWER'S FOUNDER STORY

At just nine years old, Cara Belvin experienced the loss of her mother and wondered why she couldn't find anyone who understood her loss.

After her mother's passing, Cara experienced an outpour of powerful support from her family, friends, and community, but she couldn't help but wonder why it was so hard to find another young girl who knew what it was like to lose her mother.

In 2013, Cara founded Empower to provide an answer to her nine-year-old self. The organization began as a grassroots effort planned at Cara's dining room table, but word spread quickly — thousands of inquiries came in from people who wished for an organization like Empower when they were growing up. The organization blossomed into an international nonprofit with thousands of mentors, ambassadors, and volunteers around the country and around the globe, all working to help bring Empower's life-changing program to more children and young adults affected by parent loss.

"I envisioned an organization that would allow us to talk about the loss of a young mother in our community and ways to offer help to the family that would not be intrusive." Cara Belvin, Empower Founder

Cara holds a B.S. in Psychology from the University of Connecticut and an M.S. in Psychology from Texas A&M University. She began her career as a School Psychologist working with children with disabilities before transitioning her career into nonprofit and philanthropy. Cara frequently speaks on issues surrounding adversity, women's empowerment, and social entrepreneurship. Cara's efforts have been featured on CNN, The Today Show, ABC, PBS NewsHour with Judy Woodruff, and more. She is also the lead producer of HBO's The Conversation: Stories that Matter and travels the country spreading awareness for Empower.

# EMPOWER IMAGES

## Images

Download from Empower's library of images from Empower events, mentor program, and more.

## Videos

Find videos of Empower's memorable moments and highlights, as well as promotional videos.

## Logo

Select from a variety of Empower logos available for use.





# EMPOWER COMMUNITY



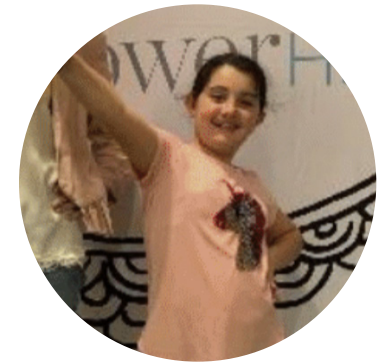
Sophia is an 11-year-old Empower participant who lives in Watertown, MA with her father. She lost her mother to breast cancer when she was 5 years old. She has been involved with Empower for a year and is matched with her caring mentor, Jules.



Molly is a 12-year-old Empower participant who lives in Walpole, MA with her father, stepmother, and younger sister. She lost her mother to a sudden illness. Molly has been a part of Empower for 3 years and is matched with her amazing mentor, Ann Marie.



Nora is an 11-year-old Empower participant who lives in Kingston, MA with her father, two brothers, and older sister. Her mother passed away from a long battle with brain cancer in 2018. She has been a part of Empower for 2 years and is matched with her wonderful mentor, Megan.



Marisa is an 11-year-old Empower participant who lives in Dartmouth, MA with her loving father. She lost her mother to breast cancer. She has been involved with Empower for 4 years.



# EMPOWER COMMUNITY



Shea is a 13-year-old Empower participant who lives in Scituate, MA with her loving father. She lost her mother 10 ago and has been involved in Empower for 6 years.



DeMya is a 15-year-old Empower participant who lives in Brockton, MA with her grandmother. She lost her mother from a sudden illness and has been involved with Empower for 4 years.



Cat is a 20-year-old Empower participant who goes to college in Austin, TX. She lost her mother suddenly 6 years ago. She has been involved in Empower for a year and is matched virtually with her amazing mentor, Jenna, in Florida.



Muriel is a 20-year-old Empower participant who lives in Whitman, MA with her father. She lost her mother when she was only 3 years old. She has been involved in Empower for 5 years.

**EMPOWER**

Loss is survivable.