

EMPOWER

PRESS KIT

HISTORY

Empower was founded by Boston native Cara Belvin in 2013 as a grassroots movement and with the simple idea to bring teenage girls of mother loss together on Mother's Day. Cara was nine years old when her mother Kit died of breast cancer and formed Empower out of the gratitude she had for all the support her family received. Word quickly spread and thousands of inquiries came in from people who wished for an organization like Empower when they were growing up. Today, Empower serves all boys, girls, and nonbinary youth who have experienced the loss of their mother or father.

MISSION

Empower is an international nonprofit on a mission to empower, support, and connect children and young adults up through age 24 who have experienced the loss of a parent. Empower hosts events that offer peer support, reminding children they are not alone in their grief and offers a unique one-on-one mentor program with positive role models from the community who help teach, "loss is survivable."

IMPACT

Empower serves 700+ children and young adults through its life-changing programs and operates with a lean staff and thousands of volunteers across the country. Empower programs are non-therapeutic, community-based, and volunteer-driven. All programs and activities are at no charge to the family. Empower is active in 10 cities across the United States and in London in the United Kingdom.

600+
ENROLLED

Empower serves 600+ children and young adults through age 24 from across the US and the UK.

\$6 MILLION
RAISED

Since 2013, Empower has raised more than \$6M from corporate partnerships, individual giving, and special events.

MEDIA HIGHLIGHTS

Promoting open and honest communication
about grief and loss

100K SITE VISITS

50M UNIQUE IMPRESSIONS

**SOUTH
SHORE**LiViNG

Parents.



FOX 11
LOS ANGELES



**PBS
NEWS
HOUR**

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."

Lena, Empower Enrolled Youth

"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."

Julie, Empower Mentor

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

Chris, Empower Guardian

**I'VE LEARNED
IT'S NOT WHAT
DEFINES YOU,
IT'S YOUR
STRENGTH AND
HOW YOU
HANDLE
ADVERSITY.**

Lena, Empower Enrolled Youth



MOTHER'S DAY AND FATHER'S DAY EVENTS

Mother's Day and Father's Day are painful and isolating times for those who have lost a parent. Empower's annual events remind children and young adults they are not alone in their grief and bring them together with others who can relate to their loss.

Founder Cara Belvin formed the organization in 2013 with the simple idea to bring teenage girls together on Mother's Day in Boston. Today, Empower hosts Mother's Day and Father's Day events for boys, girls, and nonbinary youth of any parent loss. The events are non-therapeutic, community-based, and volunteer-driven and at no charge to the family.



LUMINARIA

Annual Fundraiser

LUMINARIA is an illuminated display of personalized bags honoring loved ones. Purchased by donors from across the globe, each luminaria bag is uniquely displayed IN MEMORY OF or IN HONOR OF our loved one(s). Thousands of volunteers and donors come together to produce LUMINARIA events across the United States and United Kingdom.

100% of all proceeds raised fund Empower events and mentorship and help ensure all programs remain at no charge to the family.

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."

Empower provides 3 critical grief care protective factors necessary for healthy development following parent loss: a caring community, peer support, and positive role models.



PRESS ROOM

Contact Info

For press and media inquiries, please contact:
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(617) 620-9826

Press Releases

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

Social Media

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Twitter [@weareempower_](#)
TikTok [@weareempower_org](#)

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 PARENT IN OUR
COMMUNITY AND WAYS TO OFFER HELP
TO THE FAMILY THAT WOULD NOT BE
INTRUSIVE.**

Cara Belvin, Empower Founder

EMPOWER'S FOUNDER STORY

Founder Cara Belvin was nine years old when her mother Kit died of breast cancer. Cara founded Empower (formerly empowerHER®) in 2013 out of the gratitude she had for all the layers of support her family received. Empower was formed around her dining room table as a grassroots movement and word quickly spread about her work. Thousands of inquiries came in from people who wished for an organization like Empower when they were growing up. Today, Empower is an international nonprofit with thousands of volunteers from across the globe.

Cara works with these Ambassadors to bring Empower's life-changing programs to more children and young adults affected by parent loss.

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 management and fundraising. 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. Cara lives in Scituate, Massachusetts with her husband and two children and travels the globe 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.

BECOME A VOLUNTEER

Empower operates with a lean staff and thousands of volunteers across the globe. All programs remain at no charge to the family. Events are non-therapeutic, community-based, and volunteer-driven. Empower Mentors are volunteers who are at least 25 years old and who have experienced the loss of a parent.

To apply to become a Mentor, visit www.weareempower.org

REFER A CHILD

If you know and love a child or young adult who would benefit from our programs, enroll them today at www.weareempower.org.

For questions, please call (617) 648-9559 or email info@weareempower.org.



EMPOWER

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