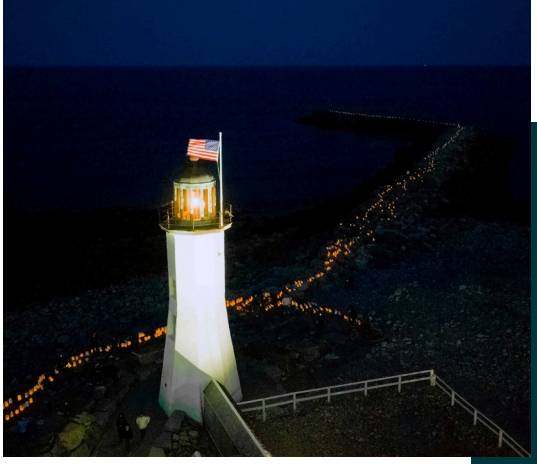
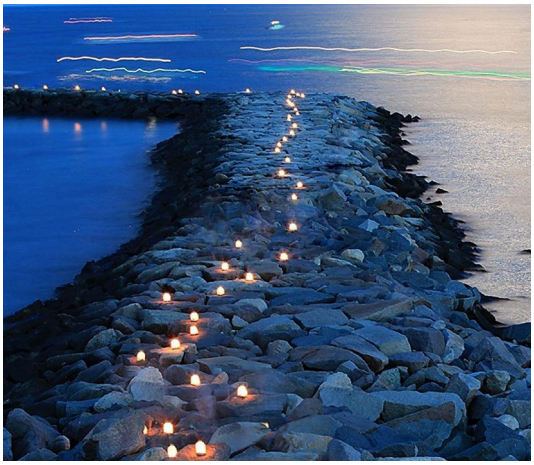


Empower is a nonprofit with a very specific mission – to empower, support, and connect children and young adults who have experienced the loss of a parent. We provide events that remind them they are not alone in their grief, and a unique one-on-one mentor program with positive role models from the community who help show them that loss is survivable. Empower programs are non-therapeutic, community- based, and volunteer-driven and remain at no charge to the family.







LUMINARIA bags can be purchased in memory of someone who has died or in honor of those who offer support during times of grief.

EMPOWER

LUMINARIA

The first Empower Mother's Day Luminaria was held on Mother's Day 2020 in Scituate, MA.

LUMINARIA, THE BEGINNING

In response to the pandemic, Empower set out to honor girls and moms everywhere with a simple luminaria display in Scituate, MA where empowerHER® was formed by Founder Cara Belvin in 2013. Each luminary bag was personalized with a loved one's name for a beautiful lighted display along the coastline on the evening of Mother's Day. Born was the idea to illuminate additional cities and towns across the U.S. and to show support for girls everywhere who are grieving on Mother's Day.

In all, 30+ local volunteers organized the LUMINARIA display using white paper bags filled with sand and a battery operated candle. As each online donation was made, a local volunteer personalized each bag in calligraphy (see to the left). The bags were displayed along the jetty and due to Covid restrictions, viewers were prohibited from attending. A drone photo and video was later shared as a keepsake for all donors. A social media campaign was implemented, and more than 1,200 bags were purchased from 800+ donors from across the world! Each bag was sold for a suggested $25 donation and LUMINARIA raised $45,000 in just 2 weeks' time.

With your support, LUMINARIA is now gearing up for it's sixth year and will be held in one location at the Old Scituate Lighthouse in Scituate, MA! The campaign will run from March - May and we are looking for a committee who will manage the local operations and sponsorship of the event while staff at the Empower® Headquarters will process all online donations.



WHAT IS LUMINARIA?

PRE-EVENT DETAILS

·BUILD YOUR COMMITTEE! (10 person team)
Co-Chair (3)
Volunteer Coordinator (1)
Sponsorship Coordinator (1)
Bag Sales Coordinator/ Calligrapher (2)
Public Relations/Social Media Coordinator (2)
Day of Event Coordinator (2)

·BAG SALES: LUMINARIA bags can be purchased for and by anyone and are processed through the HQ website.

·POLICE DETAIL/PERMIT: Committee to contact local police department to secure a police detail and/or municipal permit, if applicable. HQ will arrange for payments as applicable.

·MARKETING: HQ responsible for creating a marketing strategy to publicize LUMINARIA, including links to purchase. Committee members will utilize their own networks of family + friends to spread the word in their communities and through social media.

· SUPPLIES: All LUMINARIA supplies, i.e. bags and candles will be ordered and distributed by HQ.

·MEETINGS: At least once/ month with your committee, possibly more frequent as event approaches. Once/ month with HQ. Optional meetings with all cities.

PLANNING CHECK-LIST

VOLUNTEER ASSIGNMENTS must be identified before the event:

- ☐ Volunteer calligrapher writes names on bags as orders come in
- ☐ Setup
- ☐ Distribute bags, rocks/sand, and candles
- ☐ Photographer/videographer take pictures
- ☐ Cleanup

VENDORS must be identified before the event:

- ☐ Venue (Inkind donation)
- ☐ Food Vendors (Inkind donation)
- ☐ Calligrapher/ Photographer/ Videographer (Inkind donation)
- ☐ Bags/Candles (low-cost from HQ)

DAY-OF EVENT

VOLUNTEER ROLES AND RESPONSIBILITIES

· Bags can be organized in any way committee sees fit. They should each be filled with pebbles/sand and candles (activated/turned on) and then placed appropriately at venue. Committees may choose to loosely alphabetize the bags in the display.

· Safety is of the utmost importance to each LUMINARIA event. Chairpersons will connect with local law enforcement and abide by all local and/or state regulations. Photographer and/or drone operator will take pictures throughout set-up of the event and as the sun sets to capture the illumination.

· Committees should act as greeters at the display to answer questions and secure additional donations or bag sales, if applicable.

POST-EVENT

· Clean-up LUMINARIA removing all trace of the event, including disposing of bags and candles, recycling as applicable

· Connect with municipality/ police detail for feedback and any additional needs

· Send Drone and Photography footage to HQ

· HQ will send out video and/or photography to donors for each local event via email