Hello All,

Happy Spring! It is hard to believe that it is already April! Spring is a meaningful time at Empower, and our team is fully immersed in preparing for LUMINARIA and our Mother's Day and Father's Day events, moments that bring our community together in remembrance, connection, and support.

As you know, we recently concluded our work with Catalyst, whose 30 discovery conversations offered valuable insight into how our community sees and supports this mission. We are deeply grateful for your partnership and look forward to working alongside the Board to carry this momentum forward and translate these insights into meaningful growth.

Please refer to the new BOD Webpage for all meeting prep, fundraising progress, meeting minutes, and more. You can add comments about any of the materials within the form on the webpage after you have reviewed. **Please bookmark this page!**

WHEN WE LAST LEFT:

With Justin's leadership, we created the first Round Up partnership with the restaurant El Jefe, based in MA, PA, and NJ! They have extended our partnership for another quarter, and we are so grateful for their partnership.

We engaged in several important and forward-looking discussions that continue to shape our path ahead. We explored potential updates to our Mentor Program, including thoughtful consideration of the "lived experience" requirement to ensure we are meeting the needs of all youth while maintaining the integrity of our model. We also began reviewing insights from Catalyst's 30+ donor discovery conversations, which are helping to inform our fundraising strategy and future growth. Additionally, we revisited our mission statement, reflecting on how best to articulate the "why" behind our work and the critical role we play in addressing the impacts of early parent loss. Lastly, we shared initial findings related to trademark considerations, ensuring the Board is informed as we monitor any potential implications moving forward.

WHY THIS BOARD MEETING IS IMPORTANT:

During the Board meeting, we will consider several timely issues that will help shape Empower's path forward. We will review next steps related to Empower Change and Jeff Kimball, following the trademark findings and broader considerations that have been shared with the Board. While this may not require an immediate decision, it is important that the Board is informed and aligned as we assess any potential risks, future implications, and appropriate response.

We will also spend time reviewing the executive summary from Catalyst's 30+ donor discovery calls, which is linked on the Board webpage. This summary offers valuable insight into how our supporters perceive Empower's strengths, opportunities, and long-term fundraising potential, and it will help guide a thoughtful discussion about how the Board can continue building a stronger culture of philanthropy.

Finally, this meeting is an important opportunity to discuss our efforts related to State and Federal funding. As we continue to pursue new revenue streams that can strengthen and sustain our mission, Board awareness and engagement in these conversations will be essential. Together, these discussions will help us stay proactive, informed, and aligned around key strategic opportunities and decisions in front of us.

PROGRAM

What's happening now:

- 25 most impactful mentor matches in FY26 (since July 1, 2025)
- Both the Mother's and Father's Day Committees have commenced, and planning is underway. Mark your calendars - Please join us as a volunteer:
    - Mother's Day Event (US): Sunday, May 10th 11am - 4pm EST at the Southline in Boston
    - Father's Day Event (US): Sunday, June 14th 11am - 4pm EST at the Southline in Boston

- We held an impactful focus group to shed light on the barriers to mentorship and recruiting mentors, specifically males. We will be gathering and analyzing the results of the focus group and survey and add them to our Marketing Plan.

What's on the Horizon / How you can help:

- Mother's & Father's Day event planning is underway; if you would like to volunteer at either of our Mother's or Father's Day events, click HERE to sign up!

COMMUNICATIONS & MARKETING

What's happening now:

- Abby Hennigan is in full creative mode with Cara, designing beautiful collateral, communications, and invitations for our upcoming Spring events
- Abby is working with volunteers and staff to create and implement a Marketing Plan

What's on the Horizon / How You Can Help:

- We are strategizing an Empower podcast in 2026. If you have anyone in your network who is experienced in podcast production, please email Cara HERE.
- Senior leadership, along with Abby Hennigan, Communications & Engagement Manager, have begun to write the Marketing Plan. Do you have anyone in your network who is an experienced Marketing professional and may have time and talent to lend to the process? Please email Cara HERE.

ADVANCEMENT/DEVELOPMENT

What's happening now:

- Click HERE to view the fundraising tracker (this is updated weekly)
- We have a 1-page Why document for all BOD members to save on their laptop. You can find it on our dedicated BOD Resource page HERE.
- The Advancement Committee will work with the Staff and Board to identify donors from our list of discover calls to support follow-ups.
- We have a revised Impact Report, linked on our Board Webpage, that we will begin to send out to all of our donors.
- Cara and Sam visited Senator O'Connor at the State House where he shared that Empower will be awarded a $100,000 appropriation from the State of MA.

What's on the Horizon / How you Can help:

- The Empower round-up pin-pad donation program is LIVE at El Jefe. It will run in 9 El Jefe restaurant locations in MA, PA, and NJ until June 30th as they have extended their support for another quarter.
- Paige Kornblue, an Empower Ambassador in Southeast Florida will be hosting a third party event in Boca Raton on behalf of Empower on Monday, April 20th at 6pm. She will have a panel of speakers to include Cara, Logan Husband, who lost his father at age 5 and plays football at FAU, Jerry, a widowed father, and Skye Dyer, daughter of Wayne Dyer. It will be a great event and would love for you to attend if you are available!
- Mark your calendars! LUMINARIA will take place on Friday, May 8th at the Scituate Lighthouse
- We are looking for introductions to LUMINARIA Sponsors ($1,000+). Would you suggest 2-3 companies or individuals who may be interested in sponsoring LUMINARIA and help us reach out $50,000 sponsor goal? Look at Sponsor benefits HERE and come to the meeting with your suggestions for sponsorship HERE.

ORGANIZATIONAL

What's happening now:

- Trademark findings: We are in the process of speaking with our lawyers at Ropes & Gray to take the next steps with Empower Change and Jeff Kimball. Their initial guidance was to send a cease and desist letter and note the breach of the severance agreement.

- Our staff gathered at Alice's House in early April to celebrate Joanie's retirement with Mentors and Volunteers, and then held a staff retreat where we met with Colleen Boselli, Empower donor and Executive coach, who facilitated a strengths session and explored the best ways to work together to move our mission forward.

Financials:

Budget to Actuals

YTD Income Goal: $488,552
YTD Income Actual: $407, 384

YTD Expense Goal: $563,254
YTD Expense Actual: $500,292

What's on the Horizon / How You Can Help:

- Help transition this board into a fundraising board
- We are always brainstorming new Directors and non-directors and as always, please share your nominations on the nomination form on the webpage