empowerHER® is an organization on a mission to empower, support + connect girls and young women who’ve lost their mothers. We are embarking on an expansion project to now serve boys, girls + non-binary children and young adults who have experience the loss of a parent.
01. HISTORY
empowerHER® is a 501(c)3 nonprofit founded by Boston native Cara Belvin after a recognized need in the community. Cara formed empowerHER around her dining room table as a grassroots organization and word quickly spread across the country about her work. Thousands of inquiries came in from women who wished for an organization like empowerHER when they were growing up.

empowerHER’s mission was simple – to empower, support, and connect girls and young women through age 24 who have experienced the loss of their mothers. Today, empowerHER serves 500+ girls and young women from across the country in events and mentorship.

02. MISSION
empowerHER® was founded on the flagship event, the Boston Mother’s Day Retreat, in an effort to reduce isolation and offer peer support. Today, this event and additional year-round events take place in 10 cities across the country.

Additionally, we offer a one-of-a-kind mentor program to teach, “loss is survivable” and offer year-round support with a positive role All programs are volunteer-driven, community-based, and non-therapeutic and at no charge to the family. Both events and mentorship are provided in-person and virtually.

03. VISION
Our vision is for any child or young adult who has experienced the death of a parent be provided a supportive community including positive role models and peer support. With a recent transformational gift from Fox Rock Foundation, the family foundation established by Karen and Rob Hale and their adult children, Trevor, Thomas, and Brett, empowerHER will begin its most impactful expansion project and offer events and mentorship to boys, girls and non-binary youth who have experienced the loss of a parent.

In 2022, we will begin expansion both domestically and internationally (beginning in the UK). The Hale family’s gift represents a new day for our organization and the world of childhood bereavement as we expand our one-of-a-kind events and mentorship to all gender identities.
WHO WE SERVE
500+ girls and young women up through age 24 from across the country and will begin expansion to all gender identities in 2023

DEMOGRAPHICS
empowerHER is represented in all 50 states and will begin expansion to the UK in 2023

VOLUNTEER-DRIVEN
A lean staff with thousands of volunteers and donors from across the globe

FUNDING SOURCES
More than $5M raised since 2013 from individual giving, corporate & foundation partnerships, and special events
PROMOTING OPEN + HONEST COMMUNICATION ABOUT GRIEF AND LOSS IN THE MEDIA

42,000 Site Visits
40,000,000 Media Impressions
"It changed my outlook on everything," Lena Welch from Boston, age 14 when she enrolled (19 years old today, told TODAY.com. “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.”

**empowerHER® Enrolled Girl**

"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 empowerHER program, we are given the unique opportunity to serve as a reminder to young girls that they are not alone in their grief.”

**empowerHER® 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 of empowerHER's Mentor Program.”

**empowerHER® Guardian**
Mother’s Day is a difficult time for those who have lost their mothers. The Retreat is empowerHER®’s flagship event and the first program introduced by empowerHER® founder Cara Belvin in 2013. The goal: Remind girls 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 Mother’s Day Retreat, like all events at empowerHER®, is an all expense paid, non-therapeutic, community-based, and volunteer-driven event. The Retreat is hosted in 10 cities across the country and also offered virtually.
LUMINARIA is a whimsical display of personalized bags honoring loved ones and in honor or Mother’s Day. Each LUMINARIA bag, purchased by donors from across the globe for a suggested $25 donation, is uniquely displayed by local volunteers. What started along the coast in Boston, Massachusetts at the historic Scituate Lighthouse in 2020, has expanded to 10 major cities across the country. LUMINARIA takes place at the Lincoln Memorial in Washington D.C., Oracle Park (home of the SF Giants) in San Francisco, a sprawling ranch in Austin, TX, and more. For a brief, yet powerful video recap click HERE.
EXPANSION
What started in Boston in 2013, has now expanded across the country and serves girls and young women across the country. In 2022, empowerHER received a transformational $1 million to expand to all gender identities of any parent loss both domestically and internationally (in the UK), reaching more grieving children than ever before.

OUR PARTNERS
Our PARTNERS annual giving society is transformational for expansion to all gender identities and help build capacity and improve infrastructure to support our high-growth. PARTNERS are part of an exclusive group of premier businesses and philanthropic individuals and can be viewed HERE.

HEAR FROM AN EXPERT
As Hope Edelman, NY Times Best Selling Author of Motherless Daughters 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. And 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 preventive health for later. As Hope so eloquently states, empowerHER is changing the trajectory of each of the girl’s lives.

NEWSLETTER
Subscribe to our newsletter to get updates on empowerHER® and its impact.
PRESS ROOM

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SOCIAL MEDIA
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LinkedIn @empoweringher
Twitter @empoweringher

PRESS RELEASES
empowerHER’s media impressions have more than doubled in the past year – our press releases showcase some of the reasons why.

MEDIA HIGHLIGHTS
Learn more about empowerHER’s media presence at our website’s news room.
The story behind empowerHER®

CARA BELVIN was desperate to meet another girl like her after her beautiful + brave mother Kit died of breast cancer when she was just 9 years old. Cara’s extended family and friends helped to fill the void left behind by this profound loss.

empowerHER® was formed out of the gratitude Cara felt for all the support her family received growing up. As a mother herself, she felt it would be as much for these mothers as it would be for these young girls.

Cara formed empowerHER® as a grassroots organization around her dining room table in a small, coastal town outside of Boston. Word quickly spread across the country of her work and empowerHER®’s mission. Thousands of inquiries came in from women who wished for an organization like empowerHER when they were growing up.

Today, Cara works with these Ambassadors to form new Chapters in communities all around the world in an effort to connect, support + empower children and young adults everywhere.
empowerHER® has created a folder of images for you to choose from, representing a variety of images from our events, mentor program and more.

DOWNLOADABLE VIDEOS
Find videos of some of empowerHER’s most special and memorable moments, as well as promotional videos for your use.

BRAND GUIDELINES
Please follow our brand guidelines when mentioning empowerHER®.

LOGO
For your convenience, we offer a variety of empowerHER® logos to use when mentioning our organization.
**Sophia** is a brave, beautiful girl, age 11, who lives in Watertown, MA with her wonderful father. She lost her beautiful mother to breast cancer when she was 5 years old. She has been involved with empowerHER for a year and is matched with her wonderful mentor, Jules!

**Molly** is a brave, beautiful girl, age 12, who lives in Walpole, MA with her loving father, step mother, and younger sister. She lost her beautiful mother to sudden illness (does not know). Molly has been a part of empowerHER for 3 years and is matched with her amazing mentor, Ann Marie.

**Marisa** is a brave, beautiful girl, age 11, who lives in Dartmouth, MA with her loving father. She lost her beautiful mother to breast cancer. She has been involved with empowerHER for 4 years.

**Nora** is a brave, beautiful girl, age 11, who lives in Kingston, MA with her loving father, two brothers, and older sister. Her beautiful mother passed away from a long battle with brain cancer in 2018. She has been a part of empowerHER for 2 years and is matched with her wonderful mentor, Megan.
Shea, age 13, who lives in Scituate, MA with their loving father lost their beautiful mother suddenly 10 years ago. They have been involved in empowerHER for 6 years.

DeMya is a brave, beautiful young woman, age 15, who lives in Brockton, MA with her loving grandmother. She lost her beautiful mother died from a brief illness. DeMya has been involved with empowerHER for 4 years.

Cat is a brave, beautiful young woman, age 20, who goes to college in Austin, TX. She lost her beautiful mother suddenly 6 years ago. She has been involved in empowerHER for about a year and is matched virtually with her amazing mentor, Jenna (FL).

Muriel is a brave, beautiful, young woman, age 20, who lives in Whitman, MA with her loving father. She lost her beautiful mother when she was 3 years old. She has been involved in empowerHER for 5 years.