



SEEK HER
FOUNDATION

2023

IMPACT REPORT

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FROM OUR
Founder

When we embrace self-advocacy for ourselves, we inspire a movement of advocacy in others.

In 2023, SeekHer championed "becoming" as our guiding theme, reflecting our unwavering commitment to supporting women's mental well-being through self-discovery and healing. Amidst societal expectations that continue to weigh heavily on women, SeekHer has redoubled its commitment to building a nurturing space where women can navigate life's roles and constructs with their true, authentic selves at the forefront. This emphasis on growth and transformation deeply connects with our mission of powering women for the greater good, reminding us of the profound significance of living in alignment with our inner truth, values, and core beliefs.

Looking back on 2023, my heart overflows with gratitude for the unwavering support of our SeekHer community – partners, advocates, and extraordinary women who are the beating heart of our mission.

This year, we embraced the power of authenticity, both individually and as a collective. Owning our true selves ignited a transformative fire of self-discovery and reconnection. Through our dedicated



Connecting in community at the “Let’s Heal Together” event with SeekHer founder Dr. Monica Mo, Council Advisor Minaa B., and Scholars Chelsey Reese, Domenique Harrison, and Alana Brooks. Photo credit: Nicole Freitag

programs, impactful initiatives, and compassionate network, women found the strength to navigate their unique journeys and build a future brimming with potential. We’ve laid a strong programmatic foundation, focusing on community care that allows our programs to sustainably scale and flourish year after year.

This report highlights the powerful stories of resilience and growth that blossom when women embrace their identities. Together, we embarked on a transformative journey, uncovering the innate strengths and limitless potential within each of us. We witness not just survival, but women truly thriving. On the following pages, we invite you to celebrate SeekHer's collective impact in 2023. Join us as we continue to cultivate a vibrant community where women flourish and reach their fullest potential.

WITH WARMTH & GRATITUDE,
DR. MONICA MO

01.

2023 OVERVIEW

2023 was a year of triumph and reinvigoration for SeekHer, fueled by the dedication of our supporters, advocates, and program participants. Their remarkable vulnerability, curiosity, and commitment propelled us forward, paving the way for continued investments in women-led communities and leaders.

Leveraging the momentum of our programs and partnerships, we directly empowered a diverse community of women, mental health practitioners, and community leaders with \$427,950 in deployed grants through partnerships and honorariums.

This reinvestment embodies our core principle of transformative leadership: **prioritizing equitable compensation**. We fiercely advocate for fair pay, dedicating significant resources to support everyday women in their mental health journeys while also ensuring fair compensation for our advisors, mentors, and speakers contributing their expertise.

Born as a charitable advocacy project within the social enterprise WellSeek, SeekHer continues to blaze its trail by amplifying our commitment to empowering women through wellness and equity. In 2023 alone, our accessible online resources reached over 406K individuals seeking support for their well-being across our online platforms.

Collectively, we fostered an ecosystem of 53K+ community care members, passionate advocates, and purpose-driven allies through meaningful conversations and supportive spaces for women's mental health. Through grants and targeted programming, we elevated and reinvested in our ecosystem to empower women, practitioners, and community leaders alike. *Here are just a few celebratory highlights from an extraordinary year of growth!*

20 23

BY THE NUMBERS

53K+

Community care members, advocates & allies united

406K+

Reached & engaged with our online women's wellness resources & social content

2,058

SeekHer Shift Survey Respondents

\$427K+

Deployed grants through partnerships & provided equitable compensation for our community of experts, practitioners, and community leaders

46

Livestreams, events, workshops, and mentor hours hosted for women, advocates & practitioners

2,418%

SeekHer email community growth (2022 to 2023)

447%

SeekHer Circle community growth (2022 to 2023)

124%


SeekHer social community growth (2022 to 2023)

2,536

New #WeHearHer Advocacy Council members joined

522K+

Community care interactions & conversations ignited through weekly self-care guidance & delivered wellness resources



"There are too many external factors limiting womens' ability to have a positive outlook on the future—from societal pressures to unrealistic beauty standards to perfectionism—which is why it's so important to support the work that SeekHer is doing to shift the cultural narrative"

— HILLARY HUTCHESON,
CMO OF ROC SKINCARE

02.

#WeHearHer ADVOCACY COUNCIL

36

U.S. STATES
REPRESENTED BY
INDIVIDUALS &
BUSINESSES

81%

WOMEN-OWNED
OR -OPERATED
BUSINESSES

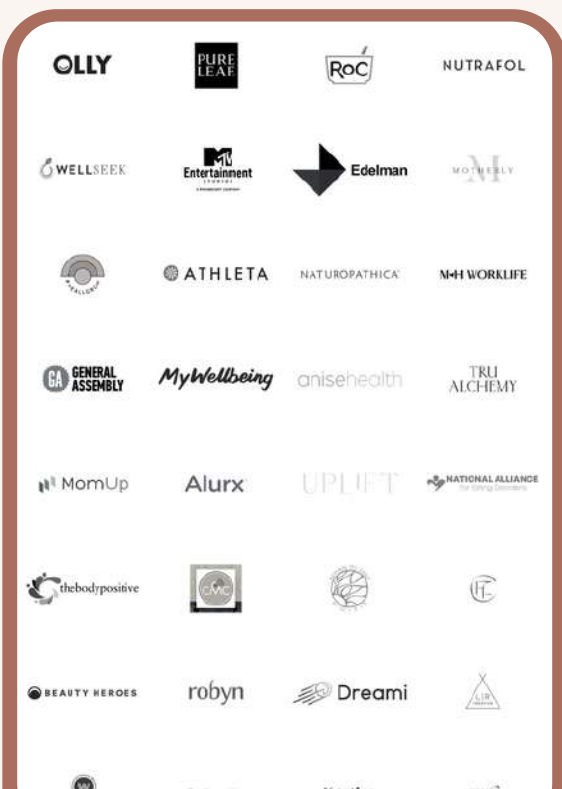
64%

BLACK-, AAPI-,
INDIGENOUS-, LATINX-,
DISABILITY-, OR
VETERAN-OWNED
BUSINESSES

A surge of support in 2023 propelled the #WeHearHer Advocacy Council to new heights! With a **nearly 200% increase**, the Council has reached **386 members** — a vibrant collective of individuals, culture-shifting brands, non-profits, and small businesses united in their pledge to champion women's mental health in our workplaces and communities.

Guiding this impactful movement are nine distinguished Advisors, whose expertise and dedication to inspire and empower. **This year, we welcomed two exceptional voices as Council Advisors:** Alyssa Mancao and Yolanda Renteria. As renowned thought leaders in women's mental health, they enrich our Council with their diverse perspectives and experiences.

Our Advisors continue to play a pivotal role in shaping the future of SeekHer, from contributing to our community care initiatives to ideating on innovative collaborative programs that maximize our collective impact. With a growing movement brimming with purpose, #WeHearHer is poised to create a lasting ripple effect of positive impact in our workplaces and communities.



MEET OUR Council Advisors



Dr. Jenny Wang

Clinical Psychologist & Founder of
Asians for Mental Health



Minaa B.

Therapist, Wellness Coach, Mental
Health Educator & Writer



Dr. Jen Douglas

Clinical Assistant Professor of Psychiatry &
Behavioral Sciences at Stanford University



Dr. Janice Johnson Dias

Professor of Sociology at John Jay College
& President of Grassroots Foundation



Christine Michel Carter

Best-selling Author, Senior Forbes
Contributor & #1 Global Voice for Moms



Dr. Kelli Hall

Associate Professor of Population &
Family Health at Columbia University



Melody Li

Therapist, Speaker, Educator, & Activist



Yolanda Renteria

Trauma Therapist & Licensed
Professional Counselor



Alyssa "Lia" Mancao

Licensed Clinical Social Workers,
Therapist, Speaker & Writer



"I joined the Advocacy Council to be a part of something bigger than myself. As individuals we have so much knowledge, talent, and capacity to do for others, but we sometimes reserve them because we think someone else will step in. I'm stepping in and up to serving and advocating for those women struggling with their mental health and their ability to create space for themselves."

— FELICIA EDWARDS, LMFT, OWNER,
ASSURGENT HEALING LLC

03.

Our PROGRAMS

Fueling vital conversations about women's mental health, our research-informed campaigns and programs weave their way into homes, communities, and workplaces. We meet our community members on their terms – online, live, and through peer support – offering empowering experiences that are igniting a cultural shift for women in their everyday lives.

At SeekHer, "becoming" transcends personal barriers. It's a shared journey of continuous growth, fueled by nurturing community care programs that redefine social norms, inspire change, and empower women to explore and define their authentic selves, one meaningful step at a time.

These experiences not only cultivate self-care practices but also spark a ripple effect of advocacy, empowering women to champion each other's well-being and create a more supportive world for all.

SECOND ANNUAL SeekHer Shift Report

SeekHer's mission and every action is curated to resonate with the voices of the women we serve. This connection is driven by our annual SeekHer Shift Survey & Report, which informs all programming and activities. Our second annual report, titled "***Bridging the Gap in Women's Mental Health***," was published in March 2023 and shed light on the concerns affecting women's well-being and illuminates their desire for safe and supportive spaces to thrive.

Based on the voices of 1,612 diverse women across the US, the report reveals key findings highlighting the need for:

- **Reclaiming personal time and emotional connection:** Respondents yearn for moments of self-care and access to non-judgmental spaces where they can be their authentic selves.
- **Strengthening emotional safety and identity:** Many women feel isolated, lacking a sense of security and belonging within their sense of identity.
- **Building a robust support system:** The pressure to "do it all" leaves women feeling unsupported and overwhelmed by external expectations.
- **Redefining self-worth:** The report shows a clear need to shift away from measuring self-worth against family expectations, beauty standards, and workplace demands.

- **1,612 respondents** contributed to the Report findings, a 27% increase from the prior year's survey.
- The report was downloaded over **1,400 times**, informing purpose-driven marketing and workplace practices around the United States.
- The Survey and Report received **national media coverage**, including Femtech Insider, Markets Insider, and Care.com.



THIRD ANNUAL SeekHer Shift Survey

Our mental well-being, as women, is intricately woven into the fabric of our daily environments. Yet, thriving often requires dismantling the embedded barriers that hinder our well-being in these very spaces.

Enter the **third annual SeekHer Shift Survey**, launched in November 2023. This year, we ventured deeper, exploring the intricate connection between our inner selves and the home, work, and community environments that shape who we are.

With a 27% increase in respondents over the previous year, **2,058 women** raised their voices throughout the survey. Their insights will pave the way for our **upcoming third annual SeekHer Shift Report**, a beacon illuminating the pathways to achieving equity and holistic wellness for women.

We extend our greatest appreciation to the following #WeHearHer Advocacy Council members for extending their support by participating in and amplifying the reach of the third annual SeekHer Shift Survey.

EDELMAN

OLLY

ALYSSA MANCAO

FOUNDATION 43

ANISE HEALTH

LAUREN ELIZABETH JONES

JILL KOZIOL (MOTHERLY)

MOM-CARE OASIS

ALLIE MIROSEVIC (BLISS'D)

DR. JEN DOUGLAS

INKED SPORTS

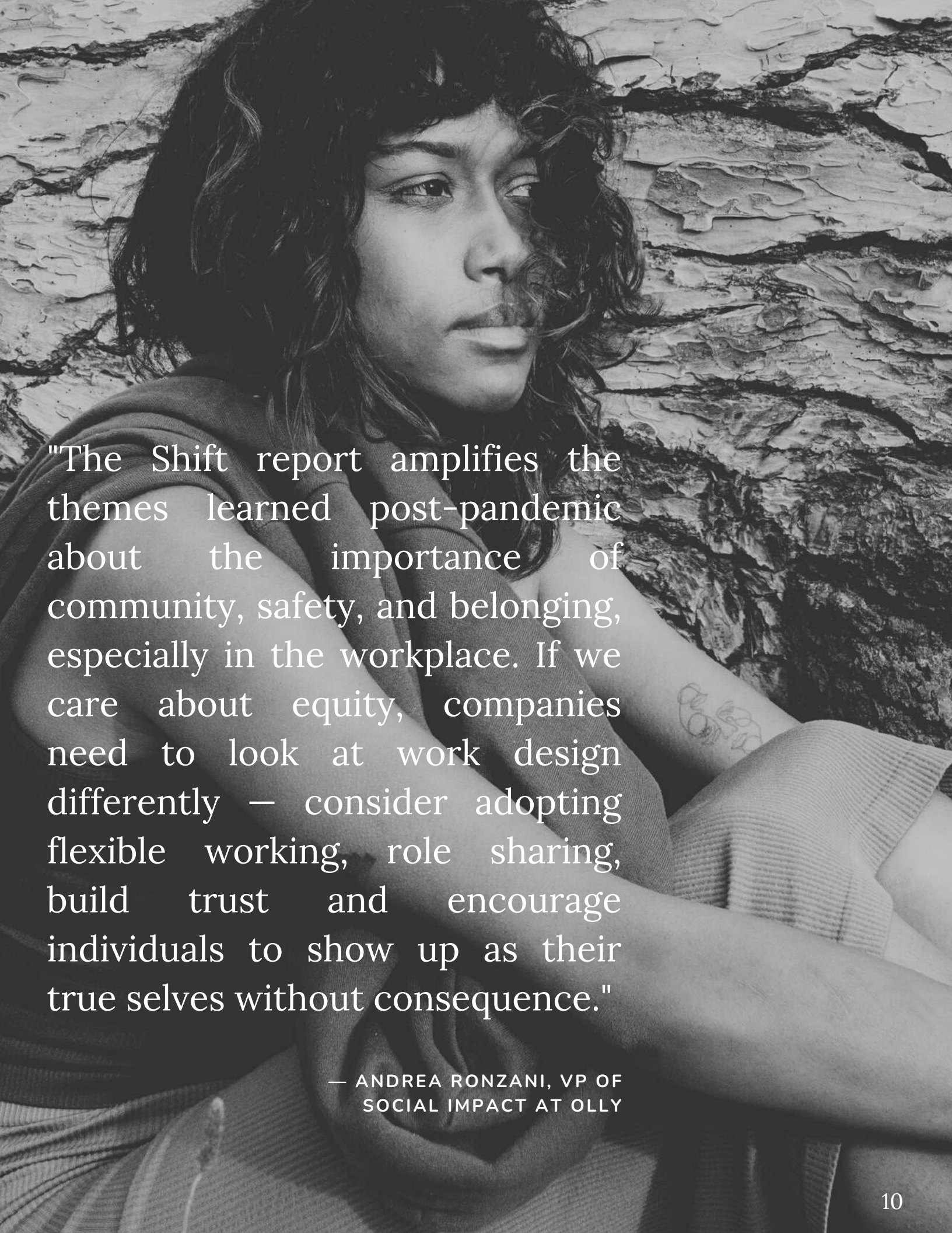
CHANTIA THOMPSON
(S.H.E. & GIRLZ EMPOWERED)

IRIS&ROMEO

CHARISHMA COHEN

AGROTHERAPA





"The Shift report amplifies the themes learned post-pandemic about the importance of community, safety, and belonging, especially in the workplace. If we care about equity, companies need to look at work design differently — consider adopting flexible working, role sharing, build trust and encourage individuals to show up as their true selves without consequence."

— ANDREA RONZANI, VP OF
SOCIAL IMPACT AT OLLY

COMMUNITY CARE

Programming

SeekHer's Community Care Programming continues its impressive growth, reaching over 40,000 women monthly with enriching resources and supportive spaces since its launch in May 2022. Through our always-on community hub, monthly events, and guided inbox conversations, we're creating safe havens for women to redefine success and well-being on their own terms alongside our allies and brand partners through:

- **Healing in Circles:** These monthly virtual gatherings facilitate **expert-led discussions** and provide platforms for our SeekHer Scholars, providing a **safe space for authentic peer-to-peer connection**.
- **Monthly Self-Care Challenges:** Partnering with brands, we offer **engaging challenges with product giveaways**, encouraging daily self-care practices and amplifying conversations about well-being.
- **Curated Workshops:** Through collaborative creativity, we equip SeekHer Scholars to **design and launch transformative mental health workshops**. These workshops unlock access to supportive resources that propel women toward actionable steps for their well-being.
- **Collaborative Themes:** We partner with like-minded organizations to **co-create monthly event themes** that resonate with our community, from reclaiming our power as leaders to navigating holiday stress.



COMMUNITY CARE Programming

- Resulted in more than **522,000 conversations & interactions** through delivered community care resources that supported **40,000+ women**.
- **Gifted giveaways** to participants from **brand partners** Alurx, Naturopathica, RoC Skincare, Pure Leaf, and Marshalls.
- More than **2,700 event and workshop registrations from participants seeking** mental health education and community support.



Reaching thousands monthly, we are fostering authentic conversations while investing in the growth of BIPOC and allied mental health practitioners, ultimately transforming narratives and expanding access to crucial support for all women.

In 2023 we hosted **8** live Healing in Circles events, **3** Scholar-led workshops, and **5** themed self-care challenges and giveaways to deepen engagement and connection within SeekHer Circle. Topics included:

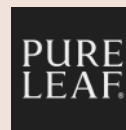
Healing in Circles

- *Making A Moment For Me* (**May**)
- *Becoming Your True Self* (**June**)
- *Belonging As You Are* (**July**)
- *Letting Go of Expectations* (**August**)
- *Shifting Our Inner Narratives* (**September**)
- *Reclaiming Our Power to Heal & Lead* (**October**)
- *Giving Starts With You* (**September**)
- *Looking Back to Look Forward* (**December**)

Workshops

- *Building A Healthier Relationship With Yourself For Your Family* (**August**)
- *Power Your Leadership From The Inside Out* (**October**)
- *Finding Happiness in The Holiday Hustle* (**December**)

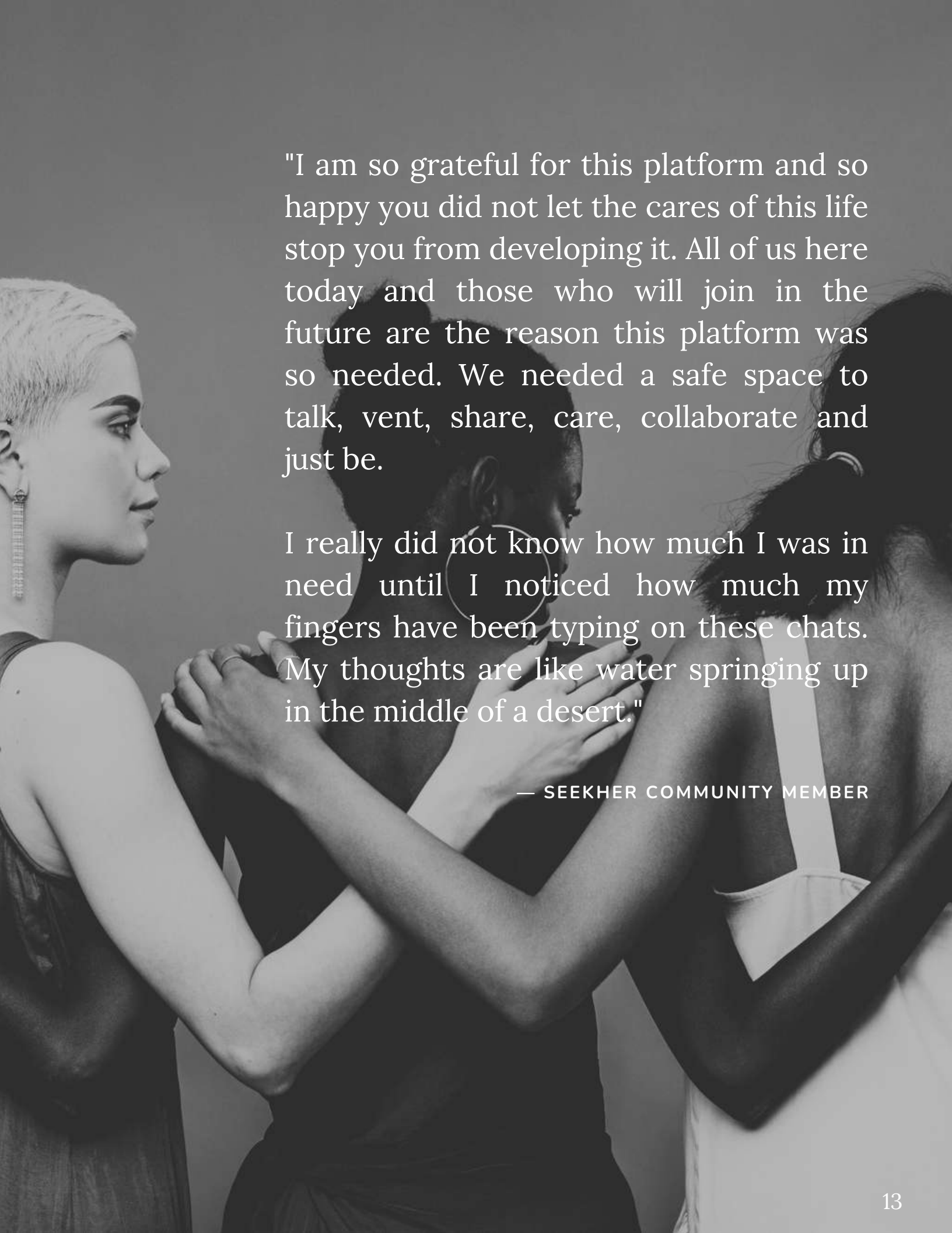
A SPECIAL THANKS
TO OUR PARTNERS:



Marshalls®

NATUROPATHICA®

Alurx™
DEDICATED TO YOUR WELLNESS



"I am so grateful for this platform and so happy you did not let the cares of this life stop you from developing it. All of us here today and those who will join in the future are the reason this platform was so needed. We needed a safe space to talk, vent, share, care, collaborate and just be.

I really did not know how much I was in need until I noticed how much my fingers have been typing on these chats. My thoughts are like water springing up in the middle of a desert."

— SEEKHER COMMUNITY MEMBER

SEEKHER Scholars

At SeekHer, we believe practitioners are essential in shifting our cultural narratives around mental health, especially when it comes to tackling the cultural barriers limiting women, in particular BIPOC (Black, Indigenous, People of Color) women, from accessing the care they deserve.

Open to licensed therapists, psychologists, social workers, registered dietitians, and health professionals, the SeekHer Scholars program **fuels the growth of leaders at the intersection of wellness and equity**. We provide leadership training, continuing education opportunities, and mentorship to help care providers build thriving practices that serve women and underrepresented groups in their communities.

At its core, the SeekHer Scholars program empowers practitioners to:

- **Step into their role as leaders** – We equip Scholars with the skills and confidence to navigate the business landscape of private practice and advocate for positive change.
- **Connect with a vibrant community** – We elevate their voice amongst SeekHer's community of 40,000+ women who are engaged monthly in seeking curated community care resources.
- **Increased visibility and recognition** – Gain exposure through SeekHer's platform, amplifying your expertise and reaching those who need you most.
- **Pursue professional development** – Access ongoing learning opportunities, workshops, and mentorship to refine their skills and stay at the forefront of their field.

The SeekHer Scholars program continued its impactful journey in 2023, empowering licensed practitioners and mental health professionals with the creation of two vital programming tracks: **Cultural Care Matters** and **Our Bodies Belong**.

Additionally, we launched the **Circle Creator Lab**, fostering collaboration to create accessible mental health workshops. This initiative offers Scholars valuable hands-on experience, allowing them to refine their business practices and build their professional brands by designing and leading their own workshops.

- In 2023, we welcomed 54 new Scholars to the program to reach a **total of 86 members** (with a presence **across 33 states + DC**). This represents a **168% increase** from the previous year.
- Awarded **\$7,200** in continuing education training scholarships to BIPOC and body-inclusive practitioners
- To date, **51%** of SeekHer Scholars have made their voices heard by serving as **guest speakers, leading workshops, or sharing mental health expertise** in our weekly community care programs.

"I was amazed at the amount of women there who were so engaged and obviously committed. I really do appreciate the space you all have built for these women, it really does feel remarkable."

- BLESSING UCHENDU, SEEKHER SCHOLAR

SEEKHER Scholars

Cultural Care Matters

In 2023, SeekHer affirmed its commitment to education and community care at the intersection of wellness and equity with the launch of Cultural Care Matters. Participants received access to curated mentoring sessions through ongoing live and monthly mentor sessions with Lead Scholar, Dominique Harrison.



Domenique Harrison, MPH, LMFT, LPCC
Lead Scholar, Cultural Care Matters Program

“I’m so grateful for the Scholars program - for introducing me to folks I value being ‘in the room with’ and as an opportunity advocate to grow my leadership presence. Thank you for being an uplifter of my work.”



Mia Donley, MPH, RDN, CDN
Lead Scholar, Our Bodies Belong Program

“Being part of the SeekHer Scholars cohort empowered me to have enough resources and support to launch into this space, and I’m so glad I did. My hope is that other Scholars can feel equipped to try something outside of their comfort zone and thrive in their work.”

Our Bodies Belong

Our Bodies Belong is a new program track that advances SeekHer’s belief that a healthier community is one that is inclusive and welcoming of all bodies in the face of a size-obsessed wellness culture.

By providing leadership resources and mentorship to body-inclusive health practitioners, Our Bodies Belong creates new avenues that uplift community leaders who are redefining body & beauty norms in our homes, schools, and workplaces. The inaugural Our Bodies Belong practitioner cohort application was launched in Fall 2023, and programming will be led by Mia Donley starting in 2024.

SEEKHER Scholars

Circle Creator Lab

Launched in Summer 2023, the Circle Creator Lab empowers our community of mental health practitioners and increases accessible support for women through engaging workshops.

SeekHer Scholars collaborate with our team to design and present interactive workshops based on their unique expertise. This provides them with a valuable hands-on opportunity to create and refine their business practices and professional brands. Additionally, the workshops promote increased visibility through partnerships with SeekHer and its advocacy partners.


We are deeply grateful to the SeekHer Scholars program funders and continuing education partners for their invaluable support.



FROM THE SCHOLARS:

“I’m so grateful and astounded by the possibility offered by the combination of my words and your creativity, editing, and organization. It was really incredible to work with the team and experience what is possible with the support you gave.”

“Finding a starting point when creating content for a workshop can be challenging. The framework provided by the SeekHer team gave me the structure I needed to organize my thoughts, helping me create a flow of content.”



"I had a wonderful experience collaborating with the SeekHer team as I created my workshop. The workbook was representative of my values of being a connected and mindful mom, friend, loved one, and therapist.

The team was incredibly supportive and provided everything I needed, from writing prompts to former examples, to flush out the thoughts and content that I wished to communicate."

— JASMYNN ABERNATHY,
SEEKHER SCHOLAR

“NO” GRANTS Program

SeekHer was thrilled to continue our partnership with Pure Leaf and its belief that “No Is Beautiful.” For year two of the “No” Grants program, we were joined by maternal care advocate, author, and mother **Elaine Welteroth** to deploy 200 “No” Grants to alleviate some of the real financial pressures of motherhood – **“No Is Beautiful” in Motherhood**. Together we deployed valuable funds and supportive resources to give moms the extra help they need, so they can say ‘no’ to doing it all. All applicants received access to actionable resources through a downloadable “No is Beautiful” in Motherhood curriculum and guide.

Joining us this year as our “No” Grants selection committee were leaders from Pure Leaf and SeekHer, as well as esteemed leaders, experts, and advocates who are impacting change for women and redefining motherhood in our communities



Ana Flores | Founder & Co-CEO, #WeAllGrow Latina



Blessing Adesiyun | Founder & CEO, MH WorkLife



Christine Michel Carter | Best-Selling Author, #1 Global Voice For Moms



Crystal Karges | Maternal Health & Child Feeding Specialist



Debi Yadegari | Founder and CEO, Villyge



Erika Soto Lamb | Vice President, Social Impact Strategy, Showtime/MTV Entertainment Studios at Paramount Global



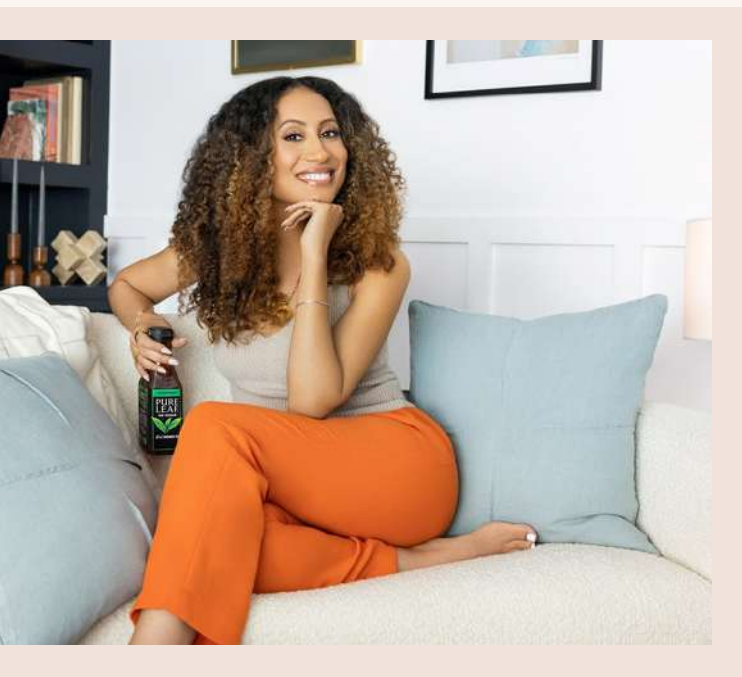
Dr. Jen Douglas | Psychologist & Clinical Assistant Professor at Stanford



Jill Koziol | Co-Founder & CEO, Motherly



Dr. Monica Mo | Founder & CEO, WellSeek, Director of SeekHer Foundation



- **381,270** total applications received and processed across 3 award cycles
- Selected 200 awardees to help deploy **\$400,000** in \$2,000 microgrants
- **33,988 participants** joined the Community Care Program during open application cycles, a **1,597% increase** from the previous year
- **11** Review Panelists committed

“NO” GRANTS Program

#NoIsBeautiful in Motherhood IG Live Series

Deepening conversations around reclaiming time and setting boundaries, SeekHer founder Dr. Monica Mo joined Pure Leaf's Instagram channel for engaging dialogues with inspiring mom leaders across our communities.

- **Saying "No" to Perfect & "Yes" to Celebrating You:** In June, Dr. Jen Douglas, a psychologist, unpacked societal pressures fueling perfectionism and explored how mothers can confidently say "no."
- **The Power of "No" to Heal & Grow:** August saw a conversation with #WeAllGrow Latina founder & co-CEO Ana Flores, highlighting the importance of self-nurturing for moms and leaders to create positive change.
- **Reclaiming Your "No" to Prioritize Real Self-Care:** In September, author & psychiatrist Dr. Pooja Lakshmin discussed reclaiming "no" as a tool for prioritizing authentic self-care rooted in challenging outdated systems.

#NoIsBeautiful Community Care Series

As a continuation of our 2022 #NolsBeautiful Community Care series, Dr. Monica Mo and renowned therapist, wellness educator, and author, Minaa B., led three interactive mental health education and support group sessions:

- **Rethinking Resolutions to Empower Your New Year** (January)
- **Reclaiming Healthier Boundaries for Stronger Relationships** (February)
- **Relearning 'No' to Prioritize Work-Life Harmony** (March)



Dr. Jen Douglas
Psychologist & Clinical Assistant
Professor at Stanford



Ana Flores
Founder & Co-CEO,
#WeAllGrow Latina



Dr. Pooja Lakshmin
Author of 'Real Self-Care', Board Certified
Psychiatrist, NY Times contributor



Minaa B.
Author, Therapist, Writer, Mental
Health Educator



"Never thought that I would be so grateful finding a group like this. I was directed to this page because I heard about a grant. But when I started to read about the program and reclaiming my 'no', what I've gotten in a short period of time was so much more."

— "NO IS BEAUTIFUL" IN MOTHERHOOD
COMMUNITY PROGRAM PARTICIPANT

SEEK, SIP & Shop

In September, SeekHer hosted “Let’s Heal Together”, a Seek, Sip & Shop event in celebration of Council Advisor, author and therapist *Minaa B’s* newest book, ‘*Owning Our Struggles: A Path to Healing and Finding Community In A Broken World*’.

Attendees began the morning with a guided *Healing Magic Sound Meditation* by SeekHer Scholar *Chelsey Reese* and powered by Tru Alchemy.

“I am so thankful for having the opportunity to be a part of the event this weekend! All the positive feedback makes it worthwhile. I really enjoyed facilitating the meditation session and listening to the amazing discussion. Grateful to be a part of the SeekHer community.”

- CHELSEY REESE, SEEKHER SCHOLAR


- Alongside Kendra Scott, SeekHer Foundation welcomed guests in Los Angeles for a morning of cultivating connection and community, welcoming nearly **60 attendees** throughout the morning.
- The event helped raise over **\$3,300 in event sponsorship and donations** to support SeekHer’s ongoing community care programs in women’s mental health.

Our focus then turned to a powerful fireside chat with Minaa B. moderated by SeekHer founder Dr. Monica Mo. Together they explored what it means to show up for others without abandoning our own needs, and the importance of cultivating connection with others to sustain our mental health.

Guests were then welcomed to join Minaa for a Meet & Greet and book signing, as well as a chance to shop Kendra Scott jewelry, explore self-care stations through a Scavenger Hunt, and mingle over small sips & bites. Attendees also received goody bags filled with self-care goodies from partnering brands.

A special thanks to all of our Seek, Sip & Shop partners who supported our event:



A black and white photograph of a diverse group of people sitting together and clapping. The focus is on a woman in the foreground with braided hair, wearing a white t-shirt with a logo that says "Strong". She is clapping enthusiastically. Other people in the background are also clapping and smiling. The overall atmosphere is one of joy and community.

"I am so thankful for the amazing weekend I had, I attended this beautiful event and found my community. Thank you for sharing your knowledge and for showing me what my community can and should be."

— EVENT PARTICIPANT

#LOOKFORWARD Project

On our path to self-discovery and embracing our authentic selves, the **#LookForwardProject**, a continuing partnership with **RoC Skincare** and actress **Sarah Jessica Parker**, solidified our commitment to celebrating the transformative power of optimism for long-term health and well-being. This translates to empowering women and future generations to cultivate mental health practices that foster confidence and a sense of beauty throughout life's stages.

Aligned with their mission to guide women towards a positive outlook on the future, RoC Skincare joined forces with SeekHer in 2023 to establish the Look Forward Community Program. This initiative focuses on mental health advocacy and resource-sharing, nurturing the next generation of optimists and their parents.

Since its Fall 2023 launch, the Look Forward Community Program has sparked incredible enthusiasm, with guided resources delivered to **over 34,000 women** and jumpstarting vibrant **#LookForward** discussions within our SeekHer Circle space.

Beginning in 2024, our hands-on programs expand to encompass peer mentorship and intergenerational healing, furthering our mission to build a future where every woman embraces hope and optimism for themselves and the next generation.



#LookForward Parent Workshops

Moms & caregivers will be empowered through quarterly **#LookForward** Parent workshops led by Council Advisors and renowned mental health experts Yolanda Renteria and Dr. Jenny Wang. These sessions will equip parents with the tools and strategies to integrate optimism and mental health advocacy for their own self and children.

#LookForward Youth Advocacy Council

Youth (ages 13 to 18) will be invited to join the 8-week **#LookForward** Youth Advocacy Council program to become leaders & advocates for mental health. Participants will have an opportunity to discover their own unique voice and master advocacy skills with expert guidance, connect with fellow changemakers, and design their own mental health impact project while earning volunteer hours. Supportive resources are also offered to parents to help them navigate the program and support their teens' success.

04.

The RIPPLE EFFECT

At SeekHer, collective action beats at the heart of our mission. United by a shared vision, we spark cultural shifts that ripple outward, transforming the lives of everyday women. This year, we continued to forge powerful alliances with influential brands and platforms, strategizing partnerships that ignite crucial conversations around the societal norms impeding women's well-being and success.

In a world where women's mental health struggles often vanish into silence, these collaborations elevate our voices. Together, we reach a wider audience, igniting meaningful discussions that explore the intricacy and nuances of women's mental health experiences.

Through these strategic partnerships, we have cultivated a collective force that is powered by community. This collaborative approach has not only expanded our reach but has also created a ripple effect, inspiring others to join our cause and contribute to the broader movement.

By challenging and redefining societal norms, our joint efforts aim to pave the way for tangible and positive change, dismantling barriers that have long impeded the well-being and success of women. Together, we are dedicated to making a lasting impact, actively shaping a future where women's mental health is prioritized and celebrated.

PARTNERING WITH Influential Platforms

HEALING IN HOPE
Exploring Family, Culture, & Community
in AAPI Mental Health
WEDNESDAY, MAY 24 @ 11AM PST

presented by

OLLY

SH
#COUNCILCHAT
IG LIVE

Dr. Jenny Wang
Psychologist, Speaker, Author,
Founder of Asians For Mental Health

Dr. Monica Mo
Founder & CEO, WellSeek &
Director of SeekHer Foundation

JOIN US ON IG LIVE @OLLYWELLNESS

OLLY AAPI Heritage and Mental Health Awareness Month #CouncilChat IG live

In May 2023, SeekHer partnered with OLLY for an IG Live discussion exploring mental health within Asian American communities. Led by SeekHer Director Dr. Monica Mo, the conversation featured renowned psychologist, speaker, and author Dr. Jenny Wang. Together, they delved into crucial topics including cultural stigmas impacting mental health in Asian American communities, the lasting influence of family upbringing and immigrant experiences, and navigating cultural differences to authentically express ourselves in workplaces and communities.

#COUNCILCHAT

Women's Wellbeing At Work

Embracing Wellness & Equity To Lead & Live

Join us live for this online event on
Monday, March 27, 2023
12P PT | 3P ET

Blessing Adeyisan
Founder & CEO
MH WorkLife

Kira Maples
Women's ERG Lead
General Assembly

Domenique Harrison
Founder & Equity Strategist
The Racial Equity Therapist

Kia Wilson
Global Co-lead
Women's Association of
Veteran Employees (WAVE)

Dr. Monica Mo
Founder & Director
SeekHer Foundation

brought to you by members of the
#WellnessForAll Advocacy Council

SEEKHER FOUNDATION | GENERAL ASSEMBLY | MH

'Embracing Wellness & Equity to Lead & Live' event with Verizon WAVE, General Assembly, and MH Worklife

Celebrating Women's History Month, SeekHer hosted a vibrant #CouncilChat exploring how advancing women's wellness and equity leads to empowered leadership and thriving lives. SeekHer was joined by a stellar panel of ERG and organizational leaders from Verizon WAVE, General Assembly, and MH Worklife to explore inclusion barriers, reflect on lessons learned, and share inspiring initiatives they're leading to build a more equitable workplace for women and underrepresented identities. A facilitated group discussion with SeekHer Scholar Domenique Harrison offered a hands-on opportunity for attendees to engage in conversation and receive actionable tools for their own workplaces.

PARTNERING WITH Influential Platforms



Marshall's Good Stuff Social Club

SeekHer was delighted to join forces with Marshall's and Priyanka Chopra Jonas for the inaugural Good Stuff Social Club in New York City last October. This two-day event convened a powerful network of experts across diverse fields, all focused on empowering women to achieve their ambitions in life. The best part? We had the privilege of meeting up with some of our NYC-based SeekHer Scholars (pictured)!

Aligned with Marshall's' mission to equip women with the tools, resources, and communities needed to thrive, Dr. Monica Mo facilitated a dynamic conversation alongside wellbeing expert and Sad Girls Club founder Elyse Fox. Together, they equipped attendees with practical tools to build self-worth, redefine healthy boundaries, and ultimately expand their capacity for personal and professional growth.

As Monica shared -

"Being at the Good Stuff Social Club with hundreds of women was truly inspiring! We know from our SeekHer Shift Reports that women face impossible expectations in their everyday lives, yet we lack the structures and support to know we're not alone. Marshall's masterfully created an incredible space where vulnerability thrived within the community, balance emerged through shared experiences, and every woman gained practical tools to achieve their ambitions and the good stuff they deserve."

PARTNERING WITH Influential Platforms

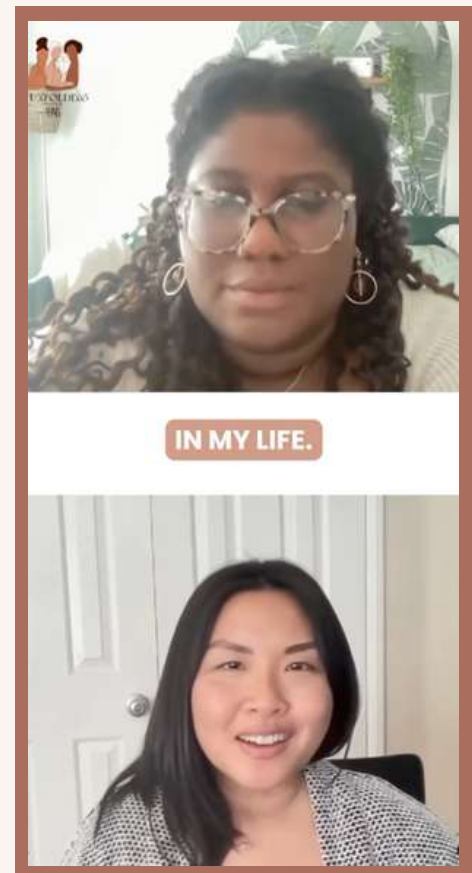


MTV & Hidden Healers

SeekHer was proud to support MTV as their non-profit resource for Women's History Month. As part of their **Hidden Healers initiative**, SeekHer and MTV collaborated to release the video "[It's TraDish: Healing Over Brunch with FLO](#)", highlighting and honoring the healing power of female friendships. Launched last Fall at the White House with Selena Gomez and First Lady Dr. Jill Biden, Hidden Healers is a first-of-its-kind digital video series that elevates, uplifts, and centers culturally grounded healing practices from BIPOC communities to show how healing can come from many unexpected places, including our own traditions and cultural practices.

Loveland Foundation

Connected through our shared commitment to showing up for communities of color, in July 2023, SeekHer Scholar Domenique Harrison, alongside SeekHer founder Monica Mo, joined **The Loveland Foundation** for their Summer Blues Panel to share insights on coping through seasonal depression and mental health for women of color. Monica also joined Loveland on their podcast 'The Unfolding' to explore redefining health, mental health advocacy, and community care to round out the year.



PRESS & Media

The purpose-driven work of SeekHer and our parent organization WellSeek continues to be recognized by major media outlets throughout 2023. This coverage is a powerful tool to amplify our mission while creating opportunities for women to advocate for their needs and be heard in our workplaces and communities.

In one notable feature, SeekHer was the charity of choice for Team Bebe Rexha on a recent episode of Celebrity Family Feud! We were elated as her team won and granted a generous donation of \$25,000 to our cause.



WSJ

Forbes

People

BRIT+CO

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Care.com

WWD

Women'sHealth

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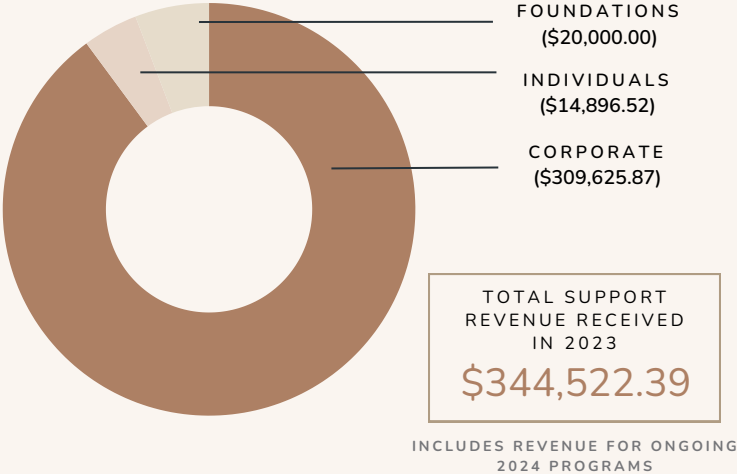
2023 FINANCES

In 2023, the incredible work of SeekHer Foundation wouldn't have been possible without the generous support of individuals, foundations, and corporate partners. Their invaluable contributions directly impacted the lives of countless women and practitioners by fueling programmatic growth focused on serving their needs.

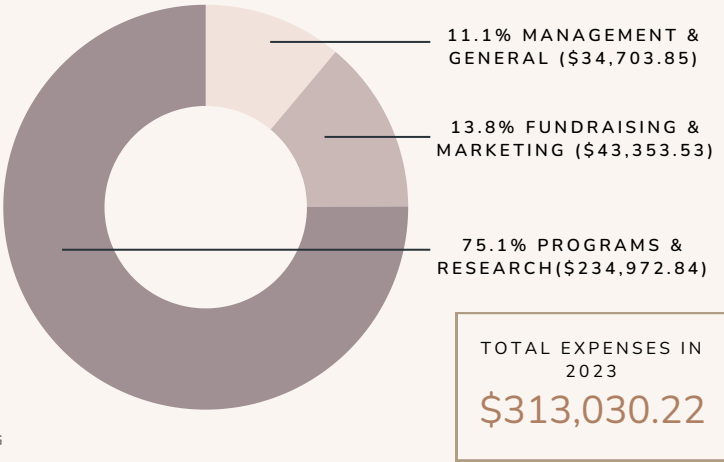
At the heart of this impact lies the crucial role of our corporate partners. Mission-aligned programs and campaigns from these valued partnerships provided the majority of funding for our program activities. Additionally, our 501(c)(3) fiscal sponsor, Social Good Fund, continued to play a vital role in ensuring a strong financial foundation by overseeing our administrative requirements and guaranteeing compliance as a charitable advocacy project.

FINANCIAL Snapshot

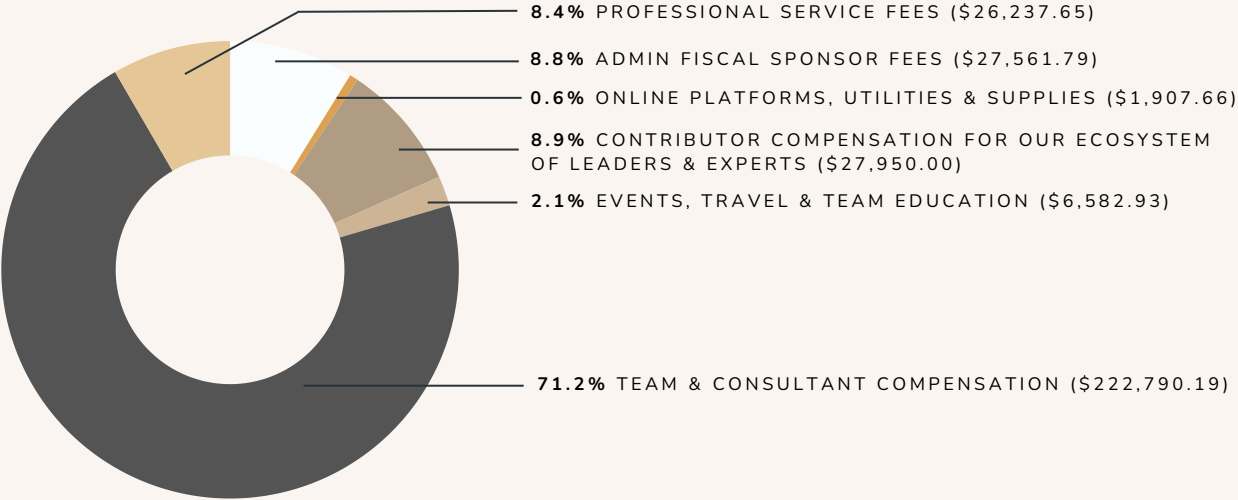
Support Revenue



Allocation of Expenses



Operational Expenses



06.

Looking AHEAD

In the landscape of women's mental health, self-advocacy is not just a tool; it's the seed of profound change. As we celebrate the personal growth fostered by owning our stories, we witness a ripple effect of empowerment. This impact illuminates not only individual transformations but the birth of powerful advocates within our community.

These women, emboldened by sharing their narratives, become ambassadors of change. Their voices, amplified through our programs and partnerships, inspire others to step into their own power and advocate for all women's mental well-being.

Our commitment to advocacy transcends the individual. By wielding the power of shared stories, we've sparked a movement for societal transformation. Through outreach, partnerships, and community engagement, we amplify the voices of those still finding their own. It's in advocating for others that we create a sacred space for shared experiences, building a world where every woman can live authentically, and shift towards a future where women own their stories and identities, unshackled from the silencing narratives society imposes.

Together, we're not just becoming our best selves; we're building a foundation for a more compassionate and understanding society, one empowered voice at a time.



OUR COLLECTIVE *Healing & Advocacy*

As we look ahead into 2024, we're fueled by the ripples of our work and the yearning for deeper connections within our growing community. We will continue to cultivate programming and safe spaces where individual healing and systemic advocacy walk hand-in-hand, recognizing that both individual growth and societal shifts paint a truer picture of progress.

For it is not just mending but the ripples of change that blossom from tending to our inner landscapes. Cultivating empathy, compassion, and courage – the very lifeblood of impactful advocacy and leadership – is birthed in our healing. *For true equity to exist, we must embrace this powerful duality.*

This intricate dance of healing and advocacy empowers us to become agents of positive change. As we invest in our inner work, we champion not only ourselves but the well-being of all.

Empowered voices unite through collective action that reshapes societal narratives and pushes for systemic transformation.

Shifting the paradigm of mental health is not just an option; it is a necessity. Moving beyond individualistic approaches, we must recognize the systemic roots of these challenges and advocate for societal transformation.

A collective understanding of mental health as a shared responsibility, woven from the threads of individual healing and systemic change, is the path to a brighter future.

And in this future, every empowered voice contributes to shaping a society where true flourishing is within reach for all.

Thank You

It is with full hearts that we extend our sincerest gratitude to the following brands and partners for their support & collaboration with SeekHer in 2023.

