



EMPOWER  
CHANGE®

A media platform for guidance, empowerment, and healing after loss

501(c)(3) Nonprofit



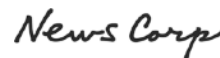
Roderick Alemania  
CEO | FOUNDER

I lost both parents when I was in my twenties, my oldest brother in my late forties, and in February 2025, my close friend and Empower Change board member [Carter Lipscomb](#). I founded this nonprofit to honor their memory and give back to all of those who have supported my grief journey.

Death is the ultimate life disruptor: the grief it causes can be both mentally and physically debilitating; however, most people grieving, don't seek or use any form of help—even though there are an abundance of resources. This the problem we're addressing.

Drawing from my [30+ year career](#) in Silicon Valley, I'm leveraging my experience to create a simple yet scalable media platform that helps those struggling with grief to take that important but difficult first step of getting help then staying with it.

I'm honored to Empower Change—and hope you will join us on this journey.





# OVERVIEW



Mission: To empower those grieving to seek help—and receive it.



Problem: 70% of those who suffer loss never get the support they need. This prolongs suffering, disrupts livelihoods and increases long term mental health challenges.



Solution: Empower Change is the nonprofit whose media platform guides people through grief. We connect the bereaved with support—when they need it most.



Built like a B2B2C SaaS company, we partner with grief service providers—hospices, Employee Assistance Programs (EAPs), and benefit platforms—to extend their reach and enhance the care they offer. Our platform delivers engaging content, tools, and community, helping more people access help. and heal.

We are raising \$250K to build our platform and enable our partners to deliver better care.



# THE GRIEF “MARKET”

Even prior to the pandemic, more than **190M+ Americans** were grieving the loss of someone close to them over the last three years.\*

- **Gen X (65.2M)** is entering a phase of increased personal loss as parents, relatives, and close friends age.

- **1 in 5 children** will lose someone close to them by age 18.

- **Grief isn't just about death**—it could be a loss of a pet, job or relationship.

Sources:

\* 2019 WebMD Grief: Beyond the 5 Stages Study

\*\* 2023 Childhood Bereavement Estimation



# BUSINESS OPPORTUNITY

- Grief counseling is a \$3.3B market (2024) projected to be \$4.8B by 2028.
  - ✓ Growth drivers include rising mental health awareness, bereavement support programs, and healthcare policy shifts.
- Companies see mental health and wellness solutions deliver ROI.
  - ✓ A [Deloitte](#) study showed that companies investing in mental health see a return of \$4 for every \$1 spent.
- Hospice programs actively seek ways to extend support to families beyond initial care.
  - ✓ Trends include teletherapy services, cultural sensitivity, and digital platform expansion for support networks.

Source: The Business Research Company



# THE PROBLEM

**70% of people grieving  
DO NOT get help.**



Despite the abundance of grief resources, most are clinical, disconnected, and poorly designed—leading to low engagement when people need support the most.

(Source: Journal of Palliative Medicine)

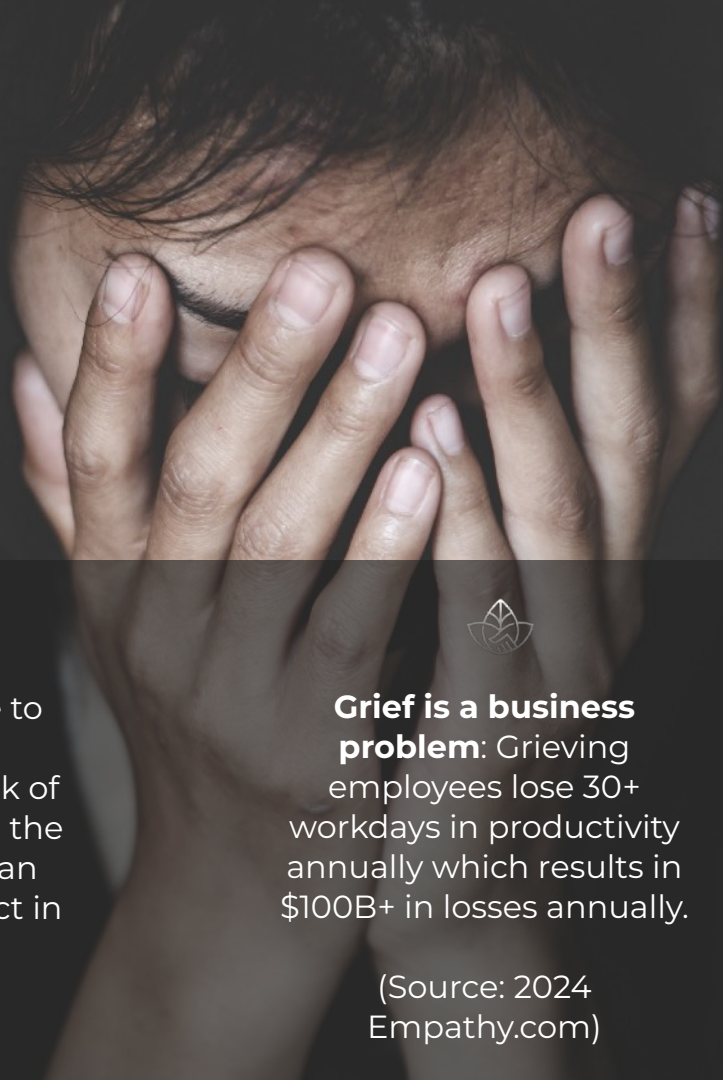


Companies struggle to support grieving employees due to lack of training coupled with the reality that death is an uncomfortable subject in the workplace.



**Grief is a business problem:** Grieving employees lose 30+ workdays in productivity annually which results in \$100B+ in losses annually.

(Source: 2024  
Empathy.com)





# THE SOLUTION

*Empower Change is a media platform that helps people facing grief find support and services they need.*

- **Empathetic Content:** original and curated—delivered in a digestible, easy-to-understand format.
- **Business training:** modules across different scenarios on how to compassionately support grieving employees so they can return to productivity.
- **Community:** curated communities that keep people engaged and on the path of healing.

Acts as a Business to Business to Consumer Company (B2B2C)



Empower Change partners with organizations (B2B) that provide grief services, including Hospice Programs, Employee Assistance Programs, and HR Benefits providers.



Our Business Partners directly serve our end consumers/grieving individuals (B2C): this allows us to reach those in need efficiently and doesn't require a marketing budget.

# BUSINESS MODEL

## Software as a Service (Subscription)

Monthly fee based on # of employees or size of partner's customer base (pricing TBD)

- Hospice Total Addressable Market (USA): 8,796 hospice programs\*
- Corporations Total Addressable Market (USA): 20K corporations in the US with more than 500 employees\*\*

## Grief and Wellness Retreats

Fee based on per-person rate

- Expand into this business once Empower Change has established a strong B2B2C distribution channel.
- Launch as an online/virtual retreat (via partnerships).
- Expand into in-person retreats (via partnerships)

\*Source: [IBISWorld](#)

\*\*Source: [Clearly Payments](#)





# GO TO MARKET

## Phase 1





- Build out two (2) major content categories
  - Settling affairs: address the immediate and practical needs after loss
  - Self care: general grief curriculum videos, content and resources will address 80% of all grief cases
- Editorial focus on anticipated loss (e.g. terminal illness)
- Biz Dev Targets
  - Hospice programs
  - Large Hospital Systems

## Phase 2

- Expand editorial purview to include unanticipated loss (e.g. accidents, murder, suicide)
- Biz Dev Targets
  - Corporations



# EMPOWER CHANGE PRODUCT ROADMAP

Media and Resources	Caregiver Support	Life Skills & Wellness	Grief and Wellness Retreats
			
<b>Expert Lived-Experience Content</b> <ul style="list-style-type: none"><li>• Practical resources on settling affairs and accessing services.</li><li>• Expert insights and content from individuals' lived experiences designed to Inform and inspire those grieving.</li></ul>	<b>Leveraging Technology for Global Peer-to-Peer Support</b> <ul style="list-style-type: none"><li>• Enable mentors to connect with individuals on their grief journey worldwide through virtual discussions and support networks.</li></ul>	<b>Interactive Modules for Grief to Wellness</b> <ul style="list-style-type: none"><li>• Online courses that guide individuals from grief to healing by teaching essential life skills through an engaging, interactive forum.</li></ul>	<b>Online and In-Person Retreats</b> <ul style="list-style-type: none"><li>• Curated partners host virtual and in-person retreats designed to support grief recovery and wellness.</li></ul>
Launch Q3 2025	Q2 2026	Q4 2026	2027

# YEAR 1 (2025) USE OF FUNDS

## Website Build and Content Launch

- \$50K
- Development of the website and launch of initial content, including partnerships with recognized talent (e.g., someone like Anderson Cooper, host of the grief podcast *All There Is*) to create impactful videos and written resources

## Operations and Business Development

- \$200K
- Outsourcing of sales resources to drive distribution and revenue generation.
- Lean operations to ensure efficient management of ongoing expenses.





# BOARD & ADVISORS



[Jeff Kimball](#)  
Grief Expert



[Kathryn Shirley](#)  
Nonprofit Financial Compliance



[Eric Solomon, Ph. D.](#)  
Go to Market Expert



# WHY DONATE TO EMPOWER CHANGE?



A **simple** and **pragmatic** approach to addressing grief

- Empathetic, digestible content tailored for grieving individuals
- Curated communities keep users engaged in their healing journey
- Grief training for businesses to support employees through loss



Nonprofit with *business acumen*

- SaaS business serves a \$3B+ grief counseling market
- Solving a \$100B+ business problem—grief costs U.S. companies annually
- The B2B2C model scales impact without the need for consumer acquisition budgets



Proven and passionate leadership team

- A track record of success in building and scaling media/tech companies
- Leadership team and board with deep personal connection to grief
- Team invested with sweat equity: reduced salaries to launch the nonprofit

Empower Change is more than a mission—it's a **scalable, impactful solution** to a pressing societal and business challenge.





Thank  
you!

[ra@empowerchg.org](mailto:ra@empowerchg.org) 415-377-1440