



EMPOWER  
CHANGE®

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

501(c)(3) Nonprofit



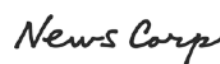
Roderick Alemania  
CEO | FOUNDER

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 and engage support.



Problem: 70% of those who suffer loss don't get any help. This prolongs suffering, affects their livelihood and increases mental health challenges.



Solution: Empower Change is a media platform that empowers those going through grief to find support and engage with the services they need.



We're a nonprofit built like a B2B2C SaaS company: our media platform enhances the grief services our partner businesses (e.g., hospice, employee benefits) provide to their customers or employees while offering community.

We are raising \$250K to build Empower Change and scale it.



# THE GRIEF “MARKET”

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

- Gen X (65.2M) is beginning to experience more loss as parents, family and friends grow old
- **1 in 5 children** will experience the death of someone close to them by age 18
- Grief is not just limited to death of a person: 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.
- Employers are increasingly investing in mental health and wellness solutions
  - 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.**



There are ample grief resources across hospice, employee benefits and other organizations; however, their sterile approach and poorly designed user experiences result in low engagement.



With lack of training and the fact that death is an uncomfortable subject, companies of all sizes struggle to support grieving employees.



**Grief is a business problem:** unresolved employee grief is estimated to cost companies \$100B+ in losses annually.

(Source: 2024  
Empathy.com)



# THE SOLUTION

*Empower Change is a media platform that empowers people facing grief to find support and connect with the services they need.*

- Original and curated content delivered with empathy and in a digestible, easy-to-absorb format
- Training modules for businesses on how to compassionately support grieving employees so they can return to productivity
- A supportive community to keep those grieving on the path of healing

## Business to Business to Consumer (B2B2C) Distribution



Empower Change partners (B2B) provide grief services and include Hospice Programs, Employee Assistance Programs (EAPs) and HR/Benefit Providers.



B2B Partners service those grieving/our end consumer (B2C): this allows us to reach those we serve without the need of a consumer acquisition/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

## Strategy

- Focus and execute against anticipated loss (hospice) before expanding into unanticipated loss (corporations will require the product to address both)

## Target End User/Consumer

- Caregivers and families facing a terminal illness or other impending loss

## Target B2B Customers





- Hospice programs
- Large hospital systems

## Build out two (2) Major Content Categories

- Settling affairs: content and resources addressing the immediate and practical needs after loss
- Self care: general grief curriculum videos, content and resources can address 80% of all grief cases



# EMPOWER CHANGE PRODUCT ROADMAP

Media and Resources	Caregiver Support	Life Skills & Wellness	Grief and Wellness Retreats
			
Content on settling affairs and services along with content from experts and those with lived experiences around grief and that informs or inspires	Leveraging technology to hold peer-to-peer discussions where mentors connect with people on their grief journey around the world	Provides interactive modules that help guide people from grief to wellness, by teaching them critical life skills through an online forum	Online and in person retreats hosted by curated partners
Launch Q3 2025	Q2 2026	Q4 2026	2027

# YEAR 1 (2025) USE OF FUNDS

## Website Build and Content Launch

- \$50K
- Includes the curation of recognizable talent to create videos and written content (e.g. someone like an Anderson Cooper who does the grief podcast All There Is)

## Operations and Business Development

- \$200K
- Outsourced sales resources to drive distribution and revenue
- Ongoing monthly operations (we'll run lean and mean)





# 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

- Content delivered empathetically but in a format a grieving person can digest
- Curated communities keep those grieving engage with the path of healing
- Grief training for businesses so they can properly support their teams



Nonprofit operated with ***business acumen***

- SaaS business serves a \$3B+ grief counseling market
- Empower Change is altruistic AND solves a business problem: grief costs US companies \$100B+ a year in losses
- B2B2C model enables distribution to scale without a user acquisition budget



Proven and passionate leadership team

- Team has a track record of success building and scaling media/tech companies
- Team and board are well networked and have a personal connection to grief
- Team taking reduced salaries—similar to sweat equity—to launch the nonprofit





Thank  
you!

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