



EMPOWER
CHANGE

Moving beyond grief to a fulfilling life.

IRS 501(c)(3) Exempt

FOUNDER



Roderick Alemania
CEO

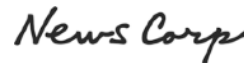
When I was a young adult, I lost my dad; then, five years later, mom. It was profoundly challenging. The real struggle was forging ahead in the aftermath of loss, burdened by the weight of grief. I can't even imagine what that's like as a child or as a parent who has to pickup the pieces of a family full of grief—while I too am grieving. This is what we're tackling head-on.

Empower Change enables families to live with grief constructively and start living a more fulfilling life. Acting as a guide, we inspire change and personal growth while cultivating essential life skills. Furthermore, we foster connections between those we assist and supportive communities who share similar experiences.

Drawing from my [extensive 30+ year career](#) in Silicon Valley spanning Media, Entertainment, Gaming, and Sports, I'm leveraging my professional network to aid those struggling with grief. Our mission extends beyond traditional nonprofit models; we infuse innovation and entrepreneurial spirit to scale our impact effectively. While we can't erase grief, our aim is to inspire resilience and empower individuals to rebuild their lives constructively.

This passion project—now my life's work—is my tribute to mom and dad: they sacrificed and sent my four older brothers and I to private schools then college so we could have a better life; regrettably, they passed away before they could witness the full realization of their efforts.

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



The difficult part of a loss
is that life after is often
burdened from grief.



EXECUTIVE SUMMARY

Empower Change enables people to live with grief constructively and start living a more fulfilling life.

We do this by inspiring growth, building life skills, and facilitating connections:



We are a guide who works collaboratively with other non-profits and mental health professionals.



Our approach is predicated on the premise that people learn best from those ahead of them on their journey.



We mitigate the isolation that comes with grief and trauma through connections with people who have shared experiences.





We are raising a \$1M seed to staff, build and scale Empower Change with a vision of becoming a self-sustaining nonprofit. We are an accomplished team operating the nonprofit as an evidenced-based, KPI-driven startup.

THE OPPORTUNITY

An unfortunately large TAM of “customers” suffering from grief

Loss of Parent and Sibling

- Every day, over 1,000+ children lose a parent*
- 6M+ will lose a parent by age 18*
- 14.7M+ will lose a parent by age 25*
- **1 in 5 children** will experience the death of someone close to them by age 18.

Sources:

* 2023 Childhood Bereavement Estimation Mode



THE PROBLEM

The current support system fails to help people build a life beyond grief.



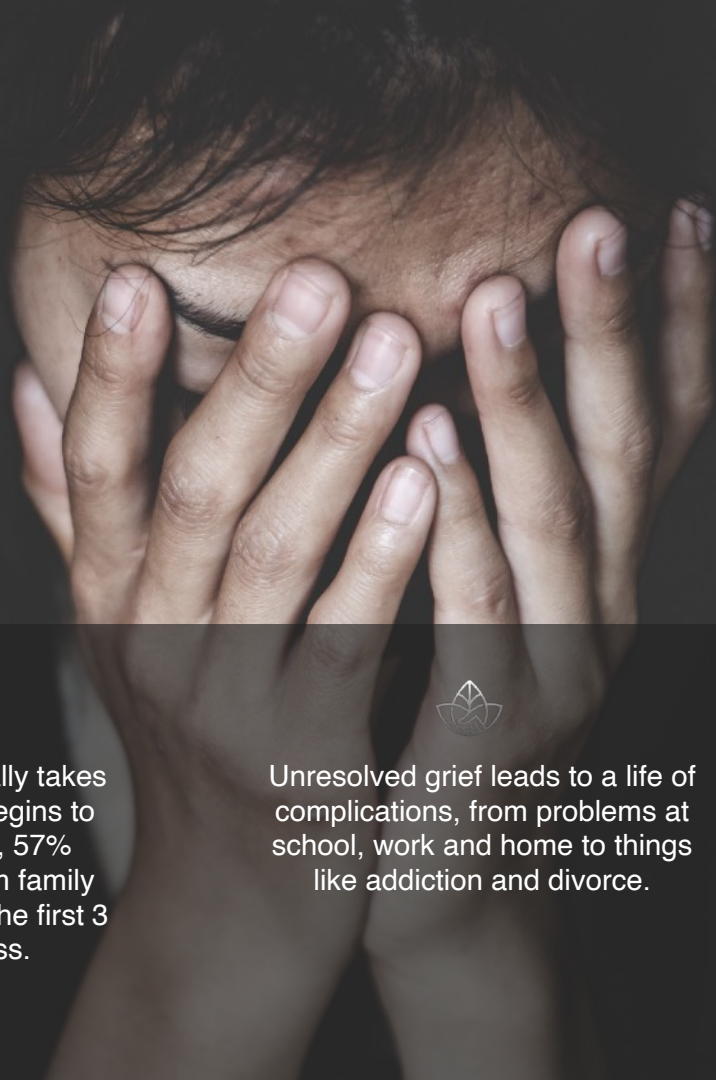
Therapists and nonprofits usually focus on the traumatic event or the shrapnel of unresolved grief (ie. addiction); and, very few work comprehensively on building a life beyond grief.



After a parent dies, it usually takes 6+ years before a child begins to move forward; however, 57% reported that support from family and friends waned within the first 3 months after their loss.



Unresolved grief leads to a life of complications, from problems at school, work and home to things like addiction and divorce.



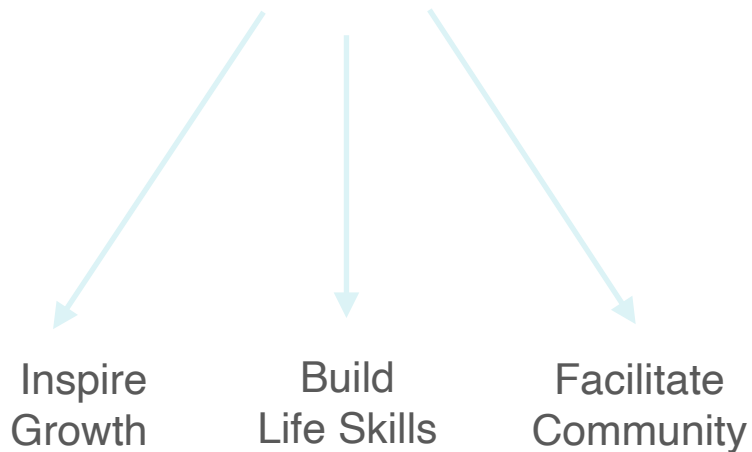
THE SOLUTION

Empower Change enables families to live with grief constructively and start living a more fulfilling life.

You can't solve grief; but, you can learn how to live with it constructively and rebuild your life.



**EMPOWER
CHANGE**



PRODUCTS AND SERVICES

<u>Media</u>	<u>Grief and Wellness Retreats</u>	<u>Caregiver Support</u>	<u>Life Skills & Wellness</u>	<u>College and Career Network</u>
 <p>Content from experts and those with lived experiences around grief and that informs or inspires</p>	 <p>In-person retreats at distinct venues worldwide and virtual seminars, in collaboration with health and self compassion professionals and grief specialists</p>	 <p>Leveraging technology to hold peer-to-peer discussions where mentors connect with people on their grief journey around the world</p>	 <p>Provides interactive modules that help guide people from grief to wellness, by teaching them critical life skills through an online forum</p>	 <p>Community and content where teenagers can learn things like how to write a college essay, how to prepare for an interview, etc.</p>

GO TO MARKET

Target Customer

Bereaved Caregivers

- Children are beneficiaries of our services but we target the caregiver as our customer since they are the primary decision maker of the household

Strategy

- Collaborate with relevant non-profits and mental health professionals/services
- Create monetizable content, IRL events and virtual experiences
- Leverage communities as the catalyst for healing and growth



METRICS QUANTIFY SUCCESS

As entrepreneurs who have built, scaled and exited companies, we are operating Empower Change with the rigor of a startup:

Primary KPIs

- Customer acquisition: we are quantifying the number of people we impact
- Customer retention: we are quantifying the magnitude of our impact
- Revenue from marketing partnerships and services: we are building a business that can expand its impact

We believe if we perform against these KPIs, Empower Change can expand its purview and become a self-sustaining nonprofit.

CUSTOMER ACQUISITION

Empower Change is focused on Distribution Channels

B2B2C Partnerships

- Cancer centers
- Major hospice providers
- Nonprofit organizations relevant to bereaved families

Marketing partnerships fund and support programs

- Consumer Brands
- Video Game Industry
- Sports and Entertainment

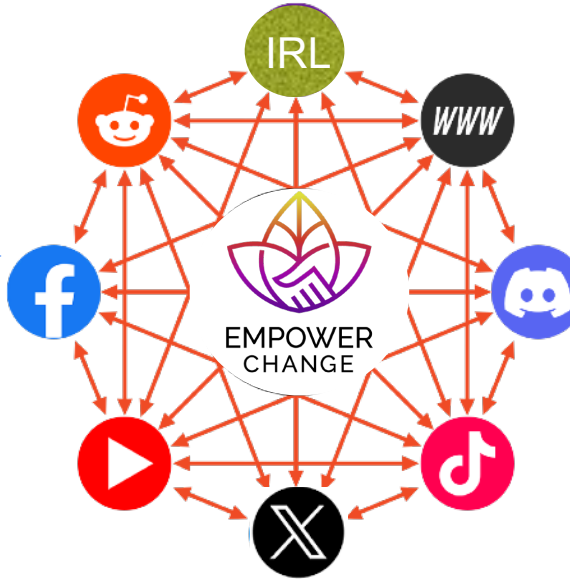


THE EMPOWER CHANGE ECOSYSTEM

Customer Funnel Sources:

Cancer Centers
Hospice Programs
Bereavement Nonprofits

Brand Partners & Communities
from
Video Games
Sports
Entertainment



B2B2C Customer Acquisition

Products and Services



EMPOWER
CHANGE

- Content
- Retreats
- Summits
- Caregiver Support
- Life Skills Tools
- Wellness Tools
- College Network
- Career Network

BOARD



[Jeff Kimball](#)



[Carter Lipscomb](#)



Aol.



[Kathryn Shirley](#)



WHY DONATE TO EMPOWER CHANGE?



High Impact

- Enable caregivers and their families to live a more fulfilling life by breaking their shackles of grief
- By servicing the caregiver, we also service their children



Success driven by rigorous feedback cycles based on metrics

- Customer Acquisition and Retention
- Programs that scale
- Revenue to underwrite support programs



Proven leadership team

- Team has a track record of success building and scaling across public, private and nonprofit enterprises
- Well networked team and board have a personal connection to grief
- Team taking reduced salaries—similar to sweat equity—to launch this nonprofit venture



Thank
you!