

#WEHEARHER GUIDE
FOR ADVOCACY
COUNCIL MEMBERS

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What a year it has been...

- This is what we want you to take from the guide.
- We'll describe our programs so you can advocate for these programs and help us fundraise for them, and we'll give you action steps to take after.
- This is what advocacy is, and we're going to show you how!

No, friend. Instead, our hope is that, as you read through some of these initiatives, you'll find yourself getting excited about one or two of them.

We hope that ideas rush through your mind - whether that's shaping programs, giving more context for areas that will make them more effective, or pivoting completely - and that all this stokes your fire about the change we can make together. We also hope that this can be a platform that serves you in the long term, one that you're incredibly proud of building with us.

Something to hold in your arms any time you're asked about what, exactly, SeekHer is doing and what it means that you are a critical part of it.

Are you ready? Let's go.



Section I

Our Resources

Power more women, power more good.

One of the most exciting parts of 2022 so far has been the opportunity to jumpstart various initiatives to provide professional development and financial relief to women who are facing the negative consequences of a society that doesn't support their needs.

At the core of these initiatives is a vision to uplift a woman's success in a sustainable way, while giving her an opportunity to care for herself.

While we're excited for you to get a glimpse of what our programs are like and how they can serve you and your community, we really encourage you to visit our website for more details.

NO GRANTS PROGRAM

In partnership with Pure Leaf, we're working towards the cultural shift women need to be supported in saying 'no' in the workplace by offering \$2,000 microgrants to financially support her "no" so she can say 'yes' to her well-being.

SEEKHER SCHOLARS

Our mentorship program offers leadership training & resources designed to upskill care providers to grow their brands while providing emotional group support to more women in their communities. Through this program, we seek to ignite change in communities, one woman at a time.

"The No Grant will allow me to set purposeful boundaries and not attempt to be superhuman, doing my job and helping those who didn't have time to do their job."

[grant winner]

Next Steps

The weight of your impact is truly immeasurable when it comes to bringing these programs to the women who need them.

Please consider the following action steps -

1. Share the details of these programs with other influential people in your business community or organization to spread the word.
- Share it with specific women who would be a great fit for our NoGrants or Cultural Care Matters programs.
- Continue the spirit of the No Grants program by empowering women to say "no" within your workplace. Visit seekher.org/pureleaf for more resources around this topic.





Section II

Making Space for Others

40% of women
say they don't
have enough
mentors in their
life whom they
value & look up to.

how we *resource* *and uplift*

As we thought about what resources to pull together for you in this document, our heart is to make it as easy as possible for you to amplify and uplift the women in your community.

Our last section focused on programs that SeekHer has put together in order to resource women in professional settings, but with this section, we wanted to turn the attention to you.

Whether you are a woman in leadership at your workplace, a community leader or a woman with a heart to close the gender gap in mental health - we hope these resources give you everything you need.

Three-quarters (75%) of mental health issues are established before the age of 24, and young women have emerged as the highest-risk group for mental illness (1).

When considering the above statistics, we have to be honest and say that we find them staggering and potentially paralyzing.

We believe that the first step in untangling them and undoing the harm indicated by these statistics is pinpointing the why's.

The collective power of women is one of our core values at SeekHer, and the bedrock of this truth within our organization is our annual survey on the state of women's mental health, SeekHer Shift.

The results of this project have been beyond what we could have

imagined, serving organizational leaders in all levels and in some cases, inspiring entire brand rehaults. We invite you to see for yourself and view our 2022 report [here](#).

SeekHer Shift is a moment for **women to be heard**.

It is a movement toward healing and reforming our cultural norms.

We need each other -

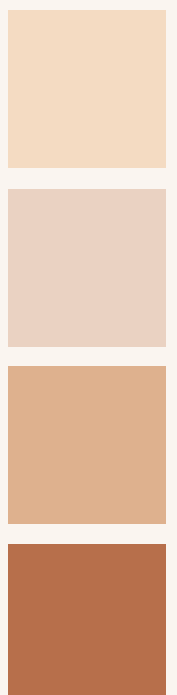
Never, ever underestimate the power of your own influence.

As we touched on in the previous pages, 40% of women report not having a professional mentor in their lives. Though this is a major pain point for women, we're even more astonished by the lack of community women today have: 54.8% of women surveyed expressed concern for or struggle with their existing social environment, including having no support at all.

Below are a couple of encouragements for changing this, starting with you:

Peer Mentorship:

SeekHer Circle: When we saw how many women are struggling with community, we began dreaming of a place where women would be able to find compassion, support and connection. SeekHer Circle was the result of this. Because mental health isn't isolated to an individual, and we can't do this on our own. Let's change that, together. [Click here to join.](#)





Next steps...

- Spread the word! The true power in SeekHer Shift lies in the stories and experiences of women. Sign up for our email list to stay up to date on the 2022 Survey release, and for tips on sharing this revolutionary tool with the women in your circle.
- Join us in SeekHer Circle and invite the women in your life to join in as well!



Section III

Advocacy In Action

Start Your On Cohort

When we say that we're in this together, we really mean it.

Though the programs we outlined above are designed to resource and guide women as they work to create meaningful shifts in the world around them, we recognize that what many women need is ongoing support in this process.

Our vision to answer that need is our Advocacy In Action program.

Designed to walk alongside you as you navigate the dynamic needs of your unique space, Advocacy in Action exists to guide you every step of the way while connecting you with other women who are in this with you.

PROGRAM DETAILS

- **Priority access to our Table Talks/Council Chats:** before each of our monthly events, you'll receive an email announcing the theme and asking for your questions and input ahead of time.
- **Guided Follow Up:** Exclusive resources sent to your inbox after each event, as well as questions designed to receive your input and guide future resources.
- **Peer Mentorship:** A specialized space within our SeekHer Circle to connect you to other women who are creating change in their workspaces.
- **Cohort Resources:** If you're interested in working through our material with a team or group, we've got you covered! Our cohort kit walks you through the steps of pitching your group and setting it up, as well as special leader guides to help you as you walk through the curriculum with others.

Next Steps

We are beyond excited about this next phase of SeekHer, and we're in the pilot phase of rolling it out. If you're interested in beginning a cohort, please let us know! We'll be happy to get you started.

- Sign up for our email list
- Join the SeekHer Space for cohort leaders.





Thank you

We just wanted to take a second to say thank you so much. When we talk about the collective power of women, these are the moments that we envision.

It's clear to us that not a single one of us is meant to push this movement forward alone. Beauty, richness, inclusivity, and effectiveness are all best found when we do it together.

Thank you, friend. You are making waves for women everywhere.