



SEEK HER
FOUNDATION

Impact Report

2021

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A Note From Our Founder

Take a
moment
with me.
Inhale.
Exhale.
Let it go.



2021 was a year. There was loss, pain, joy, and rebirth and, if you're like us, you felt all of these emotions - and then some.

However, amidst the uncertainty, SeekHer Foundation came into existence as a powerful, igniting force that is actively working to elevate women's mental health.

The heart of SeekHer's work is to bridge the gender gap of mental health through advocacy, research, and support for community leaders who are helping women through critical transitions & vulnerable life stages along their womanhood journey.

The pandemic amplified many of the issues that women have been dealing with for years; competing pressures at work and at home, burnout, and uncompassionate work conditions.

With three million U.S. women out of the workforce in the past year, our work is even more critical.

Women are leaving at an alarming rate, driven by the disproportionate increase of stress & burnout and the toll it's taken on their mental health.

Throughout the last year, the SeekHer team has leaned in to ensure our advocacy initiatives and resources meet women where they are. We've heard over and over that women don't feel heard as they face challenges in their everyday lives.

We're going to change this in 2022 with an advocacy campaign to ensure she feels heard. #WeHearHer will highlight why we as a community must lean in and truly hear her.

- The SeekHer Shift survey that we launched in 2021 was the starting point by offering women a chance to put their struggles into words.
- Our report will show women they are not alone. More importantly, they will ignite changes to the way brands, businesses, organizations are communicating with women

And we're just getting started.

We believe in the collective power of women - because when we join forces, big shifts can happen. Join us as we ignite a brighter mental health future for women, and for all.

With love & gratitude,

Monica

Our Mission.

SeekHer Foundation is on a mission to bridge the gap of mental health through advocacy, research, and support for emerging leaders who are impacting change in their local communities & beyond.

SeekHer Foundation was born from a personal realization by our founder, Monica Mo, when she experienced a mental breakdown in the midst of trying to 'do it all'. As she sought support and resources, Monica realized that she was not alone in her healing journey and the difficult process of dismantling the unrealistic ideals and cultural expectations that were holding her back.

Like Monica, women are twice as likely as men to suffer from mental health disorders. These widening disparities are holding them back from fully engaging life.

With mental health conversations at the forefront as a result of the COVID-19 pandemic, there's no better time to open a progressive dialogue on how to help more women thrive. In 2021, SeekHer Foundation ignited a movement to help women help the world. Our end goal? Build a better tomorrow by shifting the social narrative around mental health and powering women along their life's journey.



A Year At A Glance.

SeekHer's work in 2021 was first ignited within our sister organization WellSeek, a social impact collective reimagining women's mental health & wellness through community care. As an organization, we connect everyday seekers, advocates, and allied brands through community initiatives, wellness resources, and support groups for mental health professionals.

After spending 2+ years incubating within WellSeek, 2021 was the year that SeekHer found its wings and took flight on her own.

In 2021, SeekHer Foundation was relaunched as a separate community initiative to accelerate the social mission of WellSeek.

Collectively, we ignited conversations around the United States on women's mental health and bridging support for the leaders impacting change in their communities.

212K+

ACTIVELY ENGAGED WITH OUR WOMEN'S WELLNESS RESOURCES

35

ADVOCACY CAMPAIGNS + LIVESTREAM EVENTS HOSTED

18K+

MENTAL HEALTH ADVOCATES & ALLIES CONNECTED

58

ORGANIZATIONAL PARTNERS & FUNDING SUPPORTERS

1.1K+

SURVEY PARTICIPANTS FROM ALL 50 STATES

24

MENTOR-LED SUPPORT GROUPS FOR ADVOCATES & SEEKHER SCHOLARS

Here are a few 2021 highlights...



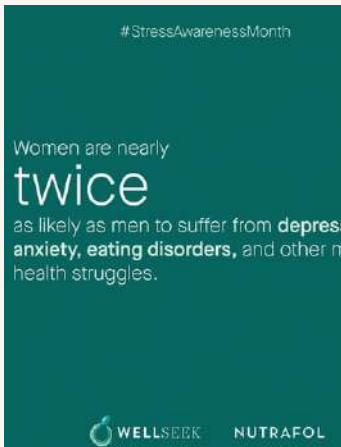
JANUARY

WellSeek initiates SeekHer Series to discuss the state of women's mental health



FEBRUARY

First cohort of 10 Body Image SeekHer Scholars trained



APRIL

#StressAwareness Giving Back Initiative with Nutrafol



APRIL

#MyBodyCan Fundraiser with Athleta & The Body Positive



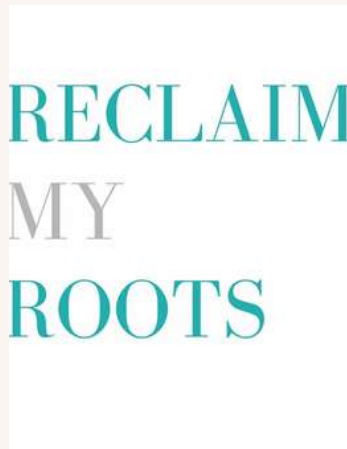
MAY

Received Fiscal Sponsorship from Social Good Fund



JUNE

Team expansion in preparation for new initiatives & growth.



JULY

#ReclaimMyRoots for BIPOC Mental Health with Nutrafol



AUGUST

New Website & Instagram Community Launch



SEPT

#UnlockYourInner Magic Self-Care Challenge with Alex Elle



OCTOBER

Global Summit for Women's Wellness in Leadership with General Assembly



NOV

SeekHer Shift Survey Initiative Launch

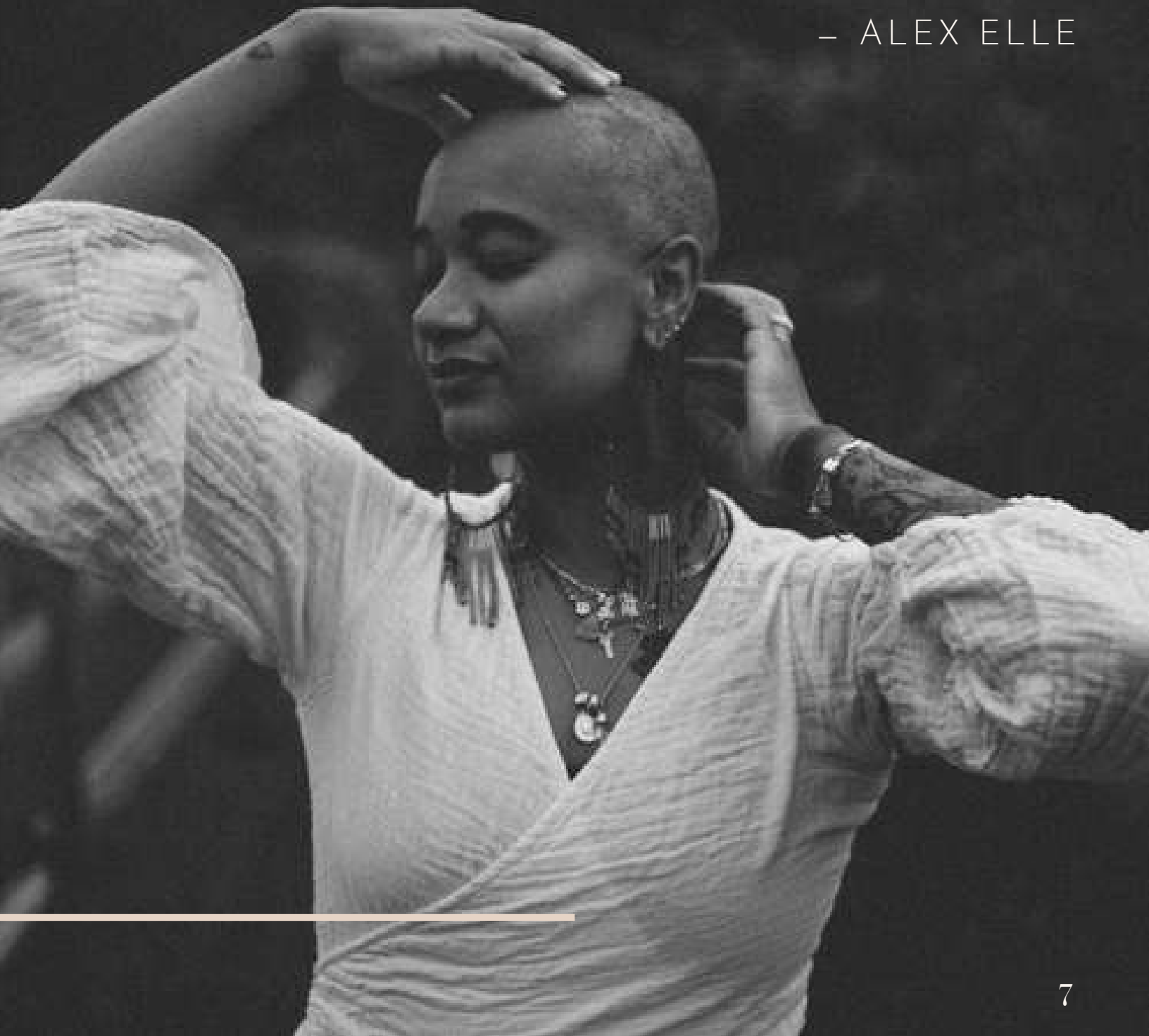


DECEMBER

Initiated Assembly of Advocacy Council

"SeekHer Foundation is just a godsend because so many of us need that support. We need that feeling of sisterhood and community, being heard and seen, and feeling safe."

– ALEX ELLE



Igniting Conversations In 2021.

We're committed to tackling the unique barriers limiting women from reaching their potential. It starts by speaking up.

In the last year, SeekHer Foundation embarked on ground-breaking conversations and social impact initiatives with the support of our brand & community partners.

Together, we reframed the social narrative around women's mental health.

SEEKHER SHIFT SURVEY

It's time for women to speak for women. Launched in Fall 2021, SeekHer Shift is a national survey initiative to dissect the intersectional experiences that impact women's mental health so we can rewrite our cultural narrative to better support women in our homes, workplaces, and communities. 1.1K+ women from all 50 states shared their voice, and the initiative garnered support from academic leaders at Stanford and Columbia.

SELF-CARE ADVOCACY

When prioritizing our mental health, we believe it is essential to talk about the deeper issues. This unlocks our potential to ignite a better world through community care. Our thematic and curated #SeekWithinMe self-care campaigns continued to foster community and brave spaces for women to check in, learn, and connect. Joined by mental health leaders, influencers, and allied brands including Nutrafol, OLLY, Tru Alchemy, and Athleta, we ignited conversations with women to use their voice for good through #StressAwareness, #ReclaimMyRoots, and #UnlockYourInnerMagic.

GLOBAL WOMEN'S WELLNESS IN LEADERSHIP SUMMIT

SeekHer was thrilled to partner with the General Assembly - a global leader & pioneer in professional education & career transformation - to co-host the 2-day Global Women's Wellness in Leadership Summit. Together, we convened a community of learners, cultural shifters, and innovators for a two-day summit. 700+ registrants stepped into meaningful conversations and learning spaces to redefine what education, wellness and identity mean in our modern world.

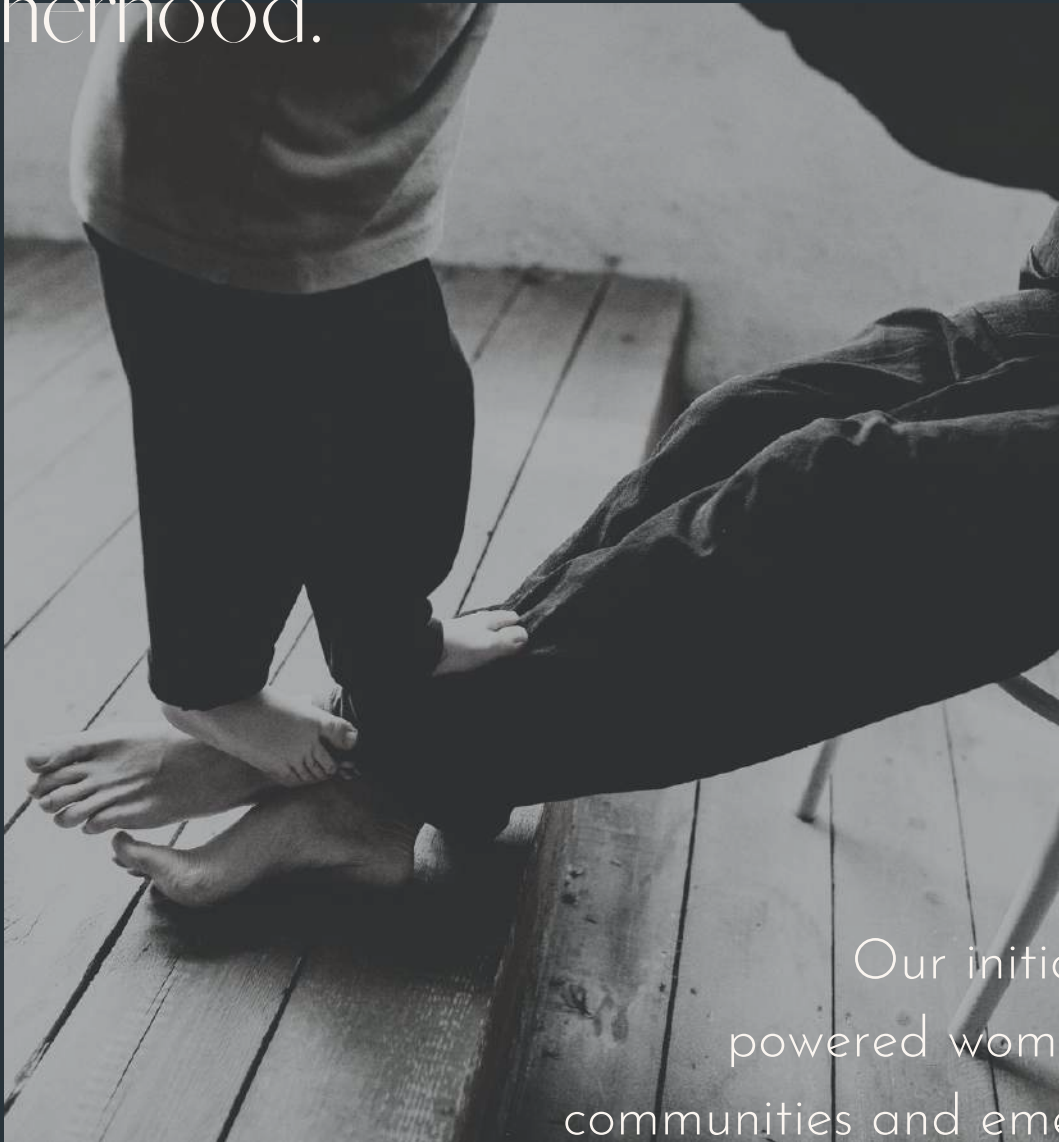




"The quality of experience in each panel discussion was beyond impressive through this transformative partnership. There was a sense of connection amongst all speakers, which is hard to come by when hosting so many virtual events these days."

– ALBRINA MENDES,
COMMUNITY MANAGER AT
GENERAL ASSEMBLY

Diversity &
Inclusion.
Body Image.
Motherhood.



Our initiatives
powered women-led
communities and emerging
leaders with trainings,
resources, and platforms to
share their voices so our
futures are brighter tomorrow.

DIVERSITY & INCLUSION

During July's BIPOC Mental Health Month, SeekHer hosted a month-long #ReclaimMyRoots conversation through WellSeek's Instagram community.

Along with our allies at Inclusive Therapists, Brown Girl Therapy, and GrassROOTS Community Foundation, we generated discussions that connected our shared communities with conversations to explore why everyone deserves to honor their roots while addressing the deeper issues holding them back from living well.

Our event partnerships with General Assembly provided a global platform for BIPOC community leaders to inspire and support audiences to unlock their gifts and potential, reaching over 1K+ registrants with an incredible 45% engagement within our live sessions.

BODY IMAGE

Creating a generational shift in the narrative around positive body image relies on redefining beauty at an earlier age.

In April, we hosted a week-long #MyBodyCan fundraiser with Athleta in support of our community partner, The Body Positive. With a goal of integrating Be Body Positive curriculum within school programs, we fundraised for local middle & high schools that are committed to cultivating body-positive environments during the most crucial time in adolescent development.

Through our fundraiser, over 3,600 students at MLK Middle School (Berkeley, CA) and Canyon Crest Academy (San Diego, CA) received self-care programming and mental health resources. We're helping them embrace a positive self-image and setting them up for their most confident, authentic lives.



POWER MOMS FORWARD

Motherhood is in crisis in the U.S. - but we believe in the power of mothers who are speaking up about their lived experience to advocate for real change in our communities.

Working with the maternal mental health non-profit 2020 Mom, we established a scholarship fund through their mother's rights project Mom Congress to help more moms nationwide uncover their voice as agents of change with their local leaders and on Capitol Hill. We also participated as a promotional partner to amplify their annual Maternal Mental Health Awareness Week, which received active participation and community reach with 52.6M impressions.

SEEKHER SCHOLARS

We believe the success of mental health professionals are one of the primary keys to bridging the mental health gap in our local communities.

Through providing critical training resources and support to ten body image practitioners, we successfully piloted our first cohort of SeekHer Scholars and expanded the program to support motherhood- and BIPOC-specialized practitioner leaders in their work to empower women in their local communities. We initiated a partnership with the mental health platform Circles to provide additional training resources and a hosting platform to help SeekHer Scholars facilitate emotional support groups across the U.S.

In support of these efforts, we also launched Project 50-in-50, a community fundraiser to activate supportive mental health spaces led by 50 women in 50 states.





“ Last year, I was in a very different place and only dreamed I’d be able to do this work.

I’m very grateful for this scholarship — honestly, without them, I don’t think I could ever get to this point. I’m so excited to go forward and impact my community! I’m starting to teach at a university this fall and I want to pass what I learn forward, especially to other dietetic students of color.”

– MIA D., BODY IMAGE SEEKER SCHOLAR

Looking Ahead To 2022.

While 2021 was the year we ignited our SeekHer community, it was all in preparation for the cultural shift we will make for women in the United States.

2022 will be the year when women will speak for women, and be heard. We will do everything in our power to create a culture where every woman advocates for her right to prioritize her own well-being & success.

LET THE SHIFT BEGIN



Coinciding with Women's History Month, the SeekHer Shift Survey results will be released in March 2022 to provide quantified data around the collective needs of women and how cultural factors impact their well-being.

Its corresponding SeekHer Shift Report and upcoming Playbook Guide will provide research-driven insights and actionable recommendations for brands and organizations.

The SeekHer Shift initiative will be championed by our Advocacy Council, a think tank coalition of advocates and allied organizations pledging to develop and adopt better practices that support women in our homes, workplaces, and communities.

#WEHEARHER



SeekHer is kicking its awareness campaigns up a notch in 2022. Our focus is to ensure women feel heard - and are heard.

Research from LeanIn.org and McKinsey showed that one in three women has considered downshifting her career or leaving the workforce altogether in the past year, up from one in four women last year. Despite their own increasing levels of burnout, research indicates that women are much more likely than men to take action to fight it.

#WeHearHer will be an ongoing campaign in 2022 that encourages our communities to truly lean in and hear our collective voices as women. The goal is for our society - from businesses to brands to the everyday people in our lives - to rewrite the narrative on what society asks of women so they can thrive at their limitless potential.

#WeHearHer will put action behind the findings of the SeekHer Shift survey. We hope you'll join us.

Thank you.

Our hearts are full of love and gratitude for every individual and organization that invested in SeekHer Foundation within the last year.

We are fueled by our incredible community partners and their commitment to a world where every individual is operating at their full potential.



WITH GRATITUDE

A special thanks to a few of our incredible sponsors, supporters & community partners. We couldn't have done it without you.

NUTRAFOL



TRU
ALCHEMY



Circles

