

SEEK HER
FOUNDATION



— 20
22

IMPACT REPORT

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FROM OUR FOUNDER

When we feel safe within our own experiences, we want to help others feel safe in theirs too.

There is only one way to sum up 2022 for SeekHer: *collective power*. Every individual and brand that interacted with SeekHer showed up by recognizing their inner power - for themselves and for one another.

In 2022, SeekHer celebrated its official one year anniversary. Over the last year, our work was fueled by the ignition and spark made possible by our partners and advocates. As a young, nimble organization our mission is only possible because of supporters like you. You empower us to do our best work. And in turn, we empower you to be your most authentic self and brand.

Together we uncovered dialogue and fostered safe spaces for women to connect.



We curated experiences for women of all backgrounds to share stories and moments of vulnerability. We collaborated with nearly 150 aligned brands - and their networks - to shift cultural narratives in the workplace for women.

Looking ahead, 2023 is all about the *collective shift to connection*. We don't exist as humans in a vacuum. Our influence and contributions as individuals or brands varies. Yet, the true connection happens when we combine forces for the greater good. Our collective connection is what leads to the true ripple effect, especially for women.

Thank you for being our partner on this journey. Thank you for being an advocate of women in your home, community, network and workplace. Thank you for being part of our collective power.

WITH GRATITUDE,
MONICA MO

one

2022 OVERVIEW

We have much to celebrate in 2022 - thanks to our incredible supporters, advocates, and program participants that showed up with resolve and resiliency.

Through our work and partnerships, SeekHer is uniquely positioned at the intersection of mental health and gender equality, with a focus on uplifting and investing in women-led communities and leaders through free programming, accessible resources, community building, and funding support.

Our actions matter at all levels in order to best support our community of women through wellness and equity. We ensure our advisors, mentors, and speakers receive equitable compensation, in addition to providing freely accessible online spaces for the everyday woman to care for herself.

SeekHer was first ignited within our social enterprise WellSeek as a 501(c)(3) advocacy project to amplify our public commitment to power more women in our workplaces and communities **through wellness & equity**. By bringing together an ecosystem of advocates, women-led organizations & small businesses, and the allies pledging to support them, we are amplifying high-impact, sustainable solutions that help more women lead and live.

In 2022 alone, we **collectively engaged with 240K+ individuals** through our digital content & free, accessible resources and **connected 19K+ advocates & allies** through conversations & community support spaces. We also **helped deploy and invest \$247,300** through grants, training scholarships, and programming to elevate our ecosystem of women leaders, practitioners, community-based organizations, small businesses & community organizations led by women. *Here are a few celebratory highlights!*

20 22

BY THE NUMBERS

19K+

Mental health advocates
& allies connected

240K+

Reached & engaged with our online women's
wellness resources & social content

1,612

SeekHer Shift
Survey Respondents

\$247K+

Deployed & invested
through grants and funding
for our ecosystem of women
leaders, women-led small
businesses & communities

42

Livestreams, events & mentor-led support groups
hosted for women, advocates & practitioners

171%

SeekHer social
media growth
(2021 to 2022)

2,190%

SeekHer
email
subscriber growth (2021 to 2022)

303%

SeekHer support
revenue growth
(2021 to 2022)

2 0 7

Volunteer
hours

20K+

Community care interactions & conversations
ignited through polls, prompts & weekly guidance

"SeekHer is doing exactly the type of work we need to see in the real world, and shift the narrative to elevate women's voices on what matters to them — not what society tells them to value."

– DR. JEN DOUGLAS, CLINICAL ASSISTANT PROFESSOR AT STANFORD UNIVERSITY SCHOOL OF MEDICINE



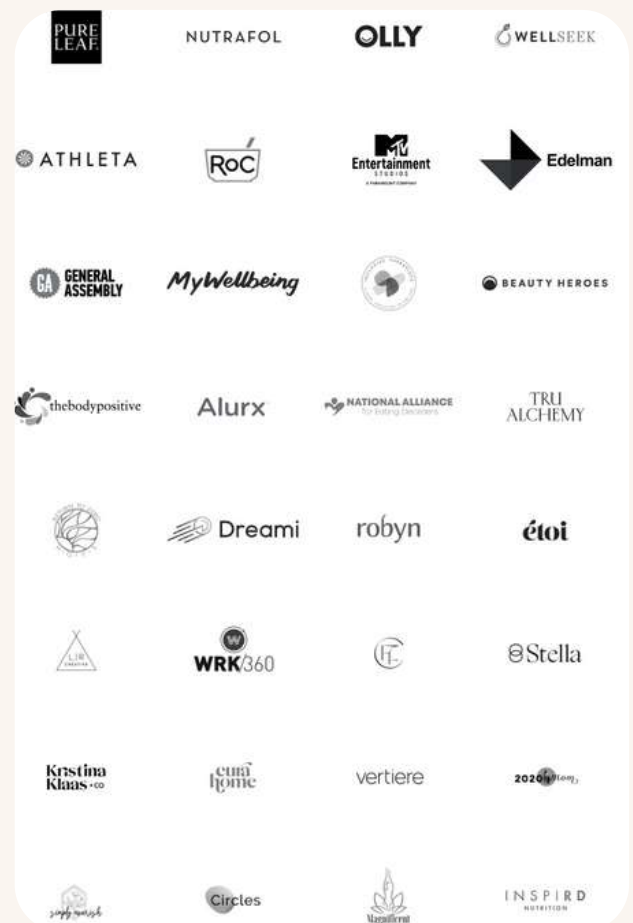
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#WEHEARHER ADVOCACY COUNCIL

In 2022, **131 culture-shifting brands and organizations** like Edelman, Nutrafol, Athleta, General Assembly, Pure Leaf, and OLLY, as well as non-profits and small businesses joined forces through our #WeHearHer Advocacy Council.

Our goal for the Council? To build a think tank coalition of individuals & allied organizations pledging their support to advocate for women's mental health in our workplaces and communities.

To further deepen our collective impact, the Council is **guided by our seven distinguished Council Advisors**. As thought leaders in women's mental health, our expert advisors bring their intersectional experiences to mentor our SeekHer Scholars and guide our #WeHearHer Advocacy Council forward as we create a meaningful impact in our workplaces & communities.



MEET OUR COUNCIL ADVISORS



Dr. Jenny Wang

Clinical psychologist,
founder of Asians for Mental Health



Minaa B.

Therapist, wellness coach,
mental health educator, writer



Dr. Jen Douglas

Clinical Assistant Professor of Psychiatry &
Behavioral Sciences at Stanford University



Christine Michel Carter

Best-selling author, senior Forbes
contributor, #1 global voice for moms



Dr. Kelli Hall

Associate Professor of Population
& Family Health at Columbia University



Dr. Janice Johnson Dias

Professor of Sociology at John Jay College,
President of Grassroots Foundation



Melody Li

Therapist, speaker, educator &
activist

"We are appreciative of the SeekHer Foundation and its efforts to call attention to the unique challenges facing women and in particular, working mothers at this moment in time."

– LISA LEWIN, CEO OF
GENERAL ASSEMBLY



three

OUR PROGRAMS

In partnership with our advocates and allied organizations, we're creating an ecosystem of change through community care – one where girls & women are empowered by an equalized society that wants them to thrive.

Our social impact campaigns and survey research activate data-driven awareness of women's mental health so we can advocate for a better world – one where girls & women are empowered through wellness and equity. Our commitment to amplifying high-impact, sustainable solutions is driven by community spaces, funding opportunities, and training programs that create cultural shifts in women's mental health.

Here's a snapshot of the impact our programs made in 2022.

SeekHer Shift (Inaugural Report)

When our inaugural SeekHer Shift Report on *The State of Women's Mental Health* was published in March 2022, it became the guiding light for our programming at SeekHer to ensure our actions were led by the ***collective needs voiced by everyday women***.

The Report's insights came from 1,127 respondents across the United States to identify common themes across womanhood. By highlighting the 'little big moments' that have the greatest influence on women's mental health, the report also helped inform each of SeekHer's programs and partnerships. By identifying the cultural shifts that could be made to improve the state of women's mental health, the 2022 report highlighted the fundamental changes needed by brands, businesses, and communities to support such transformations.

Direct Impact from the inaugural SeekHer Shift Report:

- With **500+ downloads**, the 2022 Report provided invaluable statistics that informed purpose-driven marketing and internal practices for brands of all sizes, including OLLY and Schick.
- We brought together **131 Advocacy Council members** who pledged their commitment to put the survey findings into action by advocating for women's mental health in our workplaces & communities.
- Received **national press coverage** from media outlets including Forbes, Yahoo, Psycorm Pro, and TriplePundit.



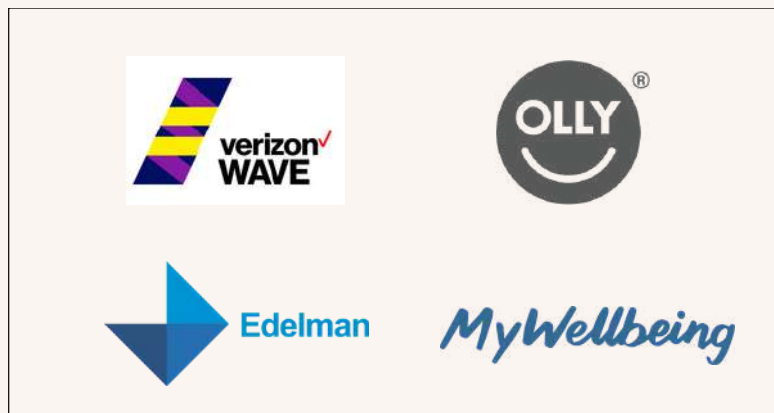
SeekHer Shift (2nd Annual Survey)

The second annual SeekHer Shift Survey was launched in November 2022 and was designed to better understand the external factors impacting women's mental health by asking *why* and *how*.

To deepen engagement and participation with the SeekHer Shift Survey, our #WeHearHer Advocacy Council members shared the survey with their networks and also hosted intimate SeekHer Shift Survey Parties within their organizations.

A total of **1,612 survey responses** were recorded – an over **40% increase** from the previous year's survey. Our upcoming 2023 SeekHer Shift Report will detail the findings by unraveling the external environment and cultural factors that shape our sense of safety and belonging within our homes, workplaces, and communities.

We extend our greatest appreciation to the following organizations for their additional support in amplifying the reach of the second annual SeekHer Shift Survey.



"Women and mental health awareness is so very important, it could be the difference of life and death. So thank you for creating this platform."

- SURVEY PARTY PARTICIPANT, VERIZON WAVE



"The SeekHer Shift research helped us recognize that mental health is something everyone experiences, and to reconsider the way we are talking about mental health as being part of a whole person's health. When we start normalizing talking about mental health in the workplace and elsewhere, we help people live more authentically and truthfully."

– ANDREA RONZANI, VP OF
SOCIAL IMPACT AT OLLY



Community Care Programming

Community care is the heartbeat of our approach to mental health. When the inaugural SeekHer Shift Report found that over **1 in 2 women** struggle to connect within their existing social environment (including having no support at all), we sought to create a welcoming, safe space to help them explore, reflect, and connect with others who get it too.

In Spring 2022, we launched our *Community Care program* to provide free online resources and always-on guidance to help women cultivate safe-care practices that inspire advocacy within themselves and others. Members received tools & resources through email and our online community hub, *SeekHer Circle*.

We partnered with **OLLY, Tru Alchemy, and MyWellbeing** on themed challenges, journaling prompts, and giveaways to support their mental health practices. By connecting everyday women and experts through guided conversations, self-care polls, and reflection prompts, we opened up meaningful dialogue to meet each woman based on where she's at.

- Resulted in more than **20,000 conversations & interactions** through self-care polls, prompts, and weekly guidance that supported nearly **2,500 women**.
- Gifted **\$650 in products** to participants from OLLY & Tru Alchemy.
- Served nearly **400 registrants** through mental health education + community support groups.

SeekHer also hosted live community support groups through our **#NoIsBeautiful Community Care Series**. Mental health educator **Minaa B.** and SeekHer Director Dr. Monica Mo co-hosted one-hour mental health education and community support sessions around curated monthly themes including:

- *Breaking Down The Myth Of Work-Life Balance (August 2022)*
- *Building Better Boundaries to Heal Your Inner Child (September 2022)*
- *Speaking Up At Work To Advocate For Your Well-Being (October 2022)*
- *Redefining Success To Lead, Live & Thrive (November 2022)*
- *Meeting Your Emotional Needs in a Hectic Holiday Season (December 2022)*

Women from across the U.S. actively engaged in each session, which featured mental health education from Minaa B. and breakout groups to engage deeper with other women while taking time to pause, reflect, and take action in ways that truly supported their own mental health and wellbeing. All #NoIsBeautiful Community Care Series programming was powered by **Pure Leaf** as part of our No Grants program.



"I'm so glad I found SeekHer because I feel like I've found my tribe and a place I can relax and release. I'm looking forward to growing, networking and meeting likeminded people. Let's go!"

– SEEKHER COMMUNITY MEMBER



SeekHer Scholars

Cultural Care Matters

Following the 2022 SeekHer Shift Report, our team took a deep dive into how the SeekHer Scholars Program could best support women in our collective communities.

With only 12% of mental health practitioners identifying as BIPOC (Black, Indigenous, People of Color), there are clear barriers for individuals to receive culturally-responsive and identity-affirming care. With support from **OLLY**, SeekHer initiated the Cultural Care Matters program alongside our continuing education partner, **Inclusive Therapists**.

Our goal with the program is 3-fold: (1) **increase representation** of mental health leaders; (2) **improve their access** to mentorship and leadership resources, and (3) **connect their culturally-affirming care** with more women through community spaces & support groups.

Since launching in Fall 2022, the program has:

- Awarded **\$9,000** in continuing education training scholarships to BIPOC practitioners.
- Onboarded **32 BIPOC & BIPOC-allied practitioners** (with a presence across 12 states) as SeekHer Scholars to lead and facilitate mental health education and support groups for our growing community of 2,500 women.



In addition to essential resources and mentorship, SeekHer Scholars are also offered a space to connect, collaborate, and contribute to SeekHer's Community Care programming. They are also highlighted on SeekHer-owned social and email platforms to increase their visibility and support the growth of their practice.

"It's truly a pleasure being part of the SeekHer community. I learn so much from the fellow Scholars every day."

- DR. LISA WALKER, SEEKHER SCHOLAR

All Bodies Belong

Looking ahead to 2023, SeekHer is thrilled to share that we'll be re-launching our body image-focused SeekHer Scholars program as 'All Bodies Belong'. The program will amplify leadership, education, and community support for health professionals currently planning to explore and expand their work into school and community settings.

With the rising need for school wellness interventions, practitioners will be provided crucial resources to uniquely address multiple dimensions of nutrition, physical health, and mental wellbeing. To bring it full circle, the program is being developed alongside **registered dietitian Mia Donley, MPH, RD**, one of our very first Body Image SeekHer Scholar recipients.



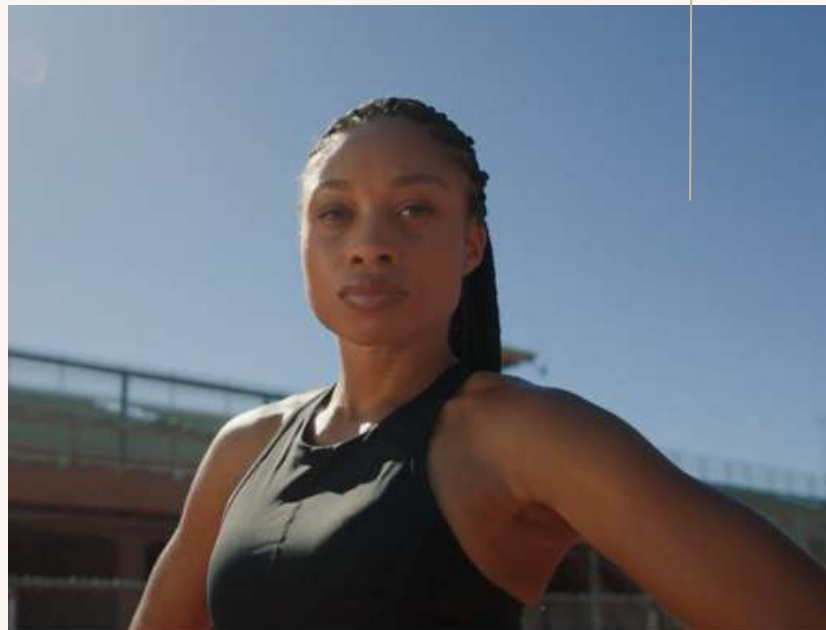
"I never expected myself to go into this part of my field of working with body image and people's relationship to food. I didn't feel like I had the resources, trainings, or support to do so. Being part of the SeekHer Scholars cohort empowered me to have enough resources and support to launch into this space, and I'm so glad I did. Without it, I do not believe that I would have tried to work in this part of the field.

A couple of years later, I'm now starting my own practice, working with numerous clients to support them in their relationship to their bodies, and returning to SeekHer to develop a program. My hope in working on 'All Bodies Belong' is that other Scholars can feel equipped to try something outside of their comfort zone and thrive in their work."

– MIA DONLEY, SEEKHER SCHOLAR

No Grants Program

- **10,127** total applications received and processed through an equitable review
- Selected 100 awardees to deploy **\$200,000** in \$2,000 microgrants
- **2,003** Community Care Program participants
- **10** Review Panelists committed



We were grateful this year to launch a grant initiative to provide financial relief to women who are facing the negative consequences of a society that doesn't support their needs.

In honor of Women's History Month, SeekHer partnered with fellow #WeHearHer Advocacy Council member **Pure Leaf** and celebrated Olympian and women's rights advocate **Allyson Felix**. Together, we **deployed \$200,000** over three grant cycles so that women feel supported in saying 'no' in the workplace and 'yes' to what matters most.

The No Grants PR campaign earned more than 1 billion impressions within the first week! Over the course of three grant cycles, the positive media traction ensured women were able to voice their 'no.' **Over 10,000 stories** poured in from women across the U.S., with each story reemphasizing the heavy weight of expectations that are crushing women in the workplace.

Yet it also conveyed beautiful reflections of hope and resilience – of what's possible if they are supported and that weight is lessened or removed. **100 \$2,000 No Grants** were awarded to provide recipients with financial relief that allowed them to say 'yes' to themselves.

Every applicant also received free access to SeekHer's Community Care programming, including SeekHer Circle and the #NoIsBeautiful Community Care series hosted by Dr. Monica Mo and Minaa B, which served **nearly 400** registrants through live mental health education and community support groups and delivered online self-care resources to **2,003 participants**.

We extend our heartfelt gratitude to every woman that applied for a No Grant! The stories they shared also have helped our team gain a better understanding of women's workplace challenges and have inspired shifts in our own initiatives to better address their needs.

"Our initial grant application goal was 500, but we surpassed this with over 1,700 applications in the first three months alone. While the sheer magnitude of applications is amazing to see, it also highlights the deep resonance of the issue and total burnout women are facing. A huge thank you to our partners at SeekHer for all the work they put into the 'No' Grants."

– JULIE RAHEJA-PERERA, GENERAL MANAGER,
NORTH AMERICA, PEPSI LIPTON PARTNERSHIP



Seek, Sip & Shop

In 2022, SeekHer hosted two high-touch, *Seek, Sip & Shop* wellness pop-up events in Southern California. These intimate gatherings provided **in-person community care programming** that engaged women through sustainable self-care practices in support of their well-being & success. Both events quickly reached full capacity with growing wait lists.

Attendees were treated to goody bags full of goodies from our brand partners, and actively posted on social media to share how much they enjoyed the experience – one participant even shared the event was *‘simultaneously moving and grounding’*. The event also served as a fundraiser to support SeekHer’s work in women’s mental health to power more women for the greater good.



- Engaged with **nearly 100 women** through two in-person live community care events to cultivate connection with themselves and others
- Raised over **\$1,600 in donations** to support SeekHer’s work in women’s mental health
- Partnered with **Athleta, Pure Leaf & Kendra Scott** to co-host and provide on-site support for the event

July 16, 2022: Los Angeles

Alongside Athleta and Pure Leaf, SeekHer Foundation welcomed 40 guests to The Point in El Segundo for a morning of guided breathwork & conversations supporting women to ignite our limitless potential.

Attendees began the morning with refreshing Pressed juice, followed by a powerful and moving breathwork session led by energy healer Millana Snow. Our focus then turned to the #NoIsBeautiful Community Chat with Dr. Monica Mo and recent No Grants recipient, Mercedes Samudio.

Attendees connected through interactive community-building activities, intention-setting, and interaction with our site vendors, including Athleta and Kendra Scott. Fueled by Pure Leaf iced tea, guests enjoyed the relaxing lounge setting designed by Cura Home and explored The Point through a fun Shop & Seek scavenger hunt.

Seek, Sip & Shop

December 3, 2022: San Diego

Alongside Kendra Scott, SeekHer Foundation welcomed 50 guests for a morning of saying “yes” to one’s well-being and thriving during the holiday hustle.

Attendees began the morning by interacting with our event vendors, including Kendra Scott, Boochcraft Kombucha, and Charlotte’s Web.

Our focus then turned to a powerful panel conversation with Dr. Monica Mo and leading mental health & wellness experts, including Council Advisor Dr. Jen Douglas and two SeekHer Scholars, Jasmynn Abernathy and Samora Suber.

Together, they shared tips for navigating relationships & obligations to set better boundaries and reclaim one’s time during the busy holiday season. Attendees connected through interactive community-building activities, intention setting, sound bath experiences, and interacting with our site vendors through a fun Shop & Seek scavenger hunt.

“I couldn’t have asked for a more connected, fruitful, and healing morning in the midst of all of the holiday stress.”

- DR. JEN DOUGLAS



A special thanks to all of our Seek, Sip & Shop partners who supported our in-person events through their financial or in-kind support.



"I really enjoyed meeting and connecting with other women, and receiving helpful guidance from the panel as well as their authenticity."

– EVENT PARTICIPANT



four

THE RIPPLE EFFECT

One of the most impactful ways to shift the cultural narrative for women today is by increasing the visibility of what women need, reframing our conversations at work and in the home, and fostering more community & connection.

In 2022, SeekHer amplified its mission and platform by partnering with influential platforms and garnering national press mentions.

We leveraged our collective power to drive awareness and awaken conversations around women's mental health. This purposeful alignment creates a ripple effect: positive change that reverberates across brands, businesses, and communities.

Partnering With Influential Platforms

At our core, Seekher believes in the power of our collective to create cultural shifts - one that move towards our shared vision of making a meaningful impact for millions of women. In 2022, we joined forces with influential brands and platforms to ignite conversations that challenged the norms holding women back from their well-being & success.



#LookForwardProject

RoC Skincare chose SeekHer as the beneficiary of the #LookForwardProject, an initiative to celebrate the power of optimism and its scientifically-backed impact on long-term health and wellbeing. As part of the project, actress Sarah Jessica Parker curated a limited-edition skincare set and RoC Skincare donated 100% of profits from the set to SeekHer.

The partnership with RoC Skincare brings attention to and advocates for support around meaningful women's mental health conversations that go beyond skin deep. It demonstrates the power of increased visibility to shift the cultural narrative by addressing the root issues around perfectionism, unrealistic beauty ideals and social pressures limiting women from truly thriving and feeling optimistic about the future.

Partnering With Influential Platforms



Female Founders Collective

On May 24, SeekHer teamed up with the Female Founder Collective to host a virtual panel event, *Solution Speak: How to Get Paid and Create Boundaries as Women and Mother Founders* with Dr. Monica Mo, Blessing Adeyisan (MH Work-Life), and Meredith Jenkins (PepsiCo).

Moderated by Ali Wyatt (CEO of Female Founders Collective), women participated in the virtual event that raised awareness of the No Grants and fostered conversation around what it means to say 'no' in the workplace and at home.



OLLY Council Chat

In celebration of World Mental Health Day in October, OLLY and SeekHer Foundation co-hosted a special #CouncilChat IG live: 'From Me to We'.

SeekHer founder Dr. Monica Mo was joined by our Council Advisors including Dr. Jen Douglas, Dr. Jenny Wang, and Minaa B. for a riveting conversation on the role of safety & belonging in mental health, the cultural stigmas impacting women, BIPOC, and marginalized communities, and how to cultivate safe spaces where we can learn to see each other and be truly seen.

Partnering With Influential Platforms



#WeAllGrow

SeekHer was delighted to be invited to the 6th Annual #WeAllGrow Summit in Palm Desert, California in October, alongside our partners at Pure Leaf. The sold-out gathering brought together hundreds of Latinas and Femme-Latinas for two days of connection, community, and visibility focused on the Sanctuary of Joy.

Our very own Dr. Monica Mo opened the Storyteller Session by introducing the 'No' Grants program and the importance of why #NolsBeautiful. The summit was a great opportunity to witness firsthand the power of community and its ability to elevate, connect, and shift the cultural narrative for women.

As Monica shared -

“It was truly an honor and privilege to be part of such a beautiful, moving experience. From all of the laughter, tears, and connections made over dinner with the incredible women of #WeAllGrow Storytellers, to sharing about the 'No' Grants program during the closing session address.

But most importantly, this weekend was a beautiful reminder of our sisterhood, no matter what background we come from. Because communities are created when we can let down our walls to learn and share our lived experiences with each other. That is what truly makes an impact in this world. After all, healing is always more powerful in community.”

Press & Media

In 2022, SeekHer was featured in multiple major media outlets throughout the year alongside our brand partners, thus raising awareness around our collective role in rewriting the cultural narrative for women's mental health.

In one notable feature, SeekHer - alongside our partner and fellow #WeHearHer Advocacy Council member OLLY - was highlighted in the September Forbes article: "Fear, Distress, And Safety: Companies Trigger A Fight-Or-Flight Response In Female Talent." The article highlighted the Inaugural SeekHer Shift Report, as well as the steps that OLLY is taking in its workplace as a direct result of the report's findings.

W E L L + G O O D

Forbes

Entertainment WEEKLY CBS 

yahoo! InStyle

BUSTLE allure

P O P S U G A R .



Fear, Distress, And Safety: Companies Trigger A Fight-Or-Flight Response In Female Talent

Christine Michel Carter Senior Contributor 
I cover the challenges of today's working parents.

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Sep 29, 2022, 05:50pm EDT

 Listen to article 6 minutes 



The fear and distress most women feel in the workplace arguably makes them deeply afraid. GETTY

five

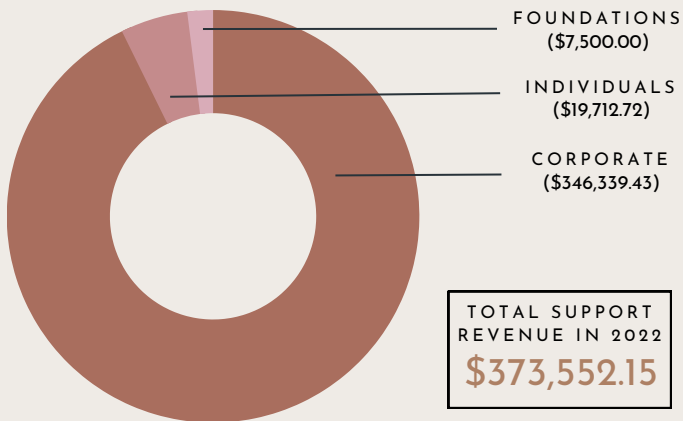
2022 FINANCES

SeekHer Foundation's work in 2022 was made possible by the invaluable support of a diverse array of funders, including individuals, foundations, and corporate partners. Online donations empower SeekHer to meet our community's needs, especially serving women and the practitioners who support them.

Our programmatic costs are largely funded through donations and grants from corporate partners through mission-aligned programs and campaigns. Operational support is also provided by our fiscal sponsor, Social Good Fund, by overseeing our administrative requirements and ensuring a strong fiscal base as a 501(c)(3) project.

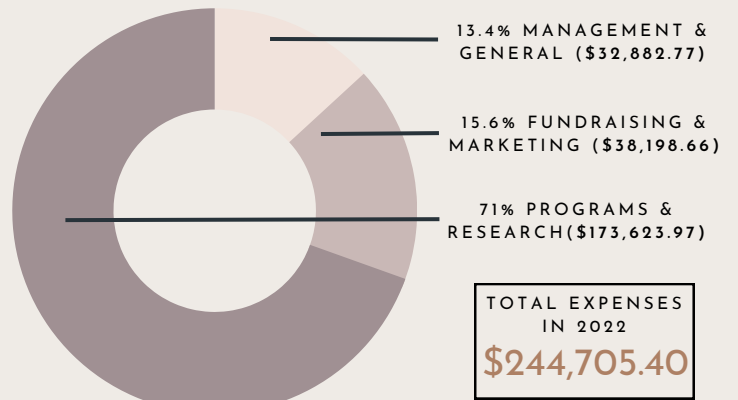
Financial Snapshot

Support Revenue

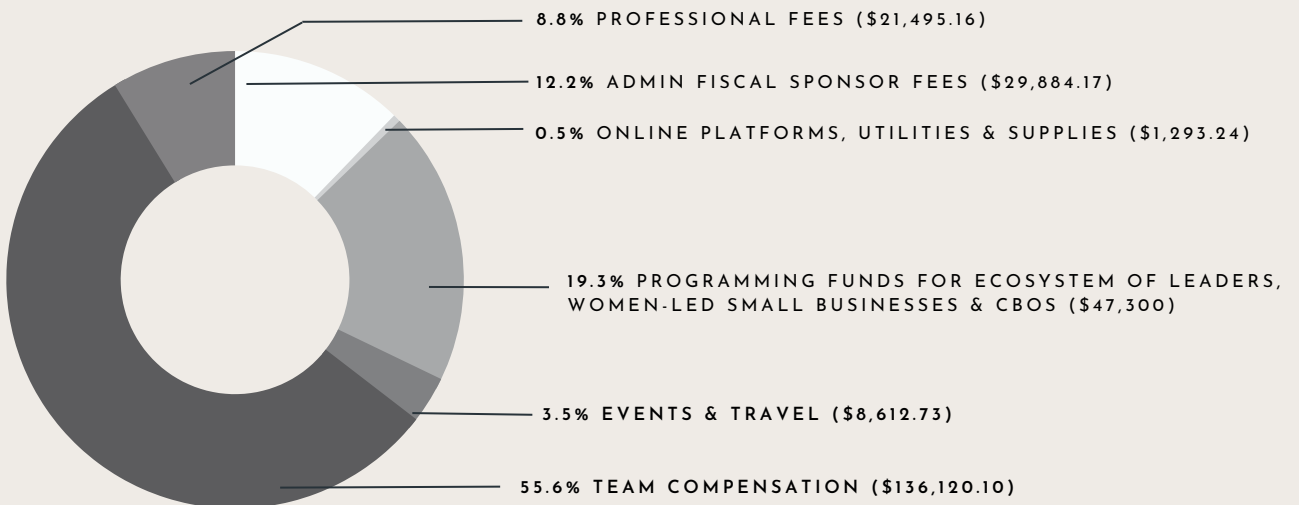


INCLUDES REVENUE FOR ONGOING 2023 PROGRAMS

Allocation of Expenses



Operational Expenses



SIX

LOOKING AHEAD

Looking ahead to 2023, we're sharpening our focus on creating advocacy in action to support the well-being and success of more women.

Our inaugural SeekHer Shift Survey was eye-opening and allowed us to put words and numbers to what we as women have known innately for years. We heard from women and delivered on our promise to give them a language with which to name their experiences so we can truly **hear her**.

We feel lonely.

We suffer from feelings of guilt.

We feel the need to do it all.

We question our self-worth.

We see mental health as a personal deficit.

Our second annual SeekHer Shift Report — to be published in March 2023 — will lean into those things to **ask why and how** these experiences unfold within our homes, workplaces, and communities.



Wellness & Equity In The Workplace

While advocacy may look different for every individual, at SeekHer we recognize that brands & organizations are uniquely positioned to make a meaningful impact.

They have the power to positively influence mental health within their customer base & consumer audience. They also have the responsibility and power to positively influence their own workplace cultures by promoting safety, trust, and belonging within their work environments.

After all, wellness is not simply a personal endeavor. True wellness happens when we start acknowledging that we don't all start from the same place, affirm each other's identities, and actively shift towards cultures of care that ripple outwards from the inside out.

The opportunity to model a culture of care has the potential to create a sustained ripple effect within organizations, and furthermore through their employees and their everyday lives.

Because if the end goal is to help every person achieve better mental health, we must rebuild the way we connect and support each other in society across all intersections of lived experiences.

Keep an eye out in 2023 for this groundbreaking initiative that will help organizations make the internal shift.

We invite you to pledge & join the ripple effect we'll make together through our #WeHearHer Advocacy Council.

THANK YOU

It is with full hearts that we extend our sincere gratitude to the following funders & partners for their notable support of SeekHer in 2022.

