

INTERNATIONAL WIDOWS DAY *Raising Awareness* JUNE 23, 2021 *One Widow at a Time*



Your Invitation

On behalf of widows worldwide, we respectfully invite you to join us in raising awareness for **International Widows Day: Tuesday, June 23rd**. This United Nations awareness day began in 2010 to address the issues widows and their dependents face yet has seen little publicity over the last 9 years. Every voice counts in creating impactful change for widows globally.



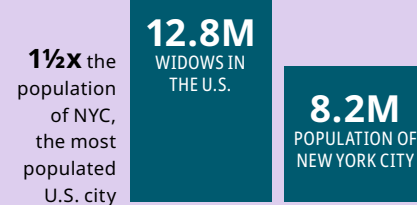
Who are We?

MODERN WIDOWS CLUB, is a 501(c)3 organization that believes every widow has the potential to be empowered through grief. MWC seeks to raise awareness through a national campaign of the struggles today's widows face in raising children, working, managing their health, and maintaining a household in the midst of a complete life shift after losing a spouse.



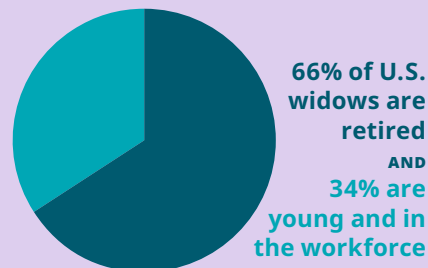
KEY FACTS

According to the 2015 *World Widows Report*, the U.S. has the 3rd largest group of widows with 12.8M, behind China 43M and India 42M.



SOURCE: for NYC population worldpopulationreview.com

NEARLY 1M WOMEN become widowed every year according to the 2011 U.S. Census Bureau statistics.



SOURCE: 2011 U.S. Census Bureau statistics

Military widows have the most support services such as TAPS and Gold Star Wives yet represent the smallest portion of widows. Most serve the widow and her family for 2 years and under. Beyond that, there is little outreach yet is when the secondary losses become fully active.

How Your Involvement Makes an Impact

1. BE A VOICE FOR THE VOICELESS on International Widows Day June 23 by talking to places of worship and community organizations that may be able to help spread the word.

- Ask for widows to be recognized with a prayer and acknowledge (possibly on Sunday, June 21st), that IWD is a day of awareness of their needs.
- Ask if they have a widows group and how they serve widows within their community?

2. SHARE the IWD 2018 interviews that Carolyn Moor did in the local community.

- International Widows Day of Awareness – [Full Video on YouTube](#)

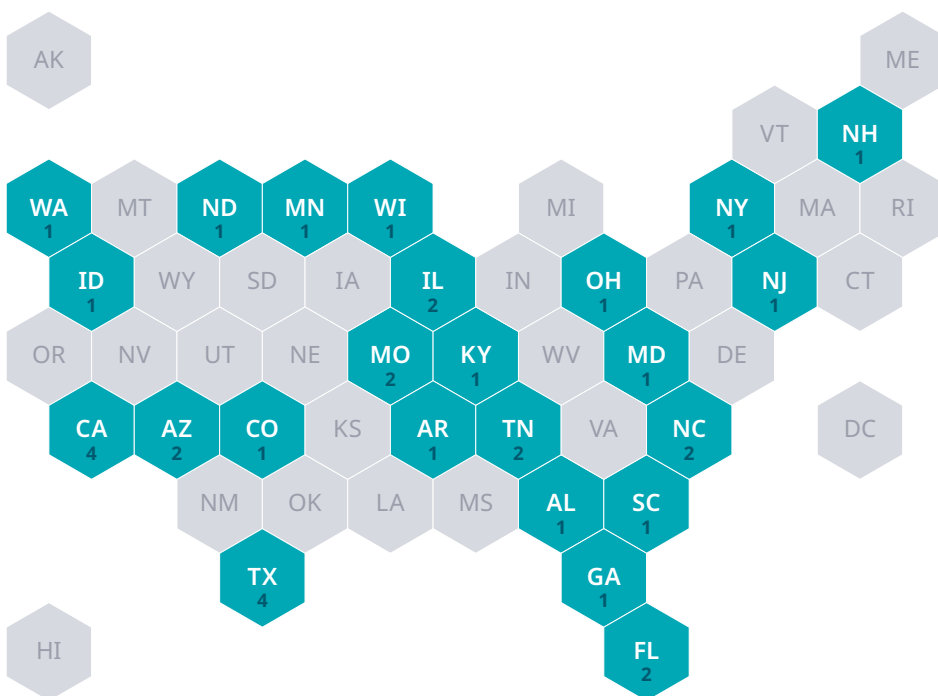
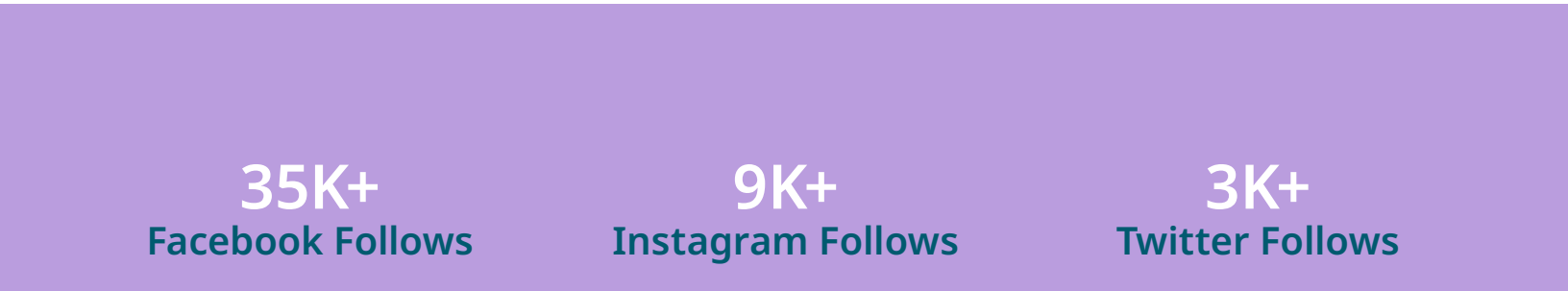
3. CONTACT LOCAL AND STATE REPRESENTATIVES to submit a proclamation request if not already requested by the Advocacy Team. Reach out to advocacy@modernwidowsclub.org for guidance and/or questions re: submission process.

4. SHARE PSA Video on Social Sites: Below are links to the 15, 30 and 60 second video clips on YouTube promoting IWD. Use the hashtags: **#widowsday623** and **#modernwidowsclub**.

- International Widows Day PSA – **15 second spot**
- International Widows Day PSA – **30 second spot**
- International Widows Day PSA – **1 minute spot**

5. DO SOMETHING KIND for a widow in your life, workplace or neighborhood – do something to make them feel loved, noticed and valued. Here are some ideas:

- Phone call, texts, gift cards to their favorite spot
- Mail them an encouraging card to let them know you care
- Take their kids on an outing for the day
- Clean their house for them
- Just sit and chat with them about their life and favorite memories



24
States
Represented

AND

5
Countries
Represented

NOTE: Number of total MWC Communities as of May 2021