



**WHERE WIDOWS FIND  
STRENGTH, COMMUNITY, AND HOPE**

# Giving Guide

## **A MESSAGE FROM KARYL MCKENDRY, OUR FOUNDER**

Widows face a grim, dark journey. Having lost my husband 13 years ago, I understand this struggle. Yet, there’s hope. Over the past decade, Paisley Project has honed tools and programs proven to help guide widows through grief, rebuild their identities, and reclaim their futures. Your financial support fuels these impactful initiatives, benefiting widows in your own communities. Let’s make a difference together!

## **OUR MISSION**

Founded June 2014

Paisley Project is registered in the state of Colorado as a 501(c)3 organization and as a charitable non-profit.

Our mission is to empower widows to L.I.V.E. — to navigate the profound transition following the loss of their spouse. Through evidence-based resources and compassionate coaching, we stand by widows as they journey through the following stages after the loss of their spouse:

### **LOSS**

We acknowledge the pain and grief, providing unwavering support during this difficult time.

### **IDENTITY**

We help widows rediscover their sense of self, fostering personal growth and self-awareness.

### **VISION**

Together, we envision a future filled with purpose and possibility, guiding widows toward new dreams.

### **ENGAGEMENT**

We encourage widows to reengage with the world, finding renewed meaning and connection.

200

Widows served by the Paisley Project

12

Frontline coaches trained by the Paisley Project per year

2,800

The approximate number of women who are widowed each day





## OUR FUNDRAISING GOAL

# \$80,000

[MAKE A DONATION](#)



[WATCH THE VIDEO](#)

Using our L.I.V.E. framework and research-proven Modalities for Healing, we are raising funds so we can build and expand our organization and programs.

### OUR SERVICE

Private Online Support Group for Widows

Professional Individual and Group Coaching

L.I.V.E. Intensive Experiences

Website and Online Resources

Local Gatherings and Events

### DETAILS

A members-only Facebook page where widows can access support daily.

We invest in training coaches meeting the requirements of the ICF.

4-7 day guided experiences utilizing each of the research-proven Modalities for Healing.

We offer information, coursework, research, and resources for widows, as well their support networks.

Single-day events for widows seeking community during holidays and celebrations.

### OUTCOME

Widows have a safe space to connect with others experiencing loss, without judgement.

Widows have guidance and support working through all areas of the Paisley Project L.I.V.E. framework.

Widows can build community, get support, and have access to tangible resources on their healing journey.

Widows and supporters have global access to immediate resources and continuing education designed to support all affected by the loss.

Widows don't have to face difficult or significant days alone; instead they can gather, share, and connect.



## OUR EVIDENCE-BASED APPROACH

# Modalities for Healing

We include the following Modalities for Healing in all our services and programs, which are carefully crafted to promote well-being and mitigate the risk of chronic grieving disorder. Each of these tools are backed by extensive research:

### **SOCIAL CONNECTION IN A SAFE SPACE**

Social support is vital for grieving individuals, offering understanding and alleviating isolation. Safe spaces are a platform for open expression and empathy, fostering better mental health outcomes.

### **TIME IN NATURE**

Ecotherapy or green therapy has been shown to reduce stress, anxiety, and depression while enhancing mood and cognitive function, offering solace and rejuvenation for better overall well-being.

### **PROFESSIONAL COACHING**

Professional coaching for widows provides personalized emotional support, tailored healing plans, resilience-building techniques, assistance in rediscovering identity and purpose, guidance on practical matters, and help in creating a supportive network to navigate grief and find healing.

### **THERAPEUTIC ART PRACTICES**

Art therapy offers a means of processing emotions and trauma through creative expression, providing an outlet for difficult-to-express feelings and fostering self-awareness, healing, and growth.

### **JOURNALING**

Journaling allows widows to explore emotions, memories, and hopes, improves emotional regulation, reduces distress, and provides an outlet for processing grief and finding resilience.

### **PHYSICAL HEALING THERAPIES**

Physical exercise, massage, and other healing practices can help alleviate the impact of grief by promoting neuroplasticity, releasing mood-enhancing endorphins, improving sleep quality, managing stress, boosting energy levels, and providing emotional balance and resilience.



# Our Real Impact

YOU CAN HELP



WATCH THE VIDEO

“I had to admit that I could never have full understanding of what it meant to be a widow... I have seen first hand how important receiving that complete understanding and support from ladies she has connected to through the Paisley Project has been in her life.”

— Carol Heinz, friend of Paisley Project Member

“The Paisley Project has given me gifts beyond words... strength, support, guidance, friendship, love, new opportunity to try things outside my comfort zone—being around others that get it and inspire me.

— Paisley Project Member

“The Paisley Project has been the sweetest gift for my mom, siblings and I. The grief of losing our dad was more difficult than many of us imagined. Seeing my mom have a support system to walk alongside women in the deepest parts of her grief, to the journey of healing and now even flourishing on the other side of grief is nothing short of beautiful, and 100% attributed to Paisley Project.”

— Molly, daughter of Paisley Project Member

## OUT OF PAISLEY PROJECT MEMBERS SURVEYED...

100%

Say the opportunities provided by Paisley Project resulted in tangible benefits for their journey in moving forward after the loss of their spouse.

100%

Say Paisley Project played a significant role in supporting their personal journey of rebuilding after the loss of their spouse.

85%

Say the emphasis on community and shared experiences within Paisley Project made a difference in their specific circumstances or challenges.

85%

Say they attribute specific practical skills or resources acquired through Paisley Project to positive changes in your life after the loss of their spouse.

100%

Say Paisley Project has created a supportive environment that facilitated personal growth and transformation.

100%

Say their participation in Paisley Project programs, such as workshops or coaching, has directly contributed to an improvement in their mental and emotional well-being.

## REFERENCES

# Scientific Literature

Research shows that Paisley Project activities and programs transform grief into resilience. Your support ignites hope and purpose.

MAKE A GIFT

1

Stroebe, M., Schut, H., & Stroebe, W. (2007). Health outcomes of bereavement. *The Lancet*, 370(9603), 1960-1973.

4

Lusebrink, V. B. (2004). Art therapy and the brain: An attempt to understand the underlying processes of art expression in therapy. *Art Therapy*, 21(3), 125-135.

7

Pennebaker, J. W., & Beall, S. K. (1986). Confronting a traumatic event: Toward an understanding

2

House, J. S., Landis, K. R., & Umberson, D. (1988). Social relationships and health. *Science*, 241(4865), 540-545.

5

Barton, J., & Pretty, J. (2010). What is the best dose of nature and green exercise for improving mental health? A multi-study analysis. *Environmental Science & Technology*, 44(10), 3947-3955.

8

Cramer, H., Lauche, R., Langhorst, J., & Dobos, G. (2013). Yoga for depression: A systematic review and meta-analysis. *Depression and Anxiety*, 30(11), 1068-1083.

3

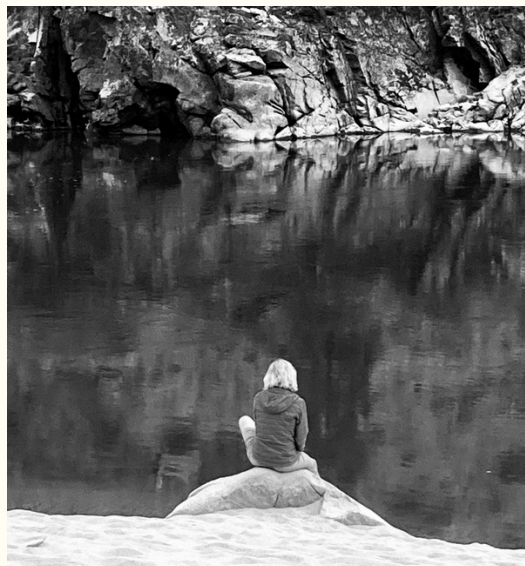
Field, T. (2014). Massage therapy research review. *Complementary Therapies in Clinical Practice*, 20(4), 224-229.

6

Bratman, G. N., Hamilton, J. P., & Daily, G. C. (2012). The impacts of nature experience on human cognitive function and mental health. *Annals of the New York Academy of Sciences*, 1249(1), 118-136.

9

Malchiodi, C. A. (2007). *The art therapy sourcebook*. McGraw-Hill.



**BEYOND RESEARCH,  
WE BELIEVE IN THE  
RESILIENCE OF  
WIDOWS. GRIEF  
DOESN'T DIMINISH  
THEM; IT EMPOWERS  
THEM TO CREATE  
MEANINGFUL LIVES  
THEY NEVER  
IMAGINED.**



PAISLEY  
PROJECT


We can't do this  
without your  
generous


*support.*


Thank you to all of our  
supporters, donors, and  
volunteers —

**BECAUSE HEALING IS A  
COLLECTIVE ENDEAVOR.**

**DONATE**

 [karyl@paisleyproject.org](mailto:karyl@paisleyproject.org)

 [www.paisleyproject.org](http://www.paisleyproject.org)

 Denver, Colorado

 +1 (720) 635-6283

