



WELLNESS FOR GROWTH
FOUNDATION



Media Kit



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MEDIA CONTACT

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CHANGING WOMEN'S LIVES





Wellness for Growth Introductory Letter

The Wellness for Growth Foundation was created in Houston, TX as a social initiative with the mission of empowering underprivileged Hispanic women through integral health & wellness education and skills for economic growth to improve their quality of life and that of their families.

It was founded in 2012 by two Hispanic women motivated by the idea of making a meaningful and positive impact in the Hispanic community. With this vision and the help of dedicated volunteers committed to the advancement of our community, we created a comprehensive educational platform that is innovative and practical.

This 8-week long educational program is taught in schools with a high low-income Hispanic population. The platform is based on 4 components for growth: Integral Health & Wellness Education, Skills for Socioeconomic Growth, Income-generating Opportunities and Entrepreneurial Education. Each program teaches nutrition & wellbeing, computer skills, English, personal finances, self-esteem & leadership, arts & crafts, and entrepreneurship. Program participants also have the opportunity to generate additional income by selling their arts and crafts in bazaars where they also put their entrepreneurial skills into practice.

The Foundation has implemented eleven 42-hour-long educational programs impacting the lives of more than 350 families in need in the following schools: Piney Point in Houston ISD, Friends for Life (2), KIPP Academy, KIPP Shine, S. Rodriguez Elementary in Houston ISD, Hutsell Elementary in Katy ISD, KIPP Liberation, Bear Creek in Katy ISD, and Ursula Stephen Elementary in Katy ISD.

In 2015, we expanded the reach of our initiatives by implementing English Series. In 2018, we started offering Customized Workshops in the following Alief ISD schools: Killough Middle School, Mata Intermediate, Holub Middle School and Elsie High School. Find more information about our programs, our programs' results, media interviews with ABC, Univision, and Telemundo, videos, testimonials and much more at www.wellness4growth.org.

If you wish to join us in this wonderful journey of women empowerment, receive information about events and programs, or pledge a donation, please contact us at [**wellness4growth.org**](http://wellness4growth.org).

OUR VISION: WOMEN EMPOWERMENT

MISSION

Empower underprivileged Hispanic women through integral wellness education and skills for economic growth to improve their own and their families' wellbeing.

VISION

Develop a sustainable and replicable global model that will provide underprivileged Latin American women the foundations to become catalysts for socioeconomic growth and wellbeing in their communities.

"A woman is the full circle. Within her is the power to create, nurture and transform."

—Diane Mariechild

JOIN US

Join us in this amazing journey of women's empowerment...

Web

www.wellness4growth.org

E-mail

info@wellness4growth.org

Facebook

Wellness for Growth

Twitter

@Wellness4Growth

TOGETHER...

We can support many Hispanic families.



WELLNESS FOR GROWTH
FOUNDATION

Changing Hispanic
women's lives...



Damaris Rodriguez
Program graduate

4 COMPONENTS FOR GROWTH & SOLID RESULTS

The **Wellness for Growth Foundation** was created in 2012 to improve underprivileged Hispanic women's and their families' quality of life.

THE NEED BY THE NUMBERS

HISPANICS IN THE U.S.

- Largest minority group: **54 million**
- Fastest growing segment: **48%** of total population growth.
- Increasing purchasing power: **\$1.2 trillion** in 2013.

SOCIO-ECONOMIC AND HEALTH DISPARITIES

- High poverty rate: **27%**.
- Hispanic women's median income is approx. **20%** lower than the national median women's income.
- Higher obesity (**42.5%**) and diabetes (**12.8%**) rates than non-Hispanic whites.
- Highest uninsured rate: **29%**.

U.S. Census (2013)

Pew Hispanic Center (2012)

Center for Disease Control & Prevention (2011)

COMPONENTS 4 GROWTH

OUR PROGRAM

Integral Health & Wellness Education

Nutrition and chronic disease prevention classes.



Skills 4 Growth

Computer, English, finances, leadership and self-esteem classes.



Income Generating Opportunities

Product-crafting techniques and selling venues.



Small Business Facilitation

Basic entrepreneurship education and support.



PRIMARY BENEFICIARIES

- Unacculturated and bicultural Hispanic women
- Approx. \$25K annual household income
- 25 to 44 years of age
- Houston, TX

PROVEN RESULTS

PROGRAM GRADUATES DEVELOPED/IMPROVED:

- Healthy eating awareness
- Chronic disease prevention
- English proficiency
- Computer skills
- Personal finances management
- Product-crafting abilities
- Entrepreneurship motivation
- Self-esteem and leadership aptitudes
- Involvement in their children's school

CONGRATULATIONS!



LEARN ABOUT OUR PROGRAMS



<https://www.youtube.com/watch?v=6Y6M2uwv8Kw>

WELLNESS FOR GROWTH IN THE MEDIA

ABC INTERVIEW "Viva Houston"



<https://youtu.be/lizGFmfI5uU>

ABC NEWS STORY



<https://youtu.be/OpITLhqGBxQ>

WELLNESS FOR GROWTH IN THE MEDIA

UNIVISION INTERVIEW "Vive la Mañana"



<https://youtu.be/h8PS4uWQdbQ>

INTERVIEW SEGMENTS W/ UNIVISION



<https://youtu.be/ZCFqacCQIUy>

TELEMUNDO'S NEWS STORY



<https://youtu.be/3uDkpH0vjYY>

A LIFE-CHANGING EXPERIENCE

Program Participants



Damaris Rodriguez
27 years old, Honduras

"I want to thank these women who dedicated their time to us. They have taught us what we really need to know to achieve holistic wellness and the importance that we have as women in our roles as mothers, wives, friends, and daughters. It doesn't matter what profession or lifestyle we have, we need to feel proud of who we are."



Beatriz Montiel
23 years old, Mexico

"I want to thank the Wellness for Growth Foundation for giving me the opportunity to learn new things. I've learned to eat healthier foods, now I drink more water, go to the gym, and feel more active. I thank this group of women for giving me their time and support."

A LIFE-CHANGING EXPERIENCE

Program Participants



Suyapa Mejía

31 years old, Honduras

"I specially enjoy my English and Computer classes since they allow me to help my daughters with their homework..."

"I didn't know how to use a computer or Google before, now I can supervise my daughters when they're using the computer."



María Mera

35 years old, Mexico

"I want to thank God for allowing me to know this Foundation. I thank every one of these beautiful women because they've given their time to help us grow as individuals in each of the areas where we, as women, need in order to improve our self-esteem."

A LIFE-CHANGING EXPERIENCE

Program Participants



Rosa Ponce

34 years old, Honduras

"I took English lessons, computer lessons, arts and crafts, wellness, leadership and self-esteem lessons... What I love the most is that these are skills I can use in my daily life..."

To me, this program has been a blessing and the pilot group has been successful. We're very blessed women for belonging to this group."

LOOKING FORWARD TO HEARING FROM YOU!

Web: www.wellness4growth.org

E-mail: info@wellness4growth.org

Facebook: WellnessForGrowth

Twitter: @Wellness4Growth

YouTube: Wellness4Growth