



## HOW TO SPONSOR

### **“NAVIGATING LOSS”**

#### **An inspiring retreat for women who have lost their partners**

This outreach program fills a big need for a very underserved portion of your community: the widowed woman. Over 700,000 women are widowed in the US every year and the average age of an American widow is 57. (US Bureau of Census). Offering these healing retreats in your community is a way to support these women as they struggle to recover from the loss of their partner.

**NAVIGATING LOSS** is facilitated by Donna Marie Todd, a widow and Certified Grief Recovery Specialist®. Donna Marie has helped hundreds of widowed women navigate the personal, spiritual, social, and financial challenges of widowhood. She also has over 25 years of experience writing and editing women’s publications.

**NAVIGATING LOSS** is a one-day event, typically starting at 9:30 a.m and ending at 4:30p.m. The event includes lunch, snacks, retreat leadership, and a take-home workbook. It is a fun and upbeat event that is filled with laughter and support. The retreats are designed for women only.

**"If I were asked to describe this retreat in one word,  
I would use the word POWERFUL."**

**Jennifer Cox, Bereavement Coordinator, UPMC Hospice, Altoona PA**

**“The founder is an excellent presenter. The program is so well-designed.”**

**Donna, retreat participant**

**“It’s excellent and empowering!”**

**Cappy Tosetti, retreat participant, Elder Hostel Presenter**

**“What I liked was not only the sharing with other widows, which is SO wonderful, but also receiving the expertise of a grief professional and widow leader! JUST GO!”**  
**Susan, Retreat Participant**

## **WHAT YOU PROVIDE**

The sponsor provides A Widow's Tale with a flat fee of \$1695 for the event (plus 2 nights overnight lodging and travel if required). The sponsor also provides the following: promotion of the event, the space and janitorial services for the event, a catered lunch, snacks and beverages.

## **WHAT WE PROVIDE**

**NAVIGATING LOSS** provides experienced, insured, and certified retreat leadership as well as a take-home workbook for each participant with the information and worksheets presented during the retreat. We also provide all art materials for the retreat.

## **PROMOTING NAVIGATING LOSS**

It is extremely important to actively promote the event to ensure success. As a host or sponsor, you will promote the event to your group and community by:

- CONTACTING WOMEN IN YOUR COMMUNITY WHO HAVE LOST THEIR SPOUSE
  - IN THE LAST 10 YEARS OR EVEN MORE
  - (Many of our participants have been alone for 18-25 years!)
- Sending press releases and calendar announcements to local papers and radio stations

Posting flyers (You will receive a pdf of a color poster for your event that can be printed on any color copier or desk top printer)

- Posting event information in organizational bulletins and newsletters.

## **Travel and Housing Details for Retreat Leader**

If your location is further than 100 miles from the Asheville, NC area you will need to provide overnight lodging for the retreat leader for 2 nights. If your event is further than 250 miles from the Asheville, NC area, travel expenses (mileage or air fare) will also be required.

## **Want to Learn More or Schedule A Retreat?**

Contact the founder, Donna Marie Todd, at 828.407.6023 or email [retreatinfo@awidowstale.com](mailto:retreatinfo@awidowstale.com). You can also visit [awidowstale.com](http://awidowstale.com) to learn more about the presenter and the retreat program.

