



# SOARING SPIRITS INTERNATIONAL: WIDOWED COMMUNITY ALLY PROGRAM

## Confidently support and retain your widowed clients.

**2,800 people are widowed each day in the United States.**

Soaring Spirits' Widowed Community Ally Program provides you with tools, training, and resources to help you compassionately and effectively serve your widowed clients.

**As many as 60% of widowed people will change their professional service providers after their person's death.**

The SSI Widowed Ally Program will position you as a trusted business partner for widowed people—driving client loyalty and deepening client relationships while significantly improving the client experience after a partner death.

### Why Soaring Spirits?

- Largest network of widowed people in the world; 4.5 million served since May 2008
- Inclusive, secular programming
- Immediate access to resources for newly widowed people
- Weekly online and in-person programs for all widowed people

## Things to Know about Your Widowed Clients



Widowhood is rated as the most stressful life event a person can experience.



Trauma causes the brain to pause, increasing the time needed for a grieving person to absorb information, and often requires adjustments to a professional's communication style.



Each widowed person's experience is unique, making ongoing training for multiple experiences valuable.



The ability to confidently and compassionately acknowledge a client's grief is a key factor in a grieving client's satisfaction and loyalty.



Widowed people are often the sole decision-makers for their households.

## Grief Literacy Matters

*I understand that not everyone is comfortable talking about grief, but this is a business transaction that resulted directly from my husband's death. This professional is asking me to allow him to invest the proceeds of my life insurance policy. If he can't talk to me about my loss or acknowledge the realities of my life, how can he handle my business?*

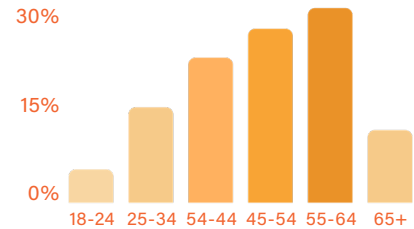
~53-year-old widow

(Social media post viewed by nearly 1,000 people)

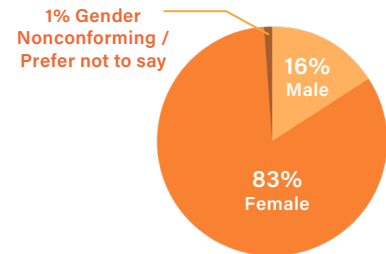
## Soaring Spirits Community Demographics

Participants live in all 50 US States and Canadian Provinces and territories.

### Participants by age



### Participants by gender



53

AVERAGE AGE

60%

PARENT MINOR CHILDREN

- Soaring Spirits supports a younger widowed population—statistically likely to have 30 years of wealth management ahead of them.
- By 2030, women are expected to control as much as \$30 trillion of assets. (McKinsey & Company – July 29, 2020)

**Est. 4.5 million people served since 2008**

