



WOMEN THRIVING

Enhancing Women's Health and
Wellness on the Outer Cape



HOW
Helping Our Women





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Over 30 years ago, a small group of concerned citizens gathered to discuss the challenges faced by women living with a chronic or serious health condition in the geographically remote region of the Outer Cape, especially low-income women. Hundreds of donors fueled the launch, and more joined to support the growth of Helping Our Women (HOW), especially during the pandemic.

We are proud of our legacy and progress. But the need continues to grow. **Together we must ensure that access to healthcare, wellness supports, and prevention efforts for women are a priority.** Our *Women Thriving* campaign will position us to continue to meet the acute challenges of today and ensure HOW will be here for women for the next 30 years.

Sincerely,

A black ink signature of Gwynne Guzzeau, written in a cursive style.

Gwynne Guzzeau
Executive Director

A blue ink signature of Jayne Carvelli-Sheehan, written in a cursive style.

Jayne Carvelli-Sheehan
Chair of the Board of Directors

Helping Our Women is the trusted resource center for women living with chronic or serious health conditions in the rural Outer Cape towns of Eastham, Wellfleet, Truro and Provincetown.

Through personalized outreach we EDUCATE, SUPPORT, and EMPOWER our clients to take control of their healthcare, well-being, and diverse needs by connecting them to our services, government benefits, community partners, and health and wellness education.

HOW's Impact in 2022



917 rides to healthcare and wellness appointments



1,449 food pantry visits, deliveries & gift cards



\$98,930 in stipends to pay for alternative treatments or household bills



4,560 outreach visits and referrals to community partners, including personalized needs assessment

What We Do

- ▶ Improving access to healthcare, social services, and connections to benefit programs
- ▶ Creating more manageable lifestyles by easing the stress of everyday life
- ▶ Inspiring and educating women to take control of their healthcare, well-being, and diverse needs

The Need



Over the past five years, we have seen a 61% increase in the number of women and households HOW serves.¹ And the needs of our clients have become more complex. Here's why:

- ▶ Impacts of the pandemic
- ▶ Burdens of living with a chronic or serious health condition in a rural area
- ▶ The loneliness epidemic

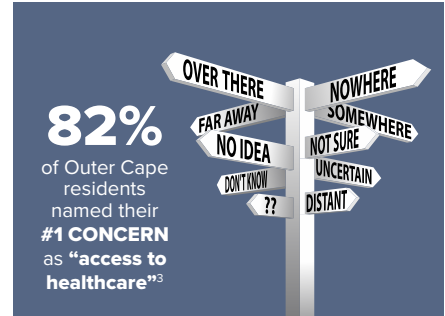
At the same time, the changing landscape of healthcare in the United States has led to greater fragmentation of services, increasing the challenges we face when navigating the current system.

The pandemic's effects

Women's physical, emotional, and economic health has been disproportionately affected by the pandemic. The National Institutes for Health and other agencies found that women were more likely to be diagnosed later and die earlier than men, and that redirecting healthcare resources to COVID-19 left many women without the care needed to maintain their health.²

Healthcare access

Access to healthcare on the Outer Cape is a challenge. A lack in the availability of providers and specialists leads to long journeys to access treatment. **And, many residents of the Outer Cape live further from a hospital than any other Massachusetts residents.** Public transportation options are burdensome and limited. Transportation is a critical public health concern for our community.



Mental health challenges

There is an epidemic of loneliness and insufficient social connection within our country and especially our community. According to the U.S. Surgeon General, this can increase the risk for premature death by more than 60%.⁴ The Kaiser Family Foundation reported that **47% of women and 48% of people living with chronic or serious health conditions, like the 300+ women we serve, are experiencing anxiety or depression.**⁵ And, Cape Cod Healthcare's Community Health Needs Assessment showed that "general stress from everyday life" and "social isolation or loneliness" were the second and third highest concerns for mental health here on Cape Cod.³



Our Vision



Our vision is a future where HOW promotes the health and wellness of *all* women living on the Outer Cape—deepening our mission by incorporating greater health education and advocacy while strengthening the social fibers of connection and community that promote resilience.

To achieve this vision, we will expand our foundation to include two Women’s Wellness Centers. Our current space in Provincetown will be enhanced. And, we’re building a new space, the Ann Maguire Women’s Wellness Center, in Eastham.

The community will benefit from:

Equitable access to modern, safe spaces to convene, connect, learn and share. Many residents in the rural towns of the Outer Cape are unable to access basic services due to its remote geographic nature. HOW’s greatest increase in new clients in recent years has been from the towns of Eastham

BOTH CENTERS WILL OFFER CONNECTION, COMPASSION, COMMUNITY, AND TO OPTIMAL HEALTH

and Wellfleet. Reaching HOW's Provincetown location can be a challenge for them. By opening a second location on Route 6 in Eastham, all HOW clients will have more equitable access to our programs and services, as well as the larger circle of resources from our community partners.

Deeper engagement. New programming will allow us to deepen our public health mission to achieve wellness through health-related services. We are expanding opportunities for more optimal health outcomes for the women we serve with creative and innovative solutions, such as:

▶ **Peer-to-peer Wellness Coaching**

An evidence-based training program to teach coaching skills, such as active listening and appreciative inquiry, to a team of volunteers, staff, and clients. By growing a community of trained wellness coaches, we will be able to provide targeted one-to-one support to more women on their individual healthcare journeys.

▶ **Education Series**

Regular health and wellness programming focused on women's health, and responsive to the needs of specific populations within the HOW community, including but not limited to People of Color; individuals for whom English is a second language; immigrants; LGBTQ; Jewish women; and others.

▶ **On-going Support Groups**

Like the successful peer support, grief support, and cancer support groups that HOW hosts, we will be providing additional opportunities to meet interest and demand.



RESOURCES TO BUILD RESILIENCE AND HELP RESTORE AND MAINTAIN A ROAD FOR THE WOMEN WE SERVE.



Funding Priorities

HOW is committed to being the leader for women's wellness on the Outer Cape. These funding priorities will position us to have greater impact on the women we serve and the Outer Cape community as a whole.

Provincetown Women's Wellness Center

\$175,000

Enhancing and maintaining a safe space for women to give and receive support.

Health & Wellness Programming Fund

\$215,000

Deepening HOW's public health mission by responding to community needs with creative and innovative solutions to achieve wellness.

Our \$1.5 million *Women Thriving* campaign has been kickstarted with over \$750,000 in gifts from generous donors, local foundations, state and federal funds.

Join these supporters, and together we will raise the remaining \$750,000 to enhance the health and wellness of women on the Outer Cape.

**HOW
Endowment
Fund
\$500,000**

Building the capacity and sustainability of HOW's monthly financial assistance program to help ease the economic burden for women with chronic health conditions; and evolving HOW's organizational capacity to serve more women in need.

**Ann Maguire
Women's Wellness
Center
\$610,000**

Creating a space that is accessible and designed for enhanced programming and services to respond to the growing needs of the women HOW serves and the community.

Join Us!



Thanks to the generosity of our donors, HOW is in a strong position to take the next steps in our organization's growth. **By making an investment in HOW, you are investing in a healthier future for women on the Outer Cape.**

Ways you can be part of our Women Thriving campaign:

- ▶ Naming Opportunities
- ▶ Cash Gifts (In-Person, Mail, Online, Multi-Year Pledge, Credit Card)
- ▶ Gifts of Securities and Security Transfers
- ▶ Matching Gifts
- ▶ Memorials and Tributes
- ▶ Bequests, Annuities, or Remainder Trusts
- ▶ IRA-required Minimum Distributions

Contact HOW Executive Director, Gwynne Guzzeau to learn more about opportunities to support our **Women Thriving** campaign. Call (508) 487-4357 or email: gwynne@helpingourwomen.org.



It's just great to know HOW is there!

It's hard to ask for help. HOW makes it easy.

Thanks to HOW, I feel less alone in my recovery from breast cancer.

How was there for me when I really needed it...and I still need it.

I felt welcomed — no judgment, just curiosity and empathy.

Testimonials are from Helping Our Women clients.

References: 1. HOW 2022 Annual Report. 2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7487147/>. 3. <https://www.capecodhealth.org/app/files/public/93eed64b-658b-4677-a567-c294f1066683/2023-2025-community-health-needs-assessment.pdf>. 4. <https://www.hhs.gov/about/news/2023/05/03/new-surgeon-general-advisory-raises-alarm-about-devastating-impact-epidemic-loneliness-isolation-united-states.html>. 5. <https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/>. March 2022.

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Thank you...

for your help enhancing the health and wellness
of local women on the Outer Cape.



A RESOURCE CENTER FOR WOMEN LIVING WITH CHRONIC OR SERIOUS HEALTH CONDITIONS

PROVINCETOWN

508-487-4357 | helpingourwomen.org

EASTHAM