



WINGS FOR WIDOWS

The Emergency Room for the Newly Widowed Where We Treat Financial Trauma

Widowhood doesn't come with a roadmap, but Wings for Widows will help you take those first steps with confidence.

OUR MISSION: Providing compassionate coaches and comprehensive resources to empower widows and widowers to confidently navigate the financial crisis most experience following the loss of a spouse.

THE PROBLEM – The Widow Crisis

Critical Statistics That Demand Attention:

- **3,000 women become widows daily** in the U.S. (1.1 million annually)
- **91% experience “brain fog”** – cognitive impairment affecting decision-making
- **69% forced to make unprepared decisions** within first two years
- **70% lack a financial advisor**
- **40% drop in income** (on average)

The Reality: Almost half of all widows earn less than \$25,000 annually, putting them in financial crisis and in need of professional help to adequately and properly help navigate their transition.

86%

of the newly widowed population has never made a financial decision on their own.

THE SOLUTION – Our Transformative Services

We are the authority in personal finance for widowed Men and Women.

Our transformative services help guide widowed men and women from fear and uncertainty to confidence and empowerment.

SERVICE	DESCRIPTION	KEY BENEFITS
Financial Coaching	Pro bono advice from a network of Certified Financial Planning™ professionals nationwide	Avoid costly mistakes, gain clarity, achieve stability, fraud avoidance, reduce anxiety, sense of accomplishment
WidowWise University	60 self-paced lessons addressing the unique financial challenges widows and widowers face	Financial literacy, renewed confidence, accessible 24/7, closed-captioned video
Resource Center	Curated information on grief and social organizations, articles, books, podcasts, and much more	Vetted resources that you can trust

“Paul was a blessing! I was nervous and anxious... He instilled confidence and trust. Connecting with Wings for Widows has been a wonderful godsend in my life. I am forever grateful.”

Kattia S., Hayward, CA

OUR REACH:

2,100 SERVED
Nearly 2,100 clients served in 2023

THOUSANDS ASSISTED
since inception

\$1.5 MILLION SAVED
in advisory fees



WINGS FOR WIDOWS
Guiding Widows to Financial Wellness.™

FOR MORE INFORMATION:

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