



THE PARTNERSHIP

The *Missing Piece* You
Don't Have to Build

"Where Father Support Finally Fits"

For CEOs of mother-focused bereavement nonprofits and charities

The Challenge

01

You run a father's event (Retention)

8 to 12 dads register, then half cancel the week before, and only two show up day of. Wasted budget, strained referral partnerships, no board defensible data.

02

No proven model to build from (Risk)

Internal conversations stall. Building from scratch means spending budget and staff time validating an unproven pilot under board scrutiny.

03

Fathers attend once, then disengage (Reputation)

They tell their partners "it didn't feel like it was for them." When board members ask for father engagement numbers, there's no defensible answer.

Sound familiar?

Imagine This Instead

1

Fathers Who Finish

A program dads actually complete, not just register for. So, the CEO can walk into a board meeting and say “we ran a cohort for bereaved fathers, and 100% of them finished.”

2

Proven, Not Piloted

A model that already works, tested and validated, with data the CEO can point to before committing a dollar or a staff hour, NPS +92, completion data the board recognizes as credible.

3

Trust, Not Risk

A reputation that grows instead of erodes, where fathers finish the program and tell their partners “this actually was very useful for me.”

“Writing it down is huge. I was sharing things with these guys that I had not shared even with my wife. *The freedom and the permission to still call myself a dad, and to live like one, is huge.*”

— Alex, Isa’s dad

So ultimately, you can ensure families are fully supported. This is what we deliver.



Introducing: The StillDad Letter Writing Journey

The proven 45 day support programme that ensures bereaved fathers finish, not just register. It solves retention failure, building blind, and the credibility gap in one turnkey partnership.

The complete solution designed specifically for CEOs of mother focused bereavement nonprofits and charities.

It ensures families are fully supported through the 4 P's Partnership Model: Present, Pilot, Prove, Propel.

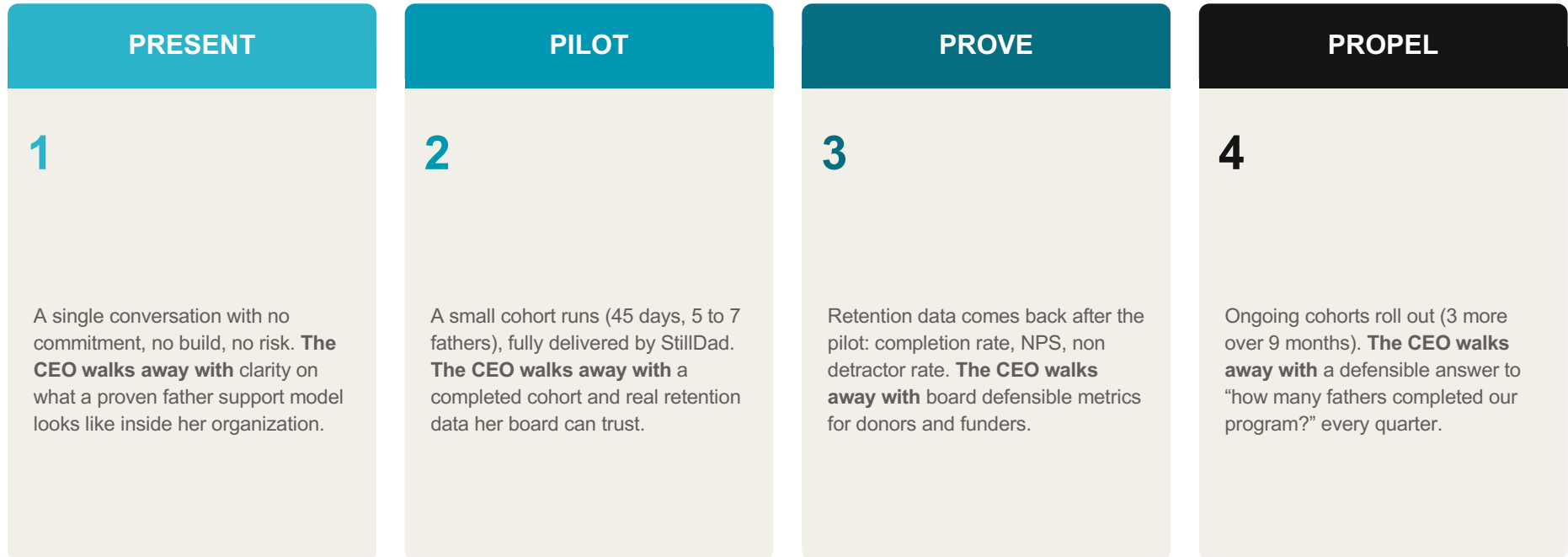
What's Included

- Registration handled
- Live facilitation
- Mid week check ins
- Post session data
- Final Year One Father Engagement Report the board can trust



The 4 P's Partnership Model

From Credibility Gap to Families Fully Supported in 12 Months





Everything You Get

Before the Cohort Starts

- Pre-registration webinar before the cohort starts, so dads meet the facilitator and get questions answered before committing
- Intake and consent documentation handled for every participant

During the Program

- 6 live 90-minute sessions across 45 days, delivered on Zoom (5 core sessions plus 1 bonus closing gathering)
- Grounding, breathing, guided writing, and structured share points each session
- Mid week check in email between every session
- Session recordings for any dad who misses a live session
- Homework between sessions to deepen the reflective process

After the Program Ends

- Post session survey after every session to track impact in real time
- Per session and per cohort impact report showing completion rate, NPS, and testimonial readiness
- Final Master Curriculum Report to the CEO: weighted scores, NPS, zero detractor rate, per cohort comparison, verified testimonials
- Ongoing weekly StillDad emails for alumni after the program ends



Real Results from Real Clients

Alex, Isa's Dad

Lost his daughter Isabela to stillbirth at 28 weeks. Already in grief counseling, had tried bereaved parents' groups and multiple faith leaders before joining.

RESULT

Completed the full program. Now claims Isabela openly, introduces himself as Isa's dad, runs local charity and bereavement volunteer work.

"I got more and more vulnerable as the weeks went by."

Marvin, Father in Intensive Therapy

Lost his son. Already in intensive weekly therapy with three different therapists serving different purposes when he joined.

RESULT

Completed the full program. Described the combined effect of therapy plus the writing.

"My backpack went from 80 pounds to 15 pounds."

Keith, Father Who Lost His Daughter

Lost his daughter roughly two years before joining, to a bacterial infection.

RESULT

Full arc across the cohort. Opened Session 1 unable to write, closed Session 5 having written directly to his daughter for the first time.

"This was a blessing to be able to do this."

3 cohorts run in partnership with a national father support organization. Proven retention: NPS +92, 100% completion in 3 of 3 cohorts, and a support model that can scale.

5-7 fathers/cohort • 100% completion confirmed in 3 of 3 cohorts • NPS +92 across 84 responses, 3 cohorts



The Real Comparison

If You Build It Yourself

- Hire a consultant to design a father support program from scratch: \$15,000–\$50,000, before delivery, before proof
- Staff time to coordinate, facilitate, and report: months of internal capacity
- Risk: unproven model, no retention data, no board defensible metrics

YOUR INVESTMENT WITH STILLDAD

\$10,000–\$14,000

Or Partner with StillDad

- A fully delivered, proven program across 4 cohorts (20–28 fathers)
- NPS +92, 100% completion confirmed in 3 of 3 cohorts, board defensible data
- Zero staff burden: registration, facilitation, check ins, recordings, reports all handled

YOU SAVE WITH STILLDAD

\$5,000–\$40,000

Payment: annual partnership across 4 cohorts, invoiced per cohort based on confirmed attendees, due before Session 1. Opt out after Pilot — no further commitment once at Prove stage data is reviewed.



Your Transformation Timeline

PRESENT

Single Conversation

- Book a 60 minute decision call with Azher
- Walk through the 4 P's Partnership Model
- No commitment, no build, no risk

PILOT

First 45 Days

- Sign the annual partnership agreement
- Confirm pilot cohort webinar date
- StillDad delivers the full pilot cohort

PROVE

After Pilot

- Receive completion rate, NPS, non detractor data
- Review the pilot curriculum report
- Decide whether to proceed to rollout

PROPEL

Ongoing Rollout

- 3 more cohorts delivered over 9 months
- Overflow seeds the following cohort
- Final Master Curriculum Report delivered

[Book Your 60 min Present Call with Azher](#)

Then: review the partnership agreement → confirm the pilot cohort webinar date