

USING OUR TRIPLE "E" EFFECT TO EDUCATE, ELEVATE AND EMPOWER

www.wovirtueinc.org



OUR INFORMATIONAL PACKET We strive to help individuals build from the Inside Out



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OUR MISSION

Women of Virtue, Incorporated (WOV) is dedicated to our Triple "E" Effect: Educate, Elevate, Empower. We are deeply committed to equipping individuals from diverse backgrounds with the knowledge, opportunities, and support they need to thrive. Simultaneously, we tirelessly advocate for their rights and well-being, working to build a more inclusive, empowered, and just world for all."

Our unwavering commitment is to ignite positive change and foster a brighter future for individuals from diverse backgrounds. We believe in the transformative power of education, elevation, empowerment, and advocacy. Our mission is threefold:

- 1. Educate: We strive to provide accessible and innovative educational resources to equip individuals with the knowledge, skills, and opportunities they need to thrive. By promoting lifelong learning, we empower individuals to overcome barriers and reach their full potential.
- 2. Elevate: We are dedicated to raising individuals' aspirations and self-belief. Through mentorship, support, and fostering a culture of inclusivity, we elevate their sense of worth, resilience, and confidence. We champion personal growth and social mobility.
- 3. Empower: Our commitment extends to empowering individuals to become agents of change within their communities. We empower them to harness their talents, advocate for equity, and create positive ripple effects that uplift not only themselves but also those around them. We advocate tirelessly for the rights and well-being of individuals, working to build a more inclusive, empowered, and just world for all. We stand alongside those we serve, amplifying their voices and championing their needs.

By championing education, elevation, empowerment, and advocacy, we aim to break down systemic barriers, bridge gaps, and create a world where everyone, regardless of their background, can thrive and contribute to a more just and prosperous society. Together, we can make the Threefold Effect a reality for individuals from all walks of life."

We strive to help individuals build from the Inside Out

THE HISTORY OF WOMEN OF VIRTUE, INCORPORATED (WOV)

Established in August 2001, Women of Virtue, Incorporated, represents a dynamic women's movement founded by Minister Cecilia Hill, serving as CEO and President, and Mr. Marvin Perry, taking on the role of COO and Coach. The organization boasts a membership of approximately 200 individuals, including approximately 52 Jewel/Business members.

Its genesis lies in Minister Hill's prior women's ministry, which centered on equipping women with virtues, merged with Mr. Perry's wealth of principles, business experience, and the framework of 100 Empowered Women. This fusion gave birth to "Women of Virtue" (WOV), with sponsorship from Professional Consulting Group and Associates (PCGA), founded and led by Mr. Perry. WOV's core mission is to empower primarily women to seek wisdom, knowledge, financial stability, business acumen, and spiritual enrichment while fostering support for family, friends, and the wider community.

As a 501(c)(3) non-profit organization, WOV operates within a network of women dedicated to wisdom, understanding, and empowerment. The organization adopts a holistic approach, emphasizing personal growth from the inside out and equipping individuals with practical methods to unlock their untapped potential, making their dreams a reality. WOV issues a rallying call to individuals, primarily women worldwide, encouraging them to take charge of their lives, finances, relationships, health, destiny, and spiritual growth, guided by their Triple "E" Effect: EDUCATE, ELEVATE, AND EMPOWER. Both founders, hailing from Washington, D.C., are committed to establishing WOV's foundation in the Washington Metropolitan Area before expanding its positive outreach to communities, both socially and financially, on a global scale.

The General Board of Directors consist of: Cecilia Hill, Chairwoman Derrick Lundy, Vice Chair Dr. Michelle Craig, Member Mr. Trina Tanner, Member Mrs. Angela Jones, Member

And WOV's Advisory Board consists of: Dr. Aldrenna Williams, Member Lisa Washington, Member Mrs. Audrey George, Member



WHAT WOV HAS DONE AND CONTINUE TO DO

Women of Virtue, Incorporated is dedicated to cultivating unity and creating a network of individuals committed to wisdom, understanding, and empowerment, fostering balance and stability in their lives while extending a helping hand to others. Our mission revolves around nurturing, developing, and empowering virtuous individuals, with a primary focus on women, young and seasoned, to lead healthy, prosperous, well-rounded, and wise lives. We aspire to empower individuals to step into leadership roles, driving positive change within their families, businesses, communities, society, and on a global scale. What we have done/doing:

- Assisted numerous members in establishing and launching their own businesses, offering personal, business, and financial coaching as a strong advocate for entrepreneurship. These services are provided through our sponsoring organization, PCG & Associates (www.pcgassoc.com), which has recently expanded its team of qualified professionals to better serve WOV members.
- Organizes a multitude of classes, workshops, seminars, and conferences, many of which are offered at no cost or at affordable rates. These events cover a wide range of relevant topics, equipping participants with knowledge, tools, and resources to achieve success in various aspects of life.
- Pioneered a Financial Assistance Fund aimed at aiding women facing major health challenges and family crises with their household expenses. Over the years, we have been privileged to support over 500 Survivors with essentials such as food cards, gift cards, gas cards, utility bill assistance, and prescription drug coverage. We have also been invited to speak at support groups, providing information, encouragement, and inspiration. In 2005, we published "Reflections of Women of Virtue: The Breast Cancer Experience," a valuable informational resource.
- Demonstrates a strong commitment to community outreach, inspiring individuals to make a significant impact in the lives of others. We believe in the importance of extending a helping hand to those in need once we have been strengthened ourselves.
- Received a generous donation of several computers, one of which was donated to the Women's Resource Center of Prince George's County, Maryland, furthering our support for the community.
- Participates annually in the NBC4 Health Expo since 2003, distributing approximately 800 bags promoting our members' businesses and the mission of WOV. This platform has consistently attracted new members.

Women of Virtue, Incorporated

- Hosts annual Open Houses where our WOV Jewel members showcase their products and services while providing insight into the organization's mission, encouraging questions to foster a deeper understanding of how WOV benefits individuals and how individuals can contribute to WOV.
- Sponsors Mother's Day Healthy Luncheons, featuring esteemed Guest Speakers such as Dr. Lonise Bias, mother of Len Bias and a WOV member, who serves as a significant source of inspiration.
- Celebrates an Annual Family and Community Day in the historic town of Eagle Harbor, Maryland, the first town in the state incorporated by freed slaves in 1928. This event combines inspiration, fun, games, and a riverside picnic, culminating in a monetary donation to the Town of Eagle Harbor to support their community center.
- Hosts regular Meet & Greets throughout the Washington Metropolitan Area to promote unity, networking, and mini-workshops for members and their guests. These events are held monthly or bi-monthly and are free to attendees, regardless of membership status.
- Sponsored a booth at the Lifestyle Expo held at the Washington Convention Center in April 2003, attracting over 250 visitors, with several individuals joining our organization as a result.
- Organizes Annual Breast Cancer Teas, featuring prominent speakers such as Andrea Roane, Dr. Donna-Marie Manaseh, Mr. Marc Heyison, and Renee Nash, among others. These events contribute to raising funds for our Breast Cancer Financial Assistance Fund.
- Hosts Annual Holiday and Anniversary Celebrations, marked by the donation of toys and essential items to individuals or organizations in the community, brightening the season for those in need. Past recipients have included children from the SE corridor of Washington, DC; the Hospital for Sick Children (now HSN Pediatric Center); and Children's Hospital.
- These events also serve as an opportunity to recognize and honor members, supporters, and friends, featuring awards including WOV Man and Woman of the Year, WOV Businessman and Businesswoman of the Year, and WOV Jewel of the Year, each bestowed upon deserving recipients who have made significant contributions to WOV's mission and community impact.
- In January 2020, we initiated our planning efforts for the year, with a robust lineup of workshops, seminars, and our established Rosebud and Young Ladies of Virtue (YLOV) program slated to commence in March 2020. However, the onset of the pandemic necessitated a thorough reevaluation of our entire strategic approach.



THE STRATEGIC APPROACH MOVING FORWARD 2020 ONWARD

We incurred costs for Zoom and Streamyard as we recognized the necessity of transitioning our operations to a virtual format. Given that numerous schools had shifted to virtual learning, we were mindful not to overwhelm youth and young adults with additional virtual experiences. Additionally, we understood that transitioning to 100% telework could be challenging for working adults. Nonetheless, we produced both live and pre-recorded educational and informational videos. Many of these videos were featured on our YouTube channel, "Speaking from the Purple Couch," where we also raised awareness about current events and topics of interest. We will also increase our presence on Women of Virtue's Facebook and our Women of Virtue's Exclusive YouTube channel "Women of Virtue, Inc".





We've noted a remarkable increase of 100 times in our advocacy services, and this growth trend persists. Our outreach has broadened to encompass a wide range of vital areas, including aiding with funeral arrangements, navigating the intricacies of FEMA funeral benefits, facilitating estate petitions, assisting with food stamps, unemployment benefits, disability services, access to essential medical resources, securing social security benefits, and advocating for equity and fairness in the workplace and for senior citizens. A significant portion of our clients encountered financial hardships, leading us to significantly reduce fees or provide pro-bono services to alleviate their burdens.

We eagerly anticipate the return of in-person events and services, a vision we aspire to realize in our very own dedicated facility in the near future. However, as we progress toward that goal, we plan to gradually reintroduce select events in physical settings at alternative venues. Throughout this transition, our foremost priority is to ensure the safety and well-being of all participants by diligently adhering to established safety protocols and guidelines.



CURRENT AND MAJOR UPCOMING PROGRAMS/PROJECTS

- Weekly Wednesday Aid for the Homeless: Our dedicated outreach to the homeless population in Washington, DC, and surrounding areas, occurs every Wednesday as we traverse in our personal vehicle, providing a sturdy insulated bag with nonperishable food and hygiene essentials.
- Clothes for Confidence: While actively seeking a suitable storefront or location, currently this program provides clothing assistance, including interview attire and professional wear, to individuals in need. Our upcoming WOV Thrift Boutique will expand this support year-round and generate funds to further our mission. Some donated items are redirected to the Prevention of Blindness Thrift Store due to storage limitations.
- Advocacy We Win For You!: Our commitment to advocating for individuals remains unwavering. We dedicate significant hours, offering our advocacy services free of charge, assisting individuals in navigating bureaucratic processes and regulations to access essential services, benefits, and solutions related to essentials such as food and shelter, employment, health disparities, and broader life issues. We also provide ongoing support and connect individuals with valuable resources.
- Workshops and Seminars: Currently conducted online monthly, we host workshops and seminars tailored to small groups, encompassing both youth and adults. These sessions cover a spectrum of life skills, health, and financial wellness topics, as well as delving into matters of spiritual and emotional intelligence.
- Our Rosebud , YLOV and YMOV clubs are ongoing.

UPCOMING PROJECTS:

- **Community Equity Transformation (CET) Initiative**: Is designed to advance racial equity, racial healing, and community engagement. This program aims to engage communities in addressing racial disparities, empowering individuals to become leaders capable of guiding transformative change.
- Elevate for Equity: Empowering Marginalized Youth: Bridging educational gaps and empowering marginalized youth through after-school tutoring, financial literacy, eHealth training using our partner National Library of Medicine (NLM) online resource, personal development, career readiness, and parental engagement, helping them reach their full potential.
- **MyCareerQuest**© is a gamified mobile app designed for foster care youth exploration. Users embark on quests related to different careers, earning points and unlocking virtual badges as they complete tasks and challenges. The app connects them with resources to help plan their educational and career journeys.
- VetsForward[®] Transition Program empowers veterans and their families in their journey from service to civilian life through comprehensive support, fostering resilience, and building a brighter future together.



- The Seniors Empowerment Project for Isolated Seniors: The Program aligns with our mission to empower individuals from diverse backgrounds, focusing on a vulnerable group within our community—Seniors who lack familial support. We are dedicated to improving the lives of these isolated Seniors, equipping them with the knowledge, support, and empowerment necessary for a fulfilling and dignified aging experience, whether aging in home, assisted living or nursing facility.
- VirtuePath Bridge to Stability© empowers individuals and families on the verge of or who are homelessness due to the lack of affordable housing and livable wages with virtues of hope, resilience, and community. Offering a supportive pathway towards secure housing and brighter futures.
- House of Virtue Homes: These roommate and single apartments and homes are designed to accommodate Aging Out Foster Care Individuals. Additionally, co-housing homes and apartments will be available for single and widowed Seniors. Both programs will provide comprehensive wrap-around services, with an emphasis on healing and empowerment.
- Land of Virtue Tiny Home Community: A self-sustaining community providing affordable housing for diverse individuals and families. It includes the Virtue Oasis Resort with 12 tiny resort homes, offering employment opportunities to residents. The community features various amenities and a market selling garden produce and more, open to the public, all centered around healing and empowerment.

WOV MEMBERSHIP LEVELS AND BENEFITS

In addition to our core services, we have established a membership program that serves as an integral extension of our organization. This program provides individuals with the opportunity to engage more deeply with our mission and community. We offer two distinct membership levels to cater to different interests and needs.

The first level, known as the General "Rose" membership, is designed for individuals who want to connect with our organization on a personal level. Members at this level can actively participate in our community, stay informed about our activities, and take part in various events and initiatives. It's an ideal choice for those who wish to support our cause while enjoying a sense of belonging and camaraderie.

For businesses and professionals looking to align with our values and make a more significant impact, we offer the Business/Professional "Jewel" membership level. In addition to all the benefits of the General "Rose" level, members at this tier gain access to exclusive perks, such as networking opportunities, recognition, and collaborative projects that advance our shared objectives. This level is a strategic choice for organizations and professionals seeking to play an active role in promoting positive change and community empowerment.

Our membership program fosters a sense of connection and shared purpose among our members. We welcome all individuals and entities who share our vision to explore these membership options and join us in making a meaningful and lasting difference in the lives of others.

Women of Virtue, Incorporated "Building From the Inside Out"

House of Firtue

Rose Level (General) \$30 Annually	Jewel Level (Business/Professional) \$55 Annually		
- Yearly Personal Assessment: A 1-hour no-cost consultation to discover your purpose, set realistic goals, and establish a roadmap (Member contacts WOV to set up appointment).	- All benefits of the Rose Level.		
- Discounted Fees or No-Cost for: Coaching/Counseling in all aspects of your life, Conferences, Workshops, Seminars, Social and Networking Events (e.g., Receptions, luncheons, Black-tie Affairs, and more), Tools and Resources to assist you in achieving mind/body and soul balance, No Charge Meet and Greet Events featuring networking and mini-workshops facilitated by professionals/experts.	- Annual Empowerment "Power" Breakfast (Cost included in membership, but you must RSVP by Deadline).		
- Monthly Magazine (for members only), Receive an annual WOV Biz Directory (for members and friends of WOV), and Access to Discounted Services from Businesses/Partnerships and Support from Individuals to enhance all areas of your life.	- You will receive 1 30 second video commercial for your business at no charge; Also, Discounted Professional and Business Services & Training (e.g., coaching to increase professional effectiveness in whatever field, strategic planning, business plans, etc.).		
	- Exposure at WOV's Booths/Displays at International, National, and Local Expos, Conventions, etc., generally free by supplying your own marketing materials (e.g., biz cards, flyers), but at times there may be a nominal fee.		
	- Free ad in the Annually published WOV Business Directory (you provide your biz card), which is sent to all members and friends of WOV.		



WOV is committed to harnessing the power of our Triple "E" Effect: EDUCATE, ELEVATE, and EMPOWER. We wholeheartedly pursue this mission through a diverse range of educational avenues, including in-person and online classes, workshops, seminars, and conferences. Countless members have undergone transformative journeys following their engagement with these events. Additionally, our engaging meet and greet sessions, centered around thought-provoking themes and topics of interest, have served as platforms for profound discussions. We have delved into numerous pertinent subjects, encompassing Relationships, Financial Planning, Personal and Business Taxes, Spiritual Awakening, Health-related matters, and more, to offer holistic guidance and support.





WOV actively fosters an entrepreneurial spirit within our community. The images displayed below showcase our commitment to supporting our valued Jewel Members and their businesses. We express our solidarity by hosting events at their establishments and actively engaging with their services and products. In the center photograph, you'll find one of our esteemed former Advisory Board Member actively participating in our "Writing a Business Plan" workshop. This is a testament to our dedication to empowering entrepreneurs and nurturing their growth.





WOV has been privileged to host a multitude of exceptional speakers who, in addition to sharing their expertise at our Conferences, workshops, classes, and seminars, have also become esteemed Honorary Members of our organization. These remarkable individuals not only contribute their profound insights and knowledge to our educational events but also embrace our mission as their own. Their commitment to the values and goals of WOV goes beyond their speaking engagements, making them cherished members of our community. Their presence and involvement enhance the depth and significance of our programs, offering invaluable benefits to our members and amplifying our collective impact.





In December 2002, Women of Virtue (WOV) took a significant step by establishing the WOV Financial Assistance Fund. The primary aim of this fund is to provide financial support to individuals, with a particular focus on women, who find themselves facing severe financial challenges due to major illnesses or family crises. In the United States, the absence of comprehensive healthcare or short-term disability insurance during a significant medical crisis often places immense burdens on families. These burdens result from increased financial responsibilities coupled with decreased income during times of health crises. WOV is steadfast in its commitment to easing some of this hardship by offering financial aid.

Over the years, WOV has cultivated partnerships with local medical institutions such as the Lombardi Cancer Center at Georgetown, Howard University, and other community organizations, including human service departments and churches. Our aim is to serve as a valuable resource for individuals in need of financial assistance during their recovery journeys. To date, we are proud to have extended our support to over 500 Survivors through means such as food and gas gift cards, assistance with utility bills, and prescription drug expenses. Additionally, we have been called upon to address support groups, offering information, encouragement, and inspiration to those facing similar challenges.

Our annual tea event, which plays a crucial role in fundraising for the Breast Cancer Assistance fund, owes its inception to the vision of Ms. Denice Whalen-White, our former General Board Member. In instances where we are unable to provide direct monetary assistance, we make a concerted effort to connect Survivors with essential services and resources that they may not be aware of. Moreover, we offer a compassionate and empathetic listening ear, a form of support that many have found to be equally valuable, if not more so, than financial aid. In 2005, WOV achieved another milestone with the publication of our inaugural book, "Reflections from Women of Virtue: The Breast Cancer Experience."





Since 2003, the NBC4 Health and Fitness Expo has generously extended an annual invitation to us. At our exhibit, we take the opportunity to educate our visitors about stress management, shedding light on effective techniques, and offering valuable information sourced from our health education partner, the National Library of Medicine (NLM). We demonstrate the process of accessing trustworthy health information through the NLM website, empowering individuals to make informed decisions about their well-being. Additionally, our booth serves as a platform to raise awareness about health and social disparities, engaging visitors in stress assessments, and offering rejuvenating hand or seated massages. As an added bonus, we host hourly giveaways to enhance the expo experience for all attendees.







In 2009, we introduced the Rosebud and Young Ladies of Virtue (YLOV) Clubs, which represent not just programs but lifelong commitments between WOV and our young members. Our mission at WOV is to empower individuals to lead successful lives and serve as catalysts for positive change in the world. The Rosebud Club, catering to ages 6 to 12, initially convenes twice a month from February to November, engaging in a transformative journey known as the "Rites of Virtue" and participating in our annual events. Similarly, the Young Ladies of Virtue (YLOV), aged 13 to 17, follow a parallel path, meeting twice a month initially to undergo their own "Rites of Virtue" and partake in our annual events. Upon completion of these rites, both clubs transition to monthly meetings. In 2020, we expanded our offerings to include the "Young Men of Valor (UMOV)" program, targeting ages 13 to 17, to provide mentorship and support.

The "Rites of Virtue" program, an interactive workbook developed by Women of Virtue, is a timetested practice that emphasizes learning, applying, and embodying life virtues. It equips our members with the skills and values needed to become productive, principled, and successful individuals in society, dedicated members of our organization, and catalysts for positive change in the world. The program encompasses the following V-I-R-T-U-E modules:

> VISION, VITALITY; INTEGRITY, INFLUENCE; REGAL, RESPECT; TRUSTWORTHY, TALENT; UNIQUE; and ESSENCE VIRTUE.

Upon reaching their 18th birthday, Young Ladies transition into full-fledged Roses within our general membership or, if they've initiated a business venture, into Jewels. Similarly, Young Men reaching this milestone become Men of Valor or Jewels if they have embarked on entrepreneurial endeavors. We are actively pursuing opportunities to establish our Clubs in local schools as after-school programs and to introduce a Summer Youth Club, further extending our reach and impact within the community.





Our Family Celebration holds a special place of distinction within our organization, primarily due to the exceptional venues we've chosen for this event. These venues are not merely places to gather but are historical and exquisitely beautiful locations that enhance the significance and grandeur of our celebration.













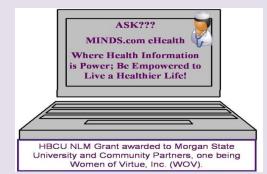
Our Collaborative Partners

MINDS eHEALTH - Health Information is POWER, Be EMPOWERED to LIVE! The proposed research addresses this problem of African Americans' underutilization of eHealth resources by developing and testing an informatics intervention *MINDS.com eHealth*, in which a network of Morgan State University (MSU) campus and community partners, one being Women of Virtue, Inc. (WOV), collaborate to increase the utilization of the National Library of Medicine's (NLM) online databases through the development of a customized web portal that will facilitate access to the NLM databases for African Americans to find health information on the selected health disparities of (List is not in order or importance - click on a link to get your health information): Obesity; Heart Disease; Breast Cancer; HIV/AIDS and Dept. of Health AIDS Information; Diabetes; Domestic Violence; Gang Violence; Substance Abuse; Stress; Depression. The outcome was to provide in-person and on-line demonstrations to access health information from the NLM platform.

Statement of Problem/Need (Purpose)

African Americans persistently experience health disparities, with an overall mortality rate in 2003 that was 30% higher than that of Whites, and the highest mortality rates for all races for the three leading causes of death (i.e., heart disease, cancer, and stroke). In Maryland, African Americans' mortality rate is higher than Whites for 12 of the 15 leading causes of death and they disproportionately experience obesity, which is a major risk factor for these and other diseases (Maryland Department of Health and Mental Hygiene, 2006).

Online technology is a tool that is increasingly used by governments and healthcare providers to disseminate health information. However, African Americans do not use eHealth to the same degree as whites (West and Miller, 2006). Barriers to Internet use by this group include literacy, lack of technology access, and security concerns (Ervin and Gilmore, 1999; Snipes, Ellis, and Thomas, 2006). It is likely that health disparities will persist unless the digital divide in eHealth utilization is bridged. *Women of Virtue (WOV)* is a non-profit membership organization that focuses on health outreach and education primarily for African Americans with a focus on all women through activities including health fairs, awareness events, empowerment workshops, conferences, and other services. WOV's health educators will participate in the MINDS.com database training and use health information from the databases to enhance their health education and outreach efforts. In addition, they will provide peer-based database trainings to their constituents, and promote the eHealth resources and health information via our regular email and U.S. mail communications to their membership. WOV will also promote *MINDS.com eHealth* at the NBC 4 Your Health and Fitness Fair in Washington, DC in January 2009.





OUR PARTNERS, SPONSORS AND SUPPORTERS

For over 10 years our primary Supporter has been Alston & Bird, LLP. They have supported our organization financially as well as provided pro bono legal services. We are proud and honored to have their past, present, and continued support.

For over 8 years NBC4 has allowed us to participate in their annual NBC4 Health & Fitness Expo. They have sponsored our booth and have given us the opportunity to network and add to our membership.

For over 7 years Ameriprise has provided discounted financial services to our members. They have also provided and sponsored workshops.

Liz Claiborne and Elizabeth Arden have provided giveaways for several years for our Teas and other events. Some items included full sized perfumes and colognes and other wonderful products.

ALSTON &BIRD			NIH National Library of Medicine
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Lombardi Comprehensive Cancer Center			NEW YORK
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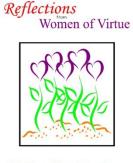
REACH*



WOV remains committed to improving the world by addressing social and health disparities, fighting for justice and equality, and using their Triple "E" Effect (Educate, Elevate, Empower) to uplift individuals and communities. Our focus is on building a better world one individual at a time, emphasizing the importance of positive change from within. Check out our new website: www.wovirtueinc.org and Email us at womenofvirtueinc@hotmail.com and you can call us at 202-607-8195.

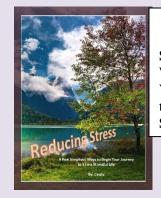


Books we have published-----



The Breast Cancer Experience

The stories, poems and information shared in this book are from breast cancer patients, friends and family members presented for the sole purpose to inform and bring about awareness of this disease. Information presented herein is not intended to be used as medical advice. Anyone who suspects they may have breast cancer or are experiencing similar symptoms to those described herein, should seek immediate assistance from a professional healthcare provider.



A Few Simplistic Ways to Begin Your Journey to a Less Stressful Life