




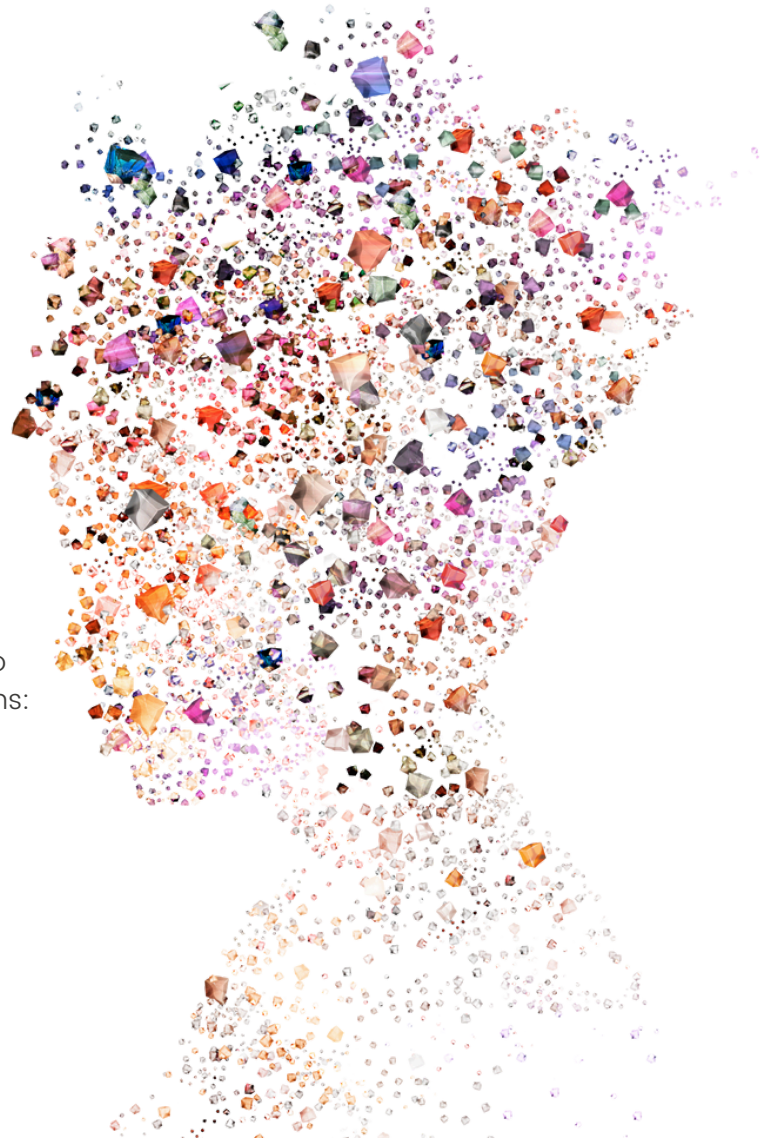
## ABOUT:

MDW Cares is a 501(c)(3) nonprofit dedicated to supporting women through life's biggest transitions:

- Divorce
- Caregiver Burnout
- New to the Community
- Identity/Career Shifts
- Single Parenting
- Neurodivergent Parenting
- Financial Instability

Based in Kane County, we serve:

 <b>90%</b> Women	Ages:	
	25-34	16.5%
	35-44	52.3%
	45-54	31.2%



[mdwcares.com](http://mdwcares.com)

## OUR BELIEF:

We believe no woman should have to manage a mental health crisis, a family shift, or a financial hardship alone.

Our work blends education, direct support, mental-health partnerships, community care, and resource navigation. With a strong digital presence (a 68% engagement rate on social that reflects deep trust, not vanity metrics), MDW Cares reaches women where they spend their time – online, in crisis, in transition, and trying to hold everything together.

# WHAT WE DO:



## 1 Direct Mental Health, Divorce, and Women's Health Support

We refer women to vetted, trauma-informed mental health, legal, family support, and women's health providers with no wait lists.

2025 IMPACT: 231 referrals,  
guided by a 6-member Mental Health Advisory Board.

2024 IMPACT: 187 referrals  
2023 IMPACT: 123 referrals

## 2 Mental Health, Divorce + Financial Literacy Workshops

Free and low-cost events on stress management, divorce navigation, parenting, boundaries, grief, addiction, and financial literacy.

2025 IMPACT: 8 events  
2024 IMPACT: 6 events  
2023 IMPACT: 5 events



## 3 Free Support Groups

Safe, consistent virtual and in-person groups for divorced women, overwhelmed moms, and men's mental health.

2025: 3 active groups with  
increasing enrollment

## 4 Free Downloadable Tools

Therapist-authored coping tools, communication guides, mental health worksheets, and family wellness resources.

2025: 30+ new guides  
2024: 20 guides



## 5 Mutual Aid Efforts

Direct financial support and crisis assistance for individuals and families in need.



2025: SNAP Benefits Emergency Campaign supported 25 local families and 92 individuals with \$2500 in grocery gift cards, 23 turkeys, and 1 ham.



## 6 Community Storytelling + Awareness

Through MDW Media (our sister brand), we publish a monthly digital and print magazine that amplifies local mental-health professionals, small businesses, and wellness providers.



IMPACT: 50% of all in-store magazine sales are donated back to MDW Cares. Total to date since October 2025 launch: \$250

Together, these initiatives create a wraparound model of care that pairs emotional support with practical, accessible, community-rooted resources.



# MDW Cares Case Study: Carrie's Story

"The past few years have been some of the toughest of my life, filled with moments where I genuinely wondered, "How am I going to get through this?"

Through it all, I had one lifeline: Mom's Group. It became the place where I could fall apart, rebuild myself, and keep going.

Seven months postpartum, running on 212 days without more than two consecutive hours of sleep, working full-time, still recovering from Hyperemesis Gravidarum, and entering one of the most high-conflict divorces imaginable, I was overwhelmed, exhausted, and sliding straight into Postpartum Depression.

Then one day, scrolling Instagram, I came across a post for a Mom's Support Group, right across the street from my office, conveniently after my last client. The timing felt like a sign. I decided to step out of my comfort zone and ask for help.

The moment I stepped into that room at the Batavia Library, my entire life changed in ways I didn't see coming. By the end of the first meeting, I realized I wasn't a bad mom. And I was doing so much better than I gave myself credit for. I had found my people. And every 2nd and 4th Wednesday since, Mom's Group has been where I recharge.

But Mom's Group wasn't just a meeting on my calendar. It quickly became a wraparound support system.

Within days of reaching out, Elizabeth at MDW Cares connected me with a lawyer from their vetted resource list, helped me access practical tools to manage the emotional load, and, most importantly, provided a community that stayed with me between meetings.

And the moms in that group checked in on me during custody hearings. They sent encouraging messages on the hard mornings. They became my people, my friends, co-regulators, cheerleaders, and witnesses to my rebuilding.

Because of Mom's Group, and because MDW Cares doesn't let me navigate this huge and stressful transition alone, I was able to step confidently into single motherhood, launch a thriving small business, and rediscover who I am outside of crisis.

Mom's Group and MDW Cares didn't just support me; they helped me rebuild my entire foundation.

## *From Overwhelm to Stability: What Systems- Level Care Makes Possible*

Carrie's story is one of the clearest examples of what happens when women receive timely, compassionate, and practical support. MDW Cares met her at a moment of acute overwhelm and provided the combination of mental-health tools, community care, vetted professional referrals, and emotional steadiness that allowed her to stabilize and eventually thrive.

Her experience mirrors the journeys of over 231 women MDW Cares supported in 2025, each reaching out during moments of upheaval, postpartum transitions, divorce, caregiving stress, financial hardship, and mental-health crises. With accessible support groups, therapist-informed resources, and a deeply vetted network of local providers, MDW Cares creates measurable, lasting change for women who might otherwise fall through the cracks.

When women have access to this kind of support, they don't just cope, they recover, rebuild, and reimagine their lives.



# WHAT WOMEN ARE SAYING

"You absolutely saved my life by pointing me to Empower Women's Health & Wellness. Posts about real services in town, especially those of a sensitive nature, are invaluable. You only know what you know, and YOU know a lot in these areas."

I love Mom's Group! It has been so good for my heart and soul. I feel like I have true friends who really understand how important my feelings are and what I'm going through."

"Your job postings are super cool because they can be trusted."

"Being a mom can sometimes be isolating because we focus so much on our kids, but carving out time to go to Mom's Group has been a version of self-care that I really needed. I'm so glad I found Mom's Group when I did."

"You cut through the crap of today's (often sugar-coated) view of what life "should be" and the roles women assume as wives, mothers, sisters, friends, bosses, and so on. MDW offers insightful, honest, and funny advice, not to mention valuable resources for those in need."

"Mom's Group allowed me to connect with moms in all stages of motherhood who just get it- they understand the struggles, the wins, and the emotions that come with motherhood. I always leave with a sense of connect and relief to share with no judgement."

## OUR ASK

MDW Cares is seeking funding to expand our mental health and transition-support programs for women in Kane County. Monies donated will directly support therapy access, crisis aid, educational workshops, support groups, and the development of trauma-informed resources used by women navigating divorce, caregiving, financial hardship, postpartum transitions, and family stress in our community.

With our trusted audience, a vetted network of providers, and a track record of strong community outcomes, MDW Cares is poised to deepen its impact and ensure no woman faces life's hardest chapters alone.

Thank you for learning more about MDW Cares!



*Elizabeth Rago*  
*MDW Cares Founder*

Contact:  
hello.mdwcares@gmail.com  
630-946-9102  
mdwcares.com



# ABOUT:

MDW Media LLC is a women-centered, hyper-local lifestyle and media platform rooted in advocacy, mental wellness, and slow, attainable living. We focus on the real transitions that shape women's lives, often quietly and without adequate support, by publishing thoughtful, accessible content that bridges the gap between public narratives and private realities.

Our work centers on living sustainably within real life, not perfection: building supportive routines, resilient communities, and values-aligned choices that can actually be maintained over time. Through intentional storytelling and ethical advertising, we actively uplift small business owners and local makers as part of a broader commitment to community care and economic resilience. We serve women navigating transitional life phases, including:

- Divorce and Relationship Transitions
- Caregiver Burnout
- Being New to a Community
- Identity and Career Shifts
- Single and Neurodivergent Parenting
- Financial instability

MDW Media exists to inform, educate, and inspire women in the space between survival and rebuilding, especially those too often overlooked, while proving that a meaningful, supported life can be both attainable and sustainable.

# OUR MISSION:

MDW Media's mission is to tell the truth about women's lives, especially in moments of transition, through thoughtful, hyper-local storytelling grounded in editorial integrity and care. We champion attainable, sustainable living while intentionally supporting small businesses and strengthening local communities.

# WHO WE SERVE:

Core: Women 35–45

- Also: new moms, late-life re-inventors, survivors, creatives, caretakers
- Common denominator: living through something with no clear map
- They're exhausted, brilliant, and ready to rise, but need more support

# THE PROBLEM



## What's Missing in Women's Media



# THE OPPORTUNITY

## A High-Trust, Underserved Market



Women  
35-45  
In transition



divorce, burnout,  
mental stress,  
grief, reinvention

Deep editorial and  
emotional loyalty =  
long audience  
lifetime value.

MDW is positioned  
as both platform  
and product  
ecosystem

# WHAT WE'VE BUILT SO FAR



650+ Organic Email  
Subscribers,  
growing every day



68% engagement rate  
5,000 followers across  
3 social platforms



Sister Non-Profit,  
showing community  
that we genuinely care  
about their well-being.



Successful Live  
Events & Workshops

## MDW Magazine

Digital launch in January 2025, print magazine launch in October 2025:

Digital = Free, Accessible, Community-First Magazine - We'll continue offering a digital version so resources stay accessible to all women because breaking down barriers is core to our mission.

Print = Premium, Collectible, Subscriber-Only - For those who want something they can hold, collect, and savor, our new print edition comes with exclusive features and a thoughtful free gift in every issue.



Read the issue! ↗



# A GLIMPSE AT OUR WORK

Stories. Tools. Space to Breathe



"I had the absolute pleasure of working with Elizabeth for the December magazine, and I cannot thank her enough for her kindness and vision. She was so thoughtful throughout the process, asking the kind of meaningful questions that helped us create a beautiful storyline. It was more than just a business feature; it was a true introduction to who I am as a person behind the brand and the story of how we found our way to Geneva this year.

Since the article was released, the feedback has been incredible! I've met so many wonderful women who mentioned they read the piece and truly value the supportive community Elizabeth has built for female entrepreneurs. As a newcomer to the area, I feel so honored to be welcomed into such an inspiring circle!"

*Stephanie Longoria*  
owner, *Stitched by Stephanie*,  
Geneva, Illinois

**TriCity**

**Community Care, Decades in the Making**

If you've ever felt like you're carrying more than you should alone, more stress than feels fair, more worry than you can shake, you're not alone. And that's exactly where TriCity Family Services steps in. Here's a grounded look at what they offer and why it might just make a difference for you or someone you care about.

**Why They're a Great Option**

You don't have to wait until you "fall through the cracks" to seek help. TCFS is built to catch those who feel squeezed out by cost or insurance limitations.

- TCFS accepts most PPO insurance plans, Medicaid, and Medicare.
- Self-pay is available. TCFS applies a sliding fee scale based on income & family size.
- TCFS does not deny services based on inability to pay.

**What to Expect When You Call**

Reaching out for support can feel intimidating, but TCFS works hard to make that first call as smooth and welcoming as possible.

They're proud to offer therapy services in both English and Spanish, and your call will be directed to their bilingual Intake Coordinator. This conversation usually lasts 20-30 minutes and covers the basics: your contact and insurance information (if applicable), the needs you have, services you're seeking, relevant family or medical history, and your availability for sessions.

This step ensures you're matched with the therapist best suited to your needs. Afterward, you'll receive an invitation to their secure patient portal, where you'll complete your client packet within three business days. It's thorough, but it's also the first step toward genuine support.

**Tips for Success**

- 1. Be sure to call early.** Don't wait until things feel overwhelming. The sooner you connect, the sooner relief begins.
- 2. Ask Go about the sliding scale.** Be upfront about your budget; they'll walk you through your options.
- 3. Gather your info.** Have insurance info and a summary of what's going on before you call.
- 4. This is not a last resort.** You deserve to feel better. Let us help you get by.

MDW Media features local columnists, including licensed therapists and mental health organizations, to dismantle stigma, normalize real conversations about mental health, and connect readers to trusted, community-based resources.



In partnership with our sister non-profit, we host monthly in-person events and workshops on a variety of topics from Divorce Recovery, Mental Health, Wellness & Parenting, all featuring local professionals.

# TWO ARMS, ONE MISSION

A Dual-Entity Model for Maximum Impact



- Monthly Digital and Print Magazine
- In-Person Workshops
- High-Trust Editorial Sponsorship
- Media vehicle to combat the stigma around hard seasons
- Future podcast, affiliate, and product ecosystem

- Weekly Support Groups
- Vetted Referrals by Mental Health Professionals
- Legal + Therapeutic Aid Funds
- Community Workshops
- Free Digital Downloads, including tools around topics like Mental Health, Divorce & Parenting

## HOW THEY SUPPORT EACH OTHER

### Ethical Synergy

- Media brand amplifies reach, stories, and visibility
- Nonprofit offers on-the-ground care and social infrastructure
- Content creates revenue and drives donations
- Community insights drive editorial and product strategy
- Each protects the other's integrity

# ABOUT OUR FOUNDER

Elizabeth Rago is a longtime editor, community builder, and the founder of The Modern Domestic Woman, a platform that has earned deep trust by telling the truth about women's lives and then staying when the story gets hard.

For more than a decade, Elizabeth has built MDW slowly and intentionally, without outside capital, relying instead on consistency, credibility, and community. What began as a lifestyle blog grew into a widely trusted media platform and, ultimately, into something more essential: a lifeline for women navigating divorce, caregiving, burnout, financial instability, identity shifts, and mental-health crises.

Elizabeth's work has always lived at the intersection of storytelling and service. As an editor, she understands the power of language to reduce shame and create connection. As a community builder, she understands that stories alone aren't enough; people also need access, guidance, and tangible support.

That insight is what led to the creation of MDW Cares, now an official nonprofit organization.

## From Stories to Support

Founded in St. Charles, Illinois, The Modern Domestic Woman began as a space to celebrate the beauty, mess, and resilience of everyday life.

Over time, a clear pattern emerged: readers weren't just looking for inspiration. They were looking for help they could trust.

Through workshops, partnerships with therapists and local organizations, and countless one-on-one conversations, MDW evolved beyond media. The launch of MDW Cares in 2025 formalizes what the community had already become: an ecosystem of mental health education, advocacy, and vetted resources designed to meet women where they are.



Photographer, Lindsay Fairall Photography

## Lived Experience, Real Solutions

Elizabeth's vision for MDW Cares is rooted in lived experience. Between 2010 and 2013, she navigated her own season of crisis, one marked by overwhelm, uncertainty, and the quiet fear of falling through the cracks.

"I knew if I was struggling behind closed doors, other women must be, too," Elizabeth shares. "I wanted to build what I needed back then: connection, dignity, and real-life support."

That belief continues to guide the organization today: no woman should have to navigate life's hardest seasons alone.

## Looking Ahead

Having self-funded growth, proven community demand, and supporting hundreds of women through grassroots efforts, Elizabeth is now focused on building a sustainable team and scaling MDW Cares responsibly, without losing the trust, intimacy, and care that made it work in the first place.

What looked like a brand was always a bridge. One story, one woman at a time.



# From One Woman's Story to a Shared Mission

At its heart, MDW Media & MDW Cares is about turning lived experience into lasting impact for women of all backgrounds and situations.

"What started as survival has become service," says Elizabeth. "MDW Cares is the tangible extension of what The Modern Domestic Woman has always stood for, showing up for each other with compassion, courage, and care."

From workshops and magazine stories to one-on-one support and community partnerships, MDW is growing into a movement of women helping women, right here, right now.

## Get Involved

Follow along as MDW continues to grow and connect women across our community.

Visit [mdwcares.com](http://mdwcares.com)

Reach out:

[hello.mdwcares@gmail.com](mailto:hello.mdwcares@gmail.com)

Follow us on social

[@themoderndomesticwoman](https://www.instagram.com/themoderndomesticwoman)

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## Donate

