

# SEEK Safely Impact Statement 2021



Self-help Empowerment through Education & Knowledge

*Empowering personal growth seekers to make smart and safe decisions while bringing ethics and safety to the unregulated self-help industry*

## We have reached half a million seekers total

through our educational website and social media, and **240,000** in the last year alone.



## We have 172 total signers of the SEEK Safely Promise

98 of them since July 2020.



## Our virtual roundtable discussions have reached over 7,000 consumers

sharing current information about trends and abuses in the industry and necessary skills to be safe.



## Jean and Ginny have sold over 1,000 copies of their book "This Sweet Life"

and will release the audiobook in Fall 2021. It tells our story and raises awareness for SEEK and our mission.



## NY Bill S1643 / A5658

will require self-help practitioners who are not licensed by the NY Department of Education to disclose risks and have a risk management plan in place to ensure consumer safety.



*Sponsored by Senator James Skoufis and Assemblywoman Sandy Galef, the bill is in the Senate Consumer Protection Committee and should come to the floor for a vote in the 2022 session.*

## The GURU and Real Crime Profile podcasts

have been airing since July 2020, informing listeners of our story and mission.



## We continue to tell our story publicly.

In the past year, Ginny has appeared on the History Channel Show "UnXplained" and the Oxygen Network series "Deadly Cults". She has been interviewed by Molly Raskin for Left/Right TV Production Company and The Daily Beast. Ginny and Jean were interviewed for the Toronto Star last September and The AZ Republic.



## We are international.

We have received emails from Germany, England, Ireland, India, Australia, Brazil, Canada, and all across the United States.



**PLEASE Consider supporting SEEK Safely, Inc. so we can continue to BE A VOICE for KIRBY, JAMES and LIZ**

Donate at [SEEKsafely.org](https://SEEKsafely.org)  
Or mail your tax deductible donation to:  
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