



HOPE ROOTS



#hennaforhope  
2022

Fundraising Guide

Your guide to participating in the #hennaforhope campaign

Henna is an ancient art form in South Asia, expertly applied to the hands – and sometimes feet – in times of joy and celebration. Intricate designs celebrate the goodness of the body in preparation for marriage, holidays, and religious rituals. The imprint of a henna design becomes part of us for a week before fading away, leaving us ready for a new design.

Trauma leaves its own imprint on the body. Stress, grief, and fear send signals through our whole neurological system and create pathways that the body doesn't quickly unlearn. Left feeling unsafe in their own skin, trauma survivors are often left feeling helpless and betrayed by their bodies.

The Henna for Hope Campaign inspires hope that the terrible imprint of trauma can also fade away, leaving survivors ready for ways of responding to stress and grief. Funds raised through Henna for Hope are used to create access to safe spaces, training, and curriculum for trauma survivors and those caring for them. It inspires hope that peace and calm can be embodied once again.



**"Trauma is not the story of something awful that happened in the past, but the residue of imprints left behind in people's sensory and hormonal systems."**

Dr. Bessel van der Kolk,  
author of *The Body Keeps the Score*

# How to Participate:

1. **Donate** any amount to this year's projects at [hoperoots.org](http://hoperoots.org)
2. **Create** a henna design or use an image from [hoperoots.org/hennaforhope](http://hoperoots.org/hennaforhope) (you can request free henna from us when you donate!).
3. **Post** on social media (or send an email) to let others know about @HopeRoots & #hennaforhope



# Host an Event:

1. **Invite** others to join you for a #hennaforhope event (online or in-person)
2. **Share** about Hope Roots or invite a Hope Roots staff member to your event.
3. **Ask** participants to join the #hennaforhope campaign by donating to Hope Roots.
4. **Request** help or ideas for your event through the form on our website or email [info@hoperoots.org](mailto:info@hoperoots.org)

# #HennafortHope 2022 Projects

**Access to Trauma Therapy in Colorado** In 2021, Hope Roots provided clients (most of whom have a diagnosis of PTSD or Unspecified Trauma and Stressor Related Disorder) with affordable access to trauma therapy (such as EMDR therapy) with sliding scale rates and through becoming a Medicaid provider... the cost for these discounted or unbilled sessions was over \$8,000. In 2022, we have already given over \$9,000 worth of free or discounted services. Help us expand our reach, hire more therapists, and add new services!

**Trauma Therapy Scholarships** These scholarships will be given to existing mental health workers in India that need more tools for trauma therapy. The scholarship will be for EMDR training in India offered by the EMDR Association of India. The cost for each scholarship will be approximately \$700. Applicants can apply for scholarships on our website.

## **Online Resource Library**

It has always been our hope to use [hoperoots.org](http://hoperoots.org) to share resources about trauma and mental health. We launched the Resource library on our website in 2020, and have a LONG list of resources that we want to develop and add for the community. Consider volunteering your time (writing or researching) or finances to help us get more resources out soon!

# *Design Challenge Giveaway:*

1. **Enter** the design challenge giveaway by posting your original henna art with #hennaforhope and @hoperoots before August 1st, 2022.
2. **Voting** will happen the first week of August on social media.
3. **Win** a \$25 gift card for Freeset USA if your design receives the most votes!



# Sponsorship Levels:



**Participant** Donate any amount to Hope Roots. Share an image (your own or a repost) on social media. Get free henna when you donate.



**Donor** Donate at least \$50/month or \$1,000 one-time and receive a tote bag from Hope Roots.



**Event Sponsor** host a #hennaforhope event (virtually or otherwise) and help others in your network learn about the work of Hope Roots. Event sponsors who raise at least \$1,500 will receive a tote bag and a Hope Roots t-shirt.



**Partner** Donate \$100/month or \$2,000 one-time and you or your company's logo or name will be included in the footer at [hoperoots.org](http://hoperoots.org) for 1 year. You also receive a tshirt, tote bag, and a discount of 25% for any retreats or courses offered by Hope Roots.



**Advocate** Donate \$300/month or \$4,000 one-time and you or your company's logo or name will be included in the footer at [hoperoots.org](http://hoperoots.org) for 1 year. You also receive a tshirt, tote bag, early access to courses, & a discount of 50% for any retreats or courses offered by Hope Roots.

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GIVE HOPE. DEEPEN YOUR ROOTS.



#hennaforhope

