



Meet George Medina, paralegal at Dentons New York City:

CREATE.

“Stars of HOPE® allowed me to respond to this global catastrophe in a meaningful way. The words and symbols I painted gave me a creative outlet to express and give hope to those dealing with a sad reality.”



EMPOWER.

“I am privileged to be amongst those who make this act of kindness and love possible to so many around the country and world.”



HEAL.

“When I saw my Star of HOPE hanging on the tent at the Syrian refugee camp with the four young girls, I was overcome with emotion to realize something I painted made its way to Iraq to touch the lives of these children.”



Stars of HOPE® is a unique disaster relief and community arts program started by New York Says Thank You Foundation in 2007. It empowers people to transform communities impacted by natural and man-made disasters by creating colorful art and messages of hope and healing on one-foot wooden stars that are displayed in public for months and even years after historic tragedies.

The Stars serve as beacons of compassion for all to see and have made a direct impact on the long-term mental health and resiliency of individuals and entire communities recovering from disaster.

The innovation behind Stars of HOPE is that it transformed traditional art therapy program and leveraged it into a public art installation in a disaster zone. This unique construct magnifies the inspirational and emotional impact to thousands of other disaster survivors throughout devastated communities

Over 80,000 volunteers have created Stars of HOPE which have transformed over 190+ communities in 25+ countries connecting & empowering survivors and the program continues to grow each and every day.

Stars of HOPE has lifted the spirits of millions of people in communities impacted by catastrophic acts of nature including the Greensburg, Kansas tornado, the flooding of Hurricane Sandy, and the deadly Nepal earthquake as well as communities impacted by horrific acts of violence including the Sandy Hook Elementary School shooting and the terror attacks in San Bernardino, California; Orlando, Florida; Sutherland Springs, Texas; Seminole Heights, Las Vegas, Nevada; Parkland, Florida; and internationally in London, Brussels, and Belgium.

(Top) Stars of HOPE are painted and then packaged back in the reusable box
(Middle) Volunteers deploy the Stars to communities.
(Bottom) A Hope Tree in Breezy Point, NY after Hurricane Sandy, bringing color back to a destroyed neighborhood.

Transforming Corporate Volunteerism Through Stars Of HOPE

Stars of HOPE is creating a “new category” of corporate volunteerism by enabling in-office, hands-on disaster relief volunteering. This new dynamic empowers everyday volunteers to participate in the recovery process for disaster survivors by expressing their compassion and connectivity in a way that provides daily emotional support over the long-term recovery period.

The “Box of HOPE” platform enables corporate volunteers to make an impact anywhere in the world by creating their own Bank of Hope from their hand-painted Stars.

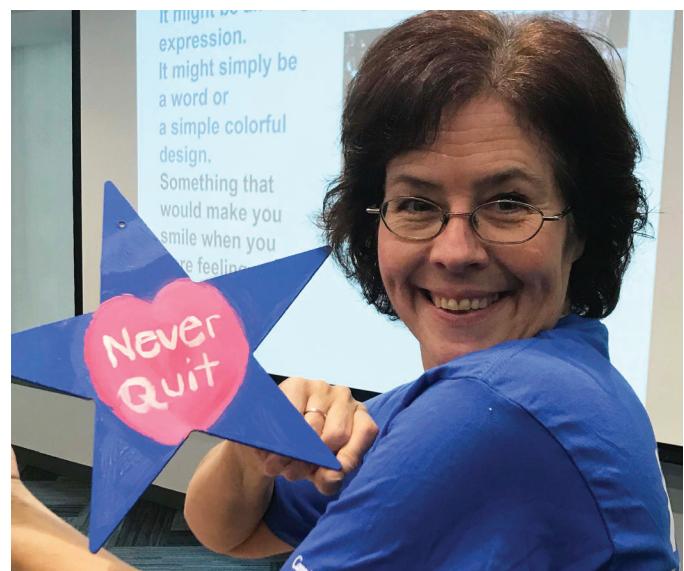
In this new construct, Stars of HOPE is creating systemic change in traditional disaster relief protocols and corporate volunteerism in response to disasters by:

(1) empowering corporate volunteers to be part of the recovery process for natural and human caused disasters;

(2) empowering corporate volunteers to initiate a hands-on impact from their office without major work-flow disruption;

(3) expanding the reach of corporate volunteers beyond traditional assistance in response to natural and human caused disasters;

“People need hope to know that they should never quit, that they are not alone, and that there are always people to lend them a hand.”
— Jeanne Hormuth,
KPMG, San Francisco



KPMG employees in San Francisco held an in-office Love & HOPE event on Valentine's Day for the Napa Wildfires. They also sponsored three schools and 1200 students to create HOPE in Santa Rosa and Glen Ellen.

Benefits to Your Company, Your Employees, and Your Bottom Line: Employee Engagement

Stars of HOPE is a valuable method to provide a volunteer opportunity at your workplace – both in time and bottom line. Corporate volunteer days are becoming more common and are an expectation by the up and coming next generation of employees. The minimal cost of Stars of HOPE provide the same satisfaction and employee engagement while keeping your employees at the office, while taking a fraction of the time used during off site volunteer days.

According to Cone Communications 2016 Employee Engagement Study, making a meaningful difference is one of the top motivators for employees when participating in volunteer opportunities. Company giving programs, company-wide days of service, and volunteer days are an expected and common part of corporate responsibility. **Today's employees are looking for more.**

“Don’t Check the Box on Volunteerism with One Type of Activity: Planning a day of service as the only engagement tactic for employee volunteerism isn’t going to cut it.

Employees want a range of options and they want them on their own terms – whether that’s a quick activity they can do at their desks or an after-hours opportunity they can do on their own time.”

Deloitte’s 2017 Volunteerism Survey results indicate that creating a culture of volunteerism in the workplace may boost morale, workplace atmosphere, and brand perception.



Haddad Industries created HOPE throughout the day, colleagues could come in to the conference room and paint. Teams came in together, determined where the stars would go. They decided to send them to Sloan Kettering and to Houston.

★ **70% of employees believe volunteer activities are more likely to boost employee morale than company-sponsored happy hours**

★ **77% of employees say company-sponsored volunteer activities are essential to employee well-being**

“Working Americans surveyed say they don’t volunteer as much as they like, and that factors include time and a lack of understanding about the impact of their contributions. This may indicate an opportunity for companies to not only provide volunteer opportunities, but to also help employees understand how they benefit from them.”

the third quarter of 2015, America’s Charities surveyed 120 companies in 17 industries representing 600,000 employees about trends in corporate volunteerism and giving. According to their 2016 research paper *The New Corporate DNA: Where Employee Engagement and Social Impact Converge*, 70% of corporate respondents strongly agreed that employees expected their companies to be socially responsible

- ★ **provide opportunities for employees to connect with causes they cared about**
- ★ **allow employees to volunteer during company time, and**
- ★ **conduct effective giving programs that are engaging and empowering.**

Marie Staley,
Global Business Continuity
Manager at Amtrust Financial
Services and Chair of Disaster
Recovery International Foundation
painting Stars of HOPE
for San Bernardino



Companies which offer volunteer opportunities:

- ★ Transform individual employees at a deeply personal level;
- ★ Enable employees to succeed in achieving the highest levels of employee satisfaction, productivity, and loyalty;
- ★ Have a distinct advantage with talent acquisition;
- ★ Increase longevity and engagement, particularly with millennials.

The report concludes that companies which offer volunteer opportunities that transform individual employees at a deeply personal level are those that will succeed in achieving the highest levels of employee satisfaction, productivity, and loyalty.

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"As a practice we need to start admitting that there is a significant difference between participation and engagement. When corporate volunteering goes beyond transactional and is instead transformatory, participants experience a fundamental change in how they think, feel, and act. As a result workplace giving and volunteering are no longer 'things to do' but expressions of 'who I am.'

- Chris Jarvis, Co-founder & Senior Partner, Realized Worth (as quoted in America's Charities report)

Corporate Volunteerism Matters to Prospective Employees & in Retention:*

- ★ 39% say that it helped them to decide to interview;
- ★ 55% say that it affected their decision to accept an offer;
- ★ 62% say they prefer to do volunteer work with people in their departments as opposed to volunteering with people they do not work with daily;
- ★ 88% of millennials who stay with their company for five years or longer stated satisfaction with their sense of purpose.**

*2014 Millennial Impact Report by Achieve

**2016 Deloitte Millennial Survey

The volunteer opportunities that attract talent – then create engagement – also lead to retaining talent.

Mental Health and Employee Productivity

The benefits do not stop at providing socially impactful volunteer opportunities that employees expect.

With the right volunteer opportunity, the impact can be personal as well. Stars of HOPE allows the employee to help others while helping themselves.

- ★ 40 million adults in the U.S. suffer from an anxiety disorder.*
- ★ 16.2 million adults in the U.S. had at least one major depressive episode in 2016.*
- ★ \$1 trillion is the estimated annual cost attributed to depression and anxiety disorders
- ★ Respondents cite being significantly affected by the media's depiction of violent events.**

*National Institute of Mental Health

**Dr. Pam Ramsden Study

The constant barrage of news about violent events and natural disasters can create feelings of distress that affect a person's day to day activities. This is known as presenteeism, when employees are physically present but due to emotional, psychological, or physical issues, they are distracted to the point of reducing their productivity. A 2016 study by Global Corporate Challenge found that presenteeism costs companies 10 times what absenteeism costs, \$1500 billion per year versus \$150 billion.

On the other hand, according to the World Health Organization, every dollar invested in treating these disorders leads to a return of \$4 in terms of the ability to work, suggesting that your investment in the mental health of your employees will affect your bottom line.

Your employees are affected by the tragedies and disasters occurring in the world around them. Stars of HOPE gives you the opportunity to provide a way for them to participate in healing artmaking and make a direct impact from right where they work.

Therapeutic Arts

There are many positive benefits to using therapeutic arts to enhance employees overall well-being.*

- ★ 75% of participants significantly reduced stress in the body after 45 minutes of creative activity (using cortisol levels as the measurement);
- ★ Provides positive distraction by allowing an opportunity to become immersed in a creative project;
- ★ Activates state of flow where the mind settles and allows for stressors and worries to be put aside.

*Art Therapy: Journal of the American Art Therapy Association – “Reduction of Cortisol Levels and Participants’ Responses Following Art Making”

Art making allows for a positive distraction, providing an opportunity to become immersed in a creative project, thus activating the state of flow where the mind settles and allows for stressors and worries to be put aside.

Creating art allows for the enhancement of abilities to come up with new and unique solutions to questions and challenges. This allowing of creating art has been studied and shows that creating art provides a distraction, giving your brain a break from your usual thoughts, promotes out of the box thinking and encourages the growth of new neurons. The growth of new neurons enhances the ability to learn.

Stars of HOPE along with the Florida Art Therapy Association created Stars of HOPE with Marjory Stoneman Douglas Students at the Coral Springs Museum of Art



This is what Stars of HOPE provides. Create. Empower. Heal.

According to Deane Alban in her article “ The Mental Health Benefits of Art Are for Everyone ,” both sides of the brain are used in art making allowing for communication between hemispheres. The neurotransmitter dopamine is increased while creating art and increases positive feelings much like the mechanism that occurs during exercise.

Dopamine has been referred to as the “motivation molecule”, this can boost drive, focus and concentration.

This allows for enhanced planning abilities and better management of impulse control.

Research conducted by the American Planning Association found that using creative tools in a corporate environment engages people as a community and strengthens the process of understanding and exploring diversity. It allows for a way to share meaning, promote healing and hope. The need for meaning is a fundamental force of creativity, the creation being given to someone in need of hope provides empowerment for the employee and the team as a whole and the provides the opportunity to “do something” a need many feel in the face of a tragedy.

The Stars of HOPE program utilizes the latest scientific findings in positive psychology and heroism science to bring healing, growth, and resiliency to a world thirsty for loving kindness. The guiding principle behind Stars of HOPE is producing heroic transformation in people through their participation in compassionbased community healing. There is no organization more effective in converting despair into love, loss into recovery, and tragedy into triumph. Through connective volunteerism and social transformation, the Stars of HOPE showcases the power of love and service in cultivating the best of humanity.

- Professor Scott T. Allison Professor of Psychology at the University of Richmond

I am so grateful that the stars hanging from the fence surrounding the IRC compelled me to pull over and investigate more.

It was humbling to see the love, support and hope sent from around the country and know that we are not alone in the journey of healing.

As I continue to say, the symbolism of these Stars of HOPE surrounding that awful place is so powerful.

- Jessica B., San Bernardino, CA

(Left, Middle) Salesforce San Francisco created Stars of HOPE for San Bernardino. The Stars were deployed along the fence of the Inland Regional Center. (Right) They were discovered by the survivors of the shooting and shared in their community. Stars of HOPE was invited to be a part of their community healing since the first anniversary of the shooting.



 Julie Swann-Paez updated her profile picture.
1 hr · 
These stars were sent to the shooting site by Stars of Hope USA Organization. A co-worker of mine posted pictures of some of them, and this is the one that I want to embody. I haven't had the courage to go see the memorial site in person, but have decided that it is time. This week I will go.



VOLUNTEER FROM YOUR OFFICE AND CREATE MORE HOPE IN THE WORLD.

Corporate Day of Service ★ Community Sponsorships ★ New Employee Meetings
Team Building ★ Ice Breakers ★ Workplace Health and Family Issues
HOPE & Spirit Events ★ Board Meetings ★ Take Your Children to Work Day

To schedule an in-office presentation about Stars of HOPE
contact: info@starsofHOPE.org or call XXXX

Stars of HOPE® is a registered trademark of New York Says Thank You Foundation. Stars of HOPE is a joint project of New York Says Thank You Foundation

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