



STARS OF HOPE[®]

CREATE HOPE TOGETHER

corporate engagement

Meet George



George Medina is a paralegal at Dentons New York City. Here's what he had to say about Stars of HOPE®:

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.”

CREATING HOPE,

one star at a time



Stars of HOPE created.

200

Communities touched.



Countries connected.



700,000

Volunteers activated.



Facebook fans.

Stars of HOPE® has empowered school children, families, seniors, first responders, veterans, active military, partner organizations, and entire communities to paint inspirational words, messages, and designs on one-foot wooden Stars.

Stars of HOPE are displayed in public places in communities worldwide in the immediate and long-term aftermath of tragedy, serving as beacons of hope and compassion for all to see.

After a disaster, relief organizations come in and help with food, clothing and shelter. We come with HOPE. Stars of HOPE is accelerating the healing process and strengthening the long-term mental health and resiliency of individuals and entire communities impacted by disaster.

FOOD + CLOTHING + SHELTER + HOPE

TRANSFORMING

corporate volunteerism

Stars of HOPE is creating a new category of corporate volunteerism by enabling in-office, hands-on disaster relief. Stars of HOPE empowers everyday volunteers to participate in the recovery process by sending messages of hope to those affected by tragedy.

STARS OF HOPE EMPOWERS CORPORATE VOLUNTEERS TO MAKE AN IMPACT ANYWHERE IN THE WORLD.



CREATE

Enables corporate volunteers to be part of the recovery process for natural and human caused disasters.

EMPOWER

Empowers corporate volunteers to initiate a hands-on impact from their office without major work-flow disruption.

HEAL

Expands the reach of corporate volunteers beyond traditional assistance in response to disaster.

“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 and HOPE event on Valentine’s Day for the Napa wildfires. KPMG sponsored three schools and 1,200 students to create HOPE in Santa Rosa and Glen Ellen.

employee benefits

BENEFITS TO YOUR COMPANY, EMPLOYEES AND BOTTOM LINE

Stars of HOPE® is a valuable method to provide a volunteer opportunity at your workplace. The minimal cost of Stars of HOPE provides the same satisfaction and employee engagement as off-site volunteer days while keeping your employees at the office, taking a fraction of the time.

Haddad Industries created Stars of HOPE throughout the day Teams painted together then determined where to send the stars, ultimately deciding to send them to Sloan Kettering and Houston, TX.



70%

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

EMPLOYEE MORALE

77%

of employees say company-sponsored volunteer activities are essential to employee health and well-being

EMPLOYEE WELL-BEING

“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 transformative, 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)

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

VOLUNTEER OPPORTUNITIES ATTRACT TALENT, CREATE ENGAGEMENT AND RETAIN TALENT.

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

COMPANIES THAT 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.

EMPLOYEE HEALTH AND WELLBEING

The benefits do not stop at providing socially impactful volunteer opportunities that employees expect; the impact can be personal as well. Stars of HOPE allows the employee to help others while helping themselves.

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.



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

YOUR EMPLOYEES ARE AFFECTED BY 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.

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.

BENEFITS OF *therapeutic arts*

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



Salesforce San Francisco created Stars of HOPE for San Bernardino. The Stars were deployed along the fence of the Inland Regional Center



IN THE WORKPLACE

Creating art in the work place has many benefits. 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. Creating art promotes:

PROBLEM SOLVING CREATIVE THINKING POSITIVITY FOCUS AND CONCENTRATION

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”

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 compassion based 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

VOLUNTEER FROM YOUR OFFICE AND

create hope.

To schedule an in-office presentation about Stars of HOPE contact:

info@StarsofHopeUSA.org or call 407.203.1046

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