# Hopeful Cities®

## DID YOU KNOW? HOPE IS TEACHABLE.

## WHY HOPEFUL CITIES?

- Hopelessness is the single predictor of suicide and is linked to violence, poverty, substance misuse, all risky behaviors in youth (e.g., self-harm, bullying, academic underachievement, etc.), and mental illness. Left untreated, hopelessness creates a sizeable economic burden between medical services, workplace costs (i.e., absenteeism and reduced productivity at work), and suicide-related costs.
- In 2018, major depressive disorder, one disorder with hopelessness as a symptom, cost the United States $236 billion.
- The antidote for hopelessness is hope, but we are never taught 'how' to hope. Luckily hope is a teachable skill that anyone can learn.
- Hopeful Cities teaches how to proactively manage the two components of hopelessness, emotional despair, and motivational helplessness, and how to activate hope through the five keys to SHINE for hope; Stress Skills, Happiness Habits, Inspired Actions, Nourishing Networks, and Eliminating Challenges.
- Hopeful Cities is an easy-to-understand blueprint for any city to implement hope initiatives in government, science, education, workplace, art, and awareness, with evidence-based programming to teach the 'how' to hope. We ask mayors and governors to activate hope with us by committing at a minimum to the following:

    - Issue proclamation.
    - Run the 5 Day Hope Challenge social media campaign.
    - Create #SHINE Hope murals with educational information.
    - Encourage Hopeful Minds education and utilize our evidence-based curriculums to teach in schools, places of faith, after-school programs, at home, by police, and more.
    - Encourage workplaces to use 5 Keys to Hope posters.
    - Create and ask media to run Public Service Announcements on the Science of Hope (script provided)

## WHY HOPE?

- Hope is predictive of retention, performance, productivity, and engagement.
- Higher Hope corresponds to greater emotional and psychological well-being, less future anxiety and depression, superior academic achievement (above personality, previous achievement, and intelligence), increased productivity in the workplace (more than intelligence, optimism or self-efficacy), better physical health, better problem-solving skills, higher graduation rates, workplace safety, better stress management, superior athletic performance, improved social connection, and enhanced personal relationships.

For Inquiries, contact Anna Montances at anna@theshinehopecompany.com.
Learn more about Hopeful Cities at www.hopefulcities.org

@ifredorg

# Hopeful Cities®

## LICENSING FEES FOR HOPEFUL CITIES

| City Size | Population | Licensing Fee |
|---|---|---|
| Micro | < 10,000 | $5,000 |
| Small | 10,000 – 100,000 | $10,000 |
| Medium | 100,000 – 500,000 | $25,000 |
| Large | 500,000 – 1,000,000 | $50,000 |
| Extra Large | > 1,000,000 | $100,000 |

What you get:

- 10 Hopeful Cities Playbook downloads
- Use of trade name in marketing of city
- PSA scripts and press talking points
- Prerecorded video training for staff
- Playbook prerecorded police training, so they can teach hope in communities
- All social media assets for the International Day of Hope
- SHINE usage and mural templates
- Mention on our social channels
- Lots more ideas and downloadable marketing templates, all in the Hopeful Cities Playbook

## OPTIONAL FEES

**Hopeful Cities Playbook**
Digital: $19.99 / Print: $39.99

**Hopeful Minds Teen Hopeguide**
Digital: $24.99 / Print: $49.99

**Hopeful Mindsets Overview Course**
$25

**Hopeful Minds Overview Hopework Book**
Digital: $4.99 / Print: $14.99

**Hopeful Minds Parent's Guide**
Digital: $7.99 / Print: $17.99

**Hopeful Mindsets in the Workplace Overview Course**
$25

**Hopeful Minds Overview Educator's Guide**
Digital: $24.99 / Print: $49.99

**Hopeful Mindsets Overview Workbook**
Digital: $7.99 / Print: $17.99

**Hopeful Mindsets on the College Campus Course**
$150

**Hopeful Minds Deep Dive Hopework Book**
Digital: $7.99 / Print: $19.99

**Hopeful Mindsets in the Workplace Workbook**
Digital: $7.99 / Print: $17.99

**HOPE Letters (Massive Yellow H-O-P-E letters in Outdoor Space)**
$100,000 (shipping and installation Included)

**Hopeful Minds Deep Dive Educator's Guide**
Digital: $49.99 / Print: $199.99

**Hopeful Mindsets on the College Campus Coursebook**
Digital: $12.99 / Print: $24.99

**SHINE Hope Pins**
$1

| Trainings | |
|---|---|
| Staff training with Mentimeter presentation and copy of slides – 90 minutes | $2,500 |
| Implementation Consulting (via The Shine Hope Company) | $500/hour |

Note: You may also find sponsors and partners to pay for the programming. We encourage you to partner with companies to sponsor signs, ad campaigns, curriculum printing, murals, etc. to activate all on hope.

No city will be turned away for their inability to pay licensing fees. To find out more, reach out to us at hopefulcities@ifred.org.

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