



# Hopeful Cities™

an iFred.org project

## DID YOU KNOW? HOPE IS TEACHABLE.

### WHY HOPEFUL CITIES?

- Hopeful Cities was created as a marketing plan in action that operationalizes hope as it creates awareness about its importance. It provides a blueprint that any city around the world can use to spread hope in the community and inspire individuals to create, maintain, and grow hope.
- Hopeful Cities provides free resources any city can utilize to equip the “how-to” of hope wherever it is needed: in the workplace, community, schools, and at home. It includes the Adult Snyder Hope Scale, a free tool that measures individual hope, as well as marketing campaigns, free curriculums, mural ideas, gardens, proclamation language, social media kits, and more.
- The Hopeful Cities Playbook is a free tool that you can use to implement the Global Movement for Hope in your city. It includes ways to activate hope through Science, Education, Government, Art, Awareness, and Workplace.



### WHY HOPE?

- Hope is a known protective factor against anxiety, depression, addiction, and suicide. Hope positively impacts all outcomes in life, including academic achievement, athletic performance, health, and resilience.

### WHY NOW?

- Covid-19 and inequality across the world have created unprecedented stress on individual and communities. Our ability to effectively manage and adapt to these times determines our success as a society. Hopeful Cities teaches how to proactively manage stress, channel emotions for good, and effectively create change for the better. Join us today by bringing Hopeful Cities to your community today.



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