



MEDIA KIT

- 2023 -

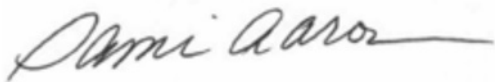


...support as we navigate climate change

ABOUT THE RESILIENT ACTIVIST

"Bringing the nonprofit, The Resilient Activist (TRA), into being has been the most profound and significant accomplishment of my life. Activists, especially environmental activists, are underappreciated heroes who carry the weight of the world in their hearts, minds, and bodies every single day. These gentle souls step into activism based on a fervent desire to right a wrong, heal a pain, or alleviate a grief with the pervasive awareness of the fragility of ecosystems, wildlife, and humanity on this planet. Compassionate and sensitive, many activists struggle with depression, grief, and a sense of impending failure over ongoing ecological destruction.

My older son, Kevin, was one of those activists who was broken by the emotional burden he carried, believing that his personal well-being was of little importance when weighed against the needs of the world. He died by suicide in 2003. He wrote, "Letting go of the passion to work on substantive structural change in favor of personal happiness is not a viable option." TRA was founded to help activists like him recognize the critical value of self-care and to provide the community, resources, and insight to support long-term resilience in light of the critical work they do."



-Sami Aaron
Founder, Executive Director

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Youtube:

<https://www.youtube.com/@TheResilientActivist>

Mighty Networks:

<https://the-resilient-activist.mn.co/>

LinkedIn:

<https://www.linkedin.com/company/the-resilient-activist/>

Insight Timer:

<https://insighttimer.com/samiamiaaron>

A person is holding a large, thin circular frame over a lush green field of tall grass. The background shows a vast landscape under a blue sky with scattered white and grey clouds. The sun is visible in the upper left corner, creating a bright glow. The text 'Principles Vision Mission' is written vertically in a large, bold, black font across the left side of the image.

Principles Vision Mission

We cultivate resilience to environmental stress by supporting community, personal well-being, and vital ecological health.

Through our efforts, current and future generations will live in a healthy, diverse, and regenerative environment.

We are guided by the principles of kindness, compassion, communication, diversity, deep understanding, transparency, and ongoing education for environmental and social justice needs.



THE STATISTICS

1140

Clients Served 2022

4430+

Clients Served Since 2018

1368+

Email Subscribers

26,000+

Website Visitors

150 countries, avg 3 pages/visitor

**90%
Volunteer
Support**

The world needs
inspired and
visionary activists
who have the
resilience to see
us through these
unprecedented
times.

AUDIENCE DEMOGRAPHICS



TRA brings together community organizers, nonprofits, corporate entities, and individuals who are concerned about climate change and related social justice issues. Our community includes those at all socio-economic levels, many of whom work with underrepresented communities that are most negatively impacted by environmental disasters.

76%

Female Followers

49%

Aged 22-54 Years Old

23%

Aged 55+ Years Old



1.3 k

Facebook Followers



925

Instagram Followers



382

LinkedIn Followers



1300+

Youtube Views



Climate Café

Based on training from the Climate Psychology Alliance of North America, our Climate Café events guide inclusive conversations about climate grief and anxiety in supportive and nurturing ways.

JEDI Book Club

This group explores Justice, Equity, Diversity, and Inclusion through the lived experience of others in books. This program helps educate and open the minds of The Resilient Activist community in order to forge a more equitable environment.

Four Steps for a Resilient Life

Through journaling and small group conversations, these workshops guide participants to create a unique activism plan imbued with self-care techniques and personal well-being.

PROGRAMS & SERVICES

Speakers' Bureau

Speakers' Bureau online and in-person presentations provide uplifting and informational programs for groups and organizations. Presentations are offered in-person and virtually.

Visionary Activist

Through nature-connection, guided meditations, and journaling this program offers insight for visionary activism imbued with tools for personal well-being.

Five Essentials for a Resilient World

Workshops for a healthy mindset: Reconnect to Nature, Respect all Life, Regreen our Planet, Revamp our Spending, and Replenish our Resources.

Resilience Support

The Resilient Activist offers events and programs to address ecological grief. TRA provides access to a directory of Climate-Aware Therapists and mental health resources through our programs and research studies.

4 Steps for a Resilient Life

Preliminary Data from a Novel 6-Hour Workshop

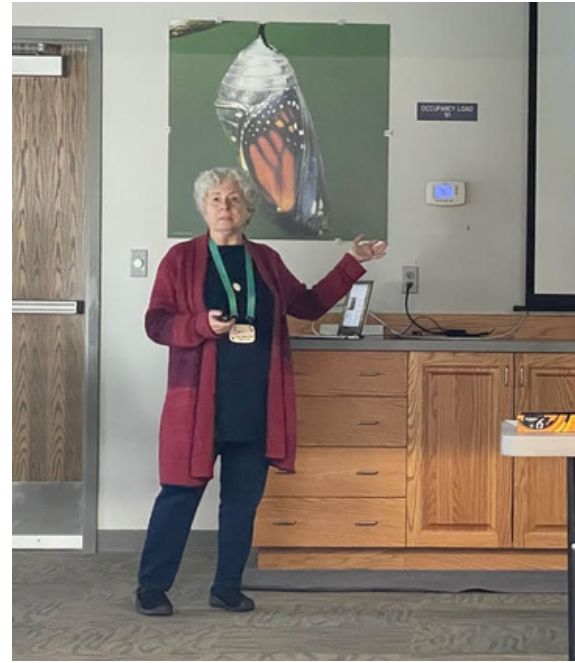
by Tyler D. Staples, MS LMLP

Introduction

In November 2022, The Resilient Activist hosted a 6-hour novel resilience training for 21 environmental activists. The group was hypothesized to have a significant increase in the 4 Ryff subscales of well-being: **Autonomy**, **Environmental Mastery**, **Personal Growth**, and **Purpose in Life**.

Methodology

The sample group was tested for the 4 Ryff subscales through a pre- and post-survey. The data was then analyzed through a t-test.



Results

15 people participated in the pre- and post-surveys. Within that sample group, results showed that the resilience training curriculum did indeed increase scores on four subscale measures of psychological well-being.

At the completion of the 4 Steps Environmental Leaders Workshop:

Autonomy increased by 7.3%, Environmental Mastery increased by 8.3%, Personal Growth increased by 6.7%, and Purpose in Life increased by 6.9%.





The Resilient Activist Mindfulness and Resilience Training: Pilot Data from a Novel 9-Week Curriculum by Tyler D. Staples, MS LMLP

Overview

Eleven self-identified environmental activists completed a survey before and after the 9-week curriculum of Mindfulness and Resilience Training hosted by The Resilient Activist. The questions used were a part of the Connor-Davidson Resilience Scale (CD-RISC) and the Coping Flexibility Index (COFLEX) to test coping versatility and reflective coping.

Questions were based on the population group's mindset: the ability to adapt when changes occur, and the use of coping methods like humor, spirituality, and past evidence of success as well as questions to determine perseverance, mental fortitude, and leadership. **Psychological resilience did appear to be positively impacted by the novel curriculum.**

Questions asked under the (COFLEX) were centered around having an important problem. (In our population that is climate change). Additionally, participants' abilities to choose adaptively from a variety of coping skills, as indicated by the COFLEX's Coping Versatility domain, were also improved. Given the curriculum's strong focus on mindfulness, acceptance, and adaptive coping, these findings are within the expected realm of results. **There was a significant difference between before and after the 9-week Mindfulness Resilience Training for coping versatility.**

[Link to full summary](#)

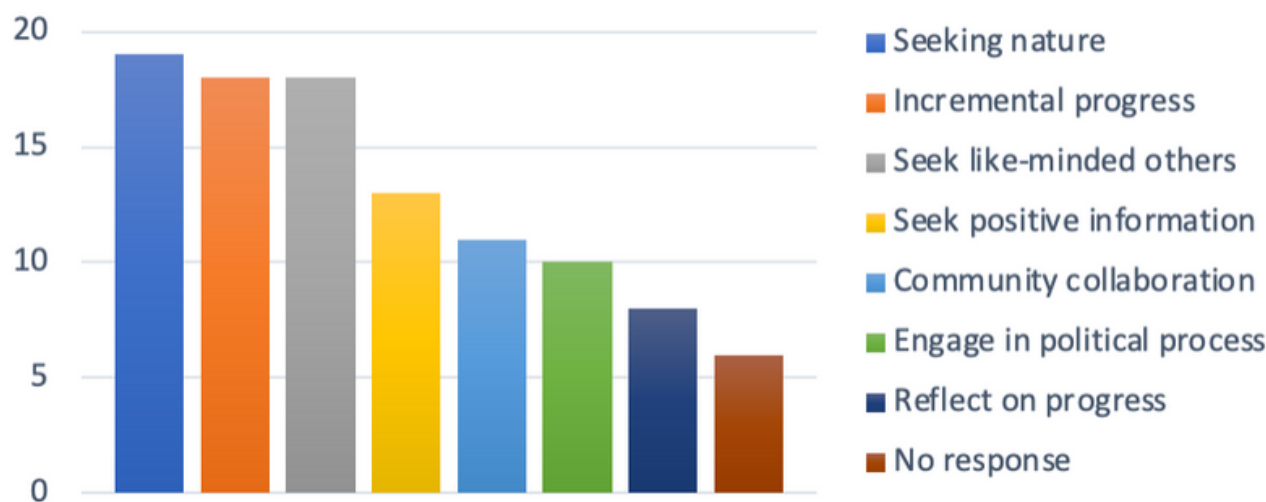
Focus Group Investigation of Climate Change Anxiety Among Environmental Activists

By: Trevor Lies, M.A. University of Kansas et.al

The Resilient Activist partnered with the Psychology Department at the University of Kansas to complete 14 focus groups in September 2020 to evaluate Climate Change emotions among 46 environmental activists.

Major emotions felt by participants were:
sadness, anger, hopelessness, anxiety, fear, guilt, and numbness.

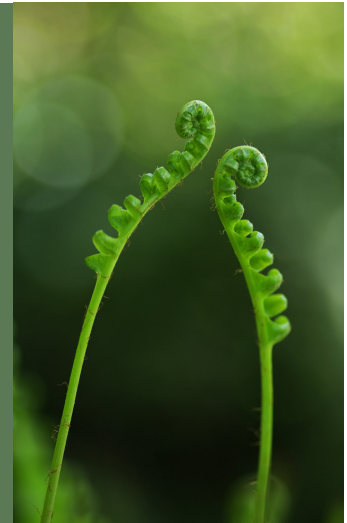
What kind of actions or behaviors are helpful for you to respond to the emotions you feel regarding climate change?



[Link to full summary](#)

VALUED PARTNERSHIPS

The Resilient Activist works with businesses and organizations in a nature-inspired, collaborative effort to support healthy relationships with the planet and all living beings.



- Climate Psychiatry Alliance -



- MEMBERSHIP -



- Greenability Magazine -



- Climate Council of Greater
Kansas City -



- MEMBERSHIP -



- Nonprofit Connect -



- Midwest Alliance for
Mindfulness -



- Novasutras -



- Deep Roots -



OUR IMPACT TESTIMONIALS



When I was first introduced to the group I had little hope for how much of a difference my personal green steps could make and was really overwhelmed about where to start. However, TRA's Five Essentials for a Resilient World made it so tangible and proved empowering. I started to apply the Five Essentials to not only my home life but my profession as well and sought to engage others in my industry towards these sustainable practices.

Christine Julian

Owner / Christine Julian Interiors



The Resilient Activist fills a critical role in our community at this time of converging crises. It does so by making overt and intentional connections between system-level crises such as climate change, species loss, and rising inequity and personal-level crises such as grief, panic, and disconnection. The programming The Resilient Activist is developing is essential for broad transformation in the years and decades to come.

Prof. Ward Lyles, PhD

AssociateProfessor /
Urban Planning Program
Univ. of Kansas

GET IN TOUCH



THE
RESILIENT
ACTIVIST

2023 Media Kit

For leadership biographies,
headshots, logos, photos, and
other media elements, please visit
our website at:
www.theresilientactivist.org/about

Guidestar Profile:

<https://tinyurl.com/3ukru5v5>

Platinum
Transparency
2023

Candid.

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