

IMPACT REPORT 2019-2021



habitual
roots



deeper roots. healthier connections.

HABITUAL ROOTS IMPACT REPORT | 2019-2021



Welcome to the Habitual Roots 2019-2021 Impact Report

At Habitual Roots, we believe that we are in charge of our own well-being and that we all have the ability to deliberately take action to better ourselves day in and day out. We believe that we are human, meaning that we are dynamic and powerful, yet imperfect. It is with this understanding that components of compassion and resilience come into play as well.

As a 501(c)(3) nonprofit, we are committed to empowering those in need by serving as the integration point of emotional intelligence, mindfulness, and positive habits of self care. **We help put the ‘u’ back in human by supporting mental and emotional wellness through methods of self-exploration and authentic connection.**

We offer personalized holistic wellness programs and a supportive community for those seeking a healthier and more balanced lifestyle.

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How The Seed Was Planted

Habitual Roots began after two engineering students saw a gap in the way our society was supporting those with mental and emotional needs.

Our founders, Justin Ervin and Kevin Wong, felt disconnected and unsupported throughout their educational, professional, and societal experiences when it came to their mental and emotional health.

As two curious engineers, they realized that the habits they developed to cope with emotions had an enormous effect on their personal lives and overall well-being. They began to question the common routines we were developing as adults, the habits we were building, and if they were beneficial for our mental health. After doing a little digging, turns out they were on to something...



Meet Our Founders
Justin and Kevin

They Found 3 Astonishing Facts

50%

Almost 50% of Americans will experience a mental illness within their lifetime¹

1 in 4

1 in 4 Americans said they had to choose between getting treatment and paying for daily necessities²

74%

74% of Americans do not believe that mental health services are available for everyone³

Through this discovery, and their lived experiences, Justin and Kevin were led to create Habitual Roots as a nonprofit organization.

They built what they felt was needed most – a positive community for those looking to live a healthy and balanced lifestyle; a community centered around wellness and affordable access to practices that combat mental illness and its symptoms.

Thus Habitual Roots was born.

¹“5 Surprising Mental Health Statistics,” Mental Health First Aid, February 6, 2019 <https://www.mentalhealthfirstaid.org/2019/02/5-surprising-mental-health-statistics/>.

²“New Study Reveals Lack of Access as Root Cause for Mental Health Crisis in America,” National Council for Mental Wellbeing, October 10, 2018, [https://www.thenationalcouncil.org/press-releases/new-study-reveals-lack-of-access-as-root-cause-for-mental-health-crisis-in-america/#:~:text=One%20in%20four%20\(25%25\),and%20paying%20for%20daily%20necessities.](https://www.thenationalcouncil.org/press-releases/new-study-reveals-lack-of-access-as-root-cause-for-mental-health-crisis-in-america/#:~:text=One%20in%20four%20(25%25),and%20paying%20for%20daily%20necessities.)

³ Ibid.

Establishing Our Roots

2019

JUNE



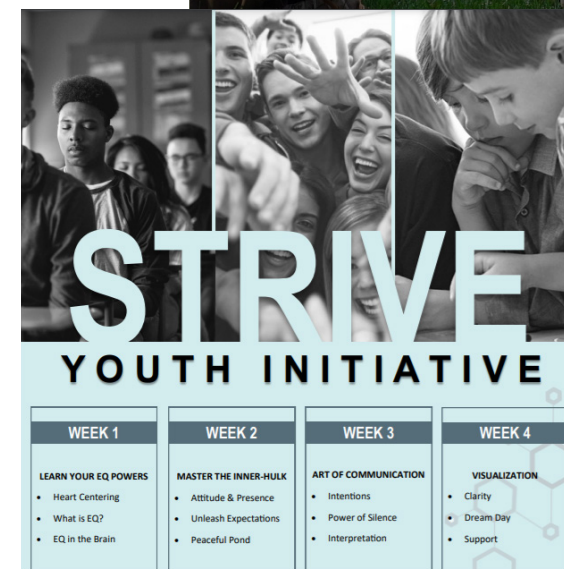
Habitual Roots is Founded



AUGUST



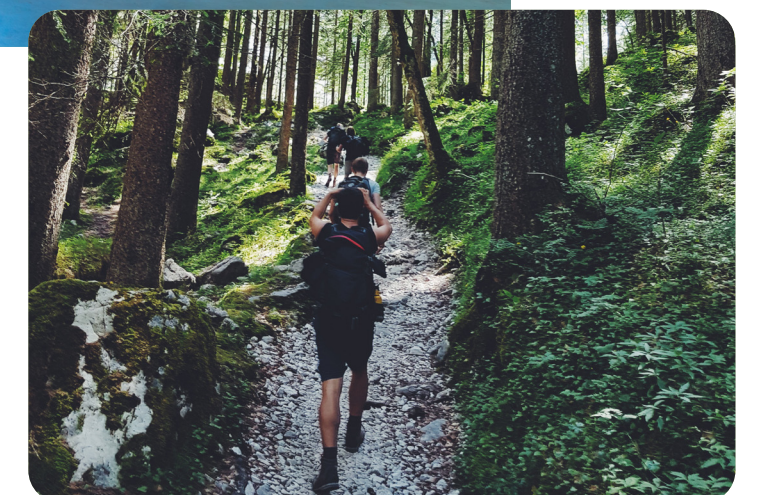
Emotional Intelligence training for kids program piloted at Strive Prep Rise Middle School in Denver, CO



SEPTEMBER



Pilot Launch of Habitual Yoga & Forest Healing Programs in NC



OCTOBER

1st Annual Feel Good Fest with Alignment Sound & Energy



2020

MARCH

The Situation: The US and other countries around the world locked down their borders; schools close and employees go home. People start wearing masks and “social distancing”.

US Citizens no longer had access to in-person programming to help cope with feelings of stress, anxiety, depression, and other symptoms of isolation.

Our Response: 10 days after the first day of lock-down, the leadership team developed a multi-month series known as “*The Social Reset*” providing weekly meditation, yoga, and wellness webinars free for all. Free sessions were streamed across YouTube, Facebook, GETVOKL, and other platforms.

Over 10K views across the series of sessions. This not only allowed Habitual Roots to serve those in Charlotte, NC and Denver, CO but also those across the US seeking similar means of support.



Establishing Our Roots

2020

MAY

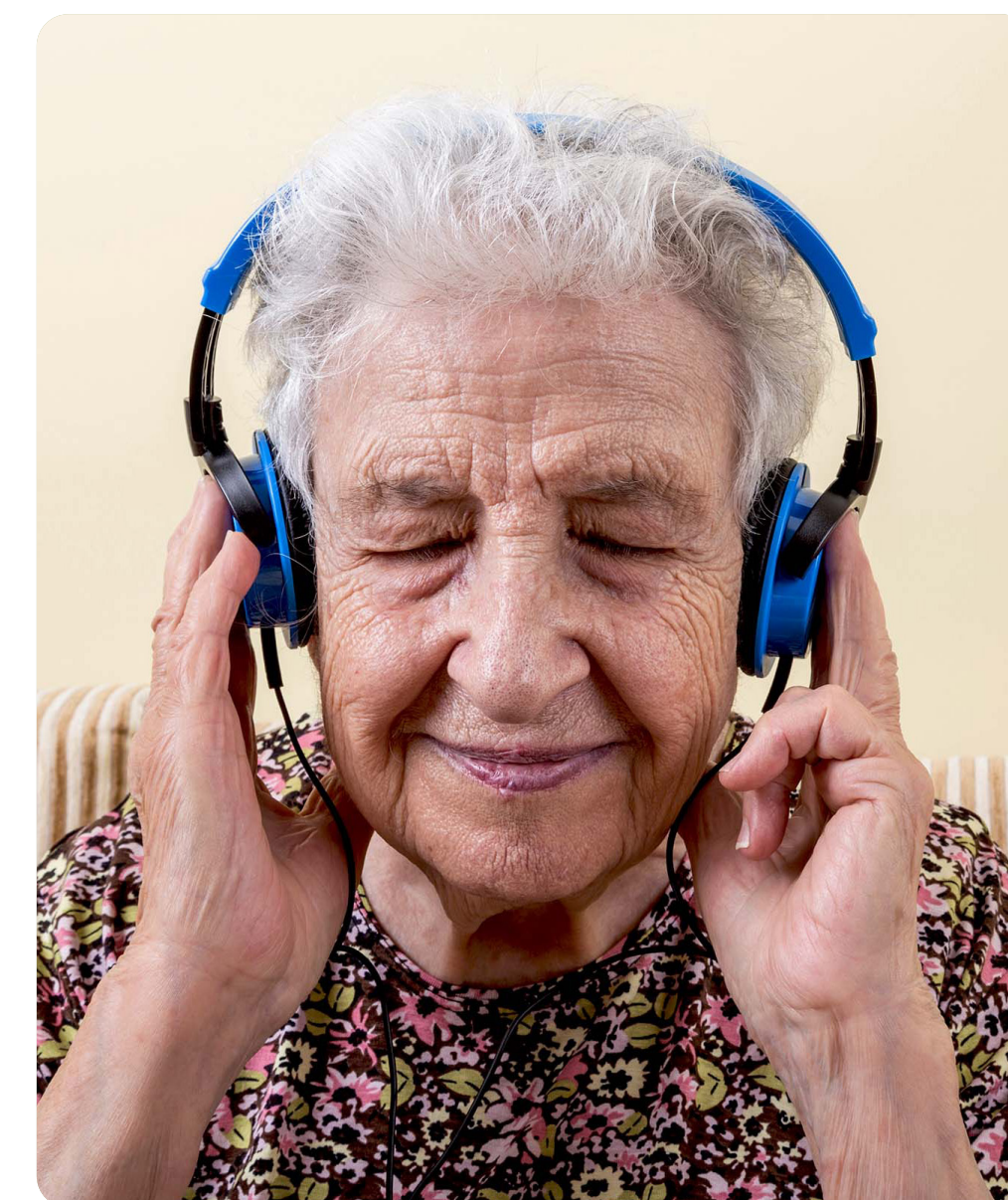
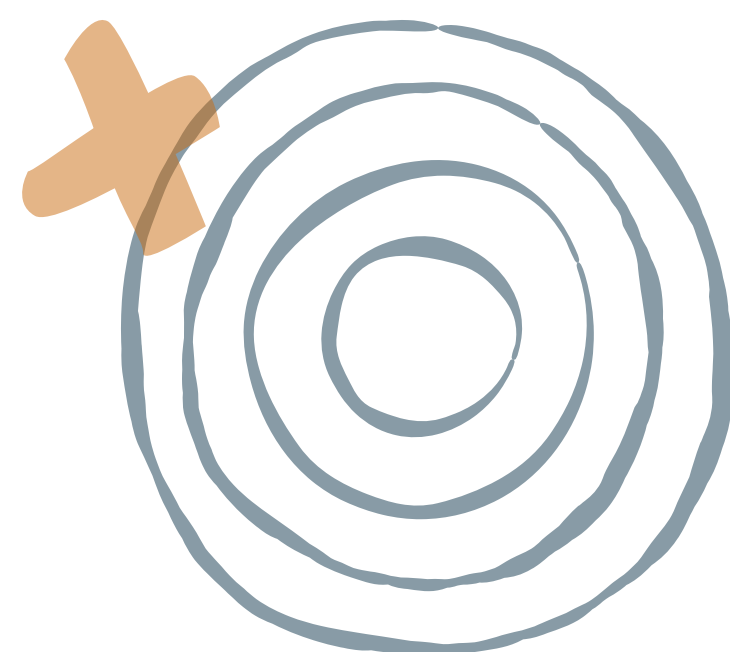


The Situation: Still in the heat of the U.S's initial lock-down, several marginalized audiences were left to fend for themselves mentally, emotionally, and physically.

Senior Citizens isolated within nursing facilities were no longer able to have visitors or mingle with one another due to pandemic concerns.

Our Response: Loneliness has been one of the most common emotions throughout the pandemic. Senior citizens living within nursing facilities were experiencing some of the most detrimental effects of social isolation. Habitual Roots donated multiple recordings of breathing exercises and meditations to nursing facilities in both Concord, NC and Denver, CO.

Over 200 residents were provided access to recordings. This not only provided the residents with a way to positively cope with their unique experience, it also allowed them to build a stronger connection between their mind and body.



JUNE

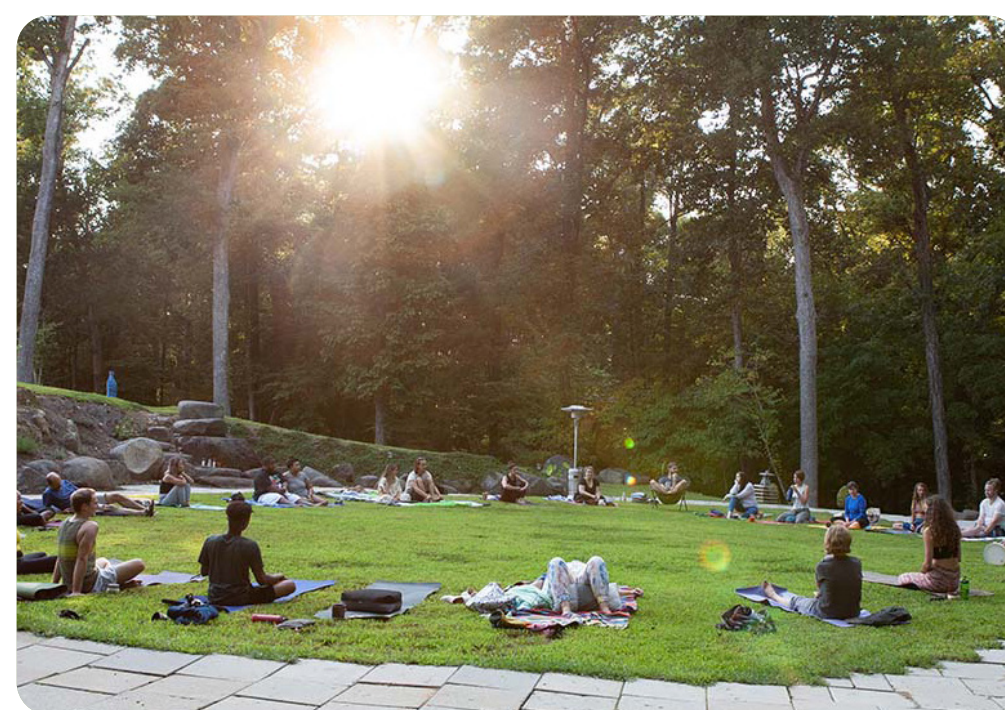


The Situation: US adults are struggling with stress and anxiety throughout the pandemic.

There was an expected and subsequent uptick in mental health issues caused by COVID-19.



Our Response: Habitual Roots donated multiple recordings of breathing exercises and meditations to nursing facilities in both Concord, NC and Denver, CO.



JULY



The Situation: Social Distancing is still enforced throughout the US and other countries around the world.

Even with the arrival of warm weather, people are still feeling isolated, stressed, and depressed due to social distancing restrictions.



Our Response: As restrictions were constantly changing, Habitual Roots focused on the outdoors to serve as a socially distanced and safe space to practice yoga, meditation, anxiety and support groups and forest healing.

400+ individuals in Denver, CO and Charlotte, NC accessed donation-based classes during the summer of 2020. This helped everyone embrace and practice positive coping mechanisms. In August, Habitual Yoga at Freedom Park in Charlotte was recognized as a one of the Top 5 Socially Distance Safe activities to participate in by WCCB Charlotte.

Establishing Our Roots

2021

JAN



Project Mom piloted virtually for 6 select families.



FEB



Habitual Roots Awarded Grant by Charlotte Metro to continue hosting Meditation and Breath-work sessions with local nursing facilities.



Charlotte Metro
CREDIT UNION

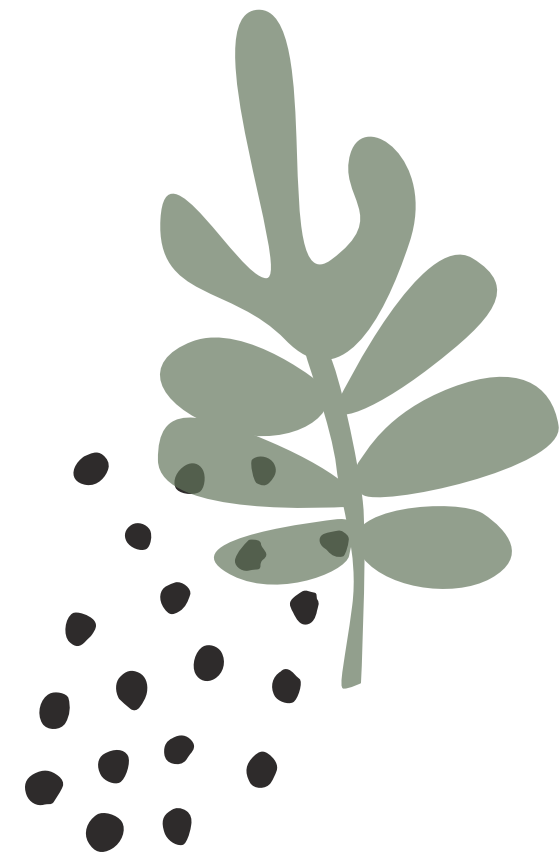
APR



Partnership developed with UNC Charlotte Psychology Department. Opening the door for mindfulness research on senior citizens participating in our grant project listed in Feb 2021.



CHARLOTTE



2021

AUG

Habitual Roots supported Greatwoods Nature (NP) in the creation of a men's mindful drum circle to support men's mental health.



SEP

Workshop held at Sol Harmony Fest for 33 individuals. Workshop Topic: 7 Tips to embody the Authentic You.



Accessible programming provided at FlowFest within the White Water Center in Charlotte, NC. Over 50+ attended a Forest Healing Workshop hosted by Nikki Seward.

OCT

Habitual Roots invited to host yoga for the Circle K Speed Street Festival held at Romare Beardon Park in Charlotte, NC. Over 20 inner-city residents accessed free yoga and experienced a sense of community.



NOV

Habitual Roots raised over \$5K on Giving Tuesday for 2022 Initiatives



#GIVINGTUESDAY

First Annual Community Retreat

15 community members joined together in Crestone, Colorado for a 2 night, 3 day retreat.



Highlights from 2020 - 2021



Yoga in the Park

Over the course of 2020, Habitual Roots has served 3200+ people through Mecklenburg and Denver County parks. Habitual Roots was recognized as a top 5 socially distanced safe activity in Charlotte, N.C.



Meditations with Nursing Facilities

Our team took time to reflect on how we can support those who need it most. This reflection led to a project providing two local nursing facilities with free guided meditation and breath-work sessions for their residents while in isolation. Over 100 seniors participated and we received over 30 personal testimonies from this group sharing how beneficial these practices were for them in a time of need.



Local Business Love

Local coffee shops, movement studios, health organizations, and restaurants are vital for our community at large. We've partnered with 15+ organizations to provide mindfulness services at their facilities. Not only has this shown an improvement in foot traffic, but this also has provided a unique experience for their audience, supporting their mental and emotional needs.

On The Mat

Every class and event facilitated through Habitual Roots is laced with intention to guide us all into a deeper awareness of ourselves and connection with our mind, body, and soul. Every class fosters space for self-care and community connection.

Off The Mat

As an intention-based community, it's our aim that all our attendees learn to integrate the lessons learned on the mat into their everyday lives so that they may embrace a more centered, healthy, and balanced lifestyle.

Put the 'u' back in human



habitual
roots

OUR MISSION

Habitual Roots' mission is to empower individuals through the knowledge of emotional intelligence and mindfulness in order to build positive habits of self-care and encourage community engagement.

A top-down photograph of a person's hands holding a small plant with white flowers and soil. The background is a dark, textured surface of dry leaves and twigs. The text is overlaid on the lower half of the image.

“You’re more than the leaves & branches; know your ROOTS.”

Kevin J. Wong
Co-Founder of Habitual Roots

As an organization, Habitual Roots develops and implements programs that support mental and emotional well-being. We offer no-cost and reduced-rate programs to the community-at-large. Our initiatives include support groups, mindfulness exercises and other wellness services/resources that target the expansion of mental resilience, personal fulfillment, and emotional well-being.

We Provide

- Community yoga
- Corporate workshops
- Conscious Leadership training
- Mindfulness workshops for students
- One on one wellness coaching
- Mindful mingle & meditation experiences
- Anxiety & stress support
- Forest healing and Mindful hikes
- Ecstatic dance and sound healing experiences
- Customizable mindful immersion retreats



How We Help Today

Feedback from 311 individuals consisting of community members, workshop and group attendees

97%

OF PARTICIPANTS REPORTED A REDUCTION IN STRESS AND ANXIETY AFTER CLASS

96.9%

OF PARTICIPANTS STRONGLY AGREED THEIR OVERALL EXPERIENCE WAS EXCELLENT

86%

OF PARTICIPANTS FELT MORE INCLINED TO GET INVOLVED IN THEIR COMMUNITY

Making mental and emotional wellness possible since 2019

96.5%

OF PARTICIPANTS REPORTED AN INCREASE IN OVERALL ENERGY

89%

OF PARTICIPANTS REPORTED AN INCREASE IN CONFIDENCE

89.1%

OF PARTICIPANTS REPORTED A DECREASE IN LONELINESS

Habitual Roots Internal Data, daily Jun 2019-Dec 2021. Includes registered and non-registered users. May not be unique.

Program Impact



HABITUAL YOGA

6400+ INDIVIDUALS SERVED
19.9 MILLION ESTIMATED DOWN DOGS
220 ATTENDEES ON AVERAGE PER MONTH



COMMUNITY MEDITATION

350+ INDIVIDUALS SERVED
OVER 60 HOURS OF SHARED SILENCE
PARTNERED WITH 4 LOCAL BUSINESSES



WORKSHOP & TRAININGS

20+ WORKSHOPS PROVIDED
250+ INDIVIDUALS SERVED
15+ CORPORATE TRAININGS PROVIDED



ONE ON ONE WELLNESS COACHING

210+ ONE ON ONE SESSIONS
30+ TRAINED IN ROOTS PROGRAM



FOREST HEALING & HEALING HIKES

300+ INDIVIDUALS SERVED
500+ HOURS SPENT OUTSIDE
200+ MILES HIKED



ANXIETY & STRESS SUPPORT

90+ INDIVIDUALS SERVED
55 HOURS OF NOT FEELING ALONE



COMMUNITY SUPPORT

12+ FESTIVALS EXPERIENCES
4+ RETREATS HELD

Habitual Roots Internal Data, daily Jun 2019-Dec 2021. Includes registered and non-registered users. May not be unique.

Story of Transformation

VELVET'S STORY

Breakthroughs in the community

Velvet served as an activities director at Universal Health Care & Rehabilitation Center. She saw that her residents were not allowed to visit with family and could hardly leave their rooms. She began seeking mental and emotional support and found recorded meditations and breathing exercises to be beneficial for her residents.



“ Our facility was truly blessed to have a partnership with Habitual Roots. They donated beautiful meditations and breath works on audio for our residents to enjoy. These resources have been very important, especially during this unprecedented time. At first, I wasn't sure how the residents would react to meditations and breath-work. My assistant and I were amazed at how much they enjoyed them! Here are just a few of the comments from residents after doing the meditations. ”

“This has been one of the most calming exercises that we have been able to offer our residents during this difficult time.”

“Made me stop worrying about the outside world.”

“I'm gonna do this more!”

“Really calmed me.”





Voices of Experience

WELLNESS

“

Habitual Roots is fantastic! I think they have done an excellent job at every event that I have attended. Their instructors are knowledgeable in what they are teaching and are genuine in their approach to helping people grow in their own way.

-Steven G.

The staff and instructors do a great job of incorporating positive intentions and affirmations during the yoga practice, and create a warm and open community vibe. It's much more than just a yoga class

-Matt R.

Afterwards, I feel so much better, mentally and physically. Great people & atmosphere.

-Christine L.

A peaceful break during hard times. Very uplifting.

-Haley B.

Open welcoming experience outdoors with an incredible teacher!

-Roni Z.

”



Voices of Experience

TRAINING

“

*Insightful. Inspiring. Supportive.
A class truly led by people who really practice
what they preach. Comprehensive plan and
guidance to help you achieve your goals and
understand how to get out of a rut.*

-Kayla D.

*A life changing experience for me with tools that
I can use everyday and has impacted my stress
reduction with practical advise I can use. I love
the accountability and I appreciate the support.*

-Ty H.

*Broke me wide open...such easy to understand/
easy to follow/easy to implement training rooted
in research.*

-Hailee Y.

*Very thoughtful. Nice to have an opportunity to
look at areas of my life, my thoughts, my beliefs,
and how increased understanding improves my
day to day.*

-Kelly W.

Positive, informative, relaxing and engaging.

-Jonathan M.

”



Financials

Habitual Roots uses donations and fees from professional services to connect our community with the support and services they need to live their best lives. Fiscal Year 2020 brought new challenges with the COVID-19 Pandemic.

While juggling the many swift changes to how we work, and our love for this organization, we are currently not providing salaries for any of our staff and all monies are being used for the betterment of our community.

Revenue 2020

PROGRAMS & SERVICES



DONATIONS



GRANTS



Revenue 2021

PROGRAMS & SERVICES



DONATIONS



GRANTS



Financials

Expenses 2020

PROGRAMS & SERVICES



MANAGEMENT & GENERAL



FUNDRAISING



Expenses 2021

PROGRAMS & SERVICES



MANAGEMENT & GENERAL





Join the community investing in sustainable well-being.



THE HUMANS HELPING HUMANS GROUP

Give monthly, and you'll become a part of The Humans helping humans group, a passionate community invested in a world where everyone has the opportunity to access mindfulness based mental health services.



SPONSOR YOUR FAVORITE CLASS

Your value of connection and community comes full circle as your generous gift of \$111.11/mo. generates the energy needed to host a yoga, meditation, or other specialty event in your space of preference.



DONATE TO A PROJECT

Choose an initiative you're passionate about. Habitual Roots works diligently to build partnerships and provide support for those who need it most.



REWARD PARTNERSHIPS

Join the wellness ecosystem as a Reward Partner and provide access to affordable care. All reward partners are listed on our website, receive tokens of appreciation, and the unspoken thanks of so many individuals.

Where are we headed?



At Habitual Roots, we are transforming the way society thinks about wellness. We will find new ways to support those who struggle with mental illness and its symptoms. As we look into the future of building a sustainable and healthy lifestyle, we will continue to move towards integrated care for our members.

For the very first time, those seeking out additional wellness support and services are being connected through our platform. This means better overall care, less paperwork and red tape, and more connections within the community for our members to find the holistic care they need. We are also continuing to focus on the advancement of mindfulness research with our university partners. While providing effective care using meditation, breath-work, and other modalities for those in nursing and assisted living facilities, we're also looking to be as intentional as possible by conducting research simultaneously.

Lastly, we're continuing to find new ways of supporting those who struggle with anxiety and stress. More individuals are dealing with these symptoms than ever before, and it is our goal to continue to be a safe space for those looking to positively cope and enhance personal resilience.

Thank You.

Your support means the world to us.

| | | | | | |
|-------------------|----------------------------|----------------------------|---------------------|-------------------|-------------------|
| Aaron Chaleff | Caitlin Doherty | Erica Rhines | Jolee Cyphert | Madeline Caryl | Sara Jane Gibson |
| Abigail Gittin | Caleb Brehm | Erin Johnson | John Carlson | Maria Morales | Sarah Bracelet |
| Abigail Jones | Cameron James | Flávia Tralalle | John Hall | Mario Camarillo | Sarah Brantley |
| Adam Asdel | Cara Croom | Francois Sausage | Jonathan Harding | Marjorie Turck | Sasha Kovalchick |
| Adrienne Eager | Carl Mahler | Front Range Services | Jonathan Cervone- | Martin Lazore | Shannon Hansen |
| Adrienne Baxter | Carli Garcia-Rodriquez | Geary Jolley | Richards | Mary Todd | Shannon Vought |
| Alana Grace | Carson Clough | Genevieve Scott | Jordan Knox | Matthew Schneck | Shayna Gordon |
| Alice Yang | Casey Roche | Gerald Stanley III | Jordan Schriefer | Maury Cohen | Shurelle Butler |
| Alison Busch | Catie Burgess | Giddy Goat Coffee Roasters | Joseph Swing | Max Kiplinger | Sonja Miltner |
| Amanda Anspach | Charles Tiemeier | Gizelle Milanes | Joshua Turrentine | Meaghan Dunham | Stacy Long |
| Amber Stanton | Charlotte Laun | Gracie Greer | Julia Haynes | Melody Brooke | Stan Nijuguna |
| Amy Henschke | Chris Sicker | Greatwoods Nature | Kathryn Buckley | Michael Gross | Stephen Schneider |
| Amy Yu | Christa Foy | Gregory Tiemeier | Katie Johnson | Michael Prokopiak | Stewart LaPan |
| Andrew Horton | Christopher Ambrose | Haley Sklut | Kaylee Donovan | Michelle Stimpson | Sunny Grigorova |
| Ann Hester | Chuck Dietz | Hali Grantham | Kelly Fuller | Mikaella Rough | Susan Spalding |
| Anna Chehtova | Collin Wiggs | Hailee Yurjevich | Kevin Giriunas | Mimi Brough | Tanmesh Sharma |
| Anna Nyeste | Courtney Randolph | Hannah Anderson | Kevin Johnson | Mitzi Wood | Taylor Howard |
| Anna Sokolowska | Cynthia Goitia | Hannah Mathews | Kim von Mende | Morgan D'Antoni | Taylor Pearce |
| Annie Brinza | Daniel Sannito | Heather Kelley | Kimberly Eubanks | Morgan D'Antoni | Terry Budlong |
| Ashwani Angrish | Darak Pryde | Heather Montoya | Kimberly Wood | Nancy Bratton | Thaddeus Cullina |
| Austin Larkin | Darian Stewart | Heather Smith | Kristen Conway | Nathan Wright | Tia Newberry |
| Austin Shook | David Burke | Hernando Hernandez | Kristen Sease | Nathan Alfson | Tim Wallis |
| Ben Pierce | Debbie Kayton | J Morrow | Kseniia Shteinberg | Nicholas Procopio | Todd Bayley |
| Benjamin Basinger | DeeAnn Macomson | Jack Hunter | Laura Nelling | Nikki Seward | Todd Harmon |
| Benjamin Oliff | Denawa Alberti | Jack Leesnitzer | Lauren Calloway | Paul Snyder | Todd Leeson |
| Bonnie Orr | Derricus Spear | James Lord | Lauren Schaueremann | Phil DiMartino | Tracy Keil |
| Brenda Capps | Devil's Logic Brewing | Jamil Zaidan | Leah Wiard | Pravin Tulachan | Tracy Schifeling |
| Brenda Clough | Ebb & Flow Movement Studio | Jan Sitterson | Lee Bieber | Rachel Trizna | Tyler Ghaffari |
| Brian Holcomb | Ece Karaca | Jane Ritz | Leela Sykes | Rayna Hervis | Xan McDowell |
| Brian Powell | Elena Totchilova | Janna Centrella | Len Austin | Rebecka Sheehan | Zachary Stirewalt |
| Brian Wallace | Ellen Schmitt | Jarvis Johnson | Linda Campbell | Rita Yarmey | Zoe Gonzales |
| Bridget Boylan | Emily Kirwan | Jeffrey Toffoli | Linda J Merrill | Ryan Vergeront | |
| Brittany Turner | Emily Williams | Jennie McGuire | Lisa Coltrane | Sam Hogue | |
| Brooke Wertman | Enderly Coffee | Joe Tindler | Lisa Davis | Sandra Lopes | |
| Bryan Rowe | Eric George | Joel Fineberg | Lisa Wolff | Sandra Roether | |

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Habitual Roots, Inc., a US 501 (c)(3) public charity, EIN 84-2190456



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