



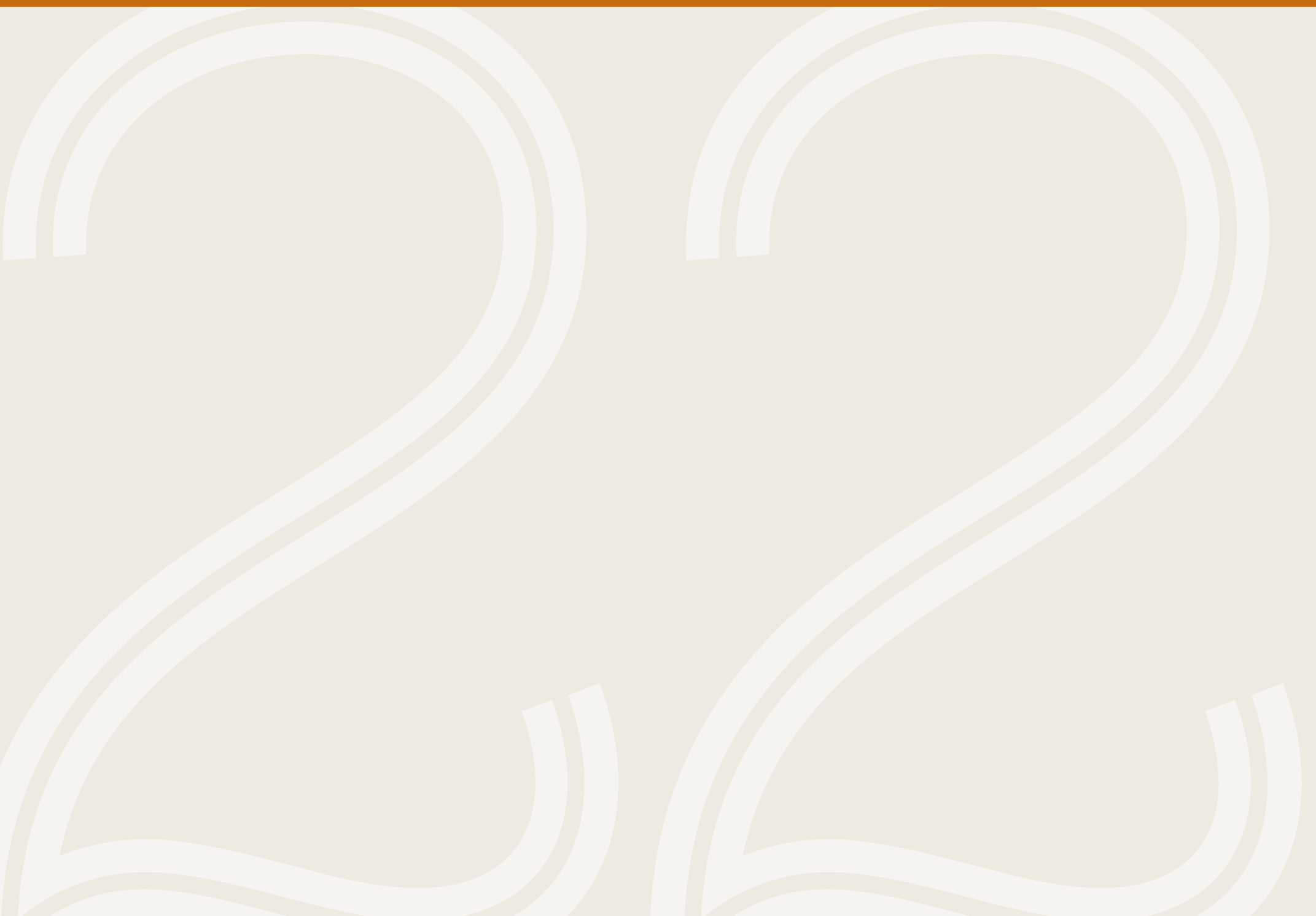
habitual
roots

I M P A C T R E P O R T





W E L C O M E T O T H E 2 0 2 2 H A B I T U A L R O O T S I M P A C T R E P O R T







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Why We Are Here

Our Mission

Habitual Roots is a 501c(3) here to create intentional space for meaningful connection, community, and well-being - expanding the awareness of individuals to mindfully care for each other and themselves.

Our Values

Seek Transformation over Transaction

All are welcome, despite economic disparities.

Encourage Growth

It's our duty to compassionately support potential areas of growth.

Foster Harmonious Environments

Seek to create spaces that foster feelings of support and generosity.

Be 100% Accountable

Show up for your team and community. Be the teammate your team can trust.

Have Fun & Spark Curiosity

Hold space as a clear channel and be an endearing light unto others.

Be Humble and Listen First

Remain open to listening and learning from everyone.

Our Purpose

We exist to inspire curiosity, play, and human connection -one moment, one breath at a time. We believe all people need a safe space, reliable resources, supportive habits, and deep relationships in order to establish a healthy well-being.

Our Vision

To be the first choice for a fun, accessible, and judgment-free community supporting mental and emotional wellness



A Letter From Our Founders

A lot has changed since 2019.

Habitual Roots all started because we felt alone, misunderstood, and disconnected. We wanted to find others with similar interests. People that were curious and wanted to grow too. We didn't realize it at first, but we were calling in community. And, man, do we have it now.

There's no way to express the gratitude that radiates through us when we reflect on the memories and experiences that got us to where we are today. So many of you have helped in tremendous ways; giving, loving, and serving with open hearts and minds.

Thank you for teaching us what it means to be in community and for believing in something that can help generations to come. Habitual Roots has blossomed into something that provides support to all of us and helps us shape happier and healthier tomorrows.

Building Habitual Roots has been the hardest and most fulfilling thing we've ever done. It wouldn't be here if it weren't for all of you who have helped, believed, and supported this vision over the years.

While we were told many things that were untrue as children, one thing that was true is that **change is constant.**

Last year brought with it new programming, friends, adventures, and insights. What's coming in 2023 is going to be unlike anything we've seen as a community. We're more clear than ever on how we want to show up as an organization and where we want to go, and we're so grateful and excited to get to travel that road with all of you.



Meet Our Founders Justin and Kevin

Justin Ervin
Executive Director,
Co-Founder,
NC Chapter Director

Kevin J. Wong
Chief of Staff,
Co-Founder,
CO Chapter Director

46.4%

of us adults will experience
a mental illness in their lifetime

*This is why it is our focus to provide preventative programming
and resources to help reduce symptoms of mental illness for
young-middle age adults, families, and those in the workplace.*



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Our 2022 Strategic Goals



1

EXPAND OUTREACH AND IMPACT FOR MARGINALIZED POPULATIONS

Our organizational honed in on two ways to support marginalized populations in 2022. The first solution put in place was launching our scholarship membership program. This allows those who navigating financial hardship to still have access to wellness programming and a support community at little to no cost to the scholarship recipient. The second solution was a meditation project for senior citizens. More information may be found on both of these initiatives within this document.



2

EXCLUSIVELY SUPPORT THE REDUCTION OF STRESS, ANXIETY, AND FEELINGS OF LONELINESS WITHIN COMMUNITY

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3

DEVELOP RETREAT PROGRAMMING

Since the inception of Habitual Roots, it's been a dream to host immersive retreats that foster a sense of wonder and expansion. In December 2022, Amanda Anspach and Kevin Wong brought this into reality for our community by taking our first group of members on an international journey to Guatemala. Based on this experience, it is now a strategic initiative to host multiple retreats annually for individual chapters, as well as one international retreat a year uniting all chapter members.

Highlights From 2022

Charlotte, North Carolina

JANUARY



8 Dimensions of Wellness Podcast with Loman Health

Community Clothes, Plant, and Book Swap



Feel Good Fest

Charlotte, North Carolina



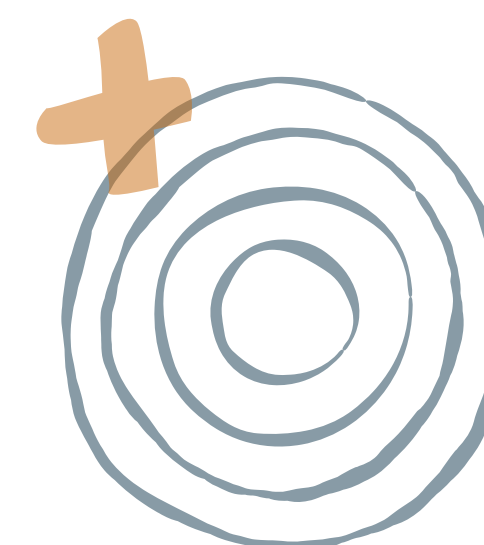
Charlotte FC -
Nonprofit of the Game

Launched Sober Curious Night



Launched Men's
Support Group

DECEMBER



Highlights From 2022

Denver, Colorado

JANUARY

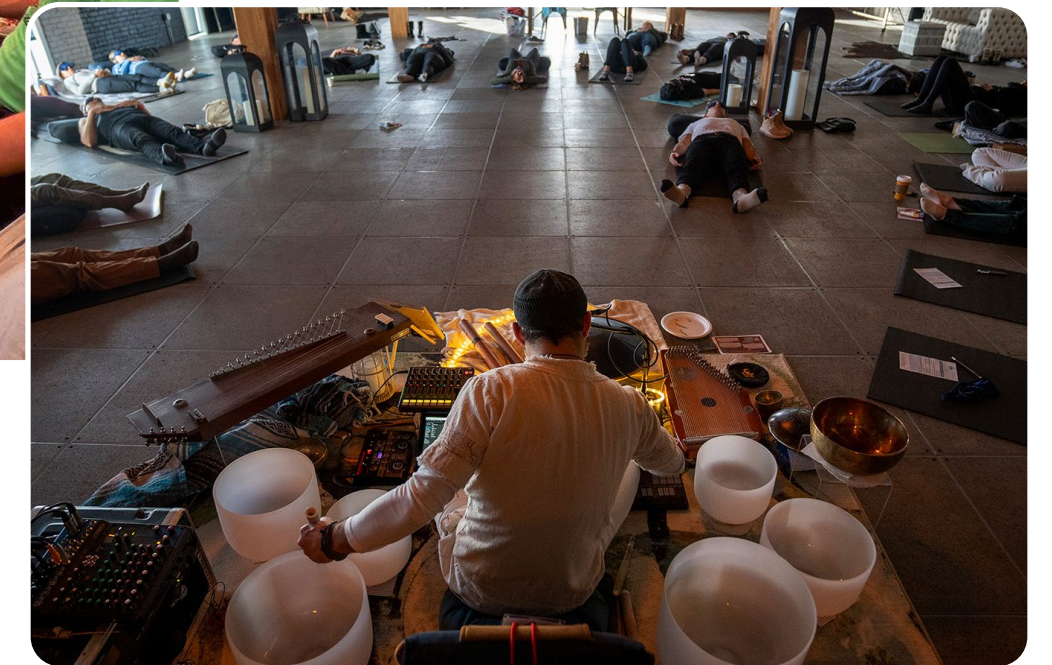
Drishti Beats Music Festival



Hinterland Music Festival

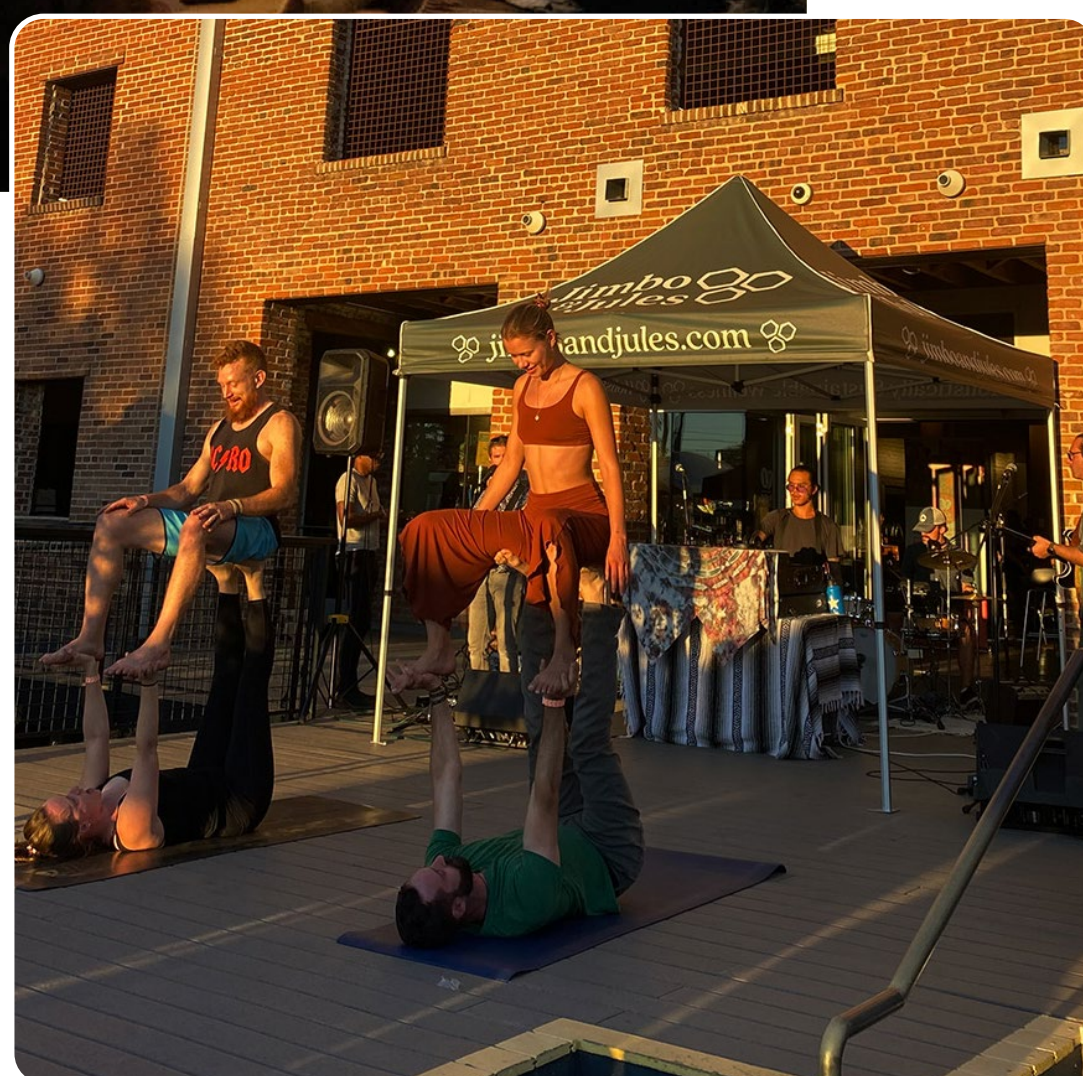
Launched New Programs

- Rhythmic Mindfulness
- Sacred Sangha - Women's Circle
- Community Clean Up
- Soundulairty



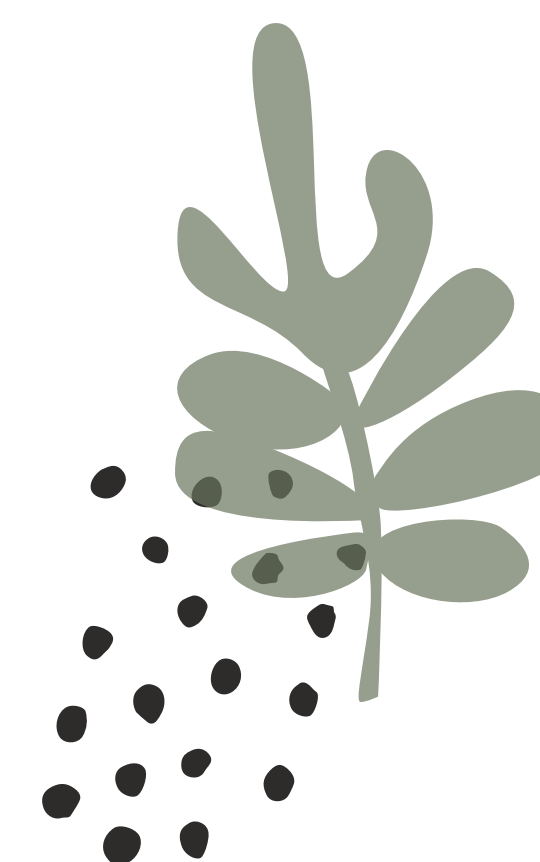
Denver, Colorado

Denver Wellness & Comedy Festival



International Retreat to Guatemala

DECEMBER



Corporate Support

How We Help Corporate Teams:



TEAM YOGA SESSIONS

We've helped inspire connection through team yoga sessions for over 15 different organizations. We'd be honored to do the same for your team.



WORKSHOP & TRAINING

We specialize in training teams on how to beat burnout, practice emotional intelligence, and build resilience.



SUPPORT GROUPS

We provide support groups for organizational teams to help everyone feel safe to share about what they are navigating mentally and emotionally.

A photograph of two women sitting on a gymnasium floor, facing each other and talking. The woman on the left has long dark hair and is wearing a dark long-sleeved shirt. The woman on the right has short dark hair and is wearing a light-colored hoodie. They are both looking at each other. The background is a gymnasium with various pieces of equipment and a wooden floor. The image has a semi-transparent green overlay.

“So great and important to drill down into the basics of life that transcend into our interpersonal relationships and the way we conduct ourselves. Such a wonderful benefit to take into the workplace and our careers/success.”

Year In Review

Chapters Combined

4.9K+

TOTAL PROGRAM PARTICIPANTS

825+

COMBINED HOURS OF PROGRAMMING PROVIDED

304+

YOGA PARTICIPANTS PER MONTH

Habitual Yoga is offered multiple times a week at our partnered locations to support those in emotional distress, minimize isolation, and provide information and resources.

60+

HOURS IN MEDITATION

Habitual Roots provides in-person meditation sessions. Each session is paired with a heartfelt discussion and inter-personal reflection.

68+

RECEIVED ANXIETY, STRESS, AND GROUP SUPPORT

HR hosts multiple support groups. Depending on the chapter, there are different kinds of support provided. Examples of programming are Anxiety and Stress Support group, Men's Support Groups, and Women's Reflection and Support Group.

55+

HOURS SPENT HIKING OUTDOORS

HR provides opportunities to get outdoors with the community and explore local parks and hiking trails. In 2022, over 155 people came out to explore 15 different trails.

Feedback From The Community

Chapters Combined (101 Participants)



97%

STRONGLY AGREED THEIR
INSTRUCTOR MET THEIR NEEDS



94%

STRONGLY AGREED THEIR
EXPERIENCE REDUCED
FEELINGS OF ANXIETY



90%

STRONGLY AGREED THEIR
EXPERIENCE REDUCED
FEELINGS OF LONELINESS



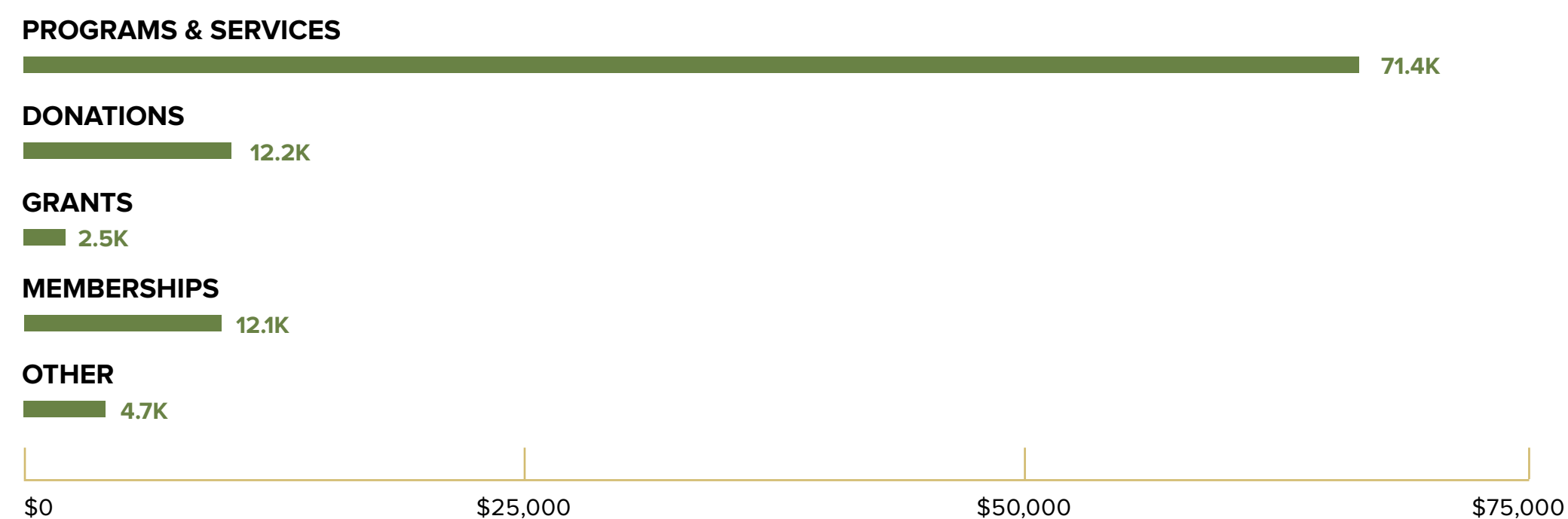
92%

STRONGLY AGREED THEIR
EXPERIENCE INCREASED
OVERALL HAPPINESS

2022 Financials

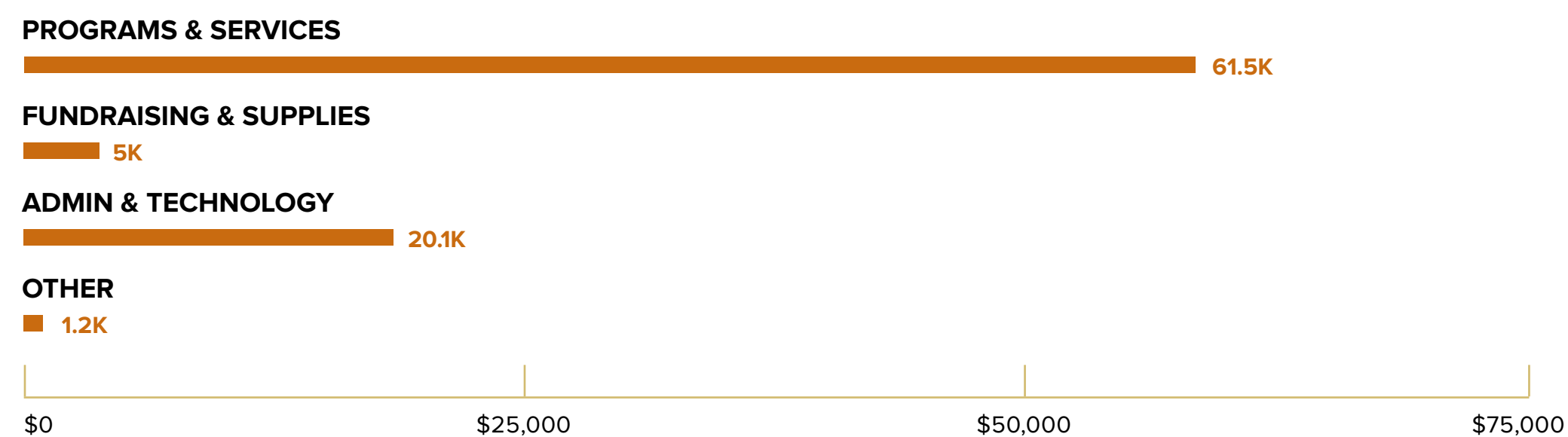
Revenue

FISCAL YEAR 2022



Expenses

FISCAL YEAR 2022





Where We Are Headed

At the end of 2021, we promised that those seeking out additional wellness support and services would be connected through our platform. The vision of this initiative was to help connect our community to better overall care, with less paperwork and red tape, and more access to the holistic care they need. We are pleased to announce this program is being unveiled April 2023.

Our strategic vision is being the first choice for a fun, accessible, and judgment-free community supporting mental and emotional wellness. That said, we are using these pillars as guidance for all of our programming going forward.

FUN



For many, the practice of self-care has taken on a serious and solemn persona. The process of taking care of yourself and healing old wounds can be an uncomfortable and sometimes painful experience. That said, it doesn't have to be one that is without time for play, laughter, dancing, and other forms of healthy processing. All programming being developed will keep fun as a focal point for everyone involved. This is the space where more creative offerings like group improv, intuitive paint, ecstatic dance, and more are coming to life within our community.

ACCESSIBILITY



The scholarship program rolled out at the end of 2022 is how we're keeping our programming inclusive and sustainable. We plan to continue to strengthen our community's impact by providing top notch service that's available to anyone who is seeking it.

JUDGEMENT-FREE



The voice of our brand, instructors, and community members hold weight. What we normalize, intentionally address, and practice will help others feel encouraged to step forward to prioritizing their mental and emotional needs with us. It is through support groups, monthly sober curious events, workshops, and social gatherings that we plan to create ripples of positive change into the lives who need it most.

Lastly, Habitual Roots is continuing to find the structure and leadership needed to operate as a fully sustainable organization. It is in our sights to strengthen our board, the compensation for our devoted team members, and raise funds to cover our scholarship expenses.

It's going to be an exciting year ahead with no shortage of growing opportunities and ways to make a difference. We're beyond grateful to be here with you on this incredible journey.

How you can get involved





BECOME A MEMBER

- Prioritize your health & well-being
- Become an advocate & change agent in your community



DONATE TO OUR CAUSE

- Give to support a program that is dear to your heart
- Donate yoga mats, cushions, space, food & other products/services



VOLUNTEER

- Support local events
- Host a program of your own
- Join our board



BECOME A WELLNESS PARTNER

- Get connected with our members
- Offer your services to those in need



LET US TRAIN YOUR TEAM

- Bring wellness experiences & connection to your team
- Train senior management on emotional intelligence
- Provide support groups to your staff

Reach out to admin@habitualroots.com to get started



Acknowledgements



TO OUR BOARD OF DIRECTORS:

Thank you for your guidance, support, patience, and wisdom.



THANK YOU

TO OUR INCREDIBLE STAFF & FACILITATORS:

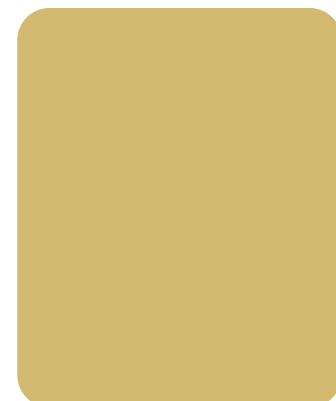
Thank you for your heart, dedication, courage, and resilience



THANK YOU



TO HERNANDO:
Thank you for all of your time and energy helping us throughout the years. This report and others like it would not be possible without you.



TO OUR IRREPLACEABLE COMMUNITY:
Thank you for your bravery, vulnerability, trust, and devotion

We'll see you on the other side of 2023!



Habitual Roots Inc.

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



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