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TRAUMATA TALKS

- April 4, 2024 | Alexandria, Virginia

Message from Rob

Thank you for attending Trauma Talks 2024.
Your input, questions, and ideas have put us on
a powerful trajectory to changing the world!

I can't overstate how grateful I am to all of you for taking the time out of your busy schedules to participate in Trauma Talks 2024. Your insights into building a global alliance and revolutionizing global trauma care have the potential to change millions of lives!

The following pages are a brief recap of the event to ensure we captured the key ideas and discussion points. Please let me know if additional details would be helpful!

Looking forward to continuing the conversation!



**Kids around the world
will have a better
chance to triumph over
difficult challenges
thanks to you.**

ROB HALL
PRESIDENT, TRAUMA FREE WORLD

Overview

We convened a group of 38 select individuals from a variety of organizations and areas of expertise.

The big idea was to discuss building a global alliance to provide breakthrough tech-driven resources to better care for trauma-affected kids around the world.

The key objective was to connect the dots between the huge problem of childhood trauma and a powerful tech-driven solution

Four Strategies

1. Establishing a global collective impact alliance of like-minded trauma-care training organizations
2. Creating a carefully curated library of the world's best resources
3. Deploying technology – specifically AI – to massively scale access to that library
4. Presenting a business plan focused on a balanced, sustainable funding model

Participants

Danny Alkhoury, Executive Director, MENA Trauma Healing Resource Center

Nick Athens, Founder/CEO, EcoVac Services

Tom Bognanno, Co-founder & Partner of the Alliance Practice, LLC

Christine Bond, Founder TXG Foundation

Bob Briggs, Co-founder & Partner of the Alliance Practice, LLC

Dr. Julie Cooper, SVP Training & Curriculum, Trauma Free World

Dr. Elinam Dellor, Assistant Professor, The Ohio State University College of Social Work

Kathy Fish, Chief Research, Development & Innovation Officer, Procter & Gamble (retired)

Tere Garcia, President, Mundo Libre de Trauma

Josh Glacken, Director of Strategic Partnerships, American Bible Society

Beth Guckenberger, Co-Executive Director, Back2Back Ministries

Todd Guckenberger, Co-Executive Director, Back2Back Ministries

Kari Gyde, Philanthropist

Dr. Rob Hall, President, Trauma Free World

Jon Hirst, Chief Innovation Officer, SIL International

Lynne Homrich, Chief Ambassador, Orange 10: A New Era of Awareness, Hope and Funding for Mental Health

John Horning, CFO, Trauma Free World

Will Housh, Founder & CEO, HVAC Technologies

Will Kennedy, Senior Program Officer for UN Partnerships

Esther Kocka Knight, Special Projects Manager, Spiritual First Aid

Daniel Lee, Co-founder, Aura Health

Stacey Maisel, Investor Relations, MENA Trauma Healing Center

Jill Mairn, VP Brand/Marketing, Trauma Free World

Lee Manis, Alliance Practice

Ed Martin, Managing Partner, 5th Element Group PBC

Rachel Medefind, Director, CAFO Institute for Family-Centered Healing & Health

Alyson Niemann, Executive Director, Mindful Philanthropy

Vineet Rajan, CEO & CO-Founder, Forte

Amanda Ruckel, Senior National Director, Partnerships & Growth at Boys & Girls Clubs of America

Greg Simpson, Chief Technology Officer at GE; Synchrony Financial (Retired)

Karen Simpson, Community Volunteer (Retired)

Rita Soronen, President & CEO, Dave Thomas Foundation

Rebecca Taguma, Executive Director, Trauma Healing Institute at the American Bible Society

Art Taylor, CEO, give.org

Kicking off the event

Healing from Trauma: Art Taylor's Insights on Faith, Humanism, Science, and Collaboration

In a recent speech, Art Taylor, a well-known figure in the nonprofit sector, shared his insights on the pervasive issue of trauma and the various paths to healing. Drawing from his personal experiences and the stories of others, Art highlighted the importance of faith, humanist approaches, scientific understanding, and collaboration in addressing this critical issue.

Art began by sharing his own story of childhood trauma, when his estranged father brutally attacked his mother, leaving her hospitalized for 12 weeks. During this challenging time, Art found solace in the only path to healing available to him, his faith and the support of his faith-based community. He emphasized that for those who are faith-oriented, finding comfort in a higher power can be a powerful path to healing.

In addition to faith, Art discussed the significance of humanist approaches, where individuals help others simply because they see a need, regardless of background. He shared the inspiring story of Amari Maynard, who turned his grief into purpose after losing his wife during childbirth by creating the Aria Foundation to raise awareness about the maternal health crisis.

Art also touched on the scientific approach to healing trauma, which involves understanding the complex interplay between the brain and mind. He mentioned the field of trauma therapy and shared the story of Joe Torre, a former baseball player, and manager who sought to understand the science behind his own childhood experiences with domestic violence. Torre's Safe At Home Foundation has proven effective in helping children who have experienced similar traumas.

Throughout his speech, Art stressed the importance of collaboration and coordination for organizations to effectively address the complex issues associated with trauma. He suggested that trust, putting the needs of collaborators on par with one's own, starting small, and not being overly focused on impressing funders are key principles for successful collaboration. By working together and focusing on creating innovative solutions for the future, organizations can make a significant impact in helping individuals heal from trauma.

Art's insights serve as a powerful reminder that trauma is a pervasive issue that affects individuals from all walks of life. By embracing diverse approaches to healing, including faith, humanism, science, and collaboration, we can create a more supportive and resilient society. As Art so poignantly expressed, sharing our stories and working together can help provide hope and healing for those who have experienced trauma, ensuring that they do not have to suffer alone in the darkness.

Agenda

The day was a mix of presentations and group discussion.

Nick Athens was the emcee and Art Taylor moderated the panel on philanthropy. And the whole event was made possible by the generosity of the Dave Thomas Adoption Foundation and Rita Soronen.

SESSION	PRESENTATION	SPEAKER
1. TRAUMA AFFECTS EVERYTHING	An epidemic that demands attention ACEs & social determinants of health	Beth Guckenberger Ellinam Dellor, PhD
2. AN ALLIANCE THAT ACTS	People, Pilots & Potential The world's best trauma library	Rob Hall, EdD Julie Cooper, PhD
3. TECH THAT SCALES	What makes Ticco tick? People, Pilots & Potential	Greg Simpson Jill Mairn
4. A NEW PHILANTHROPY	A new set of requirements The business plan	Rita Soronen, Ed Martin, Will Kennedy, Alison Niemann Rob Hall, EdD
5. ACTION PLANS	Where we're headed	Rob Hall, EdD

KEY POINTS

Trauma is a huge problem and current solutions are not enough

- Nick Athens kicked off the event, explaining the core problem
- 1 billion children experience trauma
- Trauma-informed care changes lives, but isn't scaling fast enough
- This event is about proposing a new solution

This epidemic demands our attention

- Beth Guckenberger discussed how she hoped the day would “put steel in our spine” and galvanize movement
- She cast a big vision where we can help people realize caring for those affected by trauma is part of being a responsible citizen
- And challenged us to accept an assignment that outsizes us

Trauma affects everything

- Dr. Dellor defined Adverse Childhood Experiences which are based in what happens in the home – abuse, neglect, instability
- She explained that to understand trauma, we need to also consider environmental and structural aspects that perpetuate trauma at the community level, such as redlining/systemic racism

KEY POINTS

Creating a global alliance will help organizations move at scale

- Not a “more the merrier” approach, but select organizations that are aligned at the core
- Focused on delivering proven solutions through tech, not advocacy or political or niche issues
- A team already in motion, gaining momentum by creating a demo of a pocket trauma coach, working to create a curated expert knowledge and evidence based library, and build a global alliance

Anchor partners are moving forward, toward letters of intent, an “almost alliance”

- Boys & Girls Clubs of America
- MENA Trauma Healing Resource Center
- Mundo Libre de Trauma
- Spiritual First Aid
- SIL
- Trauma Free World
- Trauma Healing Institute



KEY POINTS

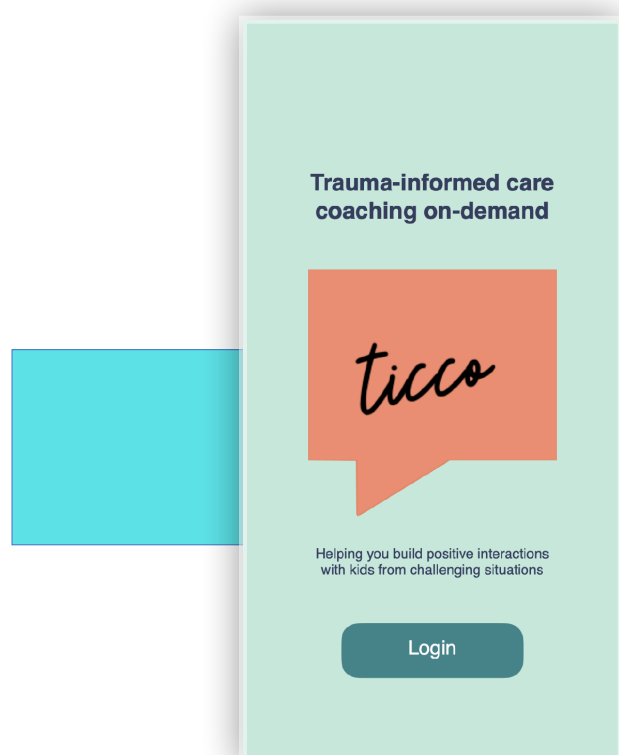
The time is now – AI gives us power to expand human reach

- ChatGPT is trained on a large corpus of text, then a dialogue dataset, including conversations between human AI trainers
- Generative AI improving, ability to think, empathize, create



We can leverage tech to give caregivers everywhere coaching to help kids heal

- A pocket trauma coach who adapts based to the audience.
- Speaks your native language
- Available 24/7
- Trained on the best trauma care material
- Helps you anytime, anywhere, for free.
- A trauma tool that scales to the size of our need



AI is probably the most important thing humanity has ever worked on. I think of it as something more profound than electricity or fire."

- Google CEO Sundar Pichai

KEY POINTS

Great feedback from pilot program

- Pilot with 250+ participants from 6 organizations, 18 countries
- App helped with wide range of challenges from dysregulation, handling big emotions like violence, withdrawal and depression to academic improvements
- Not only helped kids get through tough stuff, helped build confidence in caregivers
- Users who may have been wary of AI prior to using, gave positive reviews and were impressed by effectiveness after usage
- Average 4.4 stars



Will Kennedy asked Daniel Lee – how do we get people to use it, make it sticky?

The most important thing is understanding your audience. Understand them deeply to attract them to the first experience, then get them back through personalized content (and marketing dollars).

KEY POINTS

Panelists shared key insights

- Art Taylor began by introducing the idea that giving is trending down, the average person feeling like it's not their responsibility
- Rita Soronen shared the cost of not supporting kids and families is about society, their mission is providing kids with safety and permanency
- Ed Martin discussed omniwins and the potential for trauma solutions to also help businesses with workforce development
- Will Kennedy talked about the importance of business minds in the alliance and relayed a story from his daughter on the importance of inspiring GenZ to get involved and active
- Alyson Niemann talked about the intersection of mental health with youth support systems and upskilling

Discussion Points

- **Framing the Narrative** – what is the right messaging? Is it “trauma” (feels scary) or a more hopeful, positive message (e.g., Resilient Kids, Enabling Kids, Unlocking Potential, etc.)
- **Learning from past PSAs** – What can we learn from big public change movements – Smoking, Seatbelts, Love Your Mind, etc.
- **Educating Donors** – Taking funders on a journey so they can understand trauma, trust AI, etc.
- **Additional Voices** – need to hear from/include end users, wider cultural representation, K–12 educators, parents, family offices, pro-bono experts.
- **Donor Advised Funds** – lots of potential here, money is “stuck” because people don't know what to do with it
- **Clarify the Call to Action** – Who is “smiling and dialing”? Who do we write the check to?

KEY POINTS

Business Plan aims to aggressively reach kids, with a sustainable donor–revenue model

- What if? We can reach one billion kids in 20 years and disrupt trauma's grasp within one generation.
- Create a global alliance of 10–15 select partners, including a backbone organization
- Create a united library of the best, evidence and knowledge-based resources
- Develop next generation of Ticco, pocket trauma coach, starting with smaller pilots and moving to larger demonstration and implementation projects in key parts of the world

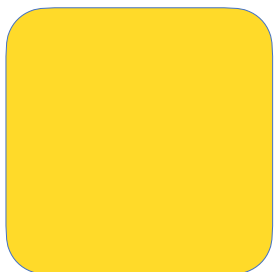
Investment needs

- \$400–\$500K in the next 90–120 days
- \$800K–\$1M following 6 months
- \$2M–\$3M next year
- Fundable inventory: alliance support, content development, program implementation, AI-enabled app, Demonstration Projects, Marketing & Messaging

Next Steps

We are moving forward and there are many ways to stay involved.

Below are some of the near-term things we'd like to move forward with in the next 30–90 days. If you have the ability to pitch in and/or connect us with people ready to invest in these types of projects, please let us know.



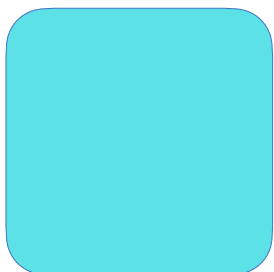
Alliance Building

Cementing anchor partners, electing a steering committee, defining organizational framework



Demonstration Projects & Tech Development

Kick off 2–3 demonstration projects (eg in Middle East) to further explore/improve Ticco's global potential



Donor Partnerships

Continue pursuing funders and partners who will invest in the early stage alliance



Branding & Communications

Clarify key messaging to inspire donor participation and rally partners and develop the brand strategy/identity of the alliance.

We have a chance to change the world together and really influence how we help kids in this next generation.

Thank you to the Dave Thomas Foundation for sponsoring the event, to Kathy Fish for sponsoring the Lean Innovation research, to Back2Back Ministries for supporting early stage development work, and to all of our advisory partners who are sharing your expertise and networks with us.

Let's stay in touch!

Rob Hall

(513) 218.7921

robhall@traumafreeworld.org