



THE  
**RESILIENT**  
ACTIVIST

2022 - 2023

**Media Kit**



**Building resilience, optimism, and hope**

**Website:**

<https://www.theresilientactivist.org/>

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**Email :**

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+1-816-919-3311

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**Instagram :**

[theresilientactivist](https://www.instagram.com/theresilientactivist)

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**Facebook :**

[TheResilientActivist](https://www.facebook.com/TheResilientActivist)

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**Youtube :**

[https://www.youtube.com/channel/  
UCdMD4\\_4gzoIMJiJrcQEz3NA](https://www.youtube.com/channel/UCdMD4_4gzoIMJiJrcQEz3NA)

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**Mighty Networks:**

[https://the-resilient-activist.mn.co/  
share/nVS9M3haA4dRIESx](https://the-resilient-activist.mn.co/share/nVS9M3haA4dRIESx)

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**LinkedIn:**

[https://www.linkedin.com/company/  
the-resilient-activist/](https://www.linkedin.com/company/the-resilient-activist/)

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**Soundcloud:**

[https://soundcloud.com/user-  
446078268](https://soundcloud.com/user-446078268)

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**Insight Timer:**

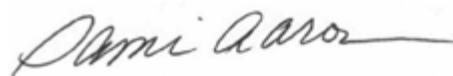
<https://insighttimer.com/samiaaron>

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## 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 wellbeing 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

# VISION

The Resilient Activist envisions future generations living in a healthy, diverse, and regenerative environment.

# MISSION

Our mission is to build resilience, optimism, and hope in response to the impact of the climate crisis, fueling the movement from the inside out. The Resilient Activist provides community, self-care, and nature-connected programming that supports emotional wellbeing and vital ecological change.

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

# THE STATISTICS

970

Clients Served 2021

26,000

Website Visitors

3200+

Clients since 2018

170+

Mighty Networks  
Members

1146

Email Subscribers

90%

Volunteer Support



# 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 global warming.

**76%**

Female Followers

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**49%**

Aged 25-54 Years Old

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**23%**

Aged 55+ Years Old

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**1000+**

Facebook Likes

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**342**

Instagram Followers





# PROGRAMS & SERVICES

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## 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 support through our programs and research studies.

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## Speakers' Bureau

[Speakers' Bureau](#) online and in-person presentations provide uplifting and informational programs for groups and organizations. In-person presentations are in the Greater Kansas City area.

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## Climate Café

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

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## Visionary Activist

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

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## Business for Good

Programs for general business audiences to educate, inspire, and motivate the all-important shift to a more healthy planet. Recommended for entrepreneurs, executives, employees, and groups.

## 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.

# VALUED PARTNERSHIPS

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



- CJJ Design Group -



- Climate Council of Greater Kansas City -



- Compost Collective -



- Deep Roots -



- Drawdown of the Heartland -



- Greenability Magazine -



- Midwest Alliance for Mindfulness -



- MEMBERSHIP -



- MEMBERSHIP -





# RESEARCH STUDY

## BACKGROUND

In September 2020, TRA partnered with the Psychology Department at the University of Kansas for a research study for climate activists through their institutional review board (IRB). Sessions were conducted with 46 participants to understand their emotions, behaviors, and perceptions of community in light of the climate crisis.

## CONCEPT

The study was invaluable in defining and identifying the community of climate activists, a group that is not often considered a community in need of mental health support related to the work they do.

## RESULTS

This data is helping us create programming through opportunities to share thoughts, exchange ideas, build connections to like-minded people, and continue their activism work in ways that support their long-term wellbeing. The results of this study appeared in an article in the Kansas City Star on January 27, 2022, further raising the visibility of climate anxiety and the value of groups focused on the emotional impact of the climate crisis, including The Resilient Activist.



# 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**

Associate Professor /  
Urban Planning Program  
Univ. of Kansas

# GET IN TOUCH



2022 - 2023

## The Resilient Activist Media Kit

For leadership biographies, headshots, logos, photos, and other media elements, please visit our website at:

<https://theresilientactivist.org/media-kit>

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