



DOCUMENTING HOPE

2024 - 2027

STRATEGIC PLAN



Research. Resources. Results.
A Root Cause Approach to Healing Our Kids



ARTICULATING OUR VISION

OUR STRATEGIC PLANNING PROCESS

Documenting Hope, previously known as Epidemic Answers, was founded in 2009 and continues to be powered by the determination of parents seeking solutions to the extraordinary epidemic of childhood chronic and developmental conditions. We knew that developing a new standard of care informed by *Total Load Theory* and focused on root cause interventions was urgent. Together, we challenged the status quo and asked the hard questions: Why are our kids so sick and what will it take to heal them?

Since then, we have focused our work on driving scientific discovery, sharing stories of *Genuine Health Transformations*, and offering professional and parent and caregiver education to demonstrate that healing children from chronic health and developmental conditions is possible. This work has been time and resource-intensive, yet a necessary step to demonstrate how modern living is impacting children's health and how their health can be restored. In Fall 2023, we launched our inaugural community-

building in-person conference for parents and practitioners - *Adventures in Healing* - effectively deepening and accelerating our commitment to sharing and scaling 'what works' to a broader audience.

We immediately followed the momentum of the conference with an 8-month participatory strategic planning process that blended the wisdom of our board, medical and scientific advisory leadership, staff, parents and caregivers, and other key stakeholders to build a renewed vision for our work. A dedicated Strategic Planning Committee of board members and executive leadership leaned into collective learning, curiosity, research, and analysis to identify and assess strategic pathways to best support children and families in reaching their health, growth, and developmental potential.

Together, we identified courage as a guiding principle and named our unique role as a unifier among stakeholders working across a variety of healing traditions, perspectives, and conditions. We agreed that mainstream medicine had failed to provide answers to impacted families and committed to building a

bridge between mainstream medicine and root cause healthcare to provide answers, step-by-step healing strategies, and importantly - hope. Today, we are more prepared than ever to broaden our impact through scalable, research-driven strategies, education, and individualized supports to prevent chronic and developmental conditions, intervene to relieve symptoms, realize *Genuine Health Transformation*, and trailblaze a societal movement that prioritizes children's health.

The results of our strategic visioning and consensus-building can be felt in our refined mission and vision statements, the adoption of an unwavering set of values, and our bold leadership in the field of childhood root cause care. Our key strategic priorities center on expanding our signature CHIRP and FLIGHT research and developing scalable, direct-to-parent and practitioner healing insights and pathways. We invite you to learn more about our groundbreaking work and strategic direction in 2024 and beyond. Join us in powering a societal movement to protect and nurture children now and for generations to come.

A young girl with dark hair, wearing a white t-shirt with a rainbow heart, holds a large rainbow flag high above her head. The background is a blurred field with mountains in the distance. The entire image has a blue tint.

MISSION AND VISION

OUR MISSION

We are on a mission to reverse today's epidemic of childhood chronic health and developmental conditions. By initiating and curating scientific discovery, empowering families to take action, and inspiring a new standard of root cause, whole child, total load-informed care, we are leading a societal movement towards a brighter future for children.

We are Documenting Hope.

OUR VISION

A world where all children have the opportunity to reach their health, growth, and developmental potential and lead vibrant lives.



OUR VALUES



- All children should have the opportunity to reach their health, growth, and development potential.
- We believe in the inherent wisdom of nature.
- *Genuine health transformation is possible.*
- Parents and caregivers are the greatest authority and resource when it comes to the health of their children.
- Bold action is essential to solve the childhood chronic illness epidemic.
- We are a unifying force to co-create a new paradigm for children's health.
- We apply a rigorous scientific lens to explore and understand the root cause and total load impacts of modern living on children.
- We maintain an open mind to a wide variety of healing traditions and perspectives.
- Every child is unique and requires a personalized approach to health and healing.
- Storytelling is an honored method for inspiring action and documenting the innate ability of the human body to heal.



STRATEGIC PRIORITY AREAS

PURSUE SCIENTIFIC DISCOVERY

➤ **SCALE OUR RESEARCH**

Relaunch CHIRP and FLIGHT with replicable and publishable protocols that will reach more children and families.

➤ **ESTABLISH CREDIBILITY FOR TOTAL LOAD THEORY AND NATURAL HEALING PROCESSES**

Contribute to a growing body of discovery research that validates the Total Load impacts of modern living on childhood health, growth, and developmental outcomes.

➤ **WIDESPREAD DISSEMINATION**

Consolidate findings into delivery methods for scientific publication, parent and practitioner engagement, and general public awareness and understanding.

➤ **SUPPORT ROOT CAUSE PRACTITIONERS**

Disseminate individual and collective research insights to deepen and scale the field of practitioners working across modalities to prevent and reverse chronic health and developmental conditions.

A photograph of three people, two women and one man, looking intently at a microscope. The image is overlaid with a blue tint and white text.

BROADEN OUR DIRECT TO FAMILY IMPACT

ACCELERATE AWARENESS AND ACTION

➤ ELEVATE SOLUTIONS

Develop direct-to-parent strategies that can prevent and immediately reduce symptoms for impacted children and move them along a healing journey.

➤ ENGAGE AND MOTIVATE FAMILIES

Curate a series of entry points across our comprehensive resources for the adoption of sustained and supported healing practices.

➤ BUILD COMMUNITY

Create impactful in-person and virtual spaces for like-minded parents, caretakers, and practitioners to come together to build relationships and share healing and hope.

➤ EXPAND PUBLIC SPEAKING

Drive audiences to engage in our work through public speaking with podcasts, authorship, media, conferences, and documentary filmmaking.

➤ AMPLIFY STORYTELLING

Elevate stories of hope and genuine health transformation that galvanize audiences.

➤ CATALYZE THE MOVEMENT

Partner with like-minded organizations, companies, coalitions, and think tanks to influence societal change.

A photograph of two young children playing with wooden toys at a table in a playroom. The child on the left is a young girl with dark hair in a ponytail, wearing a red dress, reaching for a toy. The child on the right is a young girl with curly hair, wearing a light-colored dress, looking at the toys. The table is covered with various wooden toys, including blocks, a dinosaur, and a bird. The background shows a playroom with a wooden frame and colorful decorations. The text "OPERATIONAL PRIORITY AREAS" is overlaid in white, bold, uppercase letters.

OPERATIONAL PRIORITY AREAS

INFRASTRUCTURE

➤ **ENHANCE ORGANIZATIONAL DESIGN**

Match the leadership staffing structure to strategic priorities to support scalable impact, including dedicated full-time staff and renewed advisory board roles.

➤ **ESTABLISH ELEVATED SPOKESPERSON PATHWAY**

Support the evolution of the Founder's role to de-emphasize day-to-day administration and move into a public-facing role with enhanced speaking responsibilities.

SUSTAINABILITY

➤ **EVOLVE FUNDING BASE**

Cultivate expanded, multi-year support across grants and individual donors, and build the runway for increased revenue-generating opportunities to support operations, programs, and research.

➤ **RAISE BRAND AWARENESS AND IDENTITY**

Strengthen awareness and knowledge of our mission and impact through effective marketing and communications strategies and unified under a single brand identity – Documenting Hope.



THANK
YOU

SHARING GRATITUDE

We dedicate this strategic plan to the millions of parents and caretakers looking for answers for their children. We will not rest until children's health, growth and development becomes a priority in the modern world. We would like to express our sincere gratitude to the following individuals for their instrumental role in making this strategic plan possible:

- **THE SAMPSON FOUNDATION** for their continued generous support of the organization and specifically the strategic planning process.
- **THE STRATEGIC PLANNING COMMITTEE** who gave tirelessly of their time and energies to birth a renewed vision for Documenting Hope.
- **TO OUR STAFF** for their dedication to our mission and contributions to our strategic planning process.

AND FINALLY...

The donors, partners, and sponsors of Documenting Hope who believe in the possibility of children's healing just as much as we do.



[DOCUMENTINGHOPE.ORG](https://documentinghope.org)



DOCUMENTING
hope

Research. Resources. Results.
A Root Cause Approach to Healing Our Kids