



What is Henna for Hope?

Henna for Hope is a fundraiser for the women and children of eight Congolese run villages in Bukavu, Democratic Republic of Congo. It is an event in which a club or a group of individuals gather together to support, learn and give their time for an evening of community through the art of Henna. In exchange for a fee or donation, a tattoo will be performed and the artist will utilize that “henna time” to EDUCATE, raise awareness about the women, their stories and the opportunities for which we are fundraising to provide.

This particular fundraiser helps women in Bukavu own their own livestock, **EMPOWERING** them to become financially independent. Goats, chickens, and guinea pigs, seeds and tools will be purchased from these proceeds. Women are given these animals over a period of time with the ability to breed the animals; this time is pushing forward economic livelihoods and helping heal one another with compassion and understanding. As the women begin to breed the animals, the first newborn goats, chickens, and guinea pigs are shared amongst the others--thus the cycle continues, working together as a community to provide greater opportunities for all the women in these eight communities.

The economic power that these animals epitomize is incredible! They bring steady sources of food, which is the first step toward becoming economically independent. These animals bring income for families by selling their eggs and milk in the local markets, helping to stimulate the local economy. This income pays for medical fees, school/educational fees and other necessities for the family. The women are now eating, enterprising, and paying for their own independence. The end result is financial autonomy, **EMPOWERMENT** for themselves but also the community. By purchasing from the local area, we are investing in the economy where the women will continue to live, work and do business. This “dynamic” gives the women a greater sense of **SELF** as now they have a strong voice, and purchasing power within their own right.

Having economic independence allows the women to take charge of their own futures and those of their children. Having a reliable source of income increases the women’s status in society, thus casting off the shame and stigma of rape. The women can rebuild their lives under their own control, based upon their own choices and actions.

In other words, having this kind of economic advantage can truly change a woman’s life in the DRC, and the **EMPOWERMENT** doesn’t stop there. If a woman is **EMPOWERED**, her children are more likely to be food **SECURE**, healthy, and **EDUCATED**. Medical fees, **EDUCATIONAL** fees and other fundamental expenses can be paid; these are the pathways for independence, opportunity and stability. The cycle of poverty is reversed!

You can be a part of changing a whole community for generations to come. When receiving these first animals the women said “Thank you, now we can begin a new life.”



What do you need for Henna for Hope?

1. Tables & Chairs
2. Plastic Table Cloths
3. Wet towels or wet wipes
4. All-Natural Henna Ink
 - a. **Tubes** may be purchased at any Indian Store (\$3-\$5, make sure it is not “Hair Henna” or BLACK Henna—should be reddish-brown color without chemicals)
 - b. Each tube will produce roughly around 20-50 henna tattoos
 - c. Henna sample designs on volunteers or paper so that clients can choose a design or base off of one the artist has experience with (optional)
5. Scissors
6. Info Cards and Brochures
 - a. Templates for these can be found within this kit
7. Computers with internet connection (optional)
 - a. Online donations
 - b. Henna Video <https://www.youtube.com/watch?v=zROWSIs2Pj4>
 - c. Website or Facebook Information
8. Camera (optional)
9. Numbers App (Optional) to keep track of proceeds during the event. You can create a formula which adds the individual purchases to the total amount. See image below

Name	Email	Method of payment	Amount	Total so far
X	X	Cash	5.00	5.00
X	X	Cash	5.00	10.00
X	X	Cash	5.00	15.00
X	X	Ticket	5.00	20.00



Hosting an On-Campus Henna for Hope

1. Find at least a four-hour window of time for your event. It is usually best to do this event when the campus has a great deal of foot traffic or a community event (ie. on campus farmer's market).



2. Promote your event well in advance so that you can pique interest.
 - a. Use your school paper, radio, websites, events page and other groups to help advertise
 - b. Print posters, flyers or other advertisers to put around campus.
 - c. Social media is an important—and free—tool. Have volunteers make statuses, post pictures and tag their friends who are in the area so they can learn about the event. Also, a Facebook event page can be a “central point” on social media where interested participants can learn important information.
3. Be sure you have printed all needed information.
 - a. What and Why (page 1, 5-8, 14-15)
 - b. Donation forms (pages 8-11)
 - c. Sign up Supporter list (page 12)
 - d. Get creative make your own flyer (page 13)
4. Determine who will be performing assigned tasks during the event - greeters, volunteer artists, spokespersons/specialists, and proceeds manager - as well as determined shifts. It is helpful to put together a schedule so that all individuals have a chance to participate and take breaks.
 - a. The greeter should welcome people to the Henna for Hope table/booth and briefly explain the cause. The greeter should also keep things organized by assigning guests to an artist and creating a wait list when necessary. If things start to slow down, they can also approach people and tell them briefly about the event and point out the HH table.
 - b. The artists will be drawing tattoos on patrons. The nice thing about Henna is that you create your own doodles/designs. However, it is usually a good idea to try to recruit art students and/or staff to help you out with the event. Also, asking a Henna artist to donate an hour or two of their time can also be a valuable addition to the event.
 - c. The spokespersons/specialists are responsible for explaining not only the intricacies of Henna for Hope, but also how this fundraiser is a part of the Atma Foundation’s Hand-in-Hand and Seeds of Hope initiatives. It is essential that the spokesperson communicate what is going on in DR Congo and how the patrons’ donation will help make a difference. All resources are available within the kit. We suggest printing out the informational pages, highlighting key points, and using them as a resource during the event.
 - d. The proceed manager’s job will be to properly collect and process the donations as they come in. Once the collector is done processing the donation, they should hand the patron a receipt and an informational brochure/postcard. Also, they should be acquainted with the PayPal App/ Atma Foundation user in case patrons use credit/debit.
5. Henna and Advocate!
6. Thank each patron for coming and give them a print out of the program information and **encourage** them to spread the word about Henna for Hope; Hand-in-Hand and Seeds of Hope programs.
7. Follow up with us! Phone, email etc.
 - a. Send donations and forms to the Atma Foundation (see Donations Processing for specific procedures).
 - b. Tell us how your event went (email: Executive Director at info@atma-foundation.org). Send pictures, share stories, and send suggestions for other ways you think the event can be successful—we will post them to the Atma Foundation’s Website, blog or FB page. Please ask volunteers to do a write up/encourage them to check out the summary of the event when it is finished



Hosting a Dinner Party/In-Home Gathering

1. Find an open afternoon/night on your schedule.
2. Invite your guests—friends, family, coworkers, neighbors—with a personal invitation/evite and follow up with a phone call. A few days prior to the event, it is best to send a reminder email and encourage your guests to bring a friend.
3. Determine your menu and schedule of events. It might be easier to have the tattoos done after dinner so that ink does not get ruined while people are eating.
4. Be sure you have printed all needed information.
 - a. What and Why (page 1, 5-8, 14-15)
 - b. Donation forms (pages 8-11)
 - c. Sign up Supporter list (page 12)
 - d. Get creative make your own flyers (page 13)
5. Open the gathering by stating why you decided to host Henna for Hope event for the Atma Foundation's Hand-in-Hand and Seeds of Hope programs, and how the money raised at the event will aid women in the DR Congo. Invite others to share why they came. You will find a program summary and information regarding this initiative within this kit.
6. Since you are hosting the dinner, ask guests to donate what they would have spent on a meal (\$10-\$20, or more). Guests can donate by check or cash. Please make sure to have your guests use the donation form and provide them with a receipt, included in this kit.
7. Enjoy dinner and Henna!
8. Wrap up the evening by thanking your guests and reminding them of how their contributions will help the women in Bukavu.
9. Thank your guests for coming and make sure to give them a print out of the program information and encourage them to help spread the word about the Atma Foundation and the Hand-in-Hand and Seeds of Hope initiatives.
10. Follow up with us!
 - a. Send donations and forms to the Atma Foundation (see instructions on Donations Processing form)
 - b. Share your experience with us! Email info@atma-foundation.org pictures, feedback (what worked/what didn't), and suggestions for future events. We would love to post your story on the website, blog or FB page.



Women of the DR Congo

According to an article written by our very own Alysha Atma, “A new study shows that women in the Democratic Republic of Congo are being raped at a rate 26 times higher than previously thought. The shockingly high number is equivalent to 1,152 women raped every day, 48 raped every hour, or 4 women raped every five minutes. This means that a woman in the DR Congo is 134 times more likely to be raped than a woman in the United States.” This is staggering and it means that women in the DR Congo are the most frequent victims of this heinous crime as evidenced by one woman’s, F.B., experience:

“In August 2010 Rwandan rebels had surged into our neighborhood in Bulungu (Kavumu) during the night. They captured my husband, my mother-in-law , and some other villagers and forced them into the forest, where they were held captive. In January 2011 a few neighbors had escaped and told me that my husband had been killed by these rebels after he attempted to escape. Around the end of January 2011, the Rwandan rebels came to pillage again. They barged into my house and found me alone with my three children. They demanded money from me and I responded that I didn’t have any. In their fury they tore off my clothes and raped me in front of my children. One of my children yelled loudly while trying to escape to alert the neighbors, but the rebels caught him and killed him. 2 months after my rape I did not feel well and a neighbor (also a victim of rape) brought me to the health center in Karanda to be cared for. It was then that I found out that I was pregnant. Thanks to her, I was able to receive treatment from the Centre Kitumaini and can share my story today. Now, I lived with my two surviving children and a friend in Cireja because my in-laws have completely abandoned me after the death of my husband and because I was raped.”

Something else that makes daily life especially hard for these women is the way they are treated and viewed after their assault. Women who have been raped are quickly disowned by their families, husbands, and villages, as can be seen by F.B.’s experience. These women are left to fend for themselves when they have no means of doing so.

In all of the programs offered by Atma Foundation, the convergence of individuals, community, and organizations promote **EMPOWERMENT**. Through our initiatives the women in D.R. Congo gain a sense of belonging, reach economic independence, help one another heal, and speak out for their futures and the lives and needs of their children.



The Program

Henna for Hope works in conjunction with the Atma Foundation’s Hand-in-Hand and Seeds of Hope initiatives. These programs support sexual violence survivors in the surrounding villages of Bukavu, DR Congo.

Atma Foundation has partnered with eight Congolese run communities of empowerment and healing for hundreds of women and children. Women welcomed into the community have suffered from mass rape and instability in Eastern Congo.

They receive basic medical attention, are taught marketable skills, and grow their own food. It is also a place to gather together in fellowship, dance and song. With our partnerships around the world, we have committed our hands and hearts to creating **SUSTAINABLE** solutions for the women and children in these communities.

By living in these villages, the women are able to start over in a place where they can feel safe and accepted. However, despite being able to live in this predominantly female environment, making a living is anything but easy. Daily life can be a constant struggle and these women rely on the livestock obtained through Henna for Hope campaigns as a way forward, the animals bring opportunity through **EMPOWERED**, economic independence. They bring steady sources of food and income sources; therefore, allowing school fees, medical fees and economic independence. The women own the livestock! This is the first time in the life of any women in their family or community to own property. Supporting one woman helps the entire community, they use this empowering independence to change the futures of their children and care for one another.

On-The-Ground Partner	Community	Amount of Women in Program
Centre Kitumaini	Cireja	130 women
Centre Kitumaini	Miti	140 women
An Eye on the Village	Katana	120 women
An Eye on the Village	Kavumu	110 women
An Eye on the Village	Idjwi	117 women
An Eye on the Village	Burhinyi	120 women
An Eye on the Village	Minova	117 women
An Eye on the Village	Mbobero	117 women



The Atma Foundation Story

When the Atma Foundation first started working in Bukavu, DRC almost three years ago, their first priorities were **EMPOWERMENT** and **SUSTAINABILITY**. They wanted to send a message of listening, partnership and belief in their future.

The Atma Foundation **EMPOWERS** communities by providing them with the tools, materials and education to thrive within their own environments, using their own resources. The Atma Foundation strives to connect global communities through education and awareness by providing sustainable techniques that promote integrity and self-progress.

Rather than defining poverty in terms of income only, social capital has also become an important factor. The definition Atma Foundation works from is: poverty is equal to social inferiority, isolation, physical weakness, vulnerability, powerlessness, and humiliation. Social capital is about nullifying these things and giving back to a person or community their sense of self, their sense of pride, and their sense of belonging. This is the kind of work the Atma Foundation focuses upon.

Atma Foundation began asking the villages what would help, what do they want, and how do we get them these items. Our communication and rapport truly proves to be a partnership between Atma Foundation and the women. The women were very specific about how and why each item was important. Our partner on the ground, Pierre, has worked with us and is happy to report the positive impact our program is having:

“They are very happy, and there are enormous changes! With the goat's manure, they are in the process of fixing the fields to increase their productivity. There are already offspring from the goats and chickens. In the past few months they have been able to start planning the education of their children or to do a project using these resources. The guinea pigs help provide enough meat to eat in times of need without requiring a lot of caring. They all say thank you”

Atma Foundation takes pride in the small successes, realizing they are not only **EMPOWERING** the women individually, but the community as a whole. Atma Foundation realizes they are helping to invest in the local economy where the women will have to live, work and continue to do business. This gives the women a greater sense of **EMPOWERMENT** as they now have a voice and the purchasing power within their own right.

Our Mission

To embrace local, regional, and national organizations to connect global communities that promote EMPOWERMENT, EDUCATION AND SUSTAINABILITY.

Our Vision

To invest in people and solutions that promotes equality, integrity and progressiveness for all of humanity.



How Your Donation Helps

\$5

Buys one guinea pig for one woman (*provides meat in times of need*)

\$10

Buys one chicken for one woman (*eats mosquitoes which reduces risk of malaria*)

\$20

Supplies one woman with desired number of animals (*allows her to expand her business*)

\$40

Supplies one woman with several bags of seeds & gardening tools (*Provides food for family & community*)

\$80

Buys one goat for one woman (*Source of income and nutrition for her family*)





Donation Processing Instructions

There are three methods of donation: Online (credit card), check and cash. Below are instructions for how to process each.

Online (Credit Card)

This is the easiest method as you will not have to do anything after the donation is processed online. Donors will make their contribution via PayPal via the Atma Foundation website (www.atma-foundation.org). Immediately after the transaction is processed, the donor will receive a receipt and the Atma Foundation will be notified.

Important things to remember:

- a. Before your event, become familiar with the donation site:
<http://atma-foundation.org/donate.html>
- b. Make sure you are able to have a computer on hand with an internet connection.
- c. Open the donation site before your event begins or guests arrive.
- d. Walk each donor through the simple online process.
- e. Record each donation on the Donation Record Form

Check

1. Paper checks should be made out to “Atma Foundation” with the memo “Henna for Hope or Hand-in-Hand or Seeds of Hope” written on the memo line.
2. Record each donation on the Donation Record Form.
3. Complete and sign a Donation Receipt to give each donor.

Cash

1. Record each donation on the Donation Record Form
2. Complete and sign a Donation Receipt to give each donor.
3. At the end of your event, take the cash donations, deposit these into your personal checking account, and write one check for the total amount to “Atma Foundation” with the memo “Hand-in-Hand—My Name/ Event Cash Donations”



Atma Foundation

PO Box 4943
Portland, Oregon 97208

Donation Receipt

Thank you for showing up, standing up, and listening! You have joined an army of grassroots men and women providing a sustainable lifeline for women and children in Bukavu, Democratic Republic of Congo.

With Deepest Gratitude,
Atma Foundation

*Atma Foundation is a 501(c)(3) exempt organization, Tax ID: #26-3473761

Event/Host Name _____ Date _____

Received \$ _____ check/cash (circle one)

Host Signature _____





Sign-up Sheet

Possible Volunteer positions:

Henna Artist: performs design on clients

Congo Info. Specialist: gives summary of Congo/goals of Henna for Hope while clients receive henna (known as “henna time”)

Outreach: Approaches patrons and invites them to the Henna for Hope booth/table/area

Set-Up/Break-Down Crew: Helps set up at the beginning of the day and/or helps clean up at the end of the event

Shift	Tattoo Artist	Outreach	Proceed Mgmt.	Congo Info. Specialist	Set-Up/Break-Down Crew
10-Noon					
Noon-2pm					N/A
2pm-4pm					N/A
4pm-6pm					

**We suggest having one or two volunteers who you know well to do proceed managements. That way, you don’t have to worry about “moving” volunteers from different positions. It is also useful since those specific people are already well-versed in how to process all forms of donations (cash, online, PayPal, etc.)

Atma Foundation keeps all email information confidential. We communicate quarterly via email and always respect your input and time. We encourage using Google Docs so that volunteers can add their own names to shifts at their earliest convenience. Thank you for your support!



Atma Foundation

PO Box 4943
Portland, Oregon 97208

Flyers/Brochures/Information Post Cards

Get Creative!!

Our information is free to use so please pull pictures from our Facebook page, use quotes from our blog, twitter, FB page or the like. All links to videos, sites and news articles and other information can be found on our website.

Facebook: Atma Foundation

Twitter: @AtmaFdn

Website: www.atma-foudation.org

Please be sure to put our logo somewhere visible, so others know where to look for more information.



Our only request is that you represent Atma Foundation as you would your own club, group or family.



Why Goats, Chickens & Guinea Pigs?

Goats:

- Goats produce numerous products which can be sold in local markets for a profit: milk, cheese and fiber. A goat produces several quarts of nutritious milk a day - a lot of milk a year!
- Goat fur produces some of the finest fibers such as angora and cashmere. Regardless of the type of goat, goat fur can be spun and woven into fabric; providing a source of clothing to wear or sell.
- Despite misconceptions, goats are extremely clean animals and do not carry any diseases that can be transmitted to humans.
- Goat droppings are a good source of manure. Unlike cow or horse manure, goat manure does not smell or attract flies. Furthermore, it is easy to clean up and can be safely composted
- Goats are living weed whackers! Goats have an incredible ability to wipe out and eat away weeds. Using goats in this way has numerous benefits: it decreases the need for herbicides, it improves soil's fertility through the spreading of goat droppings, it decreases the risk of fire, and goats can easily maneuver the difficult terrain.
- Goats have two to three kids a year, making it a sustainable gift to not only one family but two or three.

Chickens:

- The obvious benefit of chickens is the eggs! Chickens produce at least an egg a day, thus providing an essential food item to be eaten and sold, the average chicken lays over 300 eggs a year.
- Chicken droppings are high in nitrogen, thus making it a great fertilizer for any garden.
- Chickens are great garden/farm managers. They provide two services that are essential to the success of any farm: insect control and soil maintenance. As chickens roam the farm, they peck and hunt for insects around the yard, which is so crucial to protecting the crops. While chickens are performing this task, they are also aerating the soil beneath them. As chickens scratch and forage for pests they are constantly turning up the soil, which helps keep the soil healthy, balanced, and nutrient rich for future plantings to come.
- Chickens eat mosquitoes helping to control malaria!



Guinea Pigs:

- Guinea pig meat is high in protein and low in fat/cholesterol, making it an ideal protein for families to feed off of and sell.
- Guinea pigs are cost efficient. Since guinea pigs eat a grass diet, they are extremely affordable to raise.
- Guinea pigs are easy to breed. Breeding can start when both the boar (the male) and the sow (the female) are just three months old. Sows gestate for about 10 weeks and can produce anywhere from 1-7 piglets. The piglets that are produced are born fully developed with eyesight, fur, motor skills, and the ability to eat solids within a few days of birth. What makes these animals even more incredible is that their breeding is not seasonal. These animals breed year round which makes them a valuable asset to any family or farm.
- These animals are incredibly sustainable! With low impact raising and easy breeding, guinea pigs are a realistic and sustainable way to both feed and profit a family, making education accessible.

