

Slide Image	Script / Text
Covid - 19	2020 has been a difficult year to say the least & there's no end in sight to the difficulties
Graphic image Covid Data	Exacerbating the situation is the fact that just like COVID19 - fear & negativity is a contagion. Humans have a negativity bias - our brains are hard wired to scan for danger - on the lookout for a sabre tooth tiger. This bias predisposes us to pessimism and fear.
Slide Build: Social Distance  Kids in window	But there is a way to realign with positivity & reduce the noise of negativity Of resetting our minds to HOPE and optimism instead of fear - individually & collectively.
Man looking at wall	The more we practise training our minds to focus on the good, the more it will find it by default over time.
Hope street sign	Hope is particularly significant these days because hope is the road to resiliency Our very humanity and connection is built on hope, in a belief that there is a better future is ALWAYS possible.
Tree at roadside with sunrise behind	Hope plants a seed in the future, but works in the present to help it to grow - it's exactly what we need right now And Hope is something you can actively cultivate;
Hands holding lights	There are many proven ways to foster hope & we will be using them all. But the impetus for this concept was that research has proven that by pausing and recognizing what has gone right, what was done well and where real change happened we can: Open minds to optimism. Open eyes to notice the good in humanity Open hearts to live intently with kindness & compassion . We can FIND HOPE.
Slide Build 1 - WR Examples	And so we want to find, acknowledge and celebrate the many ways our Region, it's people and organizations, have responded to the crisis. Sharing and celebrating these stories in video, print and social media will Inspire hope for change in the future even though there are difficult days ahead
Slide Build 2 - WR Examples	Reminders that there is kindness in this world. That Waterloo Region cares for one another. That good things are still possible and all is not lost. ...Neighbours helping neighbours, random acts of kindness are happening all around us.

Sunrise image	This is a time when we need each other the most. We need to believe in one another and our institutions and We have to trust other people to make the right choices. One of the ways we do that is by finding HOPE.
Graphic of hands and hope heart	Finding hope movement is about helping people find their own sense of hope and then sharing it with others. •. WWR website - stories, resources and information
Window cling graphic	•. Non-virtual elements - window clings, story collection - book, time capsules
<i>Slide Build:</i> Three images of community work	We will tell stories through video, images and the written word and we will encourage everyone to share their own stories of HOPE on our platforms, or on their own. In person and online
Hope quotes	The SM Campaign on Instagram / Facebook & Twitter will be full of uplifting messages and stories
Hope painted on a rock	Finding Hope is a Collective action - we've reached out to school boards, libraries, service and parent groups, and they want to join And we want to connect Finding Hope with other campaigns and initiatives because all of them share messages of positivity and connect to HOPE #WRCares, kindness, strongertogetherwr (CYPT), etc. Because individual hope and community-based hope must go hand-in-hand
Light up hope sign	Finding Hope is purposeful & participatory Allowing for everyone to join us, to take ownership and connect HOPE to their own lives, work and movements.
Pebble dropping in water	Wellbeing Waterloo Region is the inspiration for this movement. but just like a pebble in water we want the ripples to ripple outwards in our community.
Sparkler on black	We want YOU to be the spark for your community, organization, neighbourhood, family...inspiring others to join the movement...
Woman with megaphone	Together we can connect, share, extend and amplify our Message of hope and optimism.
Silhouette in front of sunrise	Because HOPE is also a social contagion. Finding Hope is about taking time to acknowledge the beauty that has happened during this tragedy Seeing positivity and Sharing positivity By giving what we all wish to receive.

<p><i>Slide Build:</i></p> <p>Arm raised silhouette</p> <p>Plant and pipes</p>	<p>Hope is the belief that you can work to achieve something better          But that belief must be supported by action.          That action must be backed by kindness, caring and love          And provide a space to gather and share stories, encouragement and celebration.</p>
<p>Hands passing hope</p>	<p>A movement that celebrates the best of us and our community          Finding Caring, Finding Kindness, Finding Connection,</p>
<p>Hand holding hope in heart</p>	<p>Finding HOPE</p>
<p>Inspired by Wellbeing Waterloo Region slide</p>	