

Best Buddies International Activity Resource Guide

where hope grows

A photograph of two men walking away from the camera on a paved path that leads towards a bright sunset. The man on the left is wearing a dark jacket and has his hands on his hips. The man on the right is wearing a dark jacket and jeans, and is gesturing with his right hand as if in conversation. The sky is a mix of orange, yellow, and blue, and the path is flanked by green grass and trees.

Produce, a young man with Down syndrome who works at the local grocery store, inspires Calvin, a retired baseball player, to experience the world through Produce's eyes. Faith, work, purpose, and most importantly family, blossom into Calvin's life as their friendship develops.

WHERE HOPE GROWS is a story of finding redemption through faith, hope and love.

IN THEATERS MAY 15



For group tickets, email: group@wherehopegrowsmovie.com

WhereHopeGrowsMovie.com | [#WhereHopeGrows](https://twitter.com/WhereHopeGrows)

facebook.com/WhereHopeGrows

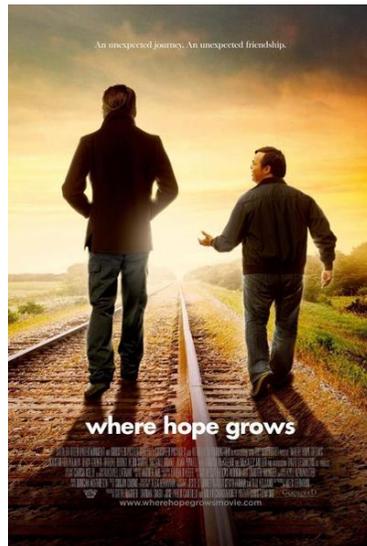


Where Hope Grows Activity Resource Guide

Best Buddies International and *Where Hope Grows* (WHG) have been partners since 2014 to support their mutual goals of empowering individuals to embrace their differences and to challenge stereotypes that prevent inclusive attitudes and communities. Working together, we strive to inspire and impact Best Buddies chapters and their communities about acceptance and tolerance for individuals with intellectual and developmental disabilities.

The film, *Where Hope Grows*, is the perfect tool to help Best Buddies chapters raise awareness and acceptance in their schools and community. The Best Buddies and *Where Hope Grows* team have worked together to create this resource guide to assist you in sharing the message of the film, which also includes a step-by-step process on how to use the film to develop an activity. We encourage you to review the entire guide and determine what option is best for your chapter. Thank you for your support and efforts to promote inclusion and acceptance.

About *Where Hope Grows*



Website and Trailer: www.wherhopegrowsmovie.com

Calvin Campbell is a former professional baseball player sent to an early retirement due to his panic attacks at the plate. Even though he had all the talent for the big leagues, he struggles with the curveballs life has thrown him. Today, he mindlessly sleepwalks through his days and the challenge of raising his teenage daughter. His life is in a slow downward spiral when it is suddenly awakened and invigorated by the most unlikely person – Produce, a young-man with Down syndrome who works at the local grocery store.

Calvin slowly loses the chip on his shoulder as he begins to experience the world through Produce's eyes. Faith, work, purpose and most importantly family, blossom into Calvin's life as their friendship develops. The unlikely pair becomes intertwined giving Calvin's life new meaning and purpose, but unfortunately leads to tragedy due to single decision echoed from Calvin's past.

Where Hope Grows is a story of finding redemption through faith, hope and love.



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Where to Start

Based on your chapter and community, there are several different ways to share the film and message with your chapter members. The activity resource guide contains detailed steps on how to use the message of *Where Hope Grows* to support inclusion and acceptance, and provides several options to help you build an event that is best for your chapter, although all are encouraged to truly maximize the message and connection to the Best Buddies Mission.

Sharing *Where Hope Grows* with your chapter is a fun and important way to build awareness for Best Buddies and deepen your community ties. The *Where Hope Grows* team and your Best Buddies staff contact are available to help support your chapter in these efforts.



(David DeSanctis and Best Buddies members)

Logistics Review and Action Items

- Review the resource guide with your chapter leaders and determine what your chapter activity will look like based on your resources, time and community supporters.
- Check to see *Where Hope Grows* is playing or let the film know you want organize a trip to see the film; include where and when and how many people will attend at <http://wherehopegrowsmovie.com/signup.php>.
- Contact [Jackie Papier](#), Director of Group Sales for *Where Hope Grows*, to confirm availability and for help with logistics with theaters. Include your Best Buddies staff contact in the planning.
- Identify new allies and community partners you can invite to the screening. Discuss this opportunity with your Best Buddies staff contact to see if other schools in your community want to partner.
- Develop a marketing plan to share the opportunity on your campus and in your community.
- Plan an engaging discussion for after the film; see suggested discussion topics below.

Event Prep: Logistics, Marketing and More!

This section of the resource guide will provide you with helpful tips for organizing a *Where Hope Grows* activity in the community. Either option, planning a screening on campus or attending a screening at the theatre, is a great way to raise awareness for Best Buddies and *Where Hope Grows*! Please remember all of these ideas are suggestions; your chapter is encouraged to be creative when planning a partner activity with *Where Hope Grows* and should invite as many people as possible to spread awareness of the disability rights movement.

Secure Funding: The average cost of a theatre ticket ranges between \$7-9/person. If your chapter is interested in screening the film on campus or in the community, we recommend utilizing funding from campus organizations (Student Government, Student Activities, Disability Resources, etc.) to assist with the cost of bringing the film to your community. To learn more about this option and availability, please submit your interest at <http://wherehopegrowsmovie.com/signup.php>.

If your chapter is close in proximity to another chapter(s) or your state office, we recommend contacting the chapter leaders and/or Best Buddies staff members to discuss options for hosting a joint screening. This would assist with the cost of the screening and make for a great large group event for Best Buddies chapter members.



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Theaters: You can check to see *Where Hope Grows* is playing or let the film know you want to organize a screening in your school or community to see WHG at <http://wherehopegrowsmovie.com/signup.php>. Please include where and when you'd like to see the film and how many people would be attending. Alternatively you can simply contact [Jackie Papier](#), Director of Group Sales for *Where Hope Grows*, to confirm availability of the film and for help with all logistics with theaters. Be sure to include your Best Buddies staff contact in the planning process.

Marketing Your *Where Hope Grows* Activity: Once you have identified a venue and verified availability with a date, the next step is getting the word out and marketing your event. Utilize organizations on campus that would benefit from assisting you in promoting this event to your campus community, i.e. Student Government, Student Activities, Disability Resources, Diversity Awareness Department, etc. Please feel free to invite members of the community to participate. Inform civic organizations and local business partners of the event and encourage them to promote the event in their social circles, networking sites, etc.

A well planned marketing and public relations campaign can help your event be very successful and effectively reach your target audience. Here are a number of ways your chapter can market and promote an upcoming event:

- **Social Media Campaign:** Facebook, Twitter, and Instagram are great ways to promote your event. Twitter is a great way to give updates on your event; live Tweet (including [@wherehopegrows](#)) about the *Where Hope Grows* Activities on your Twitter account the day of your event; use this platform for sharing important information about Best Buddies, *Where Hope Grows*, and the disability rights movement. Helpful hint: talk with your Best Buddies staff contact about promoting your event on the state social media channels!
- **Flyer / Poster Advertising:** For a minimum of one month leading up to your event, you should be posting flyers and/or posters about the event with important information (time, date, location and who is benefitting from the event). Flyers should be posted in as many locations as possible on campus and in the community.
- **Best Buddies Merchandise / T-Shirt Day:** Have everyone wear their Best Buddies gear on the day of the activity! If your chapter is looking to host a fundraiser during the event, you are encouraged to sell Best Buddies t-shirts to help promote your event, but also serve as a source of revenue for your chapter.
- **Tabling:** Plan small awareness events in the weeks and days leading up to the event to help spread the word about the screening. Set up a table in an area of campus with high visibility (i.e. student union, residence hall, etc.) to raise awareness for Best Buddies and share information about the event.
- **Classroom Presentations:** If your school allows for classroom presentations, consider taking time to visit a few rooms to provide a brief presentation on Best Buddies and the upcoming *Where Hope Grows* Activity. This is a great way to raise awareness for both organizations and engage your chapter members in the event planning. This method of inviting people is personal and you will have the opportunity to fire up the group to participate. Educate them on Best Buddies and advertise when, where, and how to participate.
- **Press Release:** If your event is open to the campus and/or community consider sending a press release to your school and local media. Talk to your Best Buddies staff about developing a press release for the event.



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Tips for Success:

- Target audiences of all ages, backgrounds and walks of life. The more diverse your audience is, the better the *Where Hope Grows* experience will be; attendees will be able to voice their ideas and opinions, and afterwards will return to their school and community and help promote diversity, change, and inclusion.
- Incorporate *Where Hope Grows* with other Best Buddies events or campus events (i.e. Best Buddies Month, Spread the Word to End the Word, Disability Awareness Week, etc.).
- Don't be shy! Reach out to your Best Buddies staff contact or [Jackie Papier](#) for help.
- Plan ahead. Utilize your fellow chapter presidents, officer team, advisors, and resources found on the [Best Buddies Library](#) to organize the event. No one ever plans to fail, they fail to plan.
- Keep in mind that you can use other Best Buddies meetings and events to promote the *Where Hope Grows* event.

Executing Your Event

Event day is here and now is the time to express your passion for Best Buddies, *Where Hope Grows*, and the event for all to witness! On the day of the event encourage your chapter members to post the details and share their experience on social media to maximize exposure for your chapter.

Lead the Experience: Your *Where Hope Grows* event should be a fun and memorable experience in which your chapter can take pride. As a leader, your goal for the event should be to ensure that everyone is able to enjoy it as you intended. Providing this experience is key to not only the event's immediate success, but the opportunity to educate and inspire the general public to support the disability rights movement.

Your chapter members can be a huge support. The event has been planned, and your chapter is there to help execute the event. Make sure the officer team and members are able to take ownership in the event. Try to delegate as many responsibilities as possible. Give your chapter members small but vital roles in the event: greeting attendees, selling Best Buddies gear, presenting about Best Buddies to the audience, setting up the event, recognizing special guests, presenting awards, and any other role that can be taken on by someone other than yourself. Give your chapter the opportunity to invest in the success of the event.



Sample Event Show Schedule/Agenda: Work closely with your chapter leadership team to organize an event show schedule to truly maximize the films message and viewing audience. The next page features a sample show schedule which can be used to help you plan your activity.



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1. Registration/Arrival

- Have buddy pairs from your chapter greeting the audience as they arrive to the theatre or event venue.
- If possible, distribute flyers about upcoming events, Best Buddies stickers, or any other promotional item to support your chapter.

2. Welcome to the Best Buddies' *Where Hope Grows* Film Presentation

- Brief welcome and introduction to the film by Best Buddies chapter leader(s) and event organizers.
- Introduce any special guests or sponsors of the event.

3. View *Where Hope Grows*

4. Post-Viewing Discussion (led by chapter leaders)

- Ask the theater in advance if it would be possible to host a discussion or Q & A panel following the screening. If this option is available, ensure there is proper equipment (microphone, speaker or sound system) available.
- Use the discussion guide (page 7) to help guide the conversation around the film.

5. Thank You

- Thank your event sponsors, organizers, chapter members, and community supporters for helping to organize the event.
- Share information on your local chapter activities and opportunities to join Best Buddies.

Event Wrap-Up

Planning an event takes the support and guidance of many dedicated people. Showing your gratitude for all those who have helped you along the way will bring purpose to the obstacles, share an experience that will last, and instill a vision to carry on the message of Best Buddies for years to come. A little gratitude can go a long way, especially a hand-written thank you note to those who went above and beyond to help make the event a successful one.

Share your experience organizing and executing the event with the *Where Hope Grows* team and your Best Buddies staff contact. Your experiences, and those of your fellow Best Buddies chapters, will help to build more opportunities and resources for our partners in the disabilities community. Thank you for your support of Best Buddies, *Where Hope Grows*, and people around the world with intellectual and developmental disabilities!

Web Resources

- [Best Buddies International](#)
- [Where Hope Grows](#)
- [National Association for Down Syndrome](#)
- [National Down Syndrome Society](#)
- [Special Olympics](#)
- [Spread the Word to End the Word](#)

Best Buddies Social Media



Where Hope Grows Social Media





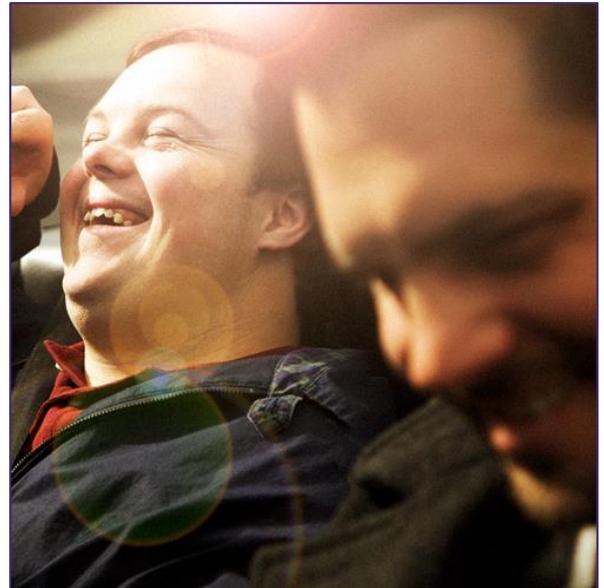
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Discussion Guide

The discussion themes and questions below can be used in a variety of settings to discuss the overall theme of the film, connection to the Best Buddies mission, and encourage discussion on ways to put ideas into action.

Theme 1: One-to-One Friendships

- How does the film introduce the concept of friendship between Produce and Calvin? Why do you think Calvin befriends Produce and how do you feel he benefits from the relationship?
- Over time, how do their interactions in the grocery store start to shape their friendship? How can you tell?
- Best Buddies encourages the development of mutually enriching, one-to-one friendships. What parallels exist between Calvin and Produce's friendship and that of a Best Buddies friendship? How can you tell the relationship between Colt and Produce isn't mutually enriching?
- Which characters in the film show respect to Produce and view him as a friend? How do they show their appreciation for him and his friendship?
- Why do one-to-one friendships matter in the movie and to Best Buddies?



(Produce and Calvin driving)

Theme 2: The R-Word



(Produce hitting it out of the park!)

- Throughout the film characters use different labels to describe Produce, including retard, different, and disabled. How can labels be harmful? What are ways to describe someone without labeling them?
- What characters in the film show respect to Produce? What characters do not? How do they show disrespect?
- How are you and your Best Buddies chapter helping to change the conversation about the use of the r-word?
- Do you hear the r-word being used in your school? How do you address its use with your peers?
- When someone uses the r-word, how are ways can we encourage acceptance and understanding without making them feel belittled or ostracized?
- Have you ever witnessed one of your friends with a disability being called the r-word? How did you respond? How would you respond after watching the film?



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Theme 3: Employment

- Produce is overlooked for employee of the month recognition despite being a model employee. How did this scene make you feel? What ways did Produce show his strengths as an employee to prove he is worthy of being an employee of the month?
- Why do you think his boss employs Produce at the store? Do you feel he is valued by his co-workers?
- How would you help Produce advocate for himself at work? In what ways did Calvin help Produce?
- How can you help your friends with disabilities seek employment and support their work goals? Are there opportunities for job preparation at your school?



(Produce)

Theme 4: Acceptance



(Produce and Amy in the grocery store)

- Why do you think the film is titled *Where Hope Grows*? What changes do you see in Calvin, Milt, Colt, Katie and the other characters throughout the film?
- How does Calvin's relationship with Produce help him make changes in his life? In his relationship with his daughter, Katie?
- How does your school welcome people with disabilities? In what ways is Best Buddies helping to make positive changes around the school?
- How can we work together to create an inclusive community for people with disabilities? How does your chapter create inclusion in your school and community?
- Where can the conversation go from here? How will you be accountable to yourself, your family and friends, your chapter, your school, and your community?