

Rx 4 WHOLENESS

# MEDIA KIT



MEDIA CONTACT

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**Rx 4 WHOLENESS**



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# ABOUT US

## **Mission:**

To develop a safe, caring, and healthy community that supports the healing and the recovery process of individuals who suffer with mental and emotional health and those who love them.

## **Vision:**

Rx 4 Wholeness foresees the day when our movement and work has created a world where mental health conditions will be viewed no differently than any other health challenge. The deadly stigma and isolation associated with mental health will no longer exist. Our movement will have saved thousands and empowered sufferers and caregivers all over the world to live dignified victorious lives through our Christ-centered training and tools.

## **What Makes Rx 4 Wholeness Different:**

Many are doing one or two, maybe even three, but we believe we are unique in that we offer all 4 of these capabilities and much more.

1. **Caregivers:** Caregivers, who are the sufferer's loved ones, are our main target. Many times, they are left out of the process and if brought in and given resources to stay in can have a huge impact on the success of turning their lives around.
2. **Mentoring:** Having mentors on Rx 4 Wholeness drives our training deeper into the person's life achieving much higher, and faster results, and ones that stick.
3. **God's Words:** There are lots of faith-based programs out there. Our program allows the individuals to choose if they want to embrace that aspect of the program. We obviously believe faith like mentoring brings better results if you choose to use it.
4. **Social Communities:** This is an area where we shine above all. Community Groups are unlimited in their scope, privacy, and flexibility. You can form your own or join one. You can join as many as you want or as few as you feel comfortable doing. Everything can be done with complete anonymity.

# LEADERSHIP BIOS



## John Hitchens

Founder, Board President

John is the Founder and President of His Will Homes, a retired management pilot and supervisory role for American Airlines, a former military fighter pilot who held numerous command jobs and was Director of Operations of Therapy for a 12-facility nursing home organization in Southeastern Ohio. For ten years, His Will Homes tried to find a method to build/rehab and sustain homes for those who struggle with mental and emotional health. On May 01, 2023, His Will Homes launched their answer to the mental health crisis with a new resource called Rx 4 Wholeness. John is excited about the Rx 4 Wholeness because it answered how to help people and sustain homes. Rx 4 Wholeness can do both. It will provide housing from revenue streams developed by its unique technology, but it also helps eliminate Stigma, Aloneness, Care, and Knowledge issues surrounding the mental health crisis. The large gap between families, employees, students, and congregations to professional care can now be filled by Rx 4 Wholeness. Essential skills and mindsets such as hope, resilience, and tenacity can be developed while waiting for critical services or implemented after such care. Rx 4 wholeness platform can save lives by eliminating isolation, burnout, and lost time waiting for help. Rx 4 Wholeness's unique online supportive community, comprehensive training, mentorship program, and other resources eliminate barriers to helping sufferers and loved ones who care for them by leading them to wholeness and teaching them how to manage their lives better. After two years of developing Rx 4 Wholeness, John is thrilled to offer an exciting new powerful resource for hurting people searching for mental and emotional help.



## Elizabeth Hitchens

Co-Founder

Elizabeth has been a caregiver for over 30 years with several special needs children. She also was a home schoolteacher of six children. Elizabeth is excited about Rx 4 Wholeness because of the excellent training, resources, and supportive community developed for the platform. She desperately needed and wished she had those resources available to her. Elizabeth had searched for a place like Rx 4 Wholeness for years. She's excited she can help bring hope and healing to multitudes who are in the same place she was but now have what they need to manage their lives and live abundantly.



## Karen Herdina

Vice President

Karen Herdina has been a volunteer for two years at His Will Homes. For 30 years Karen had a varied career in project management, technology and operations in the software and consulting industries. In 2014 Karen left the corporate world to start her own consulting company, Operational Performance Success to focus on process improvement and project management.

Starting her own business allowed Karen to work more on one of her passions, helping individuals with disabilities. She has two adult sons with intellectual disabilities and her oldest has a mental health diagnosis. Serving on a number of state boards in Kentucky, Karen has lead a number of initiatives including getting two bills passed.

It is through her advocacy work she met the His Will Homes team. She came on-board to help project manage the Rx 4 Wholeness platform but soon saw how His Will Homes was different. The four differentiators of helping caregivers, providing mentoring, social online communities and spreading the word of God. The caregiver piece really spoke to her. She had wished a platform like this had been available when her boys were younger. Finding others who shared her experiences would have been cathartic. Wrapping this all in the word of God would have greatly helped in tough times.



# Dana Dunmyer

## Chief Information Officer

With over 22 years of experience, Dana embarked on an exciting journey in 1995. Leaving behind a thriving pastoral ministry in California, he founded CADCOM Consulting, a technology development firm. What started as a one-man operation quickly flourished into a powerhouse with over 300 dedicated professionals. In a remarkable turn of events, CADCOM was eventually acquired by a prestigious Venture Capital firm in Omaha through a pre-IPO exit strategy. Following the success of CADCOM, Dana, along with his wife Connie and their exceptional executive team, heeded the call from GE and founded TQI Net, Inc. Now known as TQI Solutions, the company has established itself as a trusted partner for over 300 clients spanning across various sectors. From Fortune 500 companies to small and medium-sized enterprises and start-ups, TQI's global client base stretches across the US, Europe, Africa, South America, and Australia. Notable clients such as GE, International Paper, Snecma Aerospace, Deloitte & Touché, Citi, Duke University Medical Center, and Lockheed Martin rely on TQI for innovative technology solutions and services in diverse industries such as manufacturing, healthcare, aerospace, transportation, banking, energy, solid waste, safety and compliance, and more.

At TQI, their expertise lies in providing turn-key internet solutions encompassing professional services, cloud services, software application development, marketing, and design. Boasting a distributed workforce both in the US and offshore, TQI leverages Dana's profound knowledge in Six Sigma Process acquired under the leadership of Jack Welch, as well as Agile development methodologies. As a result, TQI has solidified its position as a leading provider of process improvement, system unification, and software applications. Their unwavering focus on generating measurable savings in time, money, and manpower, while fostering top-line growth, drives unparalleled success for their esteemed clientele.

Beyond their commercial achievements, Dana and Connie's journey took an inspiring turn. After the sale of their company during the dot-com era, they founded the Beracha Foundation, a non-profit organization. The foundation plays a pivotal role in granting funds and providing financial services to non-profits, ministries, start-ups, and visionary businesses. Through their unique approach, they generously offer up to \$4.35 for every \$1.00 contributed by these entities towards enterprise software, marketing, design, and consulting solutions offered by TQI. Since its inception in 2000, TQI's Beracha Fund grants have generated an astonishing \$45 million, making cutting-edge technology affordable for businesses and organizations in need, while shaping a brighter future.



## David E. Petroni

Director of Operations for Buildings

An accomplished and dynamic leader with extensive experience and proven successes involving key decision-making and strategy in relation to real estate and finance. Able to develop real estate across multiple markets while navigating the complexity of organizational systems to create enterprise value. Adept at completing financial analysis of all prospective projects to determine funding strategy. Familiar with contributing to strategic planning and various other executive management processes. Expert at building relationships with State Agencies.

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## Larry Couchot

Accountant, Director of Finance

Larry joined Friendly Ice Cream Corporation's management training program after college, enhancing his abilities. He worked at Monnier & Co., serving small business clients until 1982. Transitioning to a corporate controller role in the plastic injection molding industry, he returned to public accounting due to economic circumstances. Serving clients and contributing to firm growth, Larry then established his own successful public accounting firm for 24 years. Now transitioning to consulting and advisory services, he continues to provide expertise at Couchot & Associates Inc.

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## Richard Boucher

Legal Advisor

Richard has the additional advantage of experiencing the law from both sides of the judicial bench and employs this knowledge and background to better serve his clients. Since 1991 he has been an acting Magistrate of Kettering Municipal Court. In his capacity as Magistrate, he has conducted several hundred civil trials including small claims court. In addition to his work as an attorney and Magistrate, Richard was also the owner and operator of Augusta Title Agency, Inc., a full-service real estate title company, for over fourteen years.



## Mariesa Brewster

Director of Community Awareness

Mariesa has worked in social media and marketing for several years across many industries. With a background in Marketing and Management Information Systems, she enjoys both the creative side of social media content creation as well as the strategic side of analyzing the results. She loves working with local small businesses and non-profits organizations to increase their brand awareness. She is excited to Help His Will Homes build awareness for Rx4 Wholeness. While creating and managing the social media for His Will Homes, she has seen first-hand the need for a platform like this. So many people are suffering, a lot of them alone, and do not have anywhere to turn. Now that Rx 4 Wholeness has launched, her focus is on directing people to the platform, showing them why they need it, and encouraging those that might be hesitant.



## Justin Banks

Lead Mentor

Justin, a native Californian, moved to the Midwest in 2014. As a father and sponsor in the AA Recovery Program, he advocates for individuals grappling with substance use and mental health disorders. With personal and professional insights into these challenges, Justin offers compassionate social services. He also brings extensive customer service and Human Resource experience from the corporate sector. Overcoming his own addiction and the subsequent fallout, Justin has discovered his calling in guiding others on their paths to recovery, sharing resources, experiences, and hope.



# Jeff Stokoe

Lead Facilitator

Jeff's life journey led him to seminary, where he earned a Master of Divinity. He served churches in Indiana, provided mental health counseling in Indiana and Ohio, and offered substance use counseling in Ohio. He held leadership roles in non-profit organizations supporting individuals facing mental health challenges, substance use struggles, and homelessness. Recently retired from overseeing group homes for severe mental health challenges and homeless housing, Jeff serves as a pastoral counselor at SouthBrook Christian Church in Miamisburg, Ohio.

# TESTIMONIES & ENDORSEMENTS

“As a business owner, I have been exposed to many classes over the years to promote growth, comradery, etc. And not to be critical, but they were all pretty much the same - using the same words, the same bullet points, the same methods. However, recently I've run across the courses on the Rx 4 Wholeness site. I find that these are not the same ol'-same ol'. They are good for business people, and homemakers. They are good for young people and those with a bit more experience under their belts. They are good for companies. They are good for families.

The instructors are quite engaging. I felt like they were right in the room with me even to the point that I had to "look away" when they touched on some painful subjects. The "Forgiveness Course" was probably the most impactful course for me on a personal level. There were such good insights as to what real forgiveness "looks like" that I hadn't considered before. And putting these into practice, has made a difference in my mind and heart. I also benefited from the "Communication: Speak to Think - Listen to Understand Course". The practical methods are outstanding - an exceptional course. It's not just a bunch of words or platitudes. I also think that every person on the planet could benefit from the "7-Day Mindfulness Meditation Journey". Don't merely watch. Don't merely listen to the words. Follow the plan. You may even want to practice this "Journey" once a quarter.”

~ **Connie Dunmyer**

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“One of the greatest needs in America is the high number of people that struggle with mental and emotional distress. I served distressed Americans as a Clinical Counselor for several decades. The whole time my colleagues and I longed to see ordinary men and women to be equipped with the basic knowledge and skills to support distressed men and women at home, work, school, and church.

Thankfully, His Will Homes is actively joining the call to both be mentally and emotionally healthy themselves while actively supporting organizations that are focused on Mental Health in our communities.”

~ **Dr Gary Sweeten**

“Rx4Wholeness has taught me so much and given me so many tools to cope with the struggles I have. My day to day life has gotten so much easier and the groups help me not feel so alone in my journey.”

~ **Justin Banks**

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“RX4Wholeness is a complete and thorough guide to help people gain mastery in their lives. People who suffer from mild forms of struggle; extreme and continuous bouts of fear, frustration, anxiety, hurt, or depression; will find practical tools to overcome the obstacles that steal their joy and freedom.”

~ **Randy Creamer**

# THE PROBLEM



**People with mental and emotional health struggles are treated differently.**

Stigma causes people to push away individuals with mental and emotional health problems. Often, they are abandoned and have nowhere or no one, to turn to.

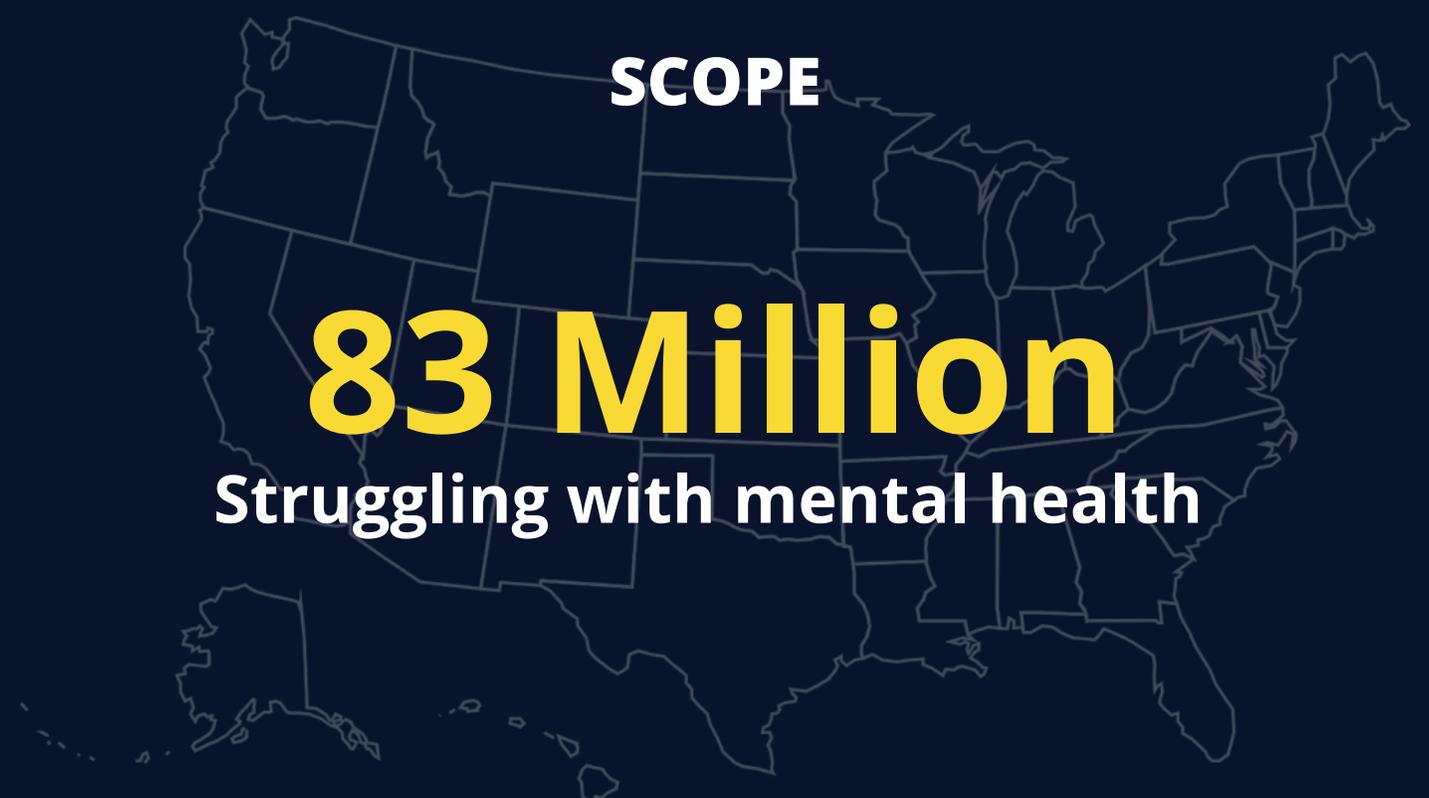
**Alone and isolated**

Many have lost family and friends; many are homeless with no support system which can be deadly.

**Suicidal thoughts and depression**

Every 11 minutes, someone tragically dies by suicide, according to the CDC. 46% of those are individuals who struggle with mental and emotional health, and because of COVID, these numbers are drastically on the rise.





## SCOPE

# 83 Million

## Struggling with mental health

**52,900,000** Americans have a mental illness.

Suicide is the 10th leading cause of death in the U.S killing over **47,000** people, 130 every day.

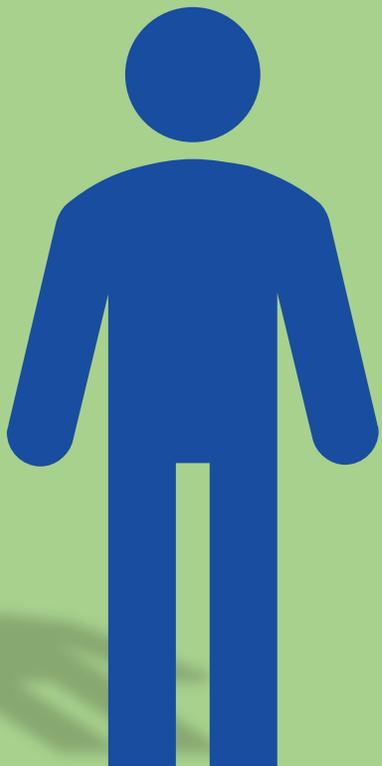
**90%** of the people who die by suicide have experienced symptoms of a mental health condition.

**50,000** vets are in our jails, over **25,000** of those vets have a mental illness.

**1 in 4** individuals struggle with mental health.

**1 in 8** of all visits to U.S. emergency departments are related to mental and substance use disorders.

# HOW RX 4 WHOLENESS CAN HELP



## Online Community and Platform

The Rx 4 Wholeness platform brings the mental health realm to one arena where resources can be pinpointed and easily accessed to overcome the challenges of stigma, building housing, person-centered care, reliable information, and deadly isolation. Rx 4 Wholeness assists individuals, caregivers, and loved ones through Crisis, Change, Management, and Sustaining phases.

### **Rx 4 Wholeness Model:**

Three attributes that help achieve wholeness.

**Hope:** Assisting them to see there is a next step through initial screenings that lead them to mentors, training, and community.

**Resilience:** Comprehensive training, daily check-in, wellness tracking, and journaling

**Tenacity:** Habit forming supportive online communities with moderated content

# SOCIAL MEDIA

Rx 4 Wholeness in social media



**Facebook:**

<https://www.facebook.com/profile.php?id=100091671040211&mibextid=LQQJ4d>



**Instagram:**

<https://instagram.com/rx4wholeness?igshid=MzRIODBiNWFIZA==>



**LinkedIn:** <https://www.linkedin.com/company/rx-4-wholeness/>



**Website:** <https://rx4wholeness.org/>



Visit us on mobile!

# PARTNERS

Anxiety Detox  
Bridges of Hope  
Bright Media  
Dayton Gospel Missions  
G7 Networking  
Healing Sexual Hurt  
Intact Counseling  
Joshua Recovery Mission  
Lebanon Chiropractic and Fitness  
Life Changers Legacy  
Living Well Clinic  
Marketplace Leaders  
Mission Addiction  
Os Hilman Marketplace Leaders  
Relational Peace  
Sincere Counseling  
Southbrook Church  
Time to Heal  
TQI Solutions  
Worth It Network

**More:** <https://rx4wholeness.org/partners-rx-4-wholeness>

# BRAND RESOURCES



## Our Logo

The Rx 4 Wholeness logo is the flagship of our brand. It is important that the logo standards are followed to ensure the authenticity of the brand. The primary logo is the preferred version and should be used when it has the vertical space to accommodate the logotype.

Do not shrink the logo beyond readability. Leave plenty of breathing room. Do not change, stretch, alter, distort or crop the logo.

**Assets:** <https://rx4wholeness.org/rx-4-wholeness-brand-usage>



## Logo Variations

Alternative logos have been produced for situations involving limited vertical height and dark backgrounds.

If necessary, use these logo variants but only under the proper conditions.

The logo reverse logotypes are to only be used on dark backgrounds with sufficient contrast that does not inhibit their readability.

The horizontal logotypes should be used when vertical height is limited, use the horizontal version of the logotype.



# BRAND RESOURCES

## Brand Colors



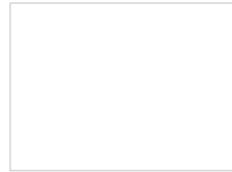
**#184ba1**  
Primary Color



**#10326c**  
Secondary Color



**#fbd934**  
Accent Color



**#ffffff**  
Primary Background Color



**#e9ecf6**  
Secondary Background Color

## Typography

### HEADERS

**Font:** Merriweather Sans  
**Case:** Uppercase  
**Weight:** 800  
**Color:** #343434

### Sub Headers

**Font:** Open Sans, Segoe UI  
**Case:** Regular  
**Weight:** 400  
**Color:** #343434

### Body

**Font:** Open Sans, Segoe UI  
**Case:** Regular  
**Weight:** 400  
**Color:** #343434



**Rx 4 WHOLENESS**

