



# INTERNATIONAL TRAUMA-HEALING INSTITUTE

A California 501(c)3 Nonprofit Corporation  
Est. 2002

***Annual Report***  
***2010***



## International Trauma-Healing Institute Report of Initiatives

**In 2010**, ITI continued to conduct trainings, workshops and meetings in furtherance of its mission to bring Somatic Experiencing® to the world population. President Ross continued to train members of the psychology community.

Throughout the year, the Board of Directors focused on developing multi-platform programs to further the ITI mission. Website updates were routinely performed during the year. Strategic social media platforms were developed including Twitter, Facebook, LinkedIn and a blog.

The ITI office developed information pieces, focused the programs, and targeted strategic alliances for the work of ITI.

Board of Directors meetings were conducted on a regular basis. The board continued to recruit new board members and Evie Rappoport, Ph.D. was added to the Board membership this year. Her skills are especially helpful in developing our fundraising strategies.

ITI tax returns were filed. A Report of Results of Activity was filed with the Charitable Services Section of the Los Angeles Police Commission.

During 2010, *The Ross Model: Working with the Collective Nervous System* was again successfully promoted, distributed and integrated into various ITI programs. Trainings in collective trauma were conducted in Los Angeles, Israel and Brazil.

*The Ross Model* applies the SE® metaphors to the understanding and healing of collective trauma. It targets seven social sectors that interface with trauma (whether amplifying it or positioned to heal it). *The Ross Model* encourages the use of SE® as a tool for the public for them to develop resiliency and protect against the cumulative trauma of on-going traumatic stress. SE® continues to prove that it is a simple, organic tool that relies on people's innate ability to heal. It also promotes a body/mind integration that gives people control over their own processes (emotions, thoughts and behaviors).



## **ITI-USA and ITI-Israel**

**In 2010**, ITI continued to produce books and reprinted the Guide for the Public and the Guide for Psychology and Education. We continued to explore the possibility of producing a documentary film on trauma.

ITI-USA continued its support of ITI-Israel. During 2010, the ITI-Israel board members and committees worked toward fundraising for trainings in Israel, and for funds to disseminate the information about ITI-Israel, SE® and *The Ross Model: Working with the Collective Nervous System* throughout Israel. They continue to submit proposals and solicit contacts for funding. A search for a new publisher for the book for the public (in Hebrew) is underway.

Israeli Executive Director Cathy Lawi continued to work in her executive volunteer capacity to raise funds for ITI-Israel and continued to coordinate trainings throughout Israel.

The website was updated with several video files. We continued to work on a script for an interactive video of the SE® technique. The website for ITI-Israel was launched in English, Hebrew and Arabic. A post-training questionnaire showed good results.

Impressive fundraising efforts have been put forward in America and Israel in 2010. A year-long campaign for research funding was implemented utilizing personal and SE® community contacts. Laurie Heller continued her efforts for us in January and February and applications were submitted to various entities. A research grant application was submitted and a request for funding for a religious Hebrew version of the Guide for the Public was written.

Our public charity status was regained through the IRS.



## **The Publications and Media Products**

**One of ITI's** most influential achievements in bringing awareness of trauma and its healing to Israel has come from our book publishing efforts. A second edition of the book for the media was begun this year. Several journalism professionals have contributed to the content and the book will be completed in 2011, including Lee Hancock of the Dallas Morning Star. The first draft of the book for the clergy was begun in 2010. Contributions from rabbis, imams, pastors, and priests have been solicited. A Haredi rabbi in Israel wants to give the book and the training to all the religious couples and young people starting life as adults. He is right now, including some religious references in the book for the public, which we will be able to include in the book for the clergy.

All the books have been listed in the IBPA catalog and the PA-LA Western States catalog, on Amazon, and are also available at our website, [www.beyondthetraumavortex.com](http://www.beyondthetraumavortex.com).

Hardcopy books are good for most purposes, but we also have a plan to make them interactive through social media networks like YouTube, podcasts, etc. This will make the information become short, accessible, and organized.

All the books are being distributed through various channels. President Ross markets the books and materials at each of her trainings in the US and in Israel. Books have also been distributed through the Somatic Experiencing Trauma Institute (formerly Foundation for Human Enrichment)

Exercise cards have been developed for each sector. These cards are pocket-size reminders of the SE® healing techniques and can be used for on-the-spot healing. The cards have been translated into Hebrew, Arabic, French, Spanish and Russian with translations for other languages in progress.



## **Community Outreach and Scholarly Efforts**

ITI's materials continued to be embraced by the public at large, with such broad appeal as the work on Emotional First Aids being used by various entities, especially online.

Our mission statement has been redesigned and is now posted and available on our website.

President Ross attended many conferences and was asked to make scholarly presentations. She presented at Hope Springs International in Cincinnati, Ohio. She was a panel member of the ISTSS Delegation to the XII United Nations Crime Congress in Salvador, Bahia, Brazil.

Several articles were written from the healing vortex by President Ross. She was interviewed for a three-part German online news organization by Dana Krueger. Network Broadcaster and award-winning film producer Mike Walter was interviewed and his interview is the basis for the foreword to the second edition of the Guide for the Media.

Engagements for 2011 are already booked in New York, Germany, Bangalore, India and Brazil.

In Los Angeles, ITI has partnered with the Philanthropic Advisors Network-Los Angeles (PAN-LA) reaching such notables as former Mayor Richard Riordan and Pamela Buffett. Programs for Save the Children, Mercy Corps, Free the Slaves, Humanity United, the Russell Berrie Foundation, Belzberg Foundation and L'Oreal in Paris were also solicited this year. President Ross had private meetings with Dalia Rabin to discuss trainings.



## Work in the Seven Social Sectors

In 2010, President Ross continued to focus on spreading the SE® method through the different social sectors. This work brings awareness of the impact of trauma on everyday lives, as well as gives tools to professionals and lay people working in resiliency centers. Requests for training come from many countries including Africa and from Palestinians.

**Educational Field** - The Guide for Psychology and Education summarizes SE® materials and tools. A fundraising project for schools in Nazareth is underway.

**Military** - With the cooperation of Homeland Security in Israel, President Ross is making inroads to help military professionals. The Guide for the Military is available to Israeli and American militaries.

**Media** – A new edition of the Guide for the Media is planned for 2011. Credentialed media writers have been engaged to help construct this revised edition of the book.

**Medical Field** - A Guide for the Medical Field trains medical field professionals in hospitals worldwide. Fundraising for AMCHA therapists for Holocaust survivors was begun in 2010.

**Diplomats and NGOs** - Due to popular demand, a second print-run of the Guide for Diplomats and NGOs was printed in 2010.

**Public** - The Guide for You continues to be a valuable resource for the general public and for other practitioners to distribute to their clients. It is in its third edition.

**Clergy** - The Guide for the Clergy will be written in 2011.

**Mission Statement** - This document is used as an extensive informational brochure and defines the structural basis for all the ITI programs going forward.



## VOLUNTEERS

**President Ross** and staff members continued to implement a comprehensive recruitment of volunteers to help with the ITI programs worldwide. Several volunteers work with President Ross in her trainings, devoting countless hours to making SE® part of the healing lexicon for practitioners. Other volunteers have generously donated their time and skills to translating the book guides and other materials into additional languages including Hebrew, Spanish, French, Russian, Arabic, and Portuguese. They also have filmed trainings and testimonials and have edited the works so the works may be used in other trainings, in documentary films, and on the Internet. Volunteers have contributed their considerable skills to writing and editing Guides, contributing client stories, and lending their expertise in other areas of body/mind therapy to the programs of ITI.

Through Volunteer.org, we were able to receive the help from many dedicated volunteers for all our programs. A coordinator for volunteers was recruited and worked to implement the social media programs and was especially helpful in securing translations for various support and program documents.



## RESEARCH

**Because of its work** in the various social sectors, ITI has been at the forefront in helping to secure funding for the research necessary to launch the acceptance of SE® into mainstream bureaucracies and academia. Both ITI-Israel and ITI-USA have raised funds for this vital research and along with the SETI in Colorado, the fundraising program will be ongoing. Additional requests for funding have been submitted to various organizations, through contacts from our Board of Directors, and through our ongoing affiliation with SETI.

An important (anonymous) donation was received this year for the ITI programs. A portion of this generous donation will go to fund the research project.

Additionally, board members have made cash contributions to the research funding efforts. Through an extensive worldwide database of SE® practitioners accumulated by ITI-USA, ongoing fundraising and informational programs are being conducted.



## **ITI-USA BOARD OF DIRECTORS**

Gina Ross, Founder and President

Reg Wilson, Chairman of the Board

### **Founding Board Members:**

Ron Boehm

Dennis Duitch

Alan Fox

### **Board Members:**

Beth Friedman

Cathy Graf

Carol Marks

Evie Rappoport, Ph.D.



### **ITI's Mission Statement**

The mission of the International Trauma-Healing Institute (ITI) is to promote peace at the community, national and international levels by bringing awareness to trauma as a root cause of suffering, conflict and violence and to the resources available for trauma's resolution and healing.

**For further information please contact us at**

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