

# Press Release

## Fresh Hope Transitions to International Affiliate Structure to Support Global Growth

[Omaha, NE] – Fresh Hope, the faith-based organization dedicated to empowering individuals to live well despite mental health challenges, is excited to announce an impactful transition to an International Affiliate Structure.

*Date: Monday, March 24, 2025*

Fresh Hope has experienced remarkable growth, with people from 35 countries participating in its groups and in-person meetings across approximately 20 countries in various languages. To sustain this momentum and meet the needs of its rapidly expanding global community, Fresh Hope is reorganizing its framework to facilitate localized leadership and operations through dedicated affiliates.

"This change is about ensuring our structure matches the scale of our mission," said Brad Hoefs, Founder of Fresh Hope. "Moving to an affiliate-based structure allows us to stay true to our grassroots vision while empowering regional leaders to better serve their communities. It's a great challenge to have—finding the right structure to continue growing Fresh Hope worldwide."

### What Does This Mean for Fresh Hope?

The new affiliate model will see Fresh Hope transitioning from a singular, centrally managed organization to a structure composed of independent regional affiliates. These affiliates will independently oversee their region's support groups, training, fundraising, marketing, and community outreach efforts.

#### Key Highlights of the Transition:

- An international office will continue to provide leadership and support for affiliate heads and regional leaders.
- Affiliates will operate as their own non-profit entities based on countries, continents, or language groups.
- Affiliates we are in process with at this time:
  - **Fresh Hope Australia**
  - **Fresh Hope Africa**
  - **Fresh Hope Spanish**
  - **Fresh Hope US & Canada**

“We are thrilled about this new chapter in Fresh Hope’s story. This model brings us back to our grassroots approach, enabling local ownership and customization while maintaining our larger mission of providing hope-filled connections and support,” added Brad Hoefs.

## **Staying True to the Mission**

Fresh Hope’s heart and mission remain unwavering as it transitions into its new structure. The organization focuses on empowering individuals to live well despite mental health challenges by offering faith-based, peer-to-peer mental health support groups, Hope Coaching, and trauma healing groups in partnership with the Trauma Healing Center of the American Bible Society.

Additionally, Fresh Hope offers specialized programs, including groups for teens, parents of children with special needs, and widows. With over 500,000 hope-filled touches in the past year alone, Fresh Hope stands as a beacon of support for those navigating mental health challenges.

Fresh Hope also provides free resources, such as blogs, videos, and conferences, as well as books and workbooks that further support recovery and hope-based solutions. These materials are available for order on Amazon or directly via the International Fresh Hope office.

## **Join Us in Building Hope Globally**

The transition to this affiliate structure is targeted for completion by June 1, 2025, and Fresh Hope is actively seeking leaders to establish affiliates in other regions, countries, or language groups.

If you or someone you know is interested in starting a Fresh Hope affiliate in your region, please contact the Fresh Hope International office by emailing [Maria@FreshHope.us](mailto:Maria@FreshHope.us). Together, we can take the next step in empowering communities around the world to live well in spite of mental health challenges.

Stay connected with Fresh Hope for updates on this exciting initiative through our social media channels and email newsletters.

## **About Fresh Hope**

Fresh Hope is a faith-based organization offering peer-to-peer mental health support through hope-filled groups and resources. Rooted in its Seven Tenets of Recovery, Fresh Hope combines evidence-based clinical research with compassion and community to empower individuals and families to thrive despite mental health challenges.

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