

MAUI *Calm* project

Emergency Response Clinical Float Therapy



Treating Anxiety and PTSD for Maui's Fire Survivors and Community for FREE.

Please consider **sponsoring** this much needed emergency response to the post-fire mental health crisis on Maui. Details are in the back of this document.

Hawai'i Community Foundation
MAUI STRONG FUND 

IS FUNDING
FREE FLOAT THERAPY
FOR ALL FIRE SURVIVORS WHEN OUR FACILITY ARRIVES!
www.mauicalm.org

MauiCalm.org
Details. Science. Support.



(808) 727-0341



info@mauicalm.org

The Float Research Collective is a Maui-based 501(c)(3) nonprofit organization

For many, the fire is still burning on the inside.



This project is dedicated to our community.

Within one year after a major disaster, acute anxiety begins the downward spiral into chronic PTSD. This can last for decades and overwhelms mental health resources in the area.



The current medical model puts disaster survivors on addictive pharmaceuticals to help numb the pain. Entire communities are forever changed by these medications. This has been most recently documented in the aftermath of the Paradise Fires.

There is a better, safer way
to prevent and treat PTSD
after devastating events.

MAUI *Calm*
project

**FREE Clinical
Float Therapy for
Emergency Healing**

Sponsorship details are in the back of this document.



EXECUTIVE SUMMARY

Float therapy has been clinically shown to help reduce anxiety and PTSD. However, it is usually a cost-prohibitive treatment that is inaccessible for most people.

The nation's leader in clinical float therapy research (and Maui resident) is now bringing it to the people of Maui for FREE as an emergency response to the fire-related mental health crisis on the island.

This is accomplished by building a state of the art float facility inside of a shipping container that can be placed in easy-to-access locations for fire survivors and first responders.

**ARRIVES AS
A SHIPPING
CONTAINER**



**EASILY CONVERTED
INTO A PLACE OF
HEALING AND CALM.**



1

Shipping
Container

3

Private
Float Pools

300

People
Per Week

15,000

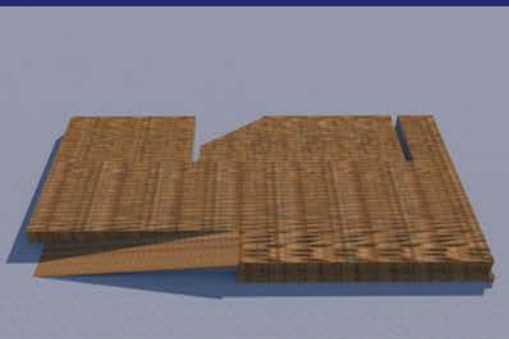
Floats
Per Year

MAUI *Calm* project



COMPLETE PTSD EMERGENCY HEALING FACILITY THAT IS EASY TO SHIP AND ASSEMBLE.

This is a scalable concept that can help heal future
community traumas in other areas.





**Clinically shown to rapidly reduce PTSD.
Completely safe with nothing but you and water.
Already used to treat first responders.
Naturally bypasses cultural barriers.
FREE to the public for the first time ever.**



**This project is run by
the Nation's Leader in
Clinical Float Therapy**

Clinical Neuropsychologist
Justin Feinstein, Ph.D.

Dr. Feinstein is an expert in the neuroscience of fear who is trailblazing a new path forward for the treatment of anxiety. He received his Ph.D. in Clinical Neuropsychology from the University of Iowa and completed his postdoctoral fellowship at the California Institute of Technology. He earned his undergraduate degree in Cognitive Neuroscience at the University of California, San Diego, where he later returned to complete his clinical internship at the San Diego VA hospital with a focus on the treatment of veterans with PTSD using prolonged exposure therapy.

Dr. Feinstein's work explores the intimate connection between the body & the brain, with the goal of developing new technologies to help bring this connection to the forefront of awareness. As part of these efforts, his research has laid the foundation for novel therapies that can naturally alleviate stress and anxiety without the use of drugs including Floatation-REST (Reduced Environmental Stimulation Therapy) and the modulation of CO2 as a form of interoceptive exposure therapy. In 2021, Dr. Feinstein became President and Director of the Float Research Collective, a nonprofit organization that is playing a pivotal role in establishing Floatation-REST as an accepted medical treatment.

Dr. Feinstein is a Maui resident and founder of the Float Research Collective, a Maui-based non-profit.

WHAT IS FLOAT THERAPY?

During Float Therapy you effortlessly float in a pool of water that has been saturated with over a thousand pounds of Epsom salt and heated to skin temperature.

The pool is built in a specially-calibrated environment that minimizes stimulation on the human nervous system including signals from visual, auditory, olfactory, gustatory, thermal, tactile, vestibular, gravitational and proprioceptive sensory channels.

This safe and natural water-based therapy has the potential to revolutionize pain management, stress reduction, and anxiety relief without the need to use highly addictive medications like benzodiazepines and opioids.

In essence, float therapy gives the nervous system a chance to pause and heal from all the stress and anxiety that comes with PTSD following a major traumatic event.




THE SCIENCE

Float therapy can help disconnect the nervous system from life's constant stream of stimulation, and in the process help individuals reconnect to themselves - especially those who suffer from stress, trauma, anxiety and PTSD, helping to quiet an overactive sympathetic nervous system that leaves the patient in a perpetual state of fight-or-flight.

Research studies in peer-reviewed medical journals have found that float therapy reflexively reduces signs of stress and hyperarousal, allowing an overstimulated and shocked nervous system to enter a state of equilibrium. Circulating cortisol levels are reduced, blood pressure drops by 10 to 15 points, respiration is lowered, high-frequency heart rate variability improves, and brain activity dramatically slows down to 1-2 cycles a second.

FIND LINKS TO A WEALTH OF PEER-REVIEWED SCIENTIFIC STUDIES ON OUR WEBSITE. WWW.MAUICALM.ORG



A photo from Dr. Feinstein's groundbreaking clinical float research which incorporated advanced biosensing technologies to monitor brain activity, blood pressure and more - all in real time.

Modern Float Pool Designs

"The open-air design completely removes all feelings of claustrophobia. I cannot overemphasize the importance of having an open pool for anxious populations. Without it many of our patients would have refused to even try floating."

Dr. Justin Feinstein



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Open-Air Design

The emergency float pools used by this project are NOT the small enclosed tanks that you may have heard of in the past. In fact, what we're building is the opposite - large open-air pools for complete peace of mind. Each private room has its own shower (for rinsing off) and an intricate system for cleaning and sanitizing the pool after each use.



Infrared Light Controls

We are building our emergency float pool facility with infrared lighting controls. At any point during the float, you can simply wave your hand to turn the blue LED lights on and off. It's entirely up to you and your comfort level.

About the Manufacturer



Floataway is the world's top manufacturer of state-of-the-art clinical floatation pools, including the specialized open float pools that were used in all the prior research studies with PTSD.

Soon after the fires, Dr. Feinstein contacted Floataway and they immediately started to work on designing the system. The first shipping container arrived at Floataway's factory in England and they are in the process of engineering all of the custom elements to fit three private open float pools inside.



**Maui residents
deserve something
better than pills to
help ease their
suffering.**



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Firefighters Endorse Float Therapy

“We have had several hundred patients (firefighters) use Float Therapy as part of their overall treatment regimen at the Center with impressive results.”



Dr. Abby Morris, MD - Medical Director
International Association of
Fire Fighters Center of Excellence
Washington D.C.

I have been in the fire service for nearly 30 years and suffer from PTSD due to repeated exposures of traumatic events sustained during my career. I have used many different modalities to help heal from PTSD and I have found that float therapy is very helpful. It is one of the few opportunities to turn off my hypervigilance, racing thoughts, and the slide show of past traumas. Too often current treatments just throw medications at people instead of working on the foundation of fixing the person. I urge anyone suffering from PTSD to try this therapy and I can't imagine my healing journey without it.

Fire Captain
Seattle Fire Department

As someone who suffers from Post Traumatic Stress and hypervigilance, I found that Float therapy has had a very calming effect on my body and mind. Its also a great way to tune into your body. The feeling of weightlessness, calm, and peaceful atmosphere help reflect your thoughts inward and enable you to feel vulnerable with yourself. I highly recommend this to any first responder or anyone who feels stuck in their day to day high stress workplace or home life. I will be making this a part of my healing journey from now on.

Firefighter
Fresno Fire Department

I have been a firefighter for almost 17 years and have struggles with PTSD, anxiety, and depression for the last 5 years. Initially I was nervous about doing the float because it meant I would be alone with my constantly racing and intrusive thoughts. I was nervous all the way up to getting in the tank. Shortly after, I was floating perfectly buoyant in the warm salt water, I felt peace and calm for the first time in several years. My racing thoughts evened themselves out and I was able to organize and process them with out any negative emotions. It was shocking how clear my mind felt and the 90 minutes was over before I knew it.

Firefighter
Virginia Beach Fire Department



Our mission is to help the fire survivors on Maui at no cost to them.

Please consider sponsoring this much needed emergency response to the mental health crisis that is currently ravaging Maui's community.



With your support we can ease the catastrophic impact of PTSD for Maui's fire survivors and first responders.

For many, the fire is still burning on the inside.



MAUI *Calm*
project



**FREE Clinical
Float Therapy for
Maui Fire Healing**





**Our mission is to provide FREE
Clinical Float Therapy for the
first time ever in the industry.**

**Your sponsorship will make a lasting
positive impact on the mental health of
Maui residents and plant the seeds for
future emergency mental health
responses in the U.S. and beyond.**

**Communities that are suffering from
acute trauma deserve something better
than pharmaceuticals and substance
addictions to help ease the pain.**

**For Maui, float therapy bypasses complex
cultural barriers and aligns with Hawaii's
rich history of healing with water.**

**By becoming a sponsor you will help us
provide this valuable form of healing to
Maui's fire survivors and first responders
for many years to come.**



Our Promise to our Sponsors

We are a Maui-based nonprofit with a vision. There is a serious lack of mental health response on this island in the aftermath of the horrific fires. We have the talent, experience and dedication to make a significant positive impact for many years to come.

But we can't do it alone.

Our sponsors are the foundation of this project. At every opportunity we will make sure our community, the government, the national media, and our patients all know who the real heroes are behind this venture.

This is our promise to you. Please consider becoming a sponsor today.



Sponsorship Tiers



PREMIUM SPONSOR (Limit 1)

"The Maui Calm Project is brought to you by _____"
Dominant Positioning in *all* Outreach, Maui Calm Facility, Maui Calm Website, Testimonial Zone Videos and *all* Applicable Merchandising. Mentioned in *all* Media Including National and Local Interviews.

\$200k for one year



CORE SPONSORS (Limit 4)

One of the three float rooms OR the rejuvenation room (post-float) will be named after your organization.
Prime Positioning in *all* Outreach, Maui Calm Facility, Maui Calm Website, Testimonial Zone Videos and most Applicable Merchandising. Mentioned in most Media Including National and Local Interviews.

\$100k for one year



COMMUNITY PARTNERS

Well Positioned in most Outreach, Maui Calm Facility, Maui Calm Website and some Applicable Merchandising.

\$25k for one year



'OHANA

Listed in most Outreach, *all* Facilities, and Maui Calm Website.

\$5k for one year

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Logo Placement Structure

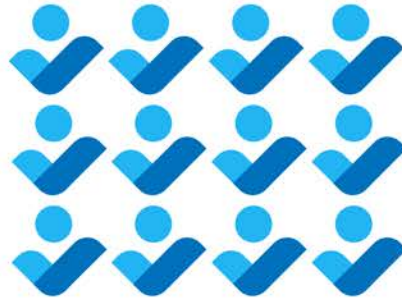
Premium



Sponsor



Partner



'Ohana

Family Foundations
Local Businesses
Non-Profits

Individual Donors
Philanthropic Entities
Media Organizations

Community Groups
Medical Industry
Government Support

'Ohana sponsors are always listed in text form and do not include logos.



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Sponsorship Distribution

These are examples of planned marketing materials.

OUTREACH



PRINTED MATERIALS

Informational Brochures, Business Cards, Flyers, Pamphlets, Letterhead, etc.



DIGITAL

Website, Newsletters, Email Signatures, Zoom Backgrounds, Blog Posts, etc.



MEDIA

Press Releases, PR Campaigns, Articles, Interviews, Social Media, Documentaries, etc.

MAUI CALM FACILITY



SIGNAGE

Exterior and Interior Large Format Printed Signs.



TESTIMONIAL ZONE

Video Backgrounds for Post-Float Client Testimonial Station. Videos Published Across Multiple Platforms.



MERCHANDISE

Shirts, Hats, Pens, Magnets, Sweatshirts, Water Bottles, Coffee Mugs, Stickers, etc.



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YOUR SPONSORSHIP IN THE MEDIA



Dr. Justin Feinstein's research is no stranger to national media coverage.

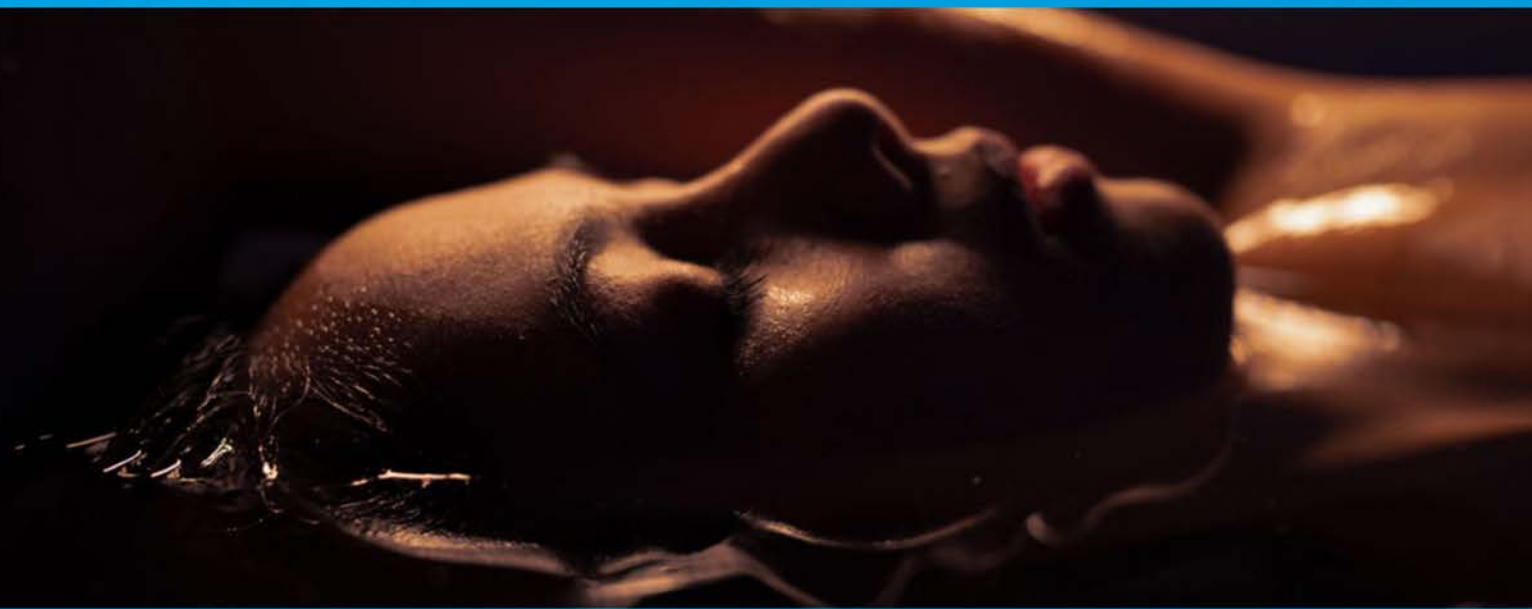
He's been positively featured by large media organizations (print and video) with regards to his innovative work in clinical float therapy. He's the most interviewed person in the nation on the topic.

As our emergency response project for Maui's mental health crisis continues to grow, our media presence will also continue to grow. As the foundation of Maui Calm, our financial sponsors will be a top priority for us to include in articles and interviews as benefactors of a noble cause.



Links to individual articles and interviews can be found on our website.
www.mauicalm.org

**Water is the
antidote to fire.**



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**WE ARE SO GRATEFUL FOR THE
FIRST WAVE OF SUPPORT.**



We received a \$238,000 grant from the Maui Strong Fund of the Hawai'i Community Foundation to pay for the entire first year's operational costs of our facility once it arrives.



The L.A. Salt Co. has offered to supply the thousands of pounds of Epsom salt required by our float pools for an entire year.



HelmBot has donated their entire suite of professional float facility scheduling software to keep our project modern and efficient.

Community Support

**Councilmember Tasha Kama
Councilmember Thomas Cook
International Association of Firefighters
International Float Community
Maui Fire Department
Maui United Way
Mindful Living Group
Office of Wellness and Resilience**



**TO ADD YOUR VOICE TO THIS EFFORT,
PLEASE VISIT THE SUPPORT PAGE ON OUR WEBSITE.**

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