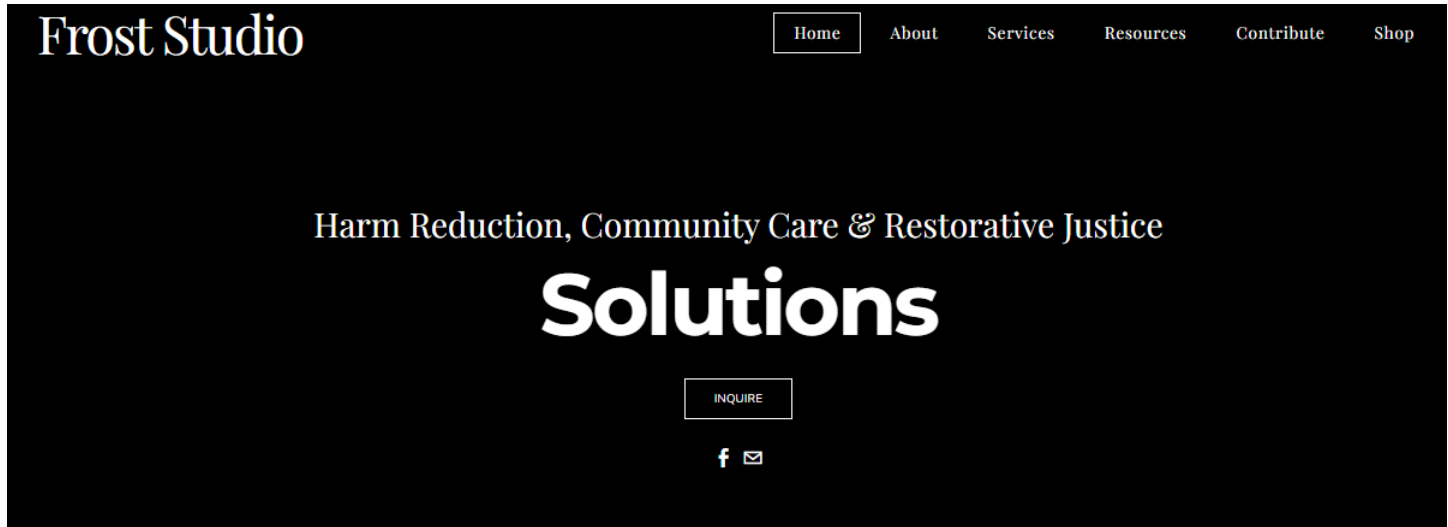


Frost Studio: Solutions & Services for Harm Reduction, Community Care & Restorative Justice



Section 1: Business Information

Business Name: Frost Studio

Contact Name: Danita Frost-Arey

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Website: www.froststudio.solutions

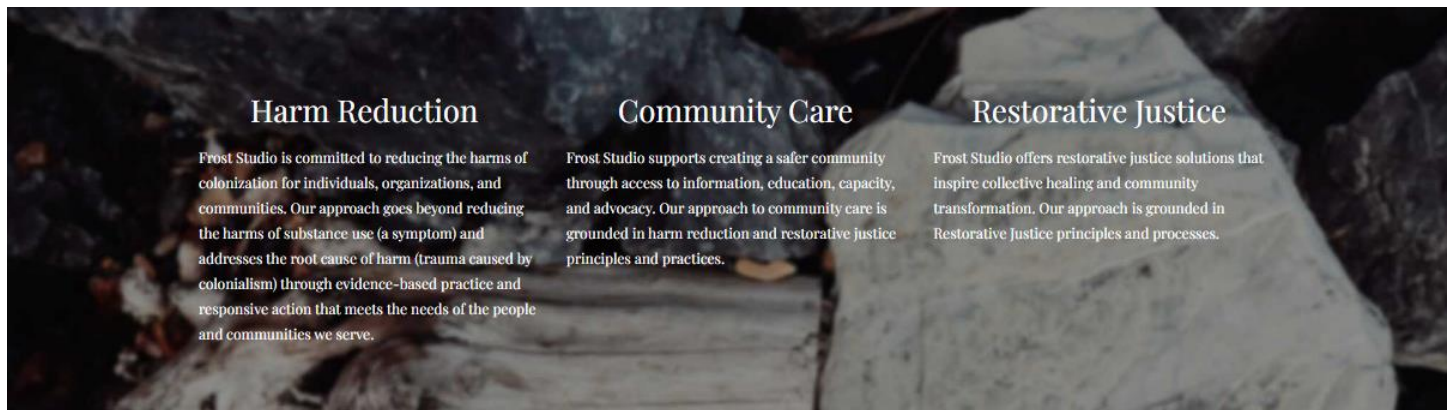
Planned launch date: September 30, 2024

Section 2: Business Plan

Executive Summary

Frost Studio Solutions aims to be a leading provider of innovative products and services that promote harm reduction, community care, and restorative justice. Frost Studio aims to address the historical and ongoing harms of colonization that have impacted the well-being, identity, and relationships of Indigenous peoples. By engaging in outreach and education activities, Frost Studio will raise awareness about the Restorative process and its benefits for healing and reconciliation. By mobilizing traditional knowledge, Frost Studio will empower community members to revive and reclaim their roles as knowledge keepers and agents in harm reduction, collective healing, and community transformation.

BUSINESS PLAN: FROST STUDIO



Harm Reduction

Frost Studio is committed to reducing the harms of colonialism for individuals, organizations, and communities. Our approach goes beyond reducing the harms of substance use (a symptom) and addresses the root cause of harm (trauma caused by colonialism) through evidence-based practice and responsive action that meets the needs of the people and communities we serve.

Community Care

Frost Studio supports creating a safer community through access to information, education, capacity, and advocacy. Our approach to community care is grounded in harm reduction and restorative justice principles and practices.

Restorative Justice

Frost Studio offers restorative justice solutions that inspire collective healing and community transformation. Our approach is grounded in Restorative Justice principles and processes.

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Danita Frost-Arey, Owner



Danita Frost-Arey is an Indigenous entrepreneur, advocate, harm reductionist, restorative justice practitioner, and consultant. Danita's professional path is marked by her roles in Probation and Parole, Community Health Promotion, and as a Jordan's Principle/Inuit Child First Initiative Service Navigator. Each position has not only benefited from her expertise but also highlighted her commitment to fostering positive change within her community. Her work in Housing First underscores a dedication to addressing housing and ending homelessness, while her involvement in Indigenous Literacy initiatives reflects a deep understanding of the importance of education in empowering individuals and preserving cultural heritage.

As a Restorative Justice practitioner, Danita holds a certificate from Simon Fraser University, a credential that speaks to her profound engagement with healing and reconciliation processes. This approach is pivotal in transforming the way communities address crime and conflict, shifting the focus from punishment to restoration and healing.

Currently, Danita is furthering her education in social work at Thompson Rivers University. This step is a continuation of her lifelong commitment to advocacy and service, equipping her with an even broader set of tools to effect change.

Values, Mission, & Vision



Values

Truth
Reconciliation
Respect
Safety
Connection
Justice



Mission

Our mission is to reduce the harms of colonialism, support community care, and inspire restorative transformation for individuals, organizations, and communities.



Vision

To reduce harms, create connections, and promote safer communities.

“Safety is not the absence of threat... it is the presence of connection”

- DR GABOR MATE

Market Analysis

The demand for harm reduction, community care, and restorative justice solutions is growing as communities seek more effective ways to address social issues. Our market analysis indicates a strong need for innovative, evidence-based approaches that can be tailored to diverse populations.

Observations examples:

Alcohol Consumption:

Findings indicate that the enforcement of alcohol bans within Indigenous Communities inadvertently lead to negative outcomes, including the criminalization of individuals within these communities. Furthermore, the scarcity of legally obtainable and safe alcoholic beverages in areas with such prohibitions often drives residents to seek alternative substances. These can include hazardous materials not intended for consumption, such as anti-freeze, Lysol, hand sanitizer, mouthwash, and homemade alcoholic concoctions. Harmful policy such as prohibition pose significant health risks and highlight the unintended consequences of alcohol restrictions.

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People in communities are needing skills, education, and training on how to use alcohol safely, rather than be subject to harmful policy that restrict their right to self-determination.

Drug use:

Stigma around drug use in Indigenous Communities have segregated communities of “users” and “non-users” mirroring the colonial practices of Residential School with the use of segregation between children, their siblings, and their families. Harm Reduction and Community Care work can address stigma through information and education. Everyone uses drugs, everyone has the right to use safely.

Indigenous Governments:

Governed by colonial frameworks and agreements, Indigenous Governments are perpetuating colonial ideology in their structure, relationships, and leadership. Indigenous governments are creating displaced violence, a redirection of anger and hostility towards individuals within a marginalized or oppressed group, rather than the actual sources of oppression – effectively, targeting one's own community instead of the external systems. Intra-community violence is deeply entrenched and is perpetuated by historical and systemic factors including colonization, sustained oppression, the transmission of trauma across generations, and persistent encounters with racism and discrimination. This identified need within Indigenous Governments can be addressed through a Restorative Justice process.

Products and Services

Frost Studio provides services and solutions for individuals, organizations, and communities. Our services are provided to increase safety and connection for:

- Indigenous peoples
- People who use drugs and alcohol
- People involved in the criminal justice system
- Organizations and communities that would like to learn more about Harm Reduction, Community Care, and Restorative Justice
- Organizations and community seeking to transition from cultural avoidance, awareness and sensitivity to cultural safety and advocacy
- Communities that have experienced harms such as institutional and systemic racism, violence, loss, or displacement
- Communities that need a safe space to express their needs

Services and Solutions

- Workshops: Interactive sessions that encourage discussion, learning, and collaboration. Topics are based on the needs of a group, organization, or community
- Training: Structure programs that provide education, information, and skills enhancement.
- Facilitation: Healing Circles, Restorative Justice Circles, Community Care Circles

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- Community Involvement: System navigation and advocacy for Individuals

How does it work?

1. Initial Contact or Referral: Individual, organization, or community seeking services and solutions in harm reduction, community care, and restorative justice.
2. Intake: Frost Studio will gather identifying information of an Individual, organization, or community.
3. Needs Assessment: Frost Studio will conduct interviews identifying the needs of yourself, organization and community and offer solutions and services.
4. Service Delivery: Frost Studio and your organization or community agree on the terms of solutions and enter into a contract for services.

Cost

1. Initial Contact or Referral: 15 mins Free.
2. Intake: 1-3 hours at \$150/hour
3. Needs Assessment: 3-10 hours at \$150/hour
4. Service Delivery: 10-30 hours at \$150/hour

Contributions and partnerships from Individuals, Organizations, and Communities provide Frost Studio an opportunity to offer services to the most at-risk individuals, free of charge. 10% of each contract awarded is paid forward to provide free services for people in need. Additionally, Frost Studio has committed 10 hours each month to volunteer efforts in the community.

Marketing and Sales Strategy

Frost Studio Solutions will use a multi-channel marketing approach, including social media, community partnerships, and educational campaigns, to raise awareness about our products and services. We will also network and collaborate with local organizations, Indigenous governments, and agencies to expand our reach.

Harm Reduction, Community Care & Restorative Justice

Shop

SHOP

Frost Studio will soon offer merchandise that promote harm reduction, community care, and restorative justice.

Frost Studio plans on accessing Arts funding to create digital media that promotes harm reduction, community care, and restorative justice by operating an online shop offering merchandise that supports our mission. Frost Studio will promote and educate the public by participating in local conferences, markets, and events in the community.

Operations Plan

Our operations will be based in Inuvik, Northwest Territories, with plans to expand services and solutions to other communities. We will establish partnerships with local healthcare providers, community organizations, Indigenous organizations, and educational institutions to deliver our services effectively.

Management Team

As a sole proprietorship, Frost Studio will be managed by one owner, who will oversee and deliver all aspects of the business. The owner will engage community members and individuals with lived experience to ensure our services are relevant, responsive, and effective.

Financial Plan

We will seek funding through grants, donations, and partnerships with government agencies and private funders.

1. Planned Crowdfunding Campaign Launch on September 30, 2024

Frost Studio will plan a kickstarter campaign on social media platforms requesting pledges from people who support the vision of this work, for example:

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Seeking pledges to support Frost Studio, my small business that focuses on harm reduction, community care, and restorative justice. You can learn more about Frost Studio's mission at www.froststudio.solutions

A kickstarter is a crowdfunding model for businesses that provide creative products, solutions, and services while making a positive impact. My goal is 100 pledges at \$20 per pledge. You do not have to pay until our goal is met. The kickstarter will be used to support start up capital of running a small business 🤔

If we meet our goal of 100 pledges, your contribution can be made by emt to frostarey@outlook.com. If we go over our funding goal, excess contributions will be donated back into the community. If we do not meet our goal by October 20, 2024, you will still be recognized as a supporter, however no payment is necessary. If you support Frost Studio's mission and would like to offer your pledge, comment on this post with the amount you are pledging.

2. Request for contributors and supporters on Frost Studio website

