



## *Take Flight*

A capital campaign to launch the  
Herbal Hummingbird Hub

*Help us grow, pollinate, and heal together!*







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# Seeding Reciprocity



**Tending pollinator and medicine gardens, and preparing and sharing herbal medicine, is a concrete way to participate in much needed healing of our ecosystems and our bodies.**

Modern human practices of extraction from Earth and from our fellow beings have disrupted the balance of our ecosystems. As a global human family, we face a flood of catastrophe in the form of pandemic illnesses, social inequity, and climate disasters.

**The sharing of plant knowledge and medicines can help heal the wound of separation between modern humanity and our abundant caring planet.** Plants also have much to offer towards the racial, cultural, and class wounds we carry. Gardening can ease the pain of chronic illnesses, and immersion with plants and animals can help us to become more centered in our body, mind, and spirit.

For over 40 years, Avena Botanicals, under Deb Soule's leadership, has offered courses, practices, and herbal remedies to promote an ethic of reciprocity with Earth and her many beings, and address the crises we face at this time.

**It is with deep commitment to Deb's vision of interconnected sanctuary gardens and plant medicine that we announce the 2025 launch of the Herbal Hummingbird Hub.**

Based in the magical gardens and classrooms at Avena Botanicals in the Wabanaki homelands of mid-coast Maine, we envision expanded educational programs and networks of medicinal gardens for pollinators and people. **Our guide is the Ruby-throated hummingbird — we hope to emulate this courageous and interdimensional being in our work of reconnecting people with one another, the medicine plants, and the sacred rhythms of Earth.**



# Growing Solutions

The Herbal Hummingbird Hub is a sanctuary, a classroom, and a place where we put our love and mutual care into practice.

Providing space for people and pollinators to thrive

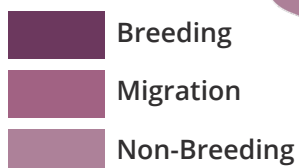
Offering programs for pollinating knowledge



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# Nourishing Connection

**The Ruby-throated hummingbird** guides our focus on interdependence at the Herbal Hummingbird Hub, as they migrate thousands of miles from south of the Gulf of Mexico to mate and pollinate in our gardens every summer. All gardens along the migration routes rely on these pollinators to bring forth medicine, food, and seed.







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# Rooted in Community

**The Herbal Hummingbird Hub tapped into community roots to refine its mission and niche.**

The rebirth of The Herbal Hummingbird Hub began in 2020, when our gardens closed to the public. During this time, we reflected deeply on our purpose and how we could contribute to the broader work of decolonizing our mindsets, herbal mutual aid, community health care, climate changes, and healing generational trauma.

We paused our programming to envision how we could create space for ancestral healing and trainings for herbalists and gardeners from underserved communities. Between 2020 and 2023, we piloted several programs designed to offer a safe and nurturing environment for BIPOC herbalists and healing artists.

We also see the Hub as a space for those of us descended from settlers to confront and address the legacies of colonialism and white supremacy. Through educational gatherings, we strive to rekindle ancestral knowledge and foster ongoing work of generational change in healing and decolonization.

**The hub received an outpouring of support and input from community members through:**

## Community Surveys

**72**  
community members provided vital feedback

## Stakeholder Interviews

**16** key members of our community provided rich testimony



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# Nurturing Vision

## Mission:

The Herbal Hummingbird Hub's mission is to serve people, plants, and pollinators by tending to herb gardens, teaching herbal medicine, and stewarding racial and environmental healing.

## Values:

Love  
Reciprocity  
Anti-Racism  
Interdependence  
Ancestral Knowledge

## Vision:

We envision a network of sanctuary gardens along the migration route of the Ruby-throated hummingbird and beyond. These gardens will be connected by pollinators, by the knowledge of herbal medicine we exchange with one another in our classrooms and gardens, and by the sharing of mutual aid to communities in need.







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# Blossoming Forward

## The seed

Avena Botanicals began in 1985 with the leadership of founder and herbalist Deb Soule, who wanted to make handcrafted organic herbal remedies more accessible. In 1995, the small business moved onto a 32-acre farm, where Deb also began to share her knowledge of herbal plants and medicine with the community.



## The sprout

The Herbal Classroom was founded by Deb in 2006 as a 501(c)(3) non-profit focused on offering classes on herbal healing and Biodynamic® and organic herb gardening. It has hosted education and programming ever since, encouraging students to use their hearts, hands, and minds to engage in learning the healing ways of plants.

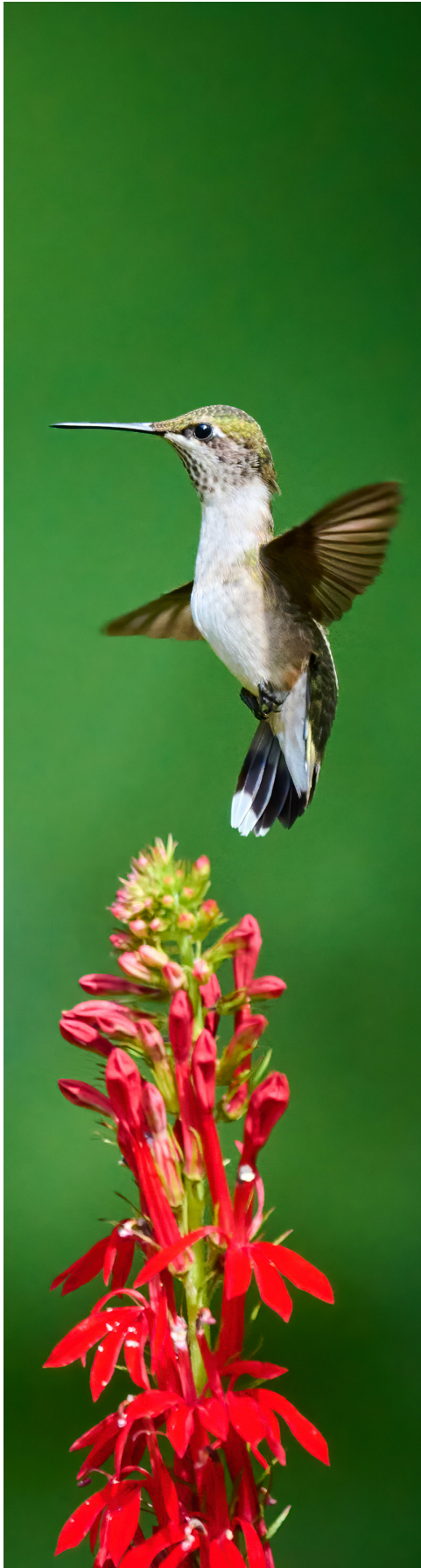


## The blossom

In 2024, the non-profit chose a new name, the *Herbal Hummingbird Hub*, to represent the central importance of pollinator protection in our work. Our organization has thus far been entirely volunteer-led and at this moment is ready to take the next steps of hiring an inaugural staff.







# Harvesting Help



With this transformational campaign, The Herbal Hummingbird Hub will grow meaningfully into a fuller expression of its vision as a sanctuary for plants, pollinators, and plant people.

It will hire an inaugural paid staff, expand programming, and institute a brand new Hub space! With a fully staffed operation, Herbal Hummingbird Hub will be able to serve hundreds of students and support our vital pollinators.

## *With Your Help, We Can...*

### **Hire leadership and essential staff:**

- Executive Director
- The Hummingbird Corridor Program Coordinators
- Sanctuary Gardener and Garden Interns
- Program/Mutual Aid Director

### **Institute the Hub's facilities and gardens, including:**

- Spaces for guest teachers and healers to stay in during their residencies
- The Hummingbird Corridor Project office
- Mutual aid apothecary
- Kitchen for gatherings

### **Offer programming that will include:**

- Mutual aid projects
- Guest teachers
- New events

### **Continue to fund ongoing:**

- Curriculum Development
- Website Maintenance
- Bookkeeping







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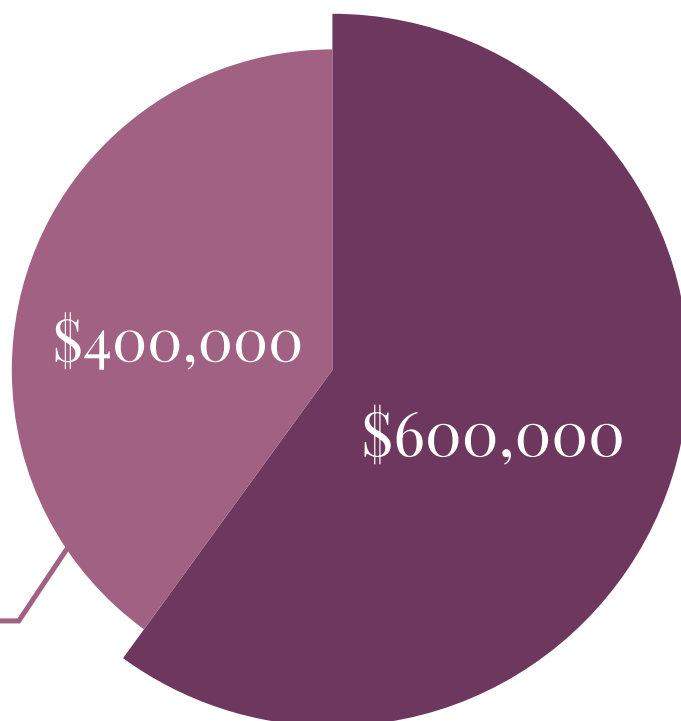
# Cultivating Abundance

## Fly with Us

The Herbal Hummingbird Hub invites you to make a meaningful gift to our \$1,000,000 Capital Campaign. Your funds will allow us to:

Institute the Herbal Hummingbird Hub's facilities and gardens.

Fund two years of salaries and benefits for the inaugural team, so they can dream, design, and execute programming well.



## Make a Donation

These are potent times for expanding our collective knowledge of herbal medicine and putting into practice our care for the earth, pollinators, and our human communities.

*Please join us in service of a healthier and more loving world.*

To donate, please visit [www.herbalhummingbirdhub.org](http://www.herbalhummingbirdhub.org) or make a check out to "Herbal Hummingbird Hub" and mail it to:

**Herbal Hummingbird Hub, 219 Mill Street, Rockport, ME 04856**



We are a 501(c)(3) and your donation is tax-deductible.

For questions about making a donation or a pledge to this campaign, contact Deb Soule at: [give@herbalhummingbirdhub.org](mailto:give@herbalhummingbirdhub.org)



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# Ongoing Impact

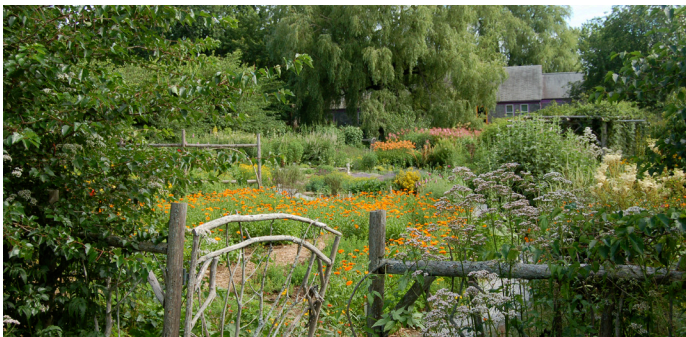


## Sharing Botanical Medicine

Thousands of visitors have already learned about herbal medicine through programming offered by the Herbal Hummingbird Hub's earlier incarnation, the Herbal Classroom. This has included family medicine residents and medical students who come each year to participate in an integrated medicine curriculum that Deb Soule developed in partnership with Dr. John Woytowicz.

“*Deb provides an environment where the power of botanical medicine is able to flourish and where people can come to learn how to incorporate it into their life, develop skills for their own wellness, and help other people along the way.*”

- Dr. John Woytowicz







**Herbal Hummingbird Hub**

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