



BOARD OF DIRECTORS  
RECRUITMENT PACKET AND  
JOB DESCRIPTION  
2025-2026

# MISSION AND VALUES

## VALUES

- HWB recognizes that many global citizens lack access to health and wellness due to economic and other barriers. HWB firmly believes that health is a human right, not a privilege.
- HWB organizing and volunteer efforts focus on alternative health and wellness solutions, through education, empowerment, and advocacy projects.
- HWB is a cross-cultural health and wellness organization that creates intercultural exchanges and takes actions via national, regional, and project-based chapters around the world.
- HWB believes in the protection and preservation of indigenous herbs and traditional healers, including autonomy and intellectual property rights that honor and respect the wisdom of both traditional plants and healers.
- HWB educates about growing and eating of traditional local healthful natural foods and herbs; the relearning and recollecting of everyday traditional cultural healthful lifestyles.
- HWB supports equitable, sustainable, fair trade practices involving herbs and botanical products, including the promotion of locavore diets and botanicals.
- HWB embraces true empowerment models, encouraging local people to utilize their own unique community resources and create access to health and wellness clinics and resources.
- HWB assists herbalists and healers with continuous training and education.
- HWB is run by volunteer services, monetary and in-kind donations of its chapter members.



## MISSION

Herbalists Without Borders (HWB) is an international network of herbalists, traditional healers, complementary alternative medicine clinicians, botanical medicine product-makers, tradespeople, herb growers, farmers, ecologists, students, and others interested in the role of plants in primary health and wellness, sustainable agriculture, trade, and ecological preservation and restoration.



# OUR PROJECTS

HWB Members organize as Chapters, Clinics, & Projects under HWB. Special Core Volunteer Project Coordinators offer technical support, assistance, and resources to help those create sustainable ongoing models. We have projects that span the globe, with over 80 Chapters & Projects.

HWB has many members & Chapters globally working directly in their communities to provide alternative herbal health support after hurricanes, forest fires, earthquakes, political strife, to the homeless populations, refugees, and to those surviving trauma. HWB provides assistance and technical support to help folks implement models in their own communities.



## 01: FREE PEOPLE'S CLINICS

HWB clinics depend on the generosity and volunteer time of the communities they serve. HWB Free People's Clinics operate around the globe with many different models from popup clinics, mobile clinics, and clinics in herbal schools, community buildings, or shops. During COVID, we have adapted our models to include remote clinic events, zoom consultations and groups classes, self-care kits, hands-free curbside pickups, outdoor events, and more.

Health, wellness, and compassionate care are served by our volunteers in regions where there are either natural or human-induced crises and disasters, as well as poverty and lack of access to wellness, healthy food, and health care.

HWB does not impose care upon countries or cultures of people, we go when invited and encourage residents of countries to organize and start an HWB Chapter in their region and work within their own borders. Cultural autonomy, preservation of healing traditions, indigenous plants and healers are priorities for HWB.



## 02: COMMUNITY SUPPORTED HERBALISM

The need for accessible holistic care is becoming more urgent due to the high costs of mainstream medical care and lack of insurance coverage. We offer technical support to help communities envision or create an Herbal Apotheca model in every nation and region, extending affordable, sustainable Herbal Medicine for all people. HWB also has an HWB US Donation Distribution Network where we intake, manage, and distribute herbal donations to free clinics throughout the US & territories, and we encourage other nations to create similar models. Our educational programs help provide more information and learning for those doing this work. We ship hundreds of boxes per year around the US and support nations creating similar models in their regions.

## 03: MEDICINAL SEED SAVING & PLANT CONSERVATION

HWB is passionate about saving and sustaining our native medicinals and wants to teach others how to preserve seeds and propagate medicinal plants. HWB promotes Seed Saving models that communities and Chapters can implement now. HWB also has a seed bank, seed library, and the garden at our International Headquarters grows out medicinal plants for our own US free clinics and to save seeds. We help educate people on how to do this in their own communities. We also encourage the growing of endangered medicinals, not to use, but to preserve and spread, and HWB gardens not only conserve, but are used to educate others. Our member portal contains hundreds of resources, and our podcast and webinar series in 2022 will offer additional knowledge sharing.



## 04: NOURISHING COMMUNITY & HERB GARDENS

Creating community gardens that bring back medicinal herbs alongside wild foods, natives, and cultivated edibles is a tangible way to be a part of the solution. As we grow gardens we grow community. HWB helps groups plan gardens when needed, and assists in garden planning, layout, design, via technical assistance program. **Health justice is food justice.** We offer technical support and hundreds of resources in the member portal. HWB also provides assistance and support to HWB groups to get gardens started.

### HWB SEED GRANTS

The HWB Seed Grant program began in 2018, and has distributed thousands of packets of seeds in communities around the US. HWB has helped get hundreds of gardens growing - food gardens, medicinal gardens, healing youth and elder gardens, and more. HWB Seed Grants open every spring.

## 05: DISASTER RELIEF

Global citizens continue to be marginalized, displaced, unemployed, homeless, imprisoned, and more. Many people struggle economically, living in rural isolation to overcrowded refugee camps - all facing incredible barriers to health and wellness. HWB members and Chapters respond in their own regions after disasters, and HWB works to provide technical support, resources, advice, advocacy, and assistance. In the past year, we have responded to fires, floods, earthquakes, refugee crises, conflicts, and more.

A big part of disaster and war relief is preparing in advance. We connect and support those responding in the thick of disaster to help them create models that they can do on a local level. We are here to provide calm support, guidance, and technical assistance in the midst of crises.



## 06: COMMUNITY EDUCATION & EMPOWERMENT

HWB hosts webinars, on demand learning, and other educational support to our Coordinators. We also have over 20 eGuides and Make & Take Guides in the member portal to help those wanting to work in their own communities. HWB members & Chapters also host ongoing educational events such as plant talks, plant walks, seminars, and monthly gatherings to help bring more knowledge of herbs and herbal medicine to communities, and HWB offers ongoing educational support and opportunities for all members for continuing education and resources. We are always working to expand our offering, and will be including a 3 part trauma training series in early 2026, a series of Clinical Round Table events, and other key support and education for people to work in their communities. Our magazine, Without Borders Magazine, also promotes skills for community herbalists to support community engagement and empowerment.

## 07: US DONATION DISTRIBUTION NETWORK

HWB intakes donations at our U.S. Community Apotheca/Donation space in Wisconsin and then distributes them out to HWB Chapters, Clinics, and Projects. While all groups might get some donated supplies locally, none of us can source everything we need to serve our communities. So, by intaking donations at our central hub, we are supporting an equitable redistribution of supplies with minimal to no waste, and a fair system of sharing that does not overwhelm Coordinators who do not have space to store, make, or prepare the items themselves. By donating into our network, your supplies can be distributed to groups serving communities in need, and ensure we are ready in case of a disaster. We could not do this volume of amazing work in distributing donated supplies every month around the US without the support of our members and herbal community contributing supplies into our network for our continued use. THANK YOU!



## 08: TRAUMA TRAININGS

HWB Chapters host Trauma Trainings (TT) designed to meet local needs, using the HWB TT outline and resources. In the past year, many Chapters and the core HWB hosted TT's on disaster response, working with marginalized communities, trauma-informed practice, and self-care. HWB members & Chapters also host ongoing educational events such as plant talks, plant walks, seminars, and monthly gatherings to help bring more knowledge of herbs and herbal medicine to communities, and HWB offers ongoing educational support and opportunities for all members for continuing education and resources. In January of 2026 we are offering an in-depth 3 part series and educational platform Trauma Training.

## 09: INTERNATIONAL BORDERLESS MEDICINE

Herbalists Without Borders also assists global people facing discrimination, oppression, and other barriers to accessing health and wellness. HWB does not impose care upon countries or cultures of people, we go when invited and typically encourage residents of countries to organize and start an HWB Chapter in their region. Cultural autonomy, preservation of healing traditions, indigenous plants, and healers are priorities for Herbalists Without Borders.

Herbalists Without Borders™ provides volunteer health justice and humanitarian aid to thousands of people in more than 20 countries with multiple chapters in some of those countries. Health, wellness, and compassionate care are served by our volunteers in regions where there are either natural or human-induced crises or disasters. We work to support those in nations around the globe via our member portal and technical assistance, getting education, information, resources, and technical assistance to areas around the world.



## 10: COMMUNITY AROMATHERAPY

At Herbalists Without Borders, our Community Aromatherapy program is designed to bring the benefits of aromatherapy to at-risk communities through a collaborative and well-structured approach. We utilize donated supplies and the expertise of a certified aromatherapist to review and formulate products specifically for free clinics, community outreach, and educational initiatives. These efforts extend to various community models, ensuring that aromatherapeutic tools are accessible and effective in supporting those most in need, particularly after natural disasters and during relief efforts.

This program is not just about providing ready-to-use tools; it's also about empowering our coordinators with the knowledge and skills they need to incorporate aromatherapy into their community work.

## FLOWER ESSENCE INITIATIVE

At Herbalists Without Borders, we recognize the profound impact that trauma can have on individuals and communities. Our Flower Essence Initiative is dedicated to offering gentle, safe, and effective tools to support those who have experienced trauma. By incorporating flower essences into our trauma care toolkit, we provide a nurturing approach that honors individual choice and encourages intentional self-care.

**HWB PROGRAMS OPERATE USING VOLUNTEERS AND MUTUAL AID, REACHING THOUSANDS PER YEAR ON A LIMITED BUDGET.**

# OUR PEOPLE

HWB is a volunteer driven membership organization with only 1 part-time employee, and we want to acknowledge the hard work and dedication that goes into managing HWB and coordinating all of the different projects, chapters, clinics, gardens, resources, member benefits, financial aspects, liability, training, management, and the daily administration of an active global nonprofit of hundreds of members working around the globe via over 80 chapters.

HWB has Core volunteers that work in the day to day of a global nonprofit. We also have volunteers that help with proofreading, translation, article writing, and grant searches. We also have Chapter, Clinic, and Project Coordinators that volunteer in their local communities, working under the mission and vision of HWB and promoting our work and organization to the world, and our Core volunteers help make sure those local feet on the ground have the resources they need.

It takes more than a village, and we truly appreciate all of our volunteers.

## Quick Stats:

2023 Operating Budget: \$76K

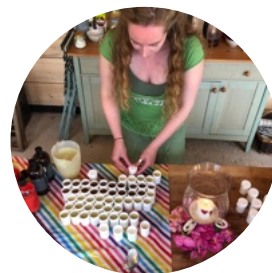
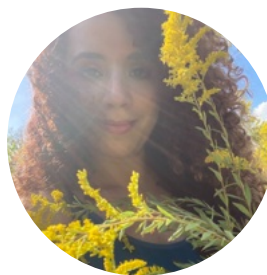
Chapters/Clinics/Projects: 60

Members: 600

Employees:

1 part time ED, 20 hours per week

1 part time office admin, 7 hours per week



# MEET OUR BOARD

HWB is a 501c3 nonprofit NGO. Our Board of Directors includes practicing clinicians, community activists, and those working in their own regions - all with experience as HWB Chapter, Clinic, or Project Coordinators or Community Organizers and Free Clinic Volunteers. The direct experience of our Board with the HWB Community is critical to continue serving those in our communities that are most often excluded, marginalized, or unable to access healthy food or botanical health care. Our Board Members are not only actively engaged locally, but also can work to support the mission and vision of HWB into the future.



**PETRA SOVCOV**

Co-Chair



**AMY FABRIKANT**

Co-Chair



**PENNY WHITEMORE**

Vice Chair



**ARATI URSUS**



**LUCRETIA JONES**



# BOARD DESCRIPTION

**As a Board Member of Herbalists Without Borders, you will make a good faith effort to:**

- Be a compassionate consensus builder
- Act on behalf of the organization and its interests, putting aside personal concerns; avoiding conflicts of interest
- Serve on a Board committee and/or special project
- Make an annual personal financial contribution to HWB by maintaining active membership
- Help staff/volunteers to promote HWB's good work and visibility, introducing the organization to new communities, business sponsors, foundations, media and other helpful individuals or potential partners
- Contribute expertise in vital areas of nonprofit organization, finance, fundraising, legal expertise, clinical management, social justice, grassroots organizing, land preservation, media, grant writing, or other areas that advance HWB's mission/vision and goals
- Recruits, orients, and develops new Board members

**Responsibilities:**

- Understand and promote the organization's mission
- Be familiar with the organization's programs, policies, and operations
- Attend Board meetings and appropriate committee meetings
- Actively serve on at least one committee
- Review agenda and supporting documents prior to meetings
- Participate in fundraising events where applicable
- Strictly adhere to conflict of interest policies
- Strictly adhere to confidentiality policies
- Sign and follow any other Board or Nonprofit Policies

To view descriptions of all officer roles, please visit the google doc below:

<https://docs.google.com/document/d/15fGrnX9NKswFQhjh-5apBAMR3tSe8GpFkuYna16ogzE/edit?usp=sharing>



# BOARD INFO

## REQUIREMENTS:

- Interested members must have been an HWB member for at least 3 months before the election, and always maintain a full membership in good standing (general liability req).
- Candidates should submit their Letter of Interest and Resume to the Board of Directors or via the ED by the deadline
- Candidates will initially be vetted with the Chair of the Board and the ED or the Nomination Committee
- Board members should come from various regions, nations, and backgrounds, to reflect our global perspective. **HWB prefers not to have multiple Board Members from one single Chapter, Clinic, Project, or Location**, so that we are best able to bring in ideas and representation from a wide area, experience, and background and so that not only one type of work or location is supported. Different experiences and backgrounds enrich us.
- Vetted candidates who qualify will participate in a meet & greet zoom call to meet the BOD before the election date.
- Once the candidate is vetted and meets the requirement, they must attend a meet & greet with the Board, and then the potential candidate is added to the ballot for the election
- Candidates will be notified of the result via email
- If the candidate is elected, they should be ready to attend the Annual Board meeting in December, for 2 half days
- Any candidates interested in an officer role shall serve on the BOD for at least 3 months before being appointed to any officer role.
- The Chair and Vice Chair roles should be filled with Board Members who are established BOD members and are familiar with all aspects of HWB and the Board.

## TIME COMMITMENT:

- **Not miss more than 2 Board & Working Group meetings per year, total**
- Attend bi-monthly Board Meetings and bi-monthly Working Group Meetings
- Attend and actively participate in HWB related work
- Join and actively participate in at least one committee
- Attend and actively participate in the annual meeting (required)
- Attend new Board member orientation
- Work to identify opportunities for HWB and serve for the benefit of HWB International over any personal agenda
- Not miss more than 2 Committee meetings per year



# BOARD INFO

**TERM:** Board terms are 2-years, with the ability to run again at the end of each term. Board members are elected internally in the fall to serve the next term beginning in January. Officers are nominated and appointed every year at our annual meeting.

**Meetings:** Our Board meets 12 times per year. 6 times per year we have Board meetings where we hear reports from the ED and committees and vote on key business. 6 months per year (on opposite months from Board meetings) we have Board working group meetings where we discuss ongoing Board business, work on strategic planning and work as a whole.

## The Selection Process

- Be a full member of HWB for at least 3 months before the election, and always maintain a full membership in good standing.
- Review this Board Recruitment Pack
- Submit a letter of interest which includes information about you, your background, your history with HWB and our mission/vision, why you are interested in serving, and any areas and skills you would bring to the Board.
- Submit your CV and information with your letter
- Go through vetting process to verify availability, interest, location, etc and have the BOD answer any initial questions
- Attend a Meet & Greet with the BOD so that we can get to know you better
- Notification of election results will be shared with you
- If elected, attend Board Training
- If elected, attend our annual meeting in December (two half days)
- Term begins January 01

## Letter of Interest Should Include:

How long have you have been an HWB member?

Do you volunteer with HWB in your local community?

What is your experience in mutual aid, community herbalism, serving the underserved, or other HWB Programmatic work?

What does anti-oppressive herbalism mean to you?

What other skills or experiences do you have to offer the Board of Directors?

Why do you want to join the HWB Board of Directors?

Tell us a little more about yourself that we don't see in your CV/Resume.

Where are you located?

Which programs of HWB are you most engaged with?



# BOARD INFO

**The dates for our 2025 meetings are:**

**Annual Meeting (January 2026):**

TBD - usually January

**Board Meetings 2025-2026:**

*2nd Wednesday of every other month at 9am pacific/11am central/12p eastern/*

**Board Working Group Meetings 2025-2026:**

*2nd Wednesday of every other month at 9am pacific/11am central/12p eastern/*



# BOARD INFO

## **Committees**

Committees help maximize the Board's productivity by matching members with particular expertise to appropriate areas. They allow members to engage with issues more deeply and consistently than the Board could as a whole. Committees can research and break down complex issues and present their findings to the Board, which can then move forward to making decisions.

As HWB has only a part time employee for primary work, and relies on volunteers, the work of Board members to fill in the gaps and support the HWB mission and goals is critical. Board members are required to serve on at least 1 Committee.

**Executive Committee:** Comprised of Board officers, the committee oversees operations of the Board; acts on behalf of the Board during on-demand activities that occur between meetings and performs evaluation of executive director.

**Finance Committee:** This committee is the Treasurer, ED, and Accountant. Oversees development of the budget; ensures accurate tracking/monitoring/accountability for funds; ensures adequate financial controls; recommends financial guidelines to the Board and supports the checks and balances system.

**Membership Outreach and Education Committee:** Comprised of Board members working to help HWB increase membership, identify ways to attract new members, retain our current members, offer expanded member benefits, and find opportunities for retention and engagement.

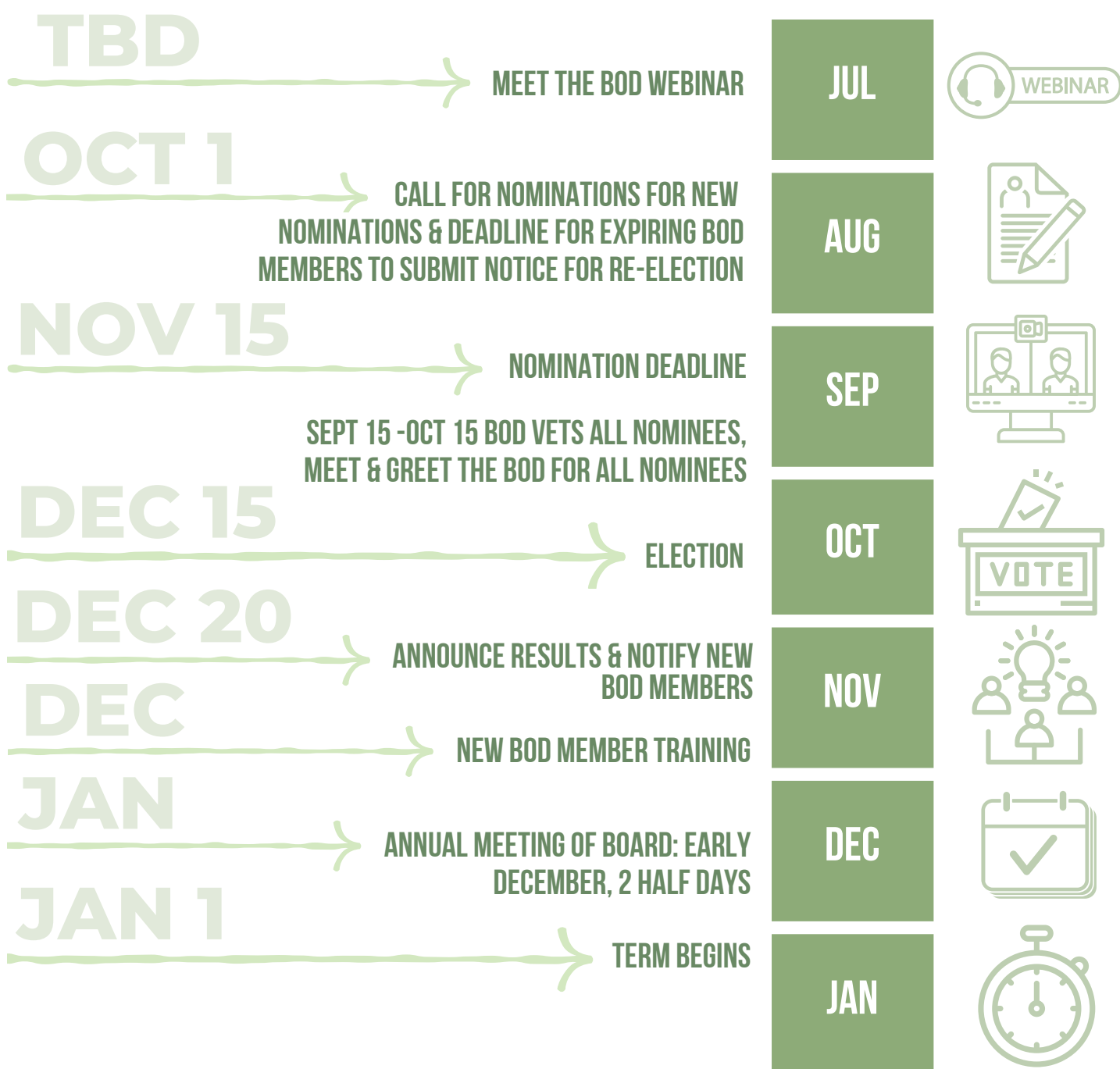
## **Other committees that are active as needed:**

Strategic Planning

Fundraising and Grant Writing

# BOARD INFO

## NOMINATION AND ELECTION TIMELINE





# BOARD INFO

## NOMINATION AND ELECTION STEPS 2023-2024

01

VIEW OUR  
BOARD PACKET  
& REVIEW  
CRITERIA

02

WATCH MEET  
BOD VIDEO

03

SUBMIT YOUR  
NOMINATION  
& INFO

04

BE VETTED &  
MEET BOD

05

ELECTION &  
RESULTS

06

ATTEND BOD  
TRAINING

07

ATTEND THE  
ANNUAL  
MEETING

08

TERM BEGINS

09

ATTEND  
MEETINGS &  
JOIN  
COMMITTEE



# BOARD INFO

## NOMINATION CHECKLIST

- ☐ Read the HWB Recruitment Packet.....
- ☐ Review website, understand HWB programs & work.....
- ☐ Submit letter of interest, CV, & contact information.....
- ☐ Participate in vetting process where needed.....
- ☐ Attend a BOD meet and greet zoom meeting.....

Pending election results:

- ☐ Attend BOD Orientation.....
- ☐ Attend Annual Meeting in December.....
- ☐ Begin attending monthly meetings.....
- ☐ Join a committee.....



# WELCOME

Dear HWB Member,

Thank you so much for your interest in serving on the HWB Board of Directors. It takes a village to keep this work going, and only by the dedication, efforts, and energy of our member volunteers can we achieve our goals. *Together, we are stronger!*

If after reviewing this material you are interested in running for a seat on our Board of Directors, please submit a letter of interest along with your CV/Resume, to [director@hwbglobal.org](mailto:director@hwbglobal.org) and [usdonationnetwork@hwbglobal.org](mailto:usdonationnetwork@hwbglobal.org). One of our Board members will reach out to you to have a chat with the ED and Chair for vetting, and then schedule a Board Meet & Greet before the election so the Board can meet you and get to know more about you, your work, your experience, and answer any questions you might have as well.

Our annual elections are in late November, so please submit your information before November 15 so we have time to vet you and schedule a Meet & Greet with the Board before the election date.

We look forward to connecting and building the world we want to see.

In gratitude,  
Herbalists Without Borders Board of Directors

# MEDIA

## SOCIAL MEDIA

**62.5K**

instagram followers

**30K**

facebook likes

**28K**

facebook followers

**73K**

instagram reach

**29K**

facebook page reach

## WEBSITE

**18K**

unique visitors

**40K**

page views

## EMAIL

**2600**

email subscribers

## WITHOUT BORDERS MAG

**4-6K**

views/quarter

## MEMBERS ONLY PORTAL

**1-5**

posts or updates /month

## PUBLIC BLOG

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posts or updates /month

HWB is an international network of herbalists, traditional healers, complementary alternative medicine clinicians, medicine makers, tradespeople, herb growers, farmers, ecologists, herbal businesses, herbal educators, students, and others interested in the role of plants in primary health and wellness, sustainable agriculture, trade, and ecological preservation and restoration.

HWB uses social media to engage and retain members, share important news, connect our global network, thank donors and volunteers, and encourage new members to join. HWB posts to Facebook weekly, and to Instagram, Pinterest and Twitter regularly. HWB develops unique content for the blog and has an all-organic following. HWB also publishes a quarterly online newsletter/magazine, hosts webinars, emails, and blog posts, with webinars and educational training and events shared regularly. HWB Chapters share and re-post HWB content to their own followers, as well, increasing our reach.

## media CONTACT

Denise Cusack

608.561.1437

[programs@hwbglobal.org](mailto:programs@hwbglobal.org)

<http://www.hwbglobal.org>

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[Quarterly Online Newsletter](#)