

EMMA CHURCHMAN



MEDIA KIT

**THE DEEP END OF HOPE
IN THE WAKE OF HURRICANE HELENE**

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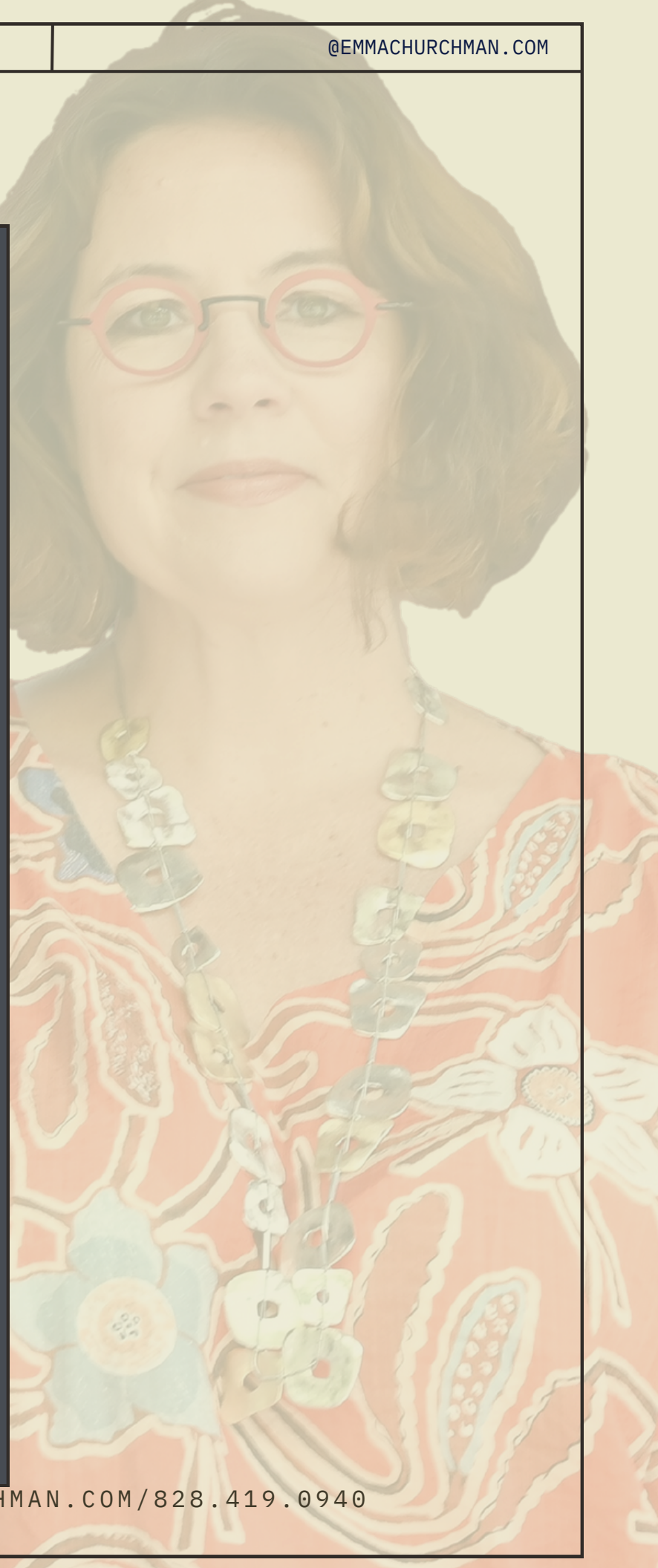
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THE DEEP END OF HOPE IN THE WAKE OF HURRICANE HELENE

40 DAYS AND NIGHTS OF
SURVIVAL AND TRANSFORMATION



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BOOK OVERVIEW

A memoir highlighting the experience of a trauma chaplain and hurricane survivor helping her small rural Appalachian community, and herself, to recover and heal.

When Hurricane Helene struck Western North Carolina in September 2024, Emma Churchman and her husband Jeff found themselves trapped atop a mountain transformed into a flood zone. For 72 hours, they had no way to tell the outside world if they were alive or dead.

After bushwhacking three miles down their mountain, they discovered the **true devastation in Gerton, their rural community of 301 people**. Within days, lawlessness emerged and life became like the Wild West. As **Emma stepped into the role of trauma chaplain**, offering solace to people who hadn't yet realized they were traumatized, **she faced her own devastating loss - the death of her fourth immediate family member to suicide**. While processing multiple traumas, she continued serving others alongside her husband Jeff, who became vital in coordinating communications, and securing supplies and technology.

Together with their neighbors - Erik, a firefighter, and Kate, a botanist and sawyer - they witnessed their community split into distinct camps: Evacuees, Helpers, Donors, Preppers, Looters, and Homesteaders. **Through forty days and forty nights, this powerful memoir chronicles how a community stripped of power, cell service, and internet created their own solutions**. It's a sometimes funny, often heartwarming testament to what's possible when people have no choice but to come together, **transcending social, political, economic, religious, and geological differences to find their way from fear to fierce Love**.

BOOK THEMES

COMMUNITY

A SMALL RURAL COMMUNITY LEARNS TO COME TOGETHER DESPITE SOCIAL, POLITICAL, ECONOMIC, RELIGIOUS AND GEOLOGICAL DIFFERENCES.

RESILIENCE

THE JOURNEY PEOPLE WENT THROUGH IN BECOMING WHO THEY NEEDED TO BE IN ORDER TO SURVIVE

APPALACHIA

HOW A RURAL APPALACHIAN COMMUNITY, FULL OF RESIDENTS THAT HAVE LIVED IN THE SAME PLACE FOR GENERATIONS, ARE IMPACTED BY LACK OF HELP IN THE WAKE OF A NATURAL DISASTER

TRAUMA

HOW TO EXPERIENCE AND RECOVER FROM TRAUMA IN THE MIDST OF GOING THROUGH MASSIVE DEVASTATION. INCLUDES FOUR STAGES OF TRAUMA: RESCUE, RECOVERY, RECONSTRUCTION AND EVOLUTION, WITH RECOMMENDATIONS FOR AND REFLECTIONS ON HOW TO ADDRESS EACH STAGE

DISASTER RELIEF

THE ROLE OF VOLUNTEERS AND DISASTER SERVICES IN HELPING, OR IN SOME CASES NOT HELPING, PEOPLE WHO ARE THE MOST IN NEED OF ASSISTANCE

TRAUMA PHASES

in The Deep End of Hope

THIS BOOK FOCUSES ON THE IMPACT OF HURRICANE HELENE IN OUR SMALL COMMUNITY AND IS ORGANIZED IN FOUR PARTS: RESCUE, RECOVERY, RECONSTRUCTION, AND EVOLUTION. EACH PART IS A PHASE OF ADDRESSING DEVASTATION AND TRAUMA – PHYSICALLY, MENTALLY, EMOTIONALLY AND SPIRITUALLY.

PHASE 1: RESCUE

SHOCK AND DISBELIEF
ENSUE WHILE CONDUCTING
SEARCHES FOR MISSING
PEOPLE AND AND
ASSESSING DAMAGE

PHASE 2: RECOVERY

THE INITIAL ASSESSMENT IS
COMPLETED, AND THE
SHOCK HAS WORN OFF. THE
FOCUS BECOMES TRIAGING
DAMAGE AND MAKING
SENSE OF IT—PHYSICALLY,
EMOTIONALLY, MENTALLY
AND SPIRITUALLY.

PHASE 3: RECONSTRUCTION

THE OBJECT BECOMES
RECONSTRUCTING
OURSELVES AND OUR
SURROUNDINGS.

PHASE 4: EVOLUTION

THE SPOTLIGHT IS
ON WHERE WE GO FROM
HERE: IN OUR HEALING,
TRANSFORMATION, AND
NEW WAYS OF LIVING AND
OPERATING.

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In my 21 years of responding to domestic disasters I have never come across writing such as this. This book is a must read by every disaster response organization and their constituents including volunteers and donors.

The reader will encounter the moving accounts of raw grief and experiences of trauma in the wreckage of Helene and encounter the warmth of hope and resiliency. So grab a comfy chair and a box of tissues and take a 40 day journey.

Kevin King
Executive Director
Mennonite Disaster Service

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ENDORSEMENT

ENDORSEMENT

This is the best book I have read this year but probably in my lifetime. Even having been in the area of destruction, I did not realize the true damage across the area. So many were experiencing “trauma” but I was focused on “what was lost.”

This book and this author will heal so many including those who did not even realize they needed healing.

Please take this journey and experience the immediate aftermath of the hurricane. Then, ask yourself, what can I do to ensure those needing help and support have that throughout the very LONG road to their future.

Pamela Prince-Eason
President & CEO

Women’s Business Enterprise National Council

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ENDORSEMENT

Hurricane Helene was a devastating event for Western North Carolina and throughout the Southeast. This book is a must read for politicians and legislators, as well as disaster relief organizations and business leaders, to understand the true impact of living through such a horrendous event and the long term recovery implications.

The stories of resilience and transformation in this small rural Appalachian community will pull at your heartstrings.

Timothy Moffitt (R)
State Senator
District 48, North Carolina

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ROAD
CLOSED

If you want to experience the Helene catastrophe at ground level, let me recommend Emma Churchman's *The Deep End of Hope*. She stitches together each day, and many of the people in tiny Gerton, NC. Everyone goes into survival mode, and many regular neighbors become heroes.

This book is full of heartfelt stories and hope in the midst of devastation.

John Ager
Former Representative (D)
North Carolina House

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ENDORSEMENT

A PORTION OF THE PROCEEDS FROM THIS BOOK WILL GO TO MENNONITE DISASTER SERVICE. THEY WERE ONE OF THE FIRST GROUPS TO MAKE IT TO GERTON AND OFFERED INVALUABLE ASSISTANCE IN CLEARING TREES OFF OF HOMES.

MENNONITE DISASTER SERVICE (MDS) IS A VOLUNTEER NETWORK THROUGH WHICH VARIOUS GROUPS WITHIN THE ANABAPTIST TRADITION ASSIST PEOPLE AFFECTED BY DISASTERS IN NORTH AMERICA. THE ORGANIZATION WAS FOUNDED IN 1950 AND WAS INCORPORATED AS A 501(C)(3) NONPROFIT ORGANIZATION IN 1993.

FUNDRAISER



MDS Storm Aid leader Elam Stoltzfus (centre blue) welcomes new volunteers

BOOK QUOTES

TRAUMA IMPACT

"There is no hierarchy of suffering. Pain does not need to be measured alongside someone else's. There is no "right" amount of suffering, or pain, to justify how we are responding or feeling."

"Traumatic situations affect each of us differently. There is no right way to process them...Do people really have to wait for someone to tell them to go, when the river is rising? Yes. When there is too much trauma in the genetics and history, people wait to be told."

"There is no "right" way to respond. There is only how we choose to show up in each moment."

TRANSFORMING TRAUMA

"The days of being able to spend a decade on a therapist's couch exploring your feelings are over. We must learn how to process as we go."

"Our opportunity lies in not only being prepared as best we can, but also in learning how to process trauma as we are going through it."

"That is the cost of being human at this time. Our opportunity lies in learning how to process trauma as we are going through it."

"Help us to see the bounty of gifts we've been given, rather than the things that have been taken away."

"I am writing my way through the apocalypse. This is my biggest coping mechanism for trauma. If I can make sense of what happened through words, then maybe, eventually, my heart and body will be able to heal."

"The real work of recovery and healing is a willingness to transform in the wake of disaster. This is the journey of Transformational Love, where remembrance, mourning, and acceptance mold each of us into who we are becoming."

"When you have your consciousness right, you can ride the wave of any situation. If not, you'll find a way to check out. Not everyone is going to make it through the spiritual upgrade that is upon us. The ones who have the best chance know that there is a greater purpose for them."

BOOK QUOTES

HEALING + COMMUNITY

"I don't know how my life will end, just like I don't know what my world will look like a year or five years from now. I hope it will look like our community still coming together and doing what we need to, in order to support each other. I hope our hearts and homes will be rebuilt. I hope that when I drive through our community, I will no longer feel the need to protect myself from the devastation, because I will be surrounded by fiercely protected life."

"Restoration is on the other side of loss. Your trauma can become your superpower. There is equipping even in the greatest of loss. When everything else is ripped from you, your anchors are love and evolution. Fear has no place here."

"Everything that has ever happened, has happened for me."

"Being superhuman means witnessing immense amounts of suffering, and not taking it on as yours. It means helping others to navigate through it. In the wake of this natural disaster, this is a beacon and an opportunity for all of us to consider our purpose and our work in the world, moving forward."

"It's easy for religious differences to create division, especially during times of devastation. The courageous path is to keep searching for unity."

"There is no us. There is no them."

"Helping others has allowed us the ability to heal from and process what has happened in our community. It has made us resilient."

"We become what we focus on."

"Apocalyptic Love is not always patient and kind. It is an advocating Love, a truthful Love, and a Love that challenges us to find new ways of operating."

"The highest potential expression of humanity is rooted in Love. It is time for us to rise to this expression as a species, to save ourselves."

BOOK QUOTES

RESILIENCE

"There is no emotional landscape for our current reality. This is unspoken among those of us who stayed. We don't sit around analyzing our lack of emotional response to the apocalypse. It's just a given, a way of life for us right now. This is resilience in action. This is what you do when there isn't the luxury of self-care or being nonfunctional."

"When your home, your possessions, your land, your community, your societal infrastructure, your connection to the outside world, and the people who you love are all gone in a matter of hours, what will you have left? What are you made of, without any of this? What is your identity and your role in this brave new world? We have run out of time for you to figure this out."

DISASTER RELIEF

"Disasters lower psychological barriers and create immediate opportunities for connection and community. Compassion is immediately available. Disasters trigger a deep sense of vulnerability. We are brought together in our grief, our disorientation, and our disbelief, whether we are living in the disaster or observing it from the outside."

"In the highest form of compassion, we are aware that suffering exists, we are empathetic to it, and we are committed to alleviating the suffering that accompanies it. Disasters offer us the opportunity to do all three of these things. Our opportunity, as a people, is to learn how to do this when there is no disaster."

APPALACHIAN PEOPLE

"It is easy to ignore people who do not fight to be seen. This is how an entire culture developed here in the mountains, of people just doing what needs to get done, without asking for help. When help arrives, they do not trust it. It becomes a threat, rather than an opportunity."

"There is an historical mistrust that Appalachian people have of others coming in to help. Their solution is to figure it out on their own, just like they always have. They don't even expect to rely on the kindness of strangers. They just put their heads down and get through. For them, that is what life is about: getting through, not thriving."

INTERVIEW QUESTIONS

WHAT INSPIRED YOU TO WRITE ABOUT HURRICANE HELENE AND ITS AFTERMATH?

HOW DOES YOUR WORK AS A TRAUMA CHAPLAIN SHAPE YOUR PERSPECTIVE ON HEALING?

WHAT'S ONE THING PEOPLE OFTEN OVERLOOK WHEN IT COMES TO TRAUMA RECOVERY?

CAN YOU SHARE A MOMENT OF HOPE FROM YOUR WORK THAT DEEPLY IMPACTED YOU?

HOW DO YOU PERSONALLY STAY RESILIENT WHILE YOU ARE ALSO GOING THROUGH TRAUMA?

TELL US ABOUT THE WORK YOU'RE DOING NOW WITH TRAUMA RELIEF AND RECOVERY.

DO YOU HAVE A FOLLOW-UP BOOK IN THE WORKS?

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ABOUT EMMA

EMMA CHURCHMAN IS A BEACON OF RESILIENCE AND TRANSFORMATION. WITH OVER 25 YEARS OF EXPERIENCE AS A SPIRITUAL AND BUSINESS LEADER, EMMA HAS GUIDED THOUSANDS THROUGH THE LABYRINTH OF TRAUMA TO RECLAIM HOPE AND STRENGTH. HER POWERFUL WORK AS A TRAUMA CHAPLAIN AND MENTOR IS ROOTED IN HER OWN JOURNEY OF OVERCOMING ACUTE CHILDHOOD ADVERSITY.

HER BOOK, "THE DEEP END OF HOPE IN THE WAKE OF HURRICANE HELENE," TAKES READERS ON AN UNFORGETTABLE JOURNEY OF SPIRITUAL RESILIENCE DURING ONE OF NATURE'S MOST CATASTROPHIC EVENTS. EMMA IS A SOUGHT-AFTER SPEAKER AND COACH, TEACHING TRAUMA RECOVERY TECHNIQUES THAT EMPOWER INDIVIDUALS AND ORGANIZATIONS ALIKE.

AS A PHD CANDIDATE IN CONSCIOUS BUSINESS ETHICS, EMMA BRIDGES THE GAP BETWEEN SOULFUL LEADERSHIP AND PRACTICAL STRATEGIES FOR NAVIGATING LIFE'S STORMS. FROM THE PICTURESQUE MOUNTAIN PEAKS OF GERTON, NORTH CAROLINA, WHERE SHE LIVES WITH HER HUSBAND JEFF AND THEIR DACHSHUNDS WINSTON AND LEROY, EMMA INSPIRES AUDIENCES TO FIND STRENGTH EVEN IN THE DARKEST OF TIMES.



SPEAKING

EMMA M. CHURCHMAN, MDIV IS A WELL-KNOWN PUBLIC SPEAKER, WITH KEYNOTE ADDRESSES TO ORGANIZATIONS SUCH AS FEMCITY, MOUNTAIN BIZ WORKS, THE WESTERN WOMEN'S BUSINESS CENTER, AND THE YOUNG PROFESSIONALS OF ASHEVILLE. SHE HAS SPOKEN ON DOZENS OF SUMMITS, PODCASTS, AND RADIO STATIONS, INCLUDING ZETA RADIO AND KRISTA TIPPETT'S ON BEING.

SHE WILL BE A SPEAKER AT THE MENNONITE DISASTER SERVICE'S 75TH ANNIVERSARY CELEBRATION IN 2025.

SPEAKING TOPICS:

- 1. The Role of a Trauma Chaplain:** Why spiritual support is critical in disaster response.
- 2. Practical Strategies:** How businesses can prepare for and recover from catastrophic events.
- 3. Everyday Resilience:** Steps anyone can take to better prepare for unexpected crises.
- 4. Behind the Book:** Insights into "The Deep End of Hope" and a sneak peek at her next book, releasing in 2025.



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**PLEASE GET IN TOUCH AND MY TEAM WILL
GET BACK TO YOU IN 1-2 BUSINESS DAYS.**