



Co-Creator Guide

Thank you for your interest in becoming part of *The Self Care Collective*! Below, you'll find everything you need to know about what we do, how we work, and how you can get involved.

A Bit About The Self Care Collective

The Self Care Collective (SCC) is a holistic wellness hub located within *The Heart Center* that nourishes the whole, authentic Self—physical, mental, emotional, energetic and spiritual. The intention is for members to benefit from doing Self-care in a community setting.

You might think of *The SCC* as a 'plug-in' for *The Heart Center*, where entrepreneurs can share their offerings with a thriving community within a structured and organized framework. *The Self Care Collective* is fuelled on co-creation: everyone contributes to the energy, growth, and success of our collective. Together, we're building a space where people come to play, create, release, relax, and reconnect with their authentic aliveness.

How It Works

The SCC operates like a fitness or yoga studio but offers a broader range of Self-care options. Participants can select offerings that suit their needs, whether by drop-in, punch pass, or membership. A unified schedule contains classes from various facilitators, creating a cohesive and accessible experience. Each class is assigned a specific credit value, which can be co-determined in collaboration with facilitators. This model offers flexibility and accessibility to our members.

Our Offerings

Our sessions are experiential and process-based—therapeutic in nature but not therapy. They help participants deepen and enhance their Self-care routines within a supportive community. While we embrace creativity and flexibility in our programming, all offerings share a common goal: to leave participants feeling more nourished, open, light and connected to themselves, their hearts and others.

Examples of offerings include:

- Yoga
- Meditation
- Sound Healing
- Art and Expressive Therapies
- Music Therapy
- Book Clubs
- Educational processes around self-care themes
- And more

You have the space to create your own unique offering that falls under this umbrella. Sessions will typically be one hour from start to finish, although we may be able to accommodate 75 or 90 minute sessions if desired or required.

A Note on Accessibility and Inclusivity

Accessibility and inclusivity are central to *The SCC*. Here are some ways we are making our offerings welcoming for all:

- Weekly schedules with diverse options to meet a variety of needs.
- At least one free community offering on our calendar per week.
- A pay-it-forward system where participants can gift credits to others.
- Sponsorship opportunities with local businesses to support free spaces.
- Both in-person and virtual sessions to accommodate different preferences.

Our Co-Creation Model

The SCC is built on collaboration, not hierarchy. We don't hire facilitators to 'work for us', but rather partner with like-minded entrepreneurs. Facilitators partner with *The Heart Center* to share their unique gifts in a flexible, supportive environment.

- *Flexible Commitment*: Facilitators can offer regular weekly sessions or occasional "pop-ins", as *The SCC* thrives on a mix of regular programming and novelty programming.
- *Shared Responsibilities*: *The Heart Center* provides space, tools, marketing, and access to our thriving community. Facilitators bring their expertise, energy, and audience. Together, we cultivate an inclusive and flourishing community.

Compensation Model

Our revenue-sharing structure is designed to be fair and sustainable:

In-Person and Hybrid Offerings

- 10% of class revenue supports *The SCC's* infrastructure, marketing, and administration.
- 90% is shared between *The Heart Center* and the facilitator(s):
 - 45/45 split for one facilitator and *The Heart Center*.
 - 30/30/30 split for two facilitators and *The Heart Center*.

Virtual Offerings

- 20% retained by *The SCC* for infrastructure, marketing, and administration.
- 80% retained by the facilitator(s).

This model aims to feel balanced and equitable, but we'll review it quarterly to ensure it meets everyone's needs. If needed, we can explore alternatives like flat fees or class credits.

Facilitators are welcomed and encouraged to promote their external offerings during sessions. We believe in collaboration over competition—when you grow, we all grow.

Together, we will discuss what feels appropriate to charge per class for your service, minimum participants required before cancelling, and how many free/reduced passes per class we are able to give away.

Next Steps

If this co-creative model speaks to you, here's the next steps:

1. **[Fill Out Our Co-Creator Info Form](#)**: Share your practice, interests, and availability.
2. **[Let's Connect](#)**: We'll reach out to meet to discuss how your offerings align with our space.