



chacruna

Institute for Psychedelic Plant Medicines

ANNUAL REPORT

January 2022

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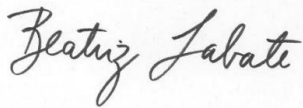
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Introduction

Dear Chacruna community,

In an effort to better measure our impact, we compiled a 2021 report of our milestones and main achievements. We ended 2021 with a considerable team expansion to support and sustain the new scope of our projects and exponential increase of our outreach in the psychedelic landscape and the communities and institutions that rely on our support. We hope you can keep trusting our efforts and supporting our mission and vision for 2022.

With gratitude,
Bia Labate, PhD





**Indigenous
Reciprocity
Initiative**
OF THE AMERICAS

I. Indigenous Reciprocity Initiative of the Americas

Chacruna launched the [Indigenous Reciprocity Initiative of the Americas \(IRI\)](#) in April of 2021, just 8 months ago, with the objective to garner sustainable investment into Indigenous communities and foster a relationship of reciprocity between the rapidly growing psychedelics industry in the Global North and the struggles of Indigenous peoples.

In this short amount of time, the Chacruna team was able to establish alliances with [20 organizations supporting 37 different Indigenous groups](#) from Brazil, Colombia, Ecuador, Perú, Costa Rica, Mexico, and the United States. We examine and study carefully every group we choose as an ally to ensure they strive to protect indigenous lifestyle and at the same time have structure and ability to make effective use of the resources we gather for them, in order to maximize impact.

a. IRI Results and accomplishments

Chacruna raised just under \$100,000 which went directly for the 20 partner organizations of the program.

We launched the [Chacruna Dieta podcast](#) in September and are now producing its 13th episode.

Wrote and published 37 entries of the program in social media as part of the [#IndigenousReciprocityThursdays](#) with originally created content of high-quality videos, photos, and quotes from these Indigenous partners to give voice and representation of their identities and struggles in all of our platforms.

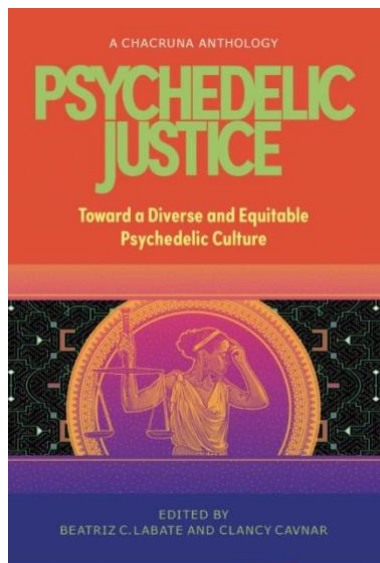


Joseph Mays, Program Director of the IRI, presented the program in over 10 high-profile conferences and public interviews including: World Psychedelics Day, Microdose HQ – Psychedelic Capital, How to Launch an Industry, Truffle Report, Psychedelic Spotlight, Mind Curious/Mind Cure Health, Drug Science Medical Ethics Consortium, Lucid News, University of

Exeter and TUM Munich Decolonizing the Philosophy and Anthropology of Psychedelics, Wonderland: Miami, Bioneers 2021.

IRI finished off 2021 gathering strong media attention including coverage in the [MAPS bulletin](#), [Lucid News](#), [Truffle Report](#), and [Forbes](#), and more.

II. Book publications

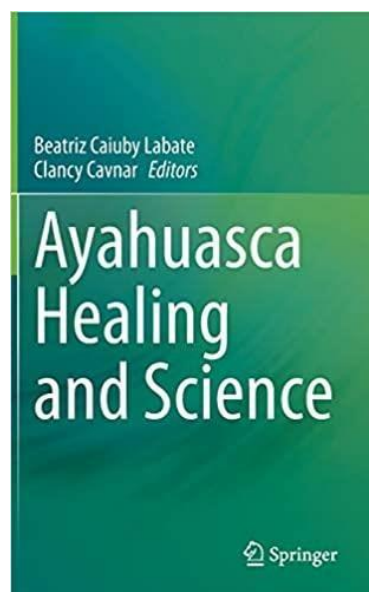


Co-founders Dr. Bia Labate, and Dr. Clancy Cavnar co-edited two books published in 2021:

[“Psychedelic Justice: Toward a Diverse and Equitable Psychedelic Culture”](#), a Publication which highlights Chacruna’s ongoing work promoting diversity and inclusion by prominently featuring voices that have been long marginalized in Western psychedelic culture: women, queer people, people of color, Indigenous people and Immigrants.

[“Ayahuasca Healing and Science”](#)

Offers a series of perspectives on the therapeutic potential of the ritual and clinical use of the Amazonian hallucinogenic brew ayahuasca in the treatment and management of various disorders.



III. Chronicles

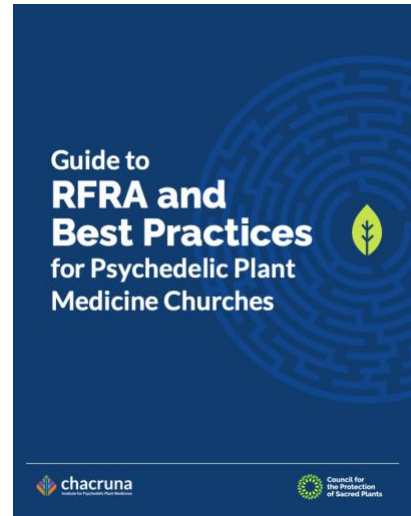
One of the main content outlets for Chacruna: Chacruna was able to publish **108 high-quality original new articles** from experts and researchers across the field offered for free on our website and distributed widely across our social media and newsletters. On 2021 the main topics explored in these publications were: [culture, policy, sex & power, queer issues, inclusion & diversity, music, integration, science, spirituality, news and academic research.](#)

We are proud to announce that our Chacruna Chronicles articles have **gathered more than 1 million reads** from audiences across over 200 countries.

IV. Council for the Protection of Sacred Plants

In an enormous research and team-work effort, **Chacruna** released our [Guide to RFRA and Best Practices for Psychedelic Plant Medicine Churches.](#)

This Guide is the first of its kind in the United States and probably worldwide: An 85 pagelong meticulous and comprehensive description of how churches using psychedelic plant medicines can operate under the law and help them use the protections offered under the Religious Freedom Restoration Act (RFRA). Some of the points covered are the benefits of single/multiple sacraments, the value of incorporating as church and 501(c)(3) tax-exempt status, insurance, liability waivers, sacrament record keeping, storage, and importation issues. Chacruna released this Guide for free and has widely distributed and promoted it to ensure it reaches as many groups and organizations that need it as possible. This represents one of our strongest efforts to help psychedelic groups in risk of law conflicts for their founders and members alike.



Chacruna created the Peyote files documentary series, a [three part professionally directed web series](#) where Dr. Bia Labate went on an eye-opening road trip through West Texas to meet Dr. Martin Terry, one of the world’s leading experts on *Lophophora williamsii* (peyote).



The Council for the Protection of Sacred Plants has supported 35 individuals/groups with legal, social and organizational matters. These included at least 9 cases that involved seizures and/or encounters with law enforcement, including 6 arrests.

Some members of the Council have played key roles in the decriminalization/legalization efforts especially in CO, CA, OR and WA. These include OR 109, CA SB 5-19, WA SB 5660, the Plant Medicine Healing Alliance of Portland, Denver Psilocybin Review Panel, etc.

The Council for the Protection of Sacred Plants had an ongoing involvement and participation in the [Sacred Plant Alliance](#). SPA is a cutting-edge initiative that seeks to establish a selfregulating body of churches involved with psychedelics medicines who are grounded in best practices for the wellbeing of participants, the community, organization, ethical integrity, and legal strategies for protection and freedom. SPA recently incorporated itself in the state of California.

We created a new social media series titled Sacred Plants Fridays led by Anya Ermakova which provides free education and awareness on various sacred plants, a different one being highlighted each week and published on our social media.

V. Racial Equity and Access Committee

We created the short film [“Chacruna Debunks 6 Racist Myths from the Psychedelic Community”](#), featuring Dr. Monnica Williams, Dr. Darron Smith, Dr. NiCole Buchanan, and Cristie Strongman. The video deconstructs problematic ideas around race which people often turn to psychedelics to legitimize.

We led two interactive workshops led by Dr. NiCole Buchanan on [Implicit Bias and Racism in Therapy and Psychedelics and Reducing the Impact of Bias on Therapy, Education, Training, and Research](#) in which **we trained 44 professionals on these pressing issues.**

VI. Ayahuasca Community Committee

We have translated our **Ayahuasca Community Guide for the Awareness of Sexual Abuse into 13 different languages**, having distributed it across several countries.

Dr. Daniela Peluso gave a highly-regarded lecture at the **Sacred Plants in the Americas II conference** whereby she released and analyzed the results of our [Survey on the Awareness of Sexual Abuse in Ayahuasca Settings](#). The survey was open to anyone who had experience with or was seeking to experience ayahuasca.

VII. Events

a. Community Forums

In 2021 we were able to organize and host 40 online [community forums](#) with top experts and specialists of the field, covering relevant topics such as diversity, inclusivity, sex & gender, culture, identity, social justice, law, policy, indigenous knowledge, religion, philosophy, intersectionality, environmental justice, and much more.

We also held a special [series](#) called **Patenting the Sacred** which had 5 forums bringing together experts in intellectual



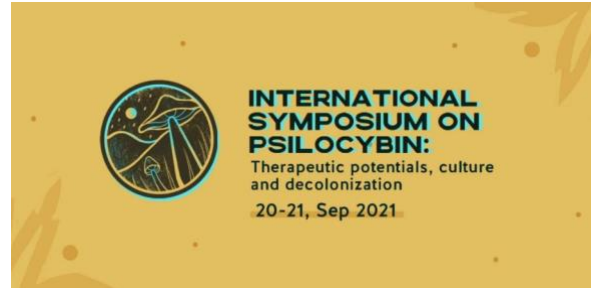
property, law, medicine, anthropology, sacred plants, and Indigenous worldview to provide education on these important issues.

b. Conferences

Our team joined so many conferences that we lost track. Dr. Bia Labate alone participated in **33 total conferences/presentations/lectures in 2021!** We were also invited to host panels in important conferences in the psychedelic space.

The [International Symposium on Psilocybin](#): Chacruna hosted the first bilingual panel with indigenous people discussing the implications of psychedelic capitalism, patents, and other intersectional issues.

[Sacred Plants in the Americas II](#) - The second edition of one of our most popular past conferences.



	1100	Global attendees from 34 different countries
	654	Scholarships granted to low-income and BIOPC attendees
	94	Speakers and moderators from 17 different countries
	39	Original talks and 12 unique panels
	26	Community partners supporting the event
	23	sponsors

c. Media

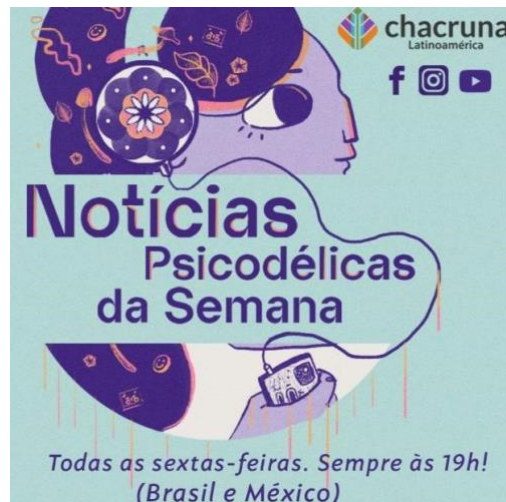
- Launched English speaking podcast, [Chacruna Dieta](#);
- Launched 10 [press releases](#);
- Created 52 newsletters for an audience of over 12,000;
- Gained 71 community partners;
- Launched our first official [institutional video](#) ;
- We grew our social media to **39K IG Followers, 5K YouTube subscribers, 46K FB likes, 9.5K Twitter followers, and 23K newsletter subscribers** (Considering our online marketing is severely restricted due to our content, this is quite a feat)
- We created 7 original and high-quality social media series curated by experts on each field: **Wixarika Art Wednesdays, Indigenous Reciprocity Thursdays, Sacred Plants Friday, Psychedelic Archeology Saturdays, Psychedelic Science Sundays, Altered States, and Archaeology.**
- We had 60 media appearances this year, gaining recognition from platforms such as the [New York Times](#), [Forbes](#), [Yahoo News](#), [Harvard Crimson](#), while creating our first Journalist rolodex and cultivating regular relationships with media outlets who now refer to us for psychedelic-related opinions and quotes.

VIII. Latinoamérica

Chacruna Latam launched a new podcast: [Notícias Psicodélicas da Semana](#) which so far has created 20 episodes of psychedelic news for our Spanish audience in Latinoamérica, and another 21 episodes in Portuguese.

10 Community Forums were held live and in Portuguese, and 6 were held live in Spanish, totally free of charge, with a strong presence of indigenous leaders.

Chacruna Chronicles Latinoamérica published 22 articles in Portuguese, and 34 in Spanish



IX. Fiscal Sponsorships

Besides the Sacred Plant Alliance, we became sponsors for **4 other local grassroots organizations**:

- **Church of the Eagle and the Condor**, Working to set new precedent to change policy for ayahuasca religions under the Religious Freedom Restoration Act—we helped them raise over \$56,000 for them in less than three months.
- **One Acre Project**, Protecting the Amazon Rainforest in Peru one acre at a time - Chacruna was able to help them raise \$16,000 for their efforts
- **Sequoia Collective LLC**, Aiming to provide access to culturally aware psychedelic-assisted (and related) therapies for individuals from underserved communities (e.g., BIPOC, LGBTQI+) residing in the Portland metro area—we helped them to raise \$80,000 for their first official funding.
- **A Breath in Time**, A film promoting and dissipating the cultural understanding of ayahuasca and a deep listening of the cosmovision that envelops it.

X. Organizational achievements

- We have currently attracted 488 patreon numbers
- We invited new top-experts to join our board while expanding our team diversity. Chacruna has now a total of 9 board members
- The Chacruna core-team has expanded with 4 new paid positions
- We organized Legal MOUS for 4 Chacruna employees and 17 contractors and started developing our Employees Manual.
- We created an Impact Study in an effort to quantify Chacruna’s impact of education in shaping the zeitgeist of the psychedelic cultural conversation over time.

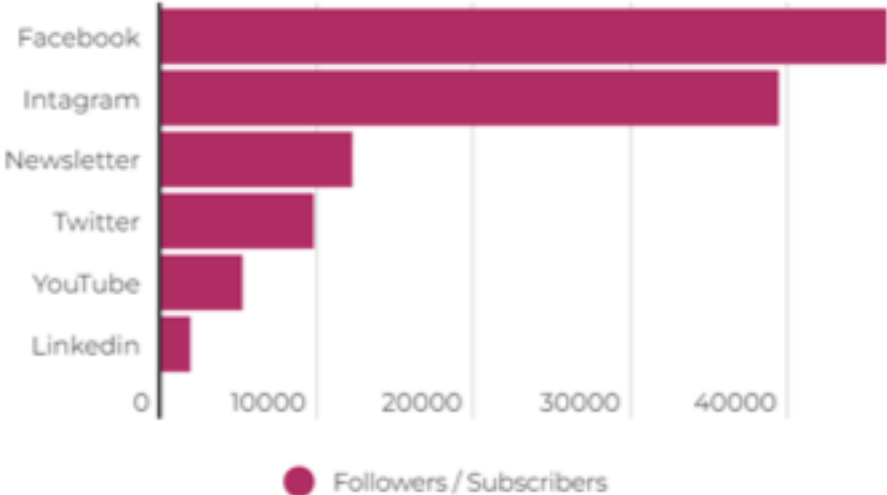
XI. Chacruna Merchandise

We launched new [Chacruna Merch](#) including our new Sacred Cacti & Sacred Mushrooms, Source of Wisdom, Queering Psychedelics, Psychedelic Justice, Women in Psychedelics, Decolonize Your Mind & Protect and Honor Sacred Plants shirts for support and purchase!

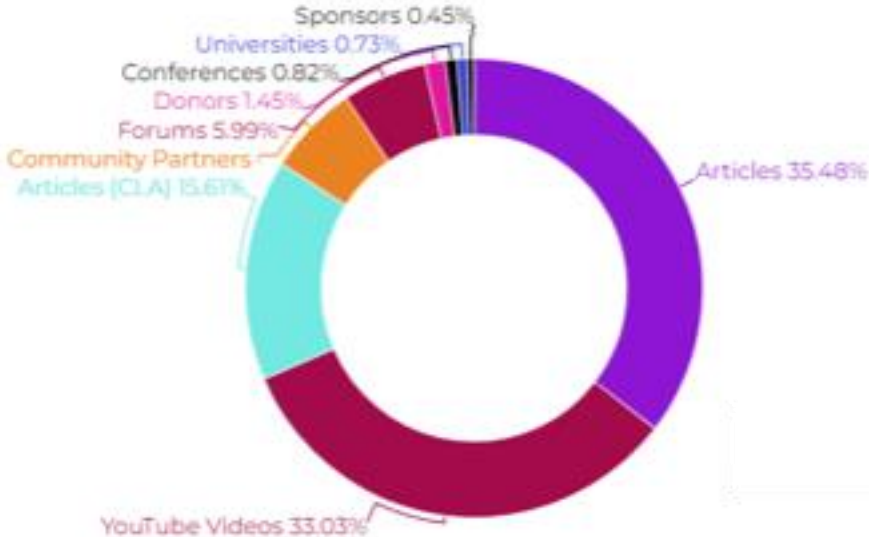


XII. Chacruna by the numbers

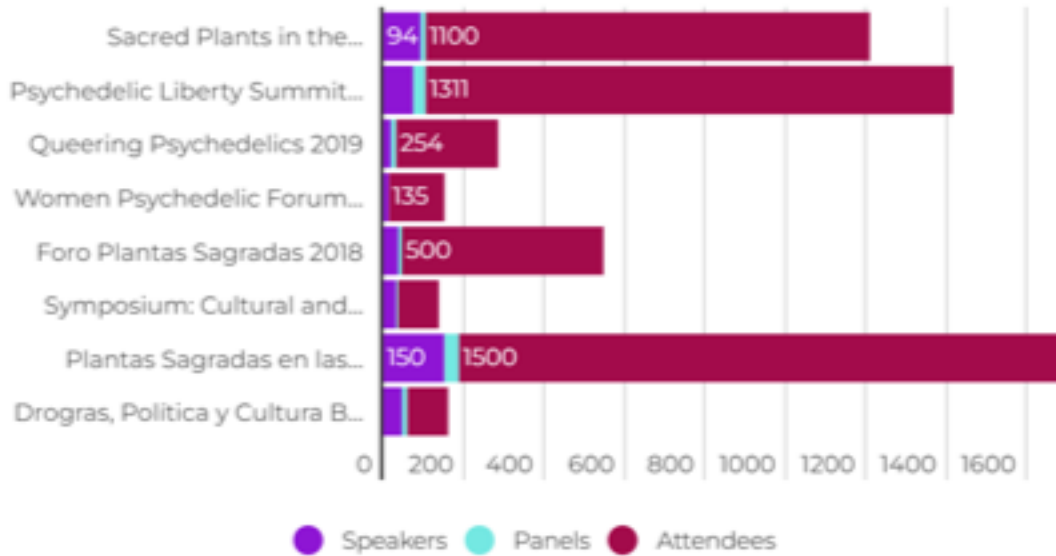
a. Social Networks



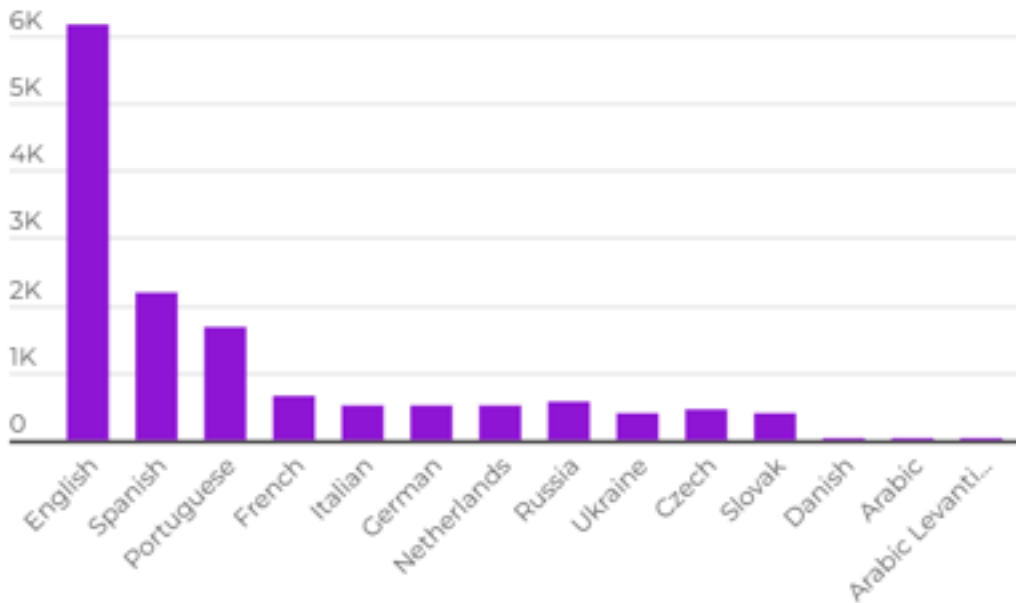
b. Chacruna Website



c. Chacrana Conferences



d. Ayahuasca Community Guide Sexual Abuse Guidelines Downloaded



A huge thank you!

None of this would have been possible without your support and all the people who believe in our mission and help in a myriad of different ways. In the past 2 years we have matured as an organization, growing out from a collective of mostly volunteers to a consolidated core of a tight-knit team of employees who keep the organization running for our members and our larger community.

If you believe in our mission, the impact we've had so far and want to support the strong expansion we are planning for 2022, please consider becoming a [Chacruna Patreon](#) from **as little as \$5 per month**, and get access to our community and its benefits.

If you are already a Chacruna Patreon, and you have the economic means, please consider [switching to an upper membership tier](#). If you can't, it would mean a lot for us if you talked to a friend or family member about becoming a [Chacruna Patreon!](#) We grow mostly with word of mouth, expanding our community of like-minded individuals, just like mycelium grows!

We are thankful beyond words, committed entirely to this mission, and thrilled that you are sharing the journey with us.



Dr. Bia Labate,
Executive Director, Chacruna Institute

