



**A Vision of
Positivity
and
Kindness**

The BetterWorldians Vision



The **BetterWorldians Vision** is to make the world a better place by highlighting and encouraging the best in everyone. We believe that the solution to today's divisiveness is found by cultivating our better natures. Our approach is "planting flowers instead of pulling weeds."

We focus on Positive Thinking, Positive Values, and Positive Actions. We emphasize good thinking habits like optimism, creativity, and mindfulness. We stand for values like authenticity, integrity, and generosity. We encourage altruistic acts like philanthropy, service, and selflessness. Our overarching vision is to *Bring Out the BetterWorldian in Everybody* so that we can all make it A Better World.

The World Today

Anyone who turns on the TV or reads the news knows that we live in a very divisive time. Economic, political, and personal problems abound as far as the eye can see. But perhaps the biggest problem has been the loss of hope, vision, and our common decency. Nothing good can grow from the soil of negativity, shortsightedness, and hopelessness.

Kindness and Positivity are the bedrock foundation of a better world. They are our core mission at BetterWorldians for the simple yet profound reason that any other solution to today's problems must grow from this rich soil. We believe that if people can begin to treat each other with respect and kindness, if they can adopt positive mindsets and healthy attitudes, and if they can dedicate some of their time and resources toward making a difference, then we can truly begin to heal our world.

What We Do

We launched the 501(c)(3) BetterWorldians Foundation to address today's divisiveness with kindness and positivity in ways that are innovative, wide-reaching, and that adopt popular technology and trends.

We address today's divisiveness with positivity and kindness in three primary projects:

- Our *BetterWorldians Radio* podcast, highlighting "The People & Ideas Changing the World"
- Our *ToonUps Workplace Positivity* product, encouraging optimism, fun, and decency at work
- Our *Color With Kindness* social media campaign, addressing divisive social platform cultures

The People and Ideas Changing the World

The Rationale

We launched our *BetterWorldians Radio* podcast in 2013 to bring attention and financial support to the people, organizations, and ideas necessary to make the world a better place. Our goal has been to familiarize people with the amazing work being done in charities that they can support, but also to share the research, concepts, and developments needed to have a profound impact in our society.



Where We Are Now

BetterWorldians Radio has interviewed over 125 national and international guests over the past three years, including nonprofit founders, best-selling authors, celebrities, film producers, and captains of industry, among many other people that through their ideas or work have a positive impact on our world. Some notable guests include:



- Nonprofit Founders: Jay Scott, co-founder of Alex's Lemonade Stand
- Best-sellers: Janice Kaplan, fmr. Editor-in-Chief, Parade; author, *The Gratitude Diaries*
- Industry Titans: Nolan Bushnell, founder of ATARI
- Celebrities: Fran Drescher, star of The Nanny, founder of Cancer Schmancer
- Positive Psychologists: Dr. Stephen Post, author, *Why Good Things Happen to Good People*

Where We Are Going

We have big plans to grow our *BetterWorldians Radio* podcast. First, we plan to expand beyond BetterWorldians.com and iTunes to other podcast platforms such as Google Play, Player.FM, Soundcloud, YouTube, and others. We also want to support the podcast via substantial advertising and social media campaigns to boost listenership and donor base. Second, we plan to move beyond Raymond, MarySue, and Gregory Hansell as the only hosts. We want to bring in additional voices and expertise into the community to make for more far-reaching content. Third, we want to expand the podcast community beyond a top-down model where experts convey information and move to a more inclusive community that lets the general public share their own acts of kindness, charity, positivity, and the like via forums, chat, and other web technology.

We also plan to continue financially supporting the 501(c)(3) nonprofit guests that we interview on *BetterWorldians Radio*. There are many unknown and unsung organizations across the country that are making a difference daily in their communities. By giving them a platform whereby greater numbers can learn about these good works and also provide some financial support, we honor our mission to be making a difference by bringing out the best in all people.

Positive Work Environments

The Rationale

The majority of people's lives are spent in their jobs. Most of the people we meet and the experiences we have are in the workplace. With all the time people spend in their jobs it is clear that creating positive people and a positive culture means encouraging positive work environments.



Changing corporate culture is best done in ways that work through existing channels. It is equally essential to engage with methods companies already have in place to improve their cultures, namely: business training and inner-office communications. Supplementing the programs companies already have in place is the fastest way to change the workplace. Providing positive content that can work alongside of traditional training and communication materials can assure that positivity quickly finds its way into a company culture.

Where We Are Now

Co-Executive Directors Raymond and MarySue Hansell are providing to BetterWorldians Foundation the ToonUps positive workplace product they developed in the late 90's and early 00's. ToonUps are designed to help companies create joyful, kind, and efficient business cultures. The product offers thousands of pieces of digital training and communications content exclusively dedicated to positivity at work.



ToonUps products were used across numerous industries—including Finance, Healthcare, Insurance, Communications, and many others—and noteworthy customers include Coca-Cola, Netflix, Comcast, Staples, Citibank, Toyota, Marriott Corporation, and AT&T.

Where We Are Going

The plan is to use ToonUps as a primary benefit to drive a corporate membership program. We will contact the Corporate Social Responsibility offices of many like-minded corporations, and encourage both their donation to our work at BetterWorldians



Foundation and their use of ToonUps to bring positivity to their training and communications. Integrating the ToonUps workplace products into the BetterWorldians.com website will create a positivity platform for companies to use to change their corporate cultures and thereby assist our mission to bring out the best in everyone and thereby make it A Better World.

Kindness on Social Media

The Rationale

Social media is the new public square. Platforms like Facebook and Twitter are the primary way that many people read the news, share with friends, and interact with strangers. Unfortunately, anyone on social media today knows the tone of conversations can be coarse, aggressive, and close-minded. Addressing the divisiveness in our culture today requires a strategy that can bring some kindness to social media.



The award-winning social psychologist Dr. Barbara Fredrickson talks about “micro-moments of positivity”, the short and fleeting day-to-day experiences that have the power to put a smile on your face and a spring in your step. A held door, a thumbs-up, a happy glance—research shows these small kindnesses have a cumulative effect on our emotional health and well-being. Social media is no different, and positive “memes” can be shared on these platforms to similar effect.

Where We Are Now

We created our “Color Your World With Kindness” video campaign to address the negativity on social media. Our campaign’s positive message of paying it forward and encouraging kindness toward others clearly resonated on Facebook, YouTube, Vimeo and other platforms, with over 650,000 views of our video. Additionally, we’ve already been contacted by a handful of education partners, who have licensed our video for use in classrooms and other educational materials.

Where We Are Going

Our plan is to continue to promote Color With Kindness’ evergreen message of kindness across social media. The positive response received to date is just the beginning: there are over 1.8 billion people on the Facebook platform alone and our simple, universal message can make its way across the globe. We want to place the video on all social platforms and promote it via a strong social media campaign coupled with extensive marketing. We also plan to develop additional social media content (“memes”) along similar lines and promote it as well.

Our fundraising goal with this project is to seek education-based funding by developing educational packages for Color With Kindness and other planned materials. These basic packages would assist the creation of lesson plans around our content, providing discussion questions, related books and materials, and other helpful information for educational institutions and services.

Our Big Goals for the Future

Apparel and Accessories

We see the *BetterWorldians* brand expanding into apparel and accessories, similar to Tom's Shoes and Life Is Good. Like those organizations, we would give a portion of profits to other charities, but the big differentiator is that *BetterWorldians* is not just about charitable good, but also Positivity and Kindness. *BetterWorldians* can become a line of clothing that focuses on "looking good and doing good." Apparel and accessories are personal ways that people can both express support for causes and to help spread the word. The *BetterWorldians* brand would look good and sound good on a polo shirt or tee, piquing curiosity and raising money for the foundation and our partners.



Master Classes & Certifications

As the subject matter expertise of *BetterWorldians* grows along with our expert board members and other community professions, we plan to offer master classes and ultimately even certifications in many areas. Examples include mindfulness and meditation; gratitude and positivity; faith and spirituality; social enterprises and impact investments; and many other areas with our core themes. Master classes & certifications are a great way to allow our audience to deepen their engagement with our core themes, even to the point of working to become experts themselves that could participate in our podcasts and other media.



Mobile / Tablet / Wearables Apps

BetterWorldians' subject matter expertise and team background in application development also positions us well to create mobile, tablet, and even wearable device apps related to our core themes. Examples would include apps for: mindfulness and meditation assistance; finding volunteering opportunities through maps and augmented reality; fitness and weight loss tracking; and much more that ties in with our themes. Apps are here to stay and as their popularity continues to grow they will be the best method of reaching a younger audience with important educational content.



Conclusion

The time is ripe for the **BetterWorldians Vision**—the world needs and is ready for a focus on Positive Thinking, Positive Values, and Positive Actions that all highlight and encourage the best in everyone.

We have the platform, the expertise, and the passion to make this vision happen. If you are inspired by our vision, or if you know someone else who may share our desire to change the world, please Contact Us.



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