



WE, THE WORLD

Investing in Change

Proposal for Collaboration with WE, The World
Together we can Bring about Major Change For a World That Works For All!

WWW.WE.NET

About WE, THE WORLD

In all our work we seek to Inspire, Inform and Involve - 3 "I"s that make a "WE"!

WE, The World was founded in 1998 by Rick Ulfik and is based in New York City.

The Mission of WE, The World is to maximize social change globally - until we have a world that works for all.

To fulfill our mission, we create and promote Programs, Platforms and Campaigns that unite and amplify the efforts of people, organizations and movements working for the Common Good and the promotion of Peace, Justice, Sustainability and Transformation.



RICK ULFIK

A person is holding a white protest sign. The sign has the word 'RIS' written in large, bold, red letters, and the word 'WILL' written in black letters above it. The background is a blurred crowd of people at a protest.

Impact & Reach of WE, The World

WE, The World has touched the lives of more than 6 million people!



Through our Campaigns, Websites, TV Shows, Tele-Summits and Broadcasts we are reaching more than 850,000 people each year and our network of more than 40,000 leaders and members of socially conscious organizations and businesses represents millions of constituents.



WE work closely with: Global Visionary Leaders

Archbishop Desmond Tutu
Jane Goodall
Deepak Chopra
Hazel Henderson
Arun Gandhi
Immaculee Ilibagiza
Bill McKibben
Marianne Williamson
Daniel Ellsberg
Riane Eisler
Robert Thurman
Patch Adams
and many others



WE work closely with: Transformative Global Organizations

Amnesty International
Oxfam America
United Religions Initiative
Jane Goodall's Roots & Shoots
The International Trade Union Confederation
The Shift Network
The Charter For Compassion
Oprah Winfrey's Belief Team
The Compassion Games
Unify
Unity Earth
Ecofest
and many others



11Days OF GLOBAL UNITY

11 Ways to Transform Your World

In 2004, WE, The World brought together global partners including Desmond Tutu, Jane Goodall, Deepak Chopra and Amnesty International to launch 11 Days of Global Unity with [events in 125 cities](#) culminating on Sept. 21st, the U.N. International Day of Peace. 11 Days has become a platform for changemakers that annually includes as many as [700 associated events in over 60 countries](#).

11DaysOfGlobalUnity.org

11 Days of Global Unity - 11 Themes of Change

International Day of Peace on September 21st



September 11 - Unity
September 12 -
Interdependence
September 13 - Environment
September 14 - Economic
Justice
September 15 - Health
September 16 - Children &
Youth
September 17 - Women
September 18 - Human Rights
September 19 - Freedom
September 20 - Disarmament

11 Days of Global Unity Summit



Bringing together the most visionary thinkers and activists of our time in powerful dialogues on each of the 11 Themes For Change including:

UNITY - Deepak Chopra, Marianne Williamson, Neale Donald Walsch, Barbara Marx Hubbard

HUMAN RIGHTS - Archbishop Desmond Tutu, Robert Thurman

ENVIRONMENT - Jane Goodall, Bill McKibben

WOMEN - Eve Ensler, Gemma Bulos, Hassina Sherjan, Sande Hart

FREEDOM - Ralph Nader, Daniel Ellsberg, Amy Goodman, Rabbi Michael Lerner

ECONOMIC JUSTICE – Tavis Smiley, Hazel Henderson, Riane Eisler

PEACE - Deepak Chopra, Karenna Gore, Ambassador Anwarul Chowdhury, Dot Maver and many others.



11 Days of Global Unity **Milestones of Giving!**



Feeding the Hungry

WE, The World, Compassion Games and Tomorrow Together kicked off 11 Days of Global Unity 2016 with the largest USA National Day of Service packing 500,000+ meals commemorating the 15th Anniversary of the tragedy of 9/11!



Recognizing Leaders of Peace

In celebration of 11 Days of Global Unity, WE, The World gave the Heart of Humanity Award to Mahatma Gandhi's grandson Arun Gandhi and the Gandhi Family for 100 Years of Promoting Nonviolence.



Lifting Up Voices

WE, The World Co-Sponsored this extraordinary event featuring 3 Nobel Peace Prize winners Leymah Gbowee (Liberia), Shirin Ebadi (Iran), and Tawakkol Karman (Yemen) who shared their challenges, experiences and inspirational insights. Moderated by Nobel Peace Prize Nominee Jonathan Granoff.

WE, THE WORLD Disaster Relief



Our Voices Our World Pakistan Earthquake Relief Event

The funds we raised for Mercy Corps disaster relief saved almost 100 people's lives! We featured the Reunion & Performance of Original Cast singers and musicians from the Broadway Show "Hair"! Nelson Mandela's grandson Cedza Dlamini presented strategies for reducing the conflict in Kashmir through a Youth Camp bringing Pakistani and Indian youth together Mercy Corps Regional



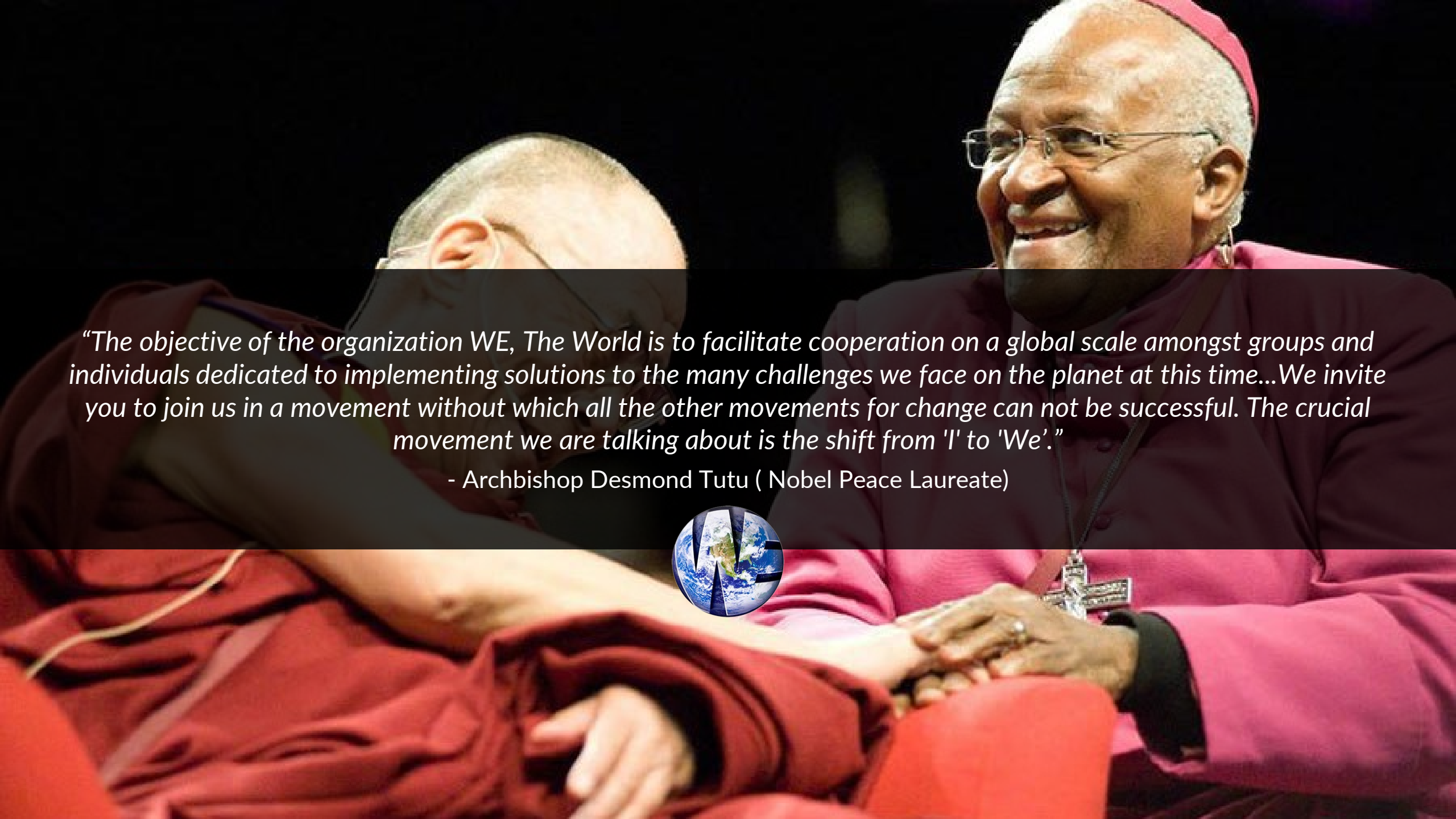
Philippines Superstorm Typhoon Haiyan Disaster Relief

We saved over 500 people's lives with the funds we raised for our local Philippines disaster relief ally Gawad Kalinga.



Hurricane Maria Relief in Puerto Rico

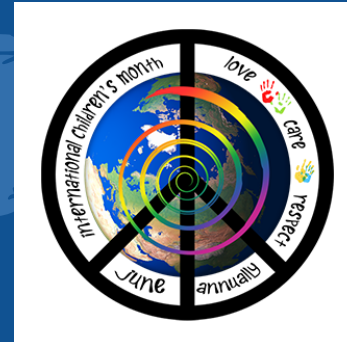
We, The World saved many lives in Puerto Rico by supporting Casa Pueblo's devastation relief efforts as one of the only local organizations able to distribute electricity for water pumps, radio transmissions, cell phones etc. since it uses solar and renewable energy!



"The objective of the organization WE, The World is to facilitate cooperation on a global scale amongst groups and individuals dedicated to implementing solutions to the many challenges we face on the planet at this time...We invite you to join us in a movement without which all the other movements for change can not be successful. The crucial movement we are talking about is the shift from 'I' to 'We'."

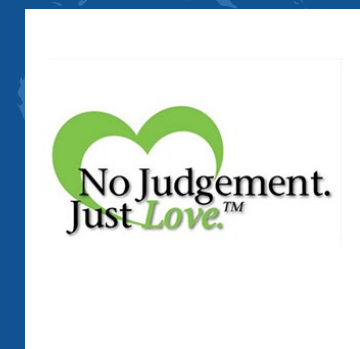
- Archbishop Desmond Tutu (Nobel Peace Laureate)





WE Partners for Global Change

[Click here to learn more about our partnering organizations & visionary leaders.](#)





WE Pivotal Programs to Transform Society

WE are Seeking Philanthropic Investment for Unprecedented Positive Global Impact



WE Power America Renewable Energy Campaign & Movement

Our Renewable Energy Media Campaign will have celebrity spokespeople, influencers and feature a consortium of solar, wind and other non-polluting renewable energy providers and partner groups. Under the banner of **WE Power America** they will collectively begin to have a recognizable media presence that inspires people and increases public awareness, support and coordinated action.



11 Campaigns for Change The Blueprint for a Sustainable Society

Fully Implement one or more of the 11 Campaigns For Change which together form a blueprint for societal transformation: [Unity](#), [Interdependence](#), [Environment](#), [Economic Justice](#), [Health](#), [Children and Youth](#), [Women](#), [Human Rights](#), [Freedom](#), [Disarmament](#), and [Peace](#). Over 600 organizations are already participating in one or more of these campaigns!



An Urgent Message from Your Children

An [Urgent Message from Your Children](#) is a Public Service Video Series featuring children speaking in their own words to adults, expressing their fears, concerns and their hopes for the future of our planet, and making an appeal to all of us to respond with appropriate urgency. We made the video above with an incredible group of kids (all under 13 years old).



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The Truth and Reconciliation Hearings

These hearings are meant to be a forum to heal the racial & ethnic divides in the United States. The hearings will allow members of historically clashing cultures to publicly tell their respective stories in a safe and supportive environment that encourages shifting towards compassion.



Strengthening Interfaith Relations

Strengthening Interfaith and Intercultural Harmony, Tolerance, and Social Cohesion. A series of forums and broadcasts with expert speakers & opportunities for civic engagement (especially for young people) to help bridge the gaps between different faiths.



Promoting the WE Symbol!

Promote the WE Symbol on sustainably made products, practices and policies that consider the Common Good and the well-being of all with no one left behind!



WE Pivotal Programs to Transform Society

WE are Seeking Philanthropic Investment for Unprecedented Positive Global Impact



The WE Affinity Card (backed by a Socially Responsible Bank)

This special card would allow a percentage of transaction fees to support all the WE Campaign member charities. Especially those focused on ending poverty and hunger.



The Media & Communication Literacy Campaign

This campaign is to help others understand how Media and Communications affect our Culture, Politics and all our relationships.



The WE Party Non-Partisan Program

A citizen's movement that promotes an alternative to the polarized politics of Winners and Losers. Instead, people advocate for policies framed in terms of WE and the Common Good that protects the wellbeing of all.



Taking WE, The World to the Next Level

9 months + \$350,000 investment = Global Transformation

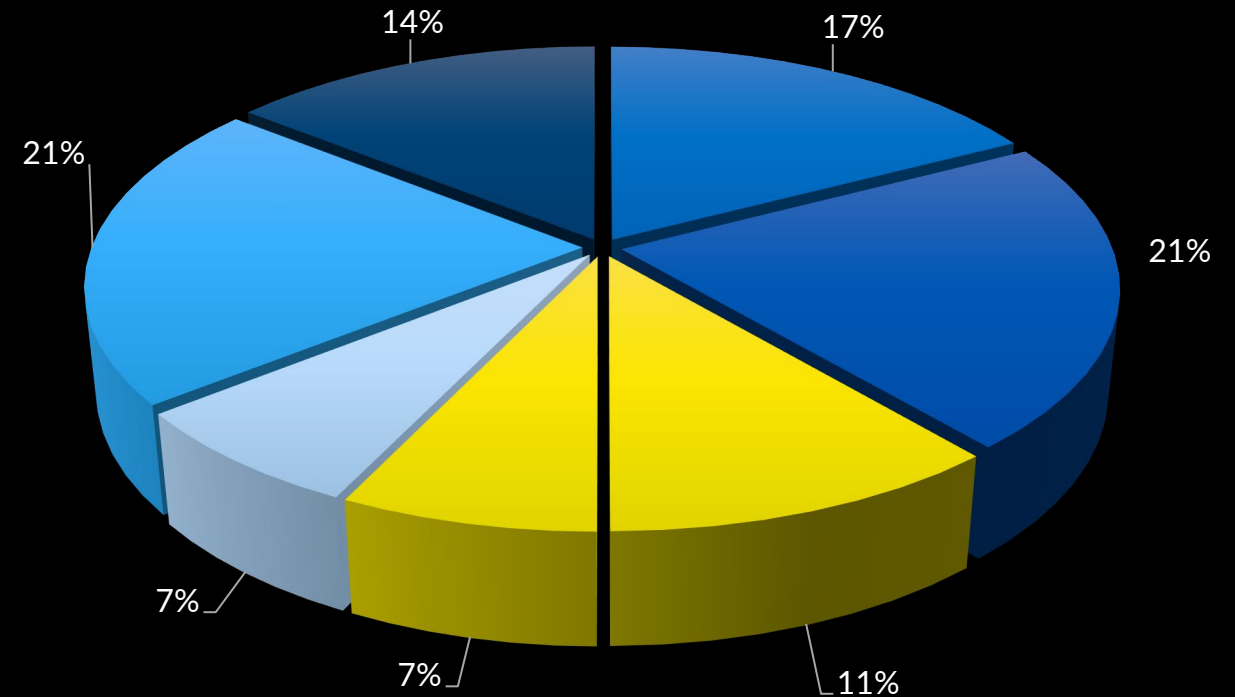
“When we give cheerfully and accept gratefully, everyone is blessed.”

– Maya Angelou

Year 1 Projected Expenses

Includes part time Consultants and others such as Volunteer Coordinator, Part Time Program Coordinators and Project Managers for each of the 11 Global Unity Campaigns, PR/Graphic Design/Communications Manager, Researchers, Outreach Coordinators and so on.

Investment Breakdown of \$350,000



■ Misc Personnel - \$60,000

■ Program Director - \$40,000

■ Web Tech Dir - \$25,000

■ Operating Ex - \$50,000

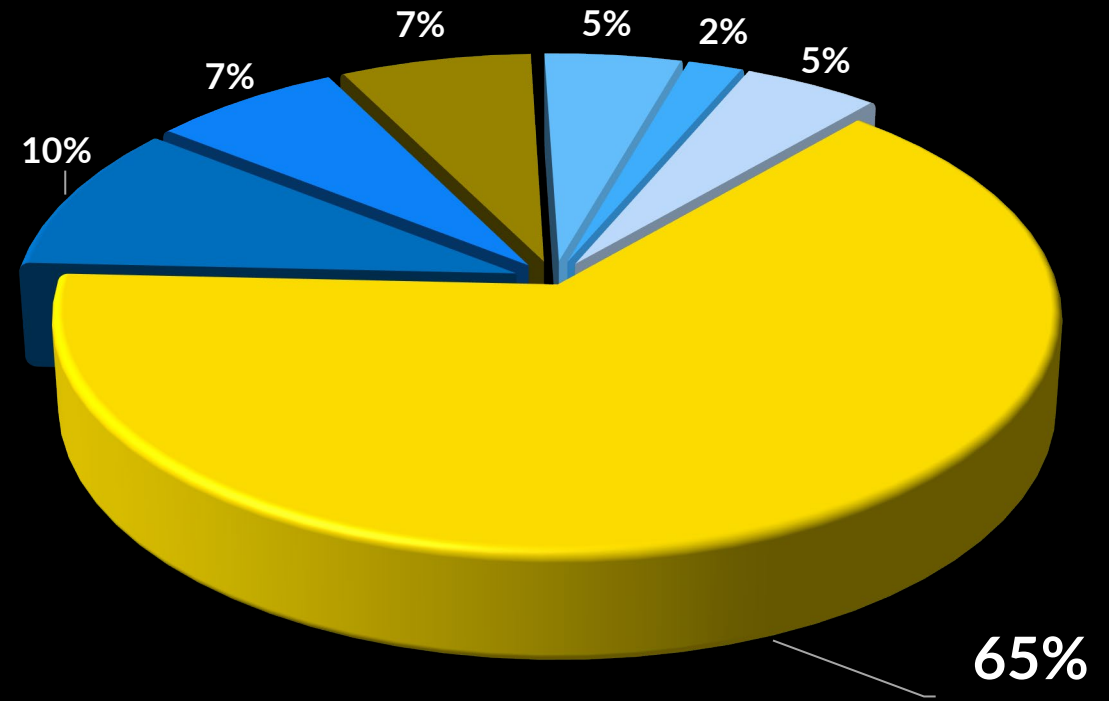
■ Development Dir - \$75,000

■ Executive Assistant - \$25,000

■ We.net Launch - \$75,000

Year 2 Projected Expenses

Includes Web Tech, Communications Management/Branding/Messaging, Media/PR/Advertising, Organizing, Outreach, Event Planning, Venue Rentals, Media Production & Distribution, other Personnel, Travel, Legal Services, etc.



■ Misc Expenses - \$25,000

■ Add Program Services - \$975,000

■ Program Director - \$100,000

■ Associate Program Director

■ Office/Admin Exp - \$75,000

■ Development Director - \$150,000

■ Executive Assistant x2 - \$100,000

Year 2 Projected Revenue - Sources & Strategies

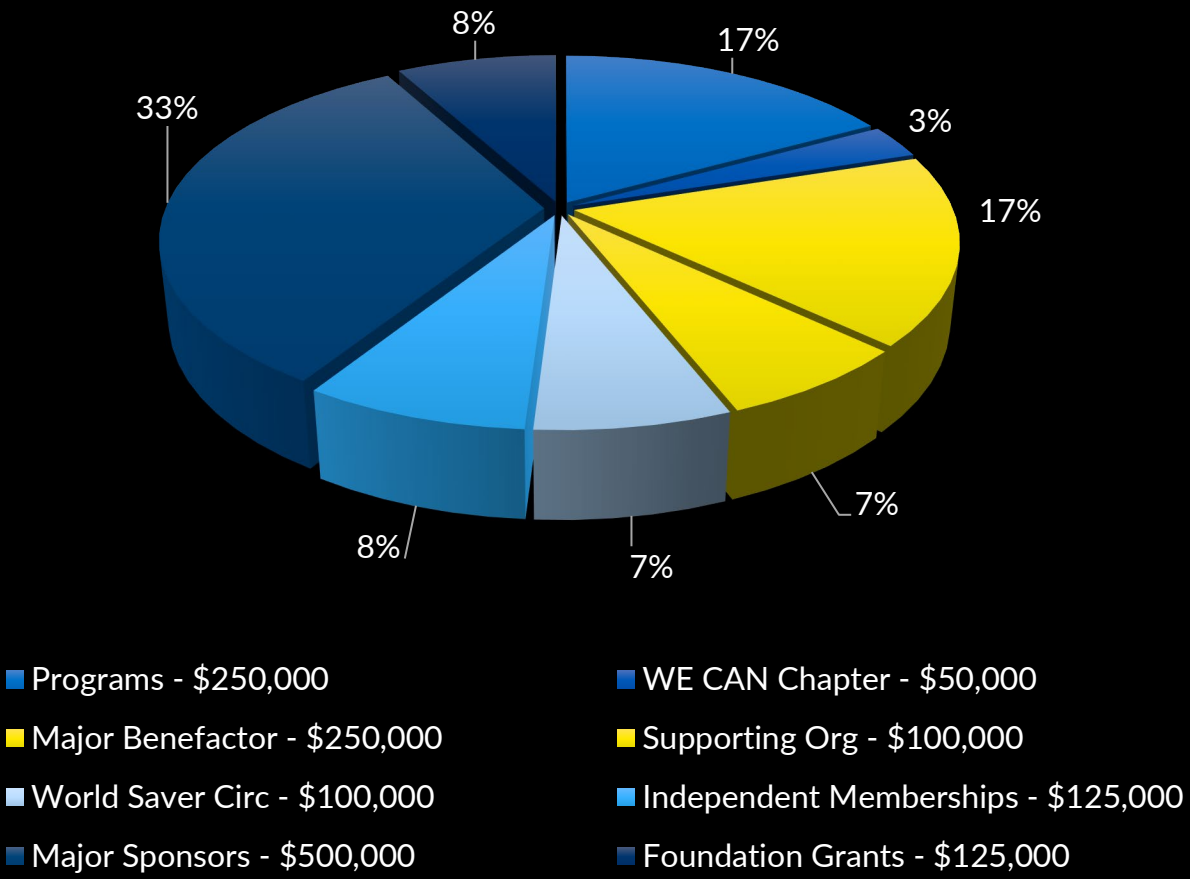
Year 2 and each succeeding year (\$1,500,000)

The successes of the first year will greatly expand revenue from all sources, including the donor(s) who contributed to the original seed funding of \$350,000.

The Development Director will continue to do outreach to major Benefactors, other Donors, Company Sponsors, and Foundations.

The Development Director will conduct Fundraising Drives and Campaigns as well as design Revenue Generating Strategies such as program and event fees, WE CAN Memberships, Supporting Organization Memberships, World Saver Circles, etc.

With full implementation of the above strategy, we anticipate raising more than 4 times as much funding for year 2.



WE are Agents of Change for a Heart-Centered Global Society

Join visionary leaders and endorsers of WE:

Desmond Tutu, Jane Goodall, Deepak Chopra, Immaculee Ilibagiza, Robert Thurman, Riane Eisler, Bill McKibben and many others.



600+
Organizations



11 Global
Campaigns



100+
Volunteers



6+ million
Lives Touched!

"I hope that everyone can join WE, The World. Because it's when we all get together that we will make the changes that we must make. We are the world!"

- Dr. Jane Goodall (Founder of the Jane Goodall Institute and UN Messenger of Peace)



Imagine 1000's of people, organizations and businesses around the world that work for peace and sustainability establishing such collaborative working relationships and being so well linked that a success in one region is soon modeled in dozens of others!

Imagine those people and organizations collaborating on periodic critical issue campaigns that culminate with major Global Events several times a year in which visionaries, activists, artists, celebrities, diplomats, socially responsible business leaders, forward thinking government officials, and the general public come together to celebrate, share information and take action!

Now imagine after each Global Event thousands of new people get involved and, with expanding media coverage, millions join with peace, environmental groups and socially responsible businesses worldwide, transforming society and themselves, consciously and collectively using their buying power, their voting power and their people power to move us visibly toward a world that works for all!

We've begun to make this happen! 11 Days of Global Unity Sept. 11-21, with as many as 700 associated events in over 60 countries, is one of our major accomplishments toward realizing this Vision. Your financial and volunteer support now will help us fully implement it.

The WE Advisory Board



Dr. Deepak Chopra



Dr. Jane Goodall



Daniel Ellsberg



Dr. Riane Eisler



William Schulz



Patch Adams



Robert Thurman



Angaangaq Lyberth



Hazel
Henderson



Paul Ray



Dr. Delois Blakely



Dr. Ervin Laszlo

WE NEED **YOUR** SUPPORT FOR GLOBAL CHANGE!

With your investment, we can impact millions more people's lives while beginning to establish unprecedented cooperation and coordination between changemakers globally. In essence, we will manifest a new level of grassroots organizing that involves millions of people around the world working together to create change while sparking a cultural shift in their societies towards prioritizing the Common Good and the wellbeing of all.

Once and for all we will end the fragmentation of transformative grassroots movements, which until now have been insufficient to end poverty, militarism and environmental degradation. We will build a unified proactive, preventive, mass "Movement of Movements" for change that can put us on track to accomplish what no single-issue movement has yet achieved: a world that works for all.

Pledge Your Support!

Ready to be a part of global transformation? Reach out today and learn how to donate to the campaign or program of your choice!



Rick Ulfik
+1 212 867-0846



RickUlfik@wetheworld.org



WE, The World
P.O. Box 750651
Forest Hills, NY 11375