

# EXPANDING THE CIRCLE OF SUCCESS



## **An Invitation to Participate In A Collaborative Response to the \$100 Million MacArthur Foundation RFP**

This 10 page document presents our initial strategy of seeking to leverage the Foundation's announcement of the \$100 million RFP to introduce Expanding the Circle of Success. The SOPADA format is used to describe the Subject, Objective, Proposal, Advantages, Disadvantages and Action Steps. More recently we have decided to invite other individuals and organizations to participate with us in developing a collaborative direct response to the RFP and we will be sharing the results of that invitation on the web site at <http://100MillionSolutions.com>

# **EXPANDING THE CIRCLE OF SUCCESS™**

**An Invitation to Participate in the MacArthur Foundation's  
\$100 Million Problem Solving Initiative and Help Provide  
Supplemental Capacity Building Resources and Strategies!**

**SUBJECT: Strategy for Leveraging the MacArthur Foundation's Initial  
100 Million Dollar Request for Proposals to Solve Critical Problems that  
Affect People, Places and the Planet**

## **OBJECTIVE:**

We plan to use the Foundation's initial RFP to strategically introduce our Expanding the Circle of Success (ETCOS) campaign to develop the infrastructure and facilities for generating expanded individual and collective capacities to address social, economic and environmental challenges. ETCOS will provide greater access to Community Economic Development (CED) resources that foster innovation, collaboration, job creation and sustainable living. **That includes implementing plans to distribute 100 million dollars of state-of-the-art developmental training programs and provide training of trainers for the delivery of Successful Living Skills through a network of thousands of locally initiated Community Resource Centers.**

## **PROPOSAL:**

We are inviting individuals and organizations interested in developing a collaborative response to the 100 million dollar MacArthur request for proposals to solve a major problem to collaborate in a campaign for Expanding the Circle of Success. That will include our project to establish a network of Community Economic Development Resource Centers to help introduce the unprecedented resources now available through the Benefit Corporation model and forthcoming Equity Crowd Financing provisions of the US JOBS Act. The field of Community Economic Development includes Self-help, Empowerment and Capacity Building.

**The Project Objective is to provide expanded access to critical thinking and problem solving skills and resources that help residents, businesses, non-profit organizations and communities:**

1. Realize and actualize more of their potential;
2. Empower and enable them to help save and create jobs and
3. Help address other social, economic and environmental challenges and opportunities.

## **ADVANTAGES OF THE PROPOSAL:**

The National CED Resource Center we are establishing will serve as a central repository of information, materials, equipment, technology and technical assistance that would be made available to any participating individual or organization. The co-creative nature and design of the CED Resource Center will provide maximum opportunities for multi-sector collaboration and participation by individuals, businesses, non-profit organizations, communities, resource providers, and funders.

**The proposed project is based on decades of many award-winning prototypes. The project will have access to hundreds of thousands of dollars worth of training equipment, marketing and promotional resources such as:**

- Sponsorship Proposals.
- Event Work Plans and Budgets.
- Monitoring and Evaluation Procedures.
- Interest Surveys.
- Resource Showcases.
- Introductory Seminars and Workshops on Visioning, Strategic Planning, Community Partnerships, Organizational Development and Empowerment, and
- Successful Living Skills for the 21<sup>st</sup> Century including entrepreneurship and Infopreneurship - that consists of publishing, electronic publishing, Internet marketing).

Participants in CED Resource Centers will have access to hundreds of programs and resources designed to facilitate personal and professional development for individuals, while enhancing efficiency and effectiveness for NPOs, improving productivity and profitability for companies and helping communities attract greater levels of citizen participation in defining and manifesting a shared vision for their community.

**Just a few examples of tested and proven resources that will be provided include:**

- The Three Round Method of Brainstorming (developed by the National Center for Community Education and the CS Mott Foundation.)
- The 10 Step Cocreative Visioning and Strategic Planning System from CENTER SPACE (successfully facilitated for dozens of communities, businesses, chambers of commerce, non-profits).
- The Success Puzzle Template (a simple system designed by Ultimate Destiny University) for more effectively demonstrating how various facets or components of a program or product relate to one another and the whole, etc.

The initiators of this proposal have generated millions of dollars in grants, donations and contracts for non-profit organizations, and they have produced award-winning Community Resource Centers and highly successful community-oriented development training events featuring world-class experts for up to 1,800 individuals since the first Community Unity Event featuring Norman Vincent Peale and Les Brown in 1990.

Hundreds of millions of dollars have been allocated by private foundations and government agencies for entrepreneurship and community empowerment and the U.S. Department of Housing and Urban Development (HUD) has allocated billions of dollars through the Recovery Act and other initiatives to help communities and their residents help address the root cause of foreclosures.

Some examples of the intellectual properties and resources that will be provided by and or through Universal Stewardship, Inc., the CED Resource Center, the University for Successful Living and Ultimate Destiny Hall of Fame Award recipients include:

- ETMS -- Empowerment Training Mentoring Systems;
- ERCs – Empowerment Resource Centers;
- Resource Showcases;
- Community Empowerment Event Coproduction;
- The Ultimate Destiny Success System;
- Strategic Marketing Matrix Systems;
- Cocreative Visioning and Strategic Planning;
- Successful Living Skills for the 21<sup>st</sup> Century;
- Infopreneurship University and Resource Center

	<p><b>Empowerment Training Mentoring Systems (Early prototype of an ETMS™)</b></p> <p><b>(Investment of \$10,000 including \$6,000 of development training programs and \$4,000 training of trainers)</b></p> <p><b>The ETMS can be customized for each local sponsor including topics and level of training-of-trainers requested.</b></p>
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<p><b>Part of Resource Display in a Church-based Empowerment Resource Center (ERC)</b></p> <p><b>The Investment for the ERC's range from \$25,000 up to \$250,000 for the two-year program. Local sponsors will be guaranteed that the ERC will generate revenue greater than their investment.</b></p>	
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EXAMPLES OF SUCCESSFUL LIVING SKILLS AVAILABLE THROUGH THE CAMPAIGN

# Solving Life's Ultimate Success Puzzles!

The Ultimate Destiny Success System consists of 14 How to Guidebooks for Realizing More of Your Potential and Fulfilling Your Ultimate Destiny.

Each stand-alone title in the series includes fun quizzes, self-assessments, goal setting exercises, featured resources, a web site, blog site, bonuses, membership services, webinars, coaching, and an affiliate program.

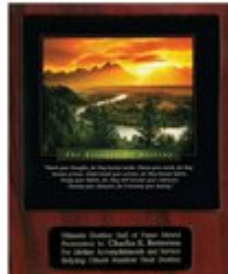
The 14 titles will be published in print and digital formats, as data and audio CD/DVDs and via online classes.

[www.SuccessPuzzle.com](http://www.SuccessPuzzle.com)

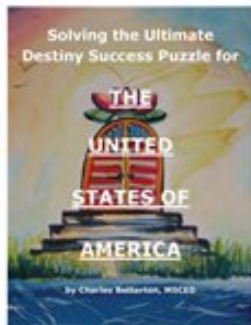
## Supplemental Program Components



Establishing Empowerment Resource Centers and ETMS™ (Empowerment Training Mentoring Systems)



Providing Training on Successful Living Skills from Ultimate Destiny Hall of Fame Award Recipients



Helping Solve the Ultimate Success Puzzle for the USA



Coproducing Community Empowerment Events

## Invitation to Help Launch a Non-profit University with a Series of 14 Publications on Successful Living

The University for Successful Living is one of the primary distribution channels for the Ultimate Destiny Success System. Through this non-profit membership organization, we produce webinars, seminars and playshops that help participants A.R.K.--Awaken to their true spiritual identity, Realize more of their potential and Know how to fulfill their ultimate destiny (whatever that means to each individual.)

The larger context within which we are strategically marketing the Ultimate Destiny Success System is our "Expanding the Circle of Success" campaign. Through this project that includes successful living skills, we will help generate greater individual and collective capacity for addressing social, economic and environmental challenges.


By combining Community Economic Development (that includes Self-help, Empowerment and Capacity-building) with the Benefit Corporation model and Crowd Funding provisions of the JOBS Act, we will help foster innovation, collaboration, job creation and sustainable communities as we market our programs, products and services.

**Charles Betterton, MSCED**  
 Ultimate Destiny University for Successful Living  
 PO Box 20072 Sedona, AZ 86341 \* Phone 928-554-4715  
[ceo@ultimatedestinyuniversity.org](mailto:ceo@ultimatedestinyuniversity.org)  
[www.UltimateDestinyUniversity.org](http://www.UltimateDestinyUniversity.org)



**FORTHCOMING SUPPLEMENTAL PUBLICATIONS**

**SOLVING LIFE'S  
ULTIMATE  
SUCCESS PUZZLES**

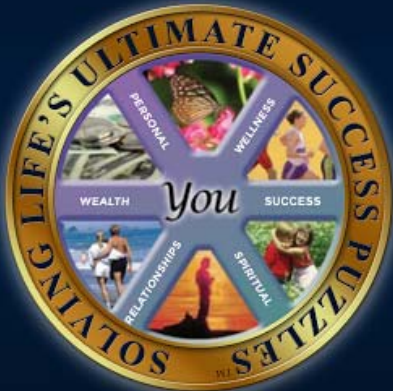


WHICH OF THE ULTIMATE  
SUCCESSFUL LIVING SKILLS  
ARE MOST IMPORTANT TO YOU?

ULTIMATE DESTINY YOUNIVERSITY

[www.SuccessPuzzle.com](http://www.SuccessPuzzle.com)


**EXPANDING  
THE CIRCLE  
OF SUCCESS**



PROVIDING GREATER ACCESS TO  
SUCCESSFUL LIVING SKILLS FOR THE  
21ST CENTURY

[www.ExpandingTheCircleOfSuccess.org](http://www.ExpandingTheCircleOfSuccess.org)

**What GOOD  
Would You Do With A  
MILLION  
DOLLARS A YEAR ?**

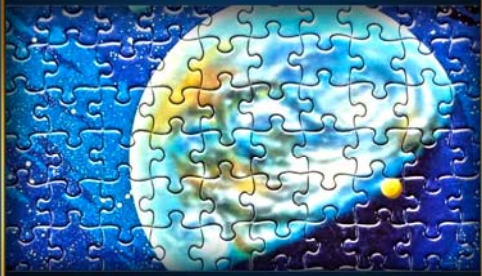


DISCOVER HOW YOUR COMPANY OR NON-PROFIT ORGANIZATION  
AND YOUR COMMUNITY CAN PROSPER AS YOU HARNESS THE POWER  
OF EQUITY CROWD FUNDING, THE BENEFIT CORPORATION MODEL,  
AND COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES!

Charles E. Betterton MSCED

[www.WhatGOODWouldYouDo.com](http://www.WhatGOODWouldYouDo.com)

**WHAT CRITICAL  
PROBLEMS COULD  
WE SOLVE WITH  
100  
MILLION?**

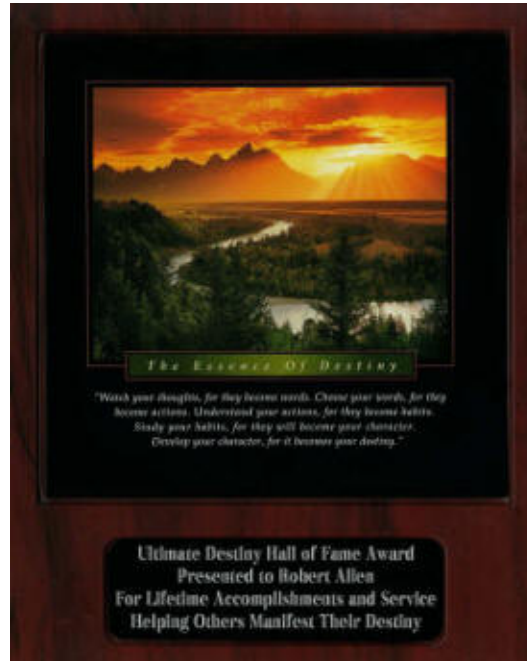


An Invitation to Help Identify  
and Implement Solutions to  
Critical Problems That Affect  
People, Places, and Our Planet!

EXPANDING THE CIRCLE OF SUCCESS

[www.100MillionSolutions.com](http://www.100MillionSolutions.com)

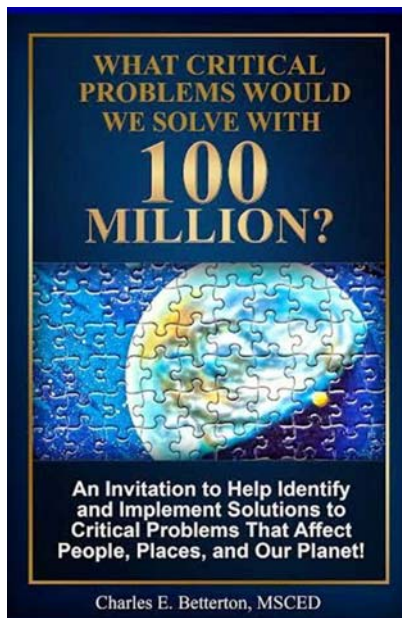
**Individual and Organizational Recipients of the Ultimate Destiny Hall of Fame Award and Others Initially Being Invited to Participate**



<b>INDIVIDUALS</b>	<b>ORGANIZATIONS</b>
Les Brown	Institute of HeartMath & HeartMath LLC
Brian Tracy	Tides Foundation Center
Bob Proctor	Nightingale-Conant
Bonnie St. John	World Business Academy
Jack Canfield	Social Venture Network
Mark Victor Hansen	United Way of America
Dennis Waitley	National Association of Housing and Redevelopment Officials
Nido Qubein	Community Development Society
Ken Blanchard	Foundation for Community Encouragement
Robert Maxwell	National Urban League
Anthony Robbins	National and State Community Economic Development Associations
Deepak Chopra	National Community Action Agencies
Bobbi DePorter	National Centers for Independent Living
DC Cordova	Foundation for Inspired Learning
John Assaraf	Southern New Hampshire University
Robert Allen	University of Arkansas CED
John Gray	The Love Center
Barbara deAngelis	Heartland Institute
Kevin McCarthy	Leadership Motivation Inc.
David Riklan	Napoleon Hill Foundation
Dr. Emmett Miller	Dale Carnegie Training
Peter Reding	Hay House Publishers
Bill Gladstone	Alliance for a New Humanity
Tom Antion	
Loral Langemeier	
Michael Angier	
<b>Who Else Would You Recommend?</b>	<b>What Others Would You Recommend?</b>



**Co-Founders, Sponsors, and Strategic Alliance Partners Welcome!**



**The problems aren't the PROBLEM! The real problem (and opportunity) is that more of us need to learn how to harness our Creative Power and capacity to focus on, flow our energy to AND discover SOLUTIONS!**

**-- Charles E. Betterton MSCED**

**[www.100MillionSolutions.com](http://www.100MillionSolutions.com)**

While we are inviting a collaborative approach to answering the macro question, **What Critical Problems Could We Solve With \$100 Million**, we are also focused on two related micro-initiatives that will help **Expand the Circle of Success** and generate expanded individual, organizational and community capacities for **Solving Life's Ultimate Success Puzzles**.

We have learned from first-hand experience working with some of the world's leading training companies that the providers of development training programs target their sales to the top 10+-% of the corporate market. As a Community Economic Development specialist dedicated to Self-help, Empowerment, and Capacity-building, I believe the most important step we can take to solve the social, economic and environmental challenges we face is to increase individual and collective capacities to discover SOLUTIONS to problems.

We can do that by providing greater access to state-of-the-art resources from world-class expert "solutionists" through a distribution and training network of thousands of locally sponsored Community Empowerment Resource Centers. That is the mission of our non-profit **Expanding the Circle Of Success, Inc.** and several affiliated non-profits and cause-oriented companies and we have been developing for several years our strategy for helping distribute 100 million dollars-worth of development training resources and training-of-trainers of local facilitators. The supplemental pages about the award-winning Say YES to Success programs we developed with Les Brown is just one example of the significant impact and results of these strategies for helping reach underserved populations and provide them with access to resources for education, empowerment, advancement and realization of potential.

**That is why our response to the MacArthur Foundation grant is a formula:**

**A 100 Million Dollar Grant PLUS 100 Million Donated Resources = Expanded Capacity to Generate 100 Million Solutions!**



## **DISADVANTAGES OF THE PROPOSAL:**

The Foundation has provided only 90 days for submission of proposals.

Most people are not aware of the significance of the field of Community Economic Development and its relevance to addressing and solving the pressing challenges we face today in our communities, non-profit organizations, nations, and the world.

The Benefit Corporation model is relatively new and the Equity Crowd Financing provisions of the JOBS Act are still under review by the SEC and won't be available for implementation for several months.

Time, energy and funding will be required to complete a proposal.

Some organizations may view the proposal as competition or a duplication of effort.

## **ACTION STEPS:**

1. Develop an initial outline of the vision and strategy for this initiative.
2. Identify potential collaborators and issue invitations to those with highest potential.
3. Create web site(s) to publicize the Foundation's initiative and invite collaboration.
4. Create and distribute Interest Surveys.
5. Create, publicize and launch a Youth Essay Contest seeking individual answers to what questions they would solve with 100 million.
6. Publish "evergreen" publications inviting collaborative participation including:
  - What GOOD Would You Do With A Million Dollars A Year?
  - What Problems Could We Solve With \$100 Million?
  - What Major Problem Would You Solve With 100 Million?
7. Identify the required single lead entity or ask Tides Foundation Center to adopt project.
8. Establish a committee of representatives of all participating entities (NPOs, companies or individuals).
9. Develop a calendar of activities.
10. Publish periodic news releases.
11. Publish webinars and teleseminars introducing our Campaign and inviting participation.
12. Contact leading providers of development training programs seeking their direct participation and or support including donating products and or in kind services.
13. Seek potential sources for matching grants.
14. Conduct regular planning meetings online and in person as feasible.
15. Draft an outline of the proposal to the MacArthur Foundation RFP.

16. Develop an executive summary and or a business plan.
17. Continually brainstorm and implement strategies for attracting additional public awareness and support, strategic alliance partners, coapplicants, and contributions.
18. Contact the 101 individual and organizational recipients of the Ultimate Destiny Hall of Fame Award to invite their participation as coapplicants, contributors, “faculty members” and or Featured Resource providers. (An initial list of those being invited is attached).
19. Practice and demonstrate some of the major resources we will provide through the Resource Centers such as Cocreative Visioning and Strategic Planning, Three Round Method, application of the Strategic Marketing Matrix, etc.
20. Develop and begin experimenting with invitations to elected officials, related trade associations and other potential local sponsors of the Campaign and or local Community Resource Centers.
21. Develop Implementation Committee with representatives of participating organizations who will continue in Expanding the Circle of Success with or without the grant.

### **INITIAL PROJECT SOCIAL MEDIA ACCOUNTS**

**Facebook** <https://www.facebook.com/100MillionSolutions/>

**Twitter** <https://twitter.com/100MillionWays>

**LinkedIn** <https://www.linkedin.com/groups/8541475>

**Pinterest** <https://www.pinterest.com/bettertown/100-million-solutions-to-global-challenges/>

**YouTube** <https://www.youtube.com/channel/UCPyBGnnIZGgEKqNnFZnHIcQ>

**For more information on any aspect of this project, please contact Charles Betterton, Interim Project Manager at 928-554-4715 or [ceo@100millionsolutions.com](mailto:ceo@100millionsolutions.com) Thank you!**

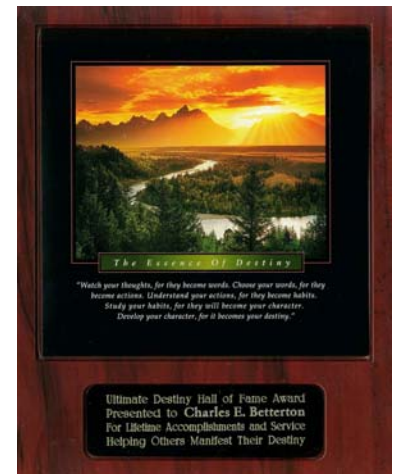


# Say Yes to Success with Les Brown!

## An Award-winning Example of Expanding the Circle of Success™

**Les Brown** is one of the world's top motivational speakers, trainers and coaches. He is also one of the first 50 experts who received the **Ultimate Destiny Hall of Fame Award** for lifetime accomplishments helping others discover how to realize more of their potential.

We are inviting recipients of the Ultimate Destiny Hall of Fame Award to participate with us and Les Brown in Expanding the Circle of Success. We are asking them to provide some of their best training resources as part of the 100 million dollars worth of development training programs we plan to help distribute over the next few years to and through local non-profit CAN DO! Community Economic Development Empowerment Resource Centers. (<http://www.communityresourcecenters.org>)



**Les Brown** has been supporting the programs that led to the Expanding the Circle of Success Campaign since 1990 when founder Charles Betterton produced a **Community Event Celebration** with **Dr. Norman Vincent Peale** and Brown in Kankakee, Illinois.



The Community Unity Celebration with Dr. Peale and Les Brown was the first example of how we have evolved the standard for-profit event production model into a not-for-profit community empowerment system. The innovative system that is based on cooperation, collaboration and coproduction rather than competition enables, equips and empowers communities to discover together what programs would best serve their needs, pool their resources, learn how to coproduce major events with world-class experts, and retain the event profits in their community.

The success of that initial event led to the establishment of Kankakee County CAN DO! That non-profit project produced several major development training programs with world-class experts such as Brian Tracy, Jim Rohn, Les Brown, Mark Victor Hansen, Bonnie St. John, etc. for up to 1,800 participants in a County of less than 100,000 residents.

One outcome of CAN DO! and these events was the transformation of an abandoned 22,000 square foot National Guard Armory building into an award-winning Community Resource Center that served tens of thousands of residents and generated millions of dollars. One of the hundreds of resources that will be made available through Expanding the Circle of Success is a complete YOU CAN DO! IT TOO system to help other non-profits and communities replicate the success of CAN DO!

The **Success Center Partnership** project reported in the article reprint from the Muncie, Indiana Times the day after the event with Les Brown for youth went on to win recognition by the U.S. Department of Housing and Urban Development (HUD) and the National Association of Housing and Redevelopment Officials (NAHRO). For that event, Mr. Brown and his mentor Mike Williams, donated over \$50,000 worth of time and materials to translate **Choosing Your Own Future**, a 100-page and \$100 product, into 12 pages as **Say Yes! To Success with Les!** The adapted and "repurposed" training content was shared with 350 residents of public housing as young as 7 years old.