

Universal StewardHeirShip, Inc.

Helping Solve Personal, Community and Global "Ultimate Destiny Success Puzzles"

July 28, 2012

**Jay Coen Gilbert and Bart Houlahan
B Lab, 8 Walnut Ave, Berwyn, PA 19312**

**Andrew Kassoy, B Lab
116 Chambers St 3rd Fl, New York, NY 10007**

Dear Andrew, Bart and Jay:

I am writing to explore possible collaboration in promoting Benefit Corporations and B Corps and to request permission to reprint some of the content on your web sites on our web sites, in digital and print publications and a series of educational webinars. First I want to express my appreciation and congratulations for your work! When I learned about Benefit Corporations a few years ago at an SVN conference, I instantly resonated with the cause-oriented approach. That was natural based on my experience in community economic development, intentional communities and disaster relief.

My primary areas of interest are helping Expand the Circle of Success, Community Economic Development (CED), intentional communities, and spirit in business. My partners and I established Universal Stewardheirship, Inc. in late 2011 in Arizona based on the Benefit Corporation model. We also allocated 40% of the cofounders' shares to affiliated non-profits. More recently we incorporated the Community Economic Development Resource Center in AZ, and the California Community Economic Development Benefit Corporation, Inc. in CA.

We are incorporating additional Benefit Corporations that will focus on CED, spirit in business and intentional communities. We have identified several target markets of communities that we believe will be interested in learning about and helping establish new Benefit Corporations, B Corps and some of them will also be interested in the NPO Community Economic Development Resource Centers we are helping establish.

Enclosed are examples of the introductory materials we are sharing at conferences such as the Enlightened Entrepreneur Summit and the International New Thought Alliance Congress. We are preparing for presentations in the next few weeks at the Centers for Spiritual Living Conference, the Art of Community Workshop, the Tyson Center for Faith and Spirituality in the Workplace, and we plan to share presentations (or at least distribute introductory materials) at the Association for Global New Thought conference and at upcoming Social Venture Network events.

We are also preparing to share presentations with National/State CED Associations, the CED Master's program at Southern New Hampshire University, Community Action Agencies, Community Development Corporations, etc. We will be approaching Federal agencies such as HUD, HHS, Commerce, etc. and we are seeking Program Related Investments and/or strategic alliances with organizations already funded with a PRI.

Thank you for your leadership role and for your consideration of this request.

**Charles E. Betterton
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PS. More details of our implementation strategy and plans to publish *Harness the Power of Benefit Corporations and Crowd Funding* are at www.cedbcorp.com/PP1pptx and the web page at www.cedbcorp.com/invitation_b_lab.htm.