

CHAPTER SIX



SET A GOOD EXAMPLE

"Setting an example is not the main means of influencing others; it's the only means."

-ALBERT EINSTEIN



THE *Creative* ACTIVIST

It is vital to invest in future generations where every human being is fulfilling his or her greatest potential. We need to be role models and mentors. Our words, behaviors, and actions are the foundational building block for the adults of tomorrow, the people who are going to make the decisions, build the businesses, and run the world. We need to acknowledge their strengths and gifts, and help them to see that mistakes are steppingstones to success. Teach them to trust their feelings, and to share their voice. Help them to respect differences. We need to shift our conversations from impossible to possible. When we foster and encourage their dreams, we move toward a more sustainable and peaceful world.

It is imperative that we volunteer and share our valuable experience and expertise with others. We are meant to be of service to each other. We are happiest and healthiest when we help each other. Over the past two decades, a growing body of research indicates that volunteering provides individual health benefits, in addition to social ones. Those who volunteer had lower mortality rates, greater functional ability, and lower rates of depression later in life than those who do not volunteer.

The benefits of volunteering:

1. **Model civic responsibility for your children.**
2. **Get to give back to your community.**
3. **Learn to solve real problems.**
4. **Connect to others in meaningful ways.**
5. **Save valuable resources.**
6. **Build self-esteem and confidence.**
7. **Reduces stress and makes you healthier and happier.**
8. **Get to learn something new.**
9. **Improve your leadership skills.**

Volunteering helps us to tap into a sense of community. When you become involved in your community, you establish deep roots. Points of Light Institute revealed that when troubled youth were asked to do community service by helping younger

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children read and finish their homework, there was a startling transformation. The troubled children who volunteered skipped school less, avoided risky situations, and became more considerate of others. They concluded for the first time in their lives it gave them a sense of self-worth. By volunteering in the community, it instilled a pride and a sense of belonging.

Service is the energy that fuels our lives.

- According to Diane Osgood, when you vote with your conscience or your pocketbook, you have a greater impact than you think.
- Mary Robinson Reynolds encourages us to acknowledge and share how people make a difference in our lives.
- Mark Papadas helps our children believe in themselves.
- Kathy Eldon supports creative activists who tell stories that need to be told.
- Genevieve Fredrick improves the lives of thousands of homeless pets.
- Gilda Oliver brings people together through community art projects.

Each one of these unique, wonderful individuals has unleashed his or her passion and expertise, and made a positive change in the world. They are role models, mentors, and volunteers.

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.”

—MARGARET MEAD—





GENEVIEVE FREDRICK

If you have a talent that you are passionate about, share it with other people.

GENEVIEVE FREDRICK IN 2007 FOUNDED PETS OF THE HOMELESS, AN ORGANIZATION THAT PROVIDES FOOD AND VETERINARY CARE FOR PETS OF HOMELESS PEOPLE THROUGHOUT THE UNITED STATES AND PARTS OF CANADA.

WHAT PROMPTED YOU TO CREATE PETS FOR THE HOMELESS?

When I visited New York City in 2006, I saw a homeless man on the sidewalk with a cane, begging. Lying next to him was a dog. I wondered why a guy who can barely feed himself would have a pet.

When I returned home to Carson City, Nevada, I couldn't forget the homeless man and his dog. I began researching the plight of homeless people and their pets. The research showed 5 to 10 percent of the nation's estimated 3.5 million homeless people have at least one pet. Because few shelters allow animals, most pet-owning

homeless individuals sleep outdoors, in cars, and in tent camps to stay with their four-legged friends.

WHY DO YOU THINK SO MANY HOMELESS PEOPLE HAVE PETS?

Pets are loyal, nonjudgmental companions that provide comfort, even protection and warmth, and may be a homeless person's only companion. Many of the homeless had their pets before they were on the streets and wanted to keep them. During the Katrina disaster, you saw how many people would not leave their homes without their pets.

HOW DID YOU GET STARTED?

I asked my dog's veterinarians to collect pet-food donations. The local media picked up the story, and on the first day of collection, the donations filled a fifty-five-gallon trashcan. I created a website, and people started contacting me and sending money. I felt so uncomfortable with the money I called my attorney and had him file the paperwork for a nonprofit.

Since then, other businesses have joined the effort, and drives have spurred contributions. At last count, more than 322 tons of pet food have been donated. More than four hundred volunteers bring the food from 370 collection sites to be distributed at food banks, soup kitchens, and homeless shelters.

We work with veterinarians who volunteer their time to participate in wellness clinics. The organization provides funding to these vets to go out into homeless communities and administer vaccines, preventative treatments, and spay/neuter services.

Knowing that pets have a chance to get nutritious food and vet care makes all the years that I've devoted to the program worthwhile. Pets of the homeless don't choose their owners. But that doesn't matter, as long as they receive attention and love.

WHAT ARE YOUR GUIDING PRINCIPLES?

I have been an active Rotarian for years. They have served me well, and are the foun-



dation for my relationships with family, friends, even strangers. Rotary fosters the ideal of service and uses this four-way test as an ethical guideline:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better relationships?
4. Will it be beneficial to all concerned?

WHAT ONE THING WOULD YOU SAY TO SOMEBODY WHO SAID THEY WOULD LIKE TO MAKE A DIFFERENCE IN THE WORLD BUT DID NOT KNOW HOW?

First find your passion, whether it is music, animals, or people. What is your passion? What gives you joy? A retired teacher was staying with me, and she did not know what to do with her time. I asked her, "What did you enjoy the most in teaching?" She said she liked being around the children. I suggested with her background, she could volunteer in a local library and start a reading session for toddlers. She said that sounded perfect. When you retire, you still have a need to be needed and to make a contribution. Sometimes first it's the matter of talking to somebody, and then determining how much you will be able to give back. If you have a talent that you are passionate about, share it with other people.

PETSOFTHEHOMELESS.ORG

Journal:

- What are your guiding principles?
- What parts or activities do you enjoy in your job?
- If age, family obligations, and finances were not an issue, how would you spend your time and energy?



Call to Action:

Do one thing today toward helping your favorite cause.

- Like their Facebook page.
- Have a bake sale or fundraiser, and donate the proceeds.
- Create your own YouTube video about why you believe in the cause.
- Talk to your company about making a donation.
- Organize a brown bag lunch with coworkers and donate your lunch money.
- Tweet about them.





DIANE OSGOOD

Leadership is about connecting through love, and recognizing your own power to make something happen.

DIANE OSGOOD IS A RECOGNIZED SYSTEMS THINKER AND GLOBAL EXPERT IN SUSTAINABLE BUSINESS PRACTICES. SHE IS COFOUNDER OF THE SOULFUL ECONOMY MOVEMENT, WHICH IS A SYSTEM BASED ON CONSUMERISM THAT MAKES EVERYONE BETTER OFF. SHE BELIEVES THAT WE CAN HAVE AN ECONOMY IN WHICH THERE ARE BETTER JOBS FOR MORE PEOPLE, MORE PEOPLE FIND CONNECTION AND A DEEPER SENSE OF HAPPINESS THROUGH THEIR MATERIAL PURCHASES, AND BUSINESSES GROW SUSTAINABLY. SHE IS THE BUSINESS INNOVATION DIRECTOR AT VIRGIN MANAGEMENT LIMITED AND HAS SERVED AS A SENIOR ADVISOR TO THE CLINTON GLOBAL INITIATIVE AND BUSINESS FOR SOCIAL RESPONSIBILITY. IN 2011 SHE WORKED CLOSELY WITH THE CLINTON GLOBAL INITIATIVE TO LAUNCH THE SUBJECT OF SUSTAINABLE CONSUMERISM ON THE GLOBAL AGENDA. SHE IS A BOARD MEMBER OF ALLIANCE TO STOP SLAVERY AND END TRAFFICKING (ASSET).

In 2011, she assisted Karama, a women's rights organization based in Cairo, in establishing the first-ever women's movement in Libya. It was an immediate and concrete response to the Arab Spring in order to empower women to play an equal part in the newly formed democracies in the Middle East.

WHAT IS YOUR DEFINITION OF LEADERSHIP?

I frequently think about the Martin Luther King quote: "Power without love is reckless and abusive, and love without power is sentimental and anemic." Leadership is about showing up 100 percent to what you do in the world, focusing on the next step, and owning your ability to cocreate change. Fundamentally, it's about connecting through love, and recognizing your own power to make something happen.

WHAT IS SOULFUL ECONOMY?

We believe we can change the economy with our shopping choices. We believe as individuals, we can make shopping choices that create more value, and as consumers, we vote for the world we want with each purchase. We can have an economy in which:

- We connect to the story of what we buy, making shopping more rewarding, and fostering a relationship between owners and producers.
- Better jobs are created for more people, as consumers come to increasingly value artisans, small-scale production, and brands that are committed to fair labor.
- Artisan and handmade is "the new luxury."
- Brands, businesses, and entrepreneurs generate sustainable profits.
- The environment is restored, not diminished.

This movement is about exciting and enabling us all to connect with our stuff, and value how it was made. We work with the supply-and-demand side to create real change. We believe we can build more value into the system for all.



HOW CAN WE MAKE A DIFFERENCE IN THE WORLD?

We each wear three hats:

1. As consumers, how we spend our money, what we purchase, what we know about our purchases, and how careful we are about purchasing.
2. How we vote, our citizenship, how we show up in local government, in our communities and in our states, and also in our federal level. Are we involved in local politics, do we get involved, how do we do so?
3. How we show up as employees or entrepreneurs.

Employees as citizens, and as consumers, are more powerful and influential than we think. For example, if you're passionate about ensuring that the people who produce our food are treated right, maybe you are passionate about having fair-trade coffee in your work cafeteria. You can have a huge impact and bring other people along when you explain the value. First you need to do the research, learn what other companies have done, and slowly build the case. Taking on such a project can be so fulfilling but also a frustrating, hard-learning journey. You can have a huge impact, much larger than we would ever think, because it's touched every employee's life. You set up a ripple effect. Now the company next door has to think three times before they say, "No, we can't do it."

SOULFUL-ECONOMY.COM

Journal:

- When have you been an advocate at work for something you believe in?
- How do you use your money to vote your conscience?
- What has inspired you to take a stand publicly?



Call to Action:

Learn the United Nations Millennium Goals. Research ways you can get involved and make a difference, such as:

- Eradicate extreme poverty and hunger.
- Achieve universal primary education.
- Promote gender equality and empower women.
- Reduce child mortality.
- Improve maternal health.
- Combat HIV/AIDS, malaria, and other diseases.
- Ensure environmental stability.
- Develop a global partnership for development.



un.org/millenniumgoals