

SOCIAL ACTION

Organizations benefit in many ways when they also include a non-profit wing with a strong commitment to social causes. Good will and positive associations are created in the minds and hearts of the audience. Social causes bring community together, and that community serves to both publicize the business and support it financially, because the community gives meaning to everyone's lives.

It is also much more enticing and involving for potential subscribers and purchasers to know that their money is being of service to the greater good and is, in fact, supporting very specific projects and causes. In any point of sale purchase, whether it be tickets or products, it is very simple to include a donation option if one rounds up the price.

The Artist Collective will launch with a series of compilation albums and artist concert tours designed to draw attention and financial support to causes that can gain support from a very wide sector of people. Every one of the causes we want to focus on inspires community participation. Every one of these causes is set up to create immediate, tangible, practical effects.

Vetting the organizations that will receive the funds we raise is of paramount importance. We want to give our support to organizations that have proven track records of service and success, and we have derived a set of criteria that are necessary for the process to run smoothly:

- Communicate clear objectives and ethical principles.
- Seek out organizations and projects that have a substantial history of fulfilling their mandate, and are embedded in the communities in which they work.
- Support organizations that aren't too big; foundations for whom donations of \$25k or \$50K are meaningful, but are large enough to have an infrastructure that can handle the donations and phases of the projects.
- Solicit project proposals from each organization that have a concrete plan or goal, e.g. construction of a building, purchase of supplies, schooling and teachers for 5 years etc.
- Proposals should include a Plan A (with a plan for use of maximum donation funds) and a plan B (in case the funds raised were less than ideal).
- Set up a backend support and documentation system, so that patrons who donate can see the results of their donations and keep donating if they choose to.



EXAMPLE CAUSES

FairVote

Website: <http://www.fairvote.org/>

Video: <https://youtu.be/vS62N5b5L7Y>

2018 is an election year, with 36 states holding gubernatorial elections. These governors will all be in place in 2020, when the next congressional re-districting occurs. FairVote proposes a system of ranked-choice voting, with newly drawn districts that elect multiple representatives instead of the current winner take all system. FairVote's ideas about electoral reform have drawn support across the political spectrum.



Website: <https://prisonyoga.org/>

Video: <https://youtu.be/gS4s0UfbSGY>

The USA incarcerates a larger percentage of its population than any country on earth, and does very little to facilitate successful re-integration of prisoners back into society after their release. Prison Yoga Project is committed to teaching inmates (and the guards who supervise them) yoga and meditation as tools of mindfulness, anger and stress management. These programs meet the approval of both conservatives and progressives.



Website: <https://www.treepeople.org/>

Video: <https://youtu.be/F3JNGpPSPSw>

One of the simplest and most cost-effective solutions to combat climate change, rebuild healthy environments, and conserve and manage water resources is to plant lots of trees. Re-forestation of the urban landscape creates many ecological, economic and aesthetic benefits, while simultaneously engaging community action. Their work enhances the quality of life for people from every walk of life.



**Women's Interlink
Foundation**

Website: <http://womensinterlinkfoundation.org/>

Providing quality education to women and girls, particularly in the developing world, is one of the most powerful things that can be done to transform world culture and begin to solve our many problems. Giving females full access to education also gives them full access to rights, opportunities and responsibilities, and builds an environment where the creative energies and ideas of half the world's population can flourish.



Website: <https://www.treepeople.org/>

Video: <https://youtu.be/Uoq2EG3BpS4>

Medical aid where it is needed most. Independent. Neutral. Impartial.



website: <http://www.callandresponsefoundation.org/>

The Call and Response Foundation is committed to helping individuals, communities and chant musicians share the power of sacred sound. Their mission is to share the experience of chanting with one million people by 2020, supporting research facilitating events to benefit varied populations including people who are incarcerated, veterans, and recovering addicts.