



CareGiver
LifeLine[®]

Capital
Campaign

Aloha and welcome!

Soul Dancer here. I'm honored and delighted to catch 10 minutes (or so) of your time to share a vision to create and implement a service to care for caregivers.

This report recaps **18 years** of research, front line, first-hand experience, daily meditation and facing my fears about **launching a billion-dollar service-oriented company. This document debuts a unique, massive, mission and vision to care for people – who care for people – we know as caregivers.**

Why should we care about caregivers?

Ask caregivers about how many changes they make in life to be a caregiver. These changes often increase stress levels. As we all know, ongoing, increased stress levels ravage ones well being on many levels. **You've heard this before: stress kills. With this report, I invite you to help me reduce the risks related to long-term, in-home caregiving.** How can you help? Read, share and answer the call to action in this report.

Do Mahatma Gandhi's words sound familiar?

“Be the change that you wish to see in the world.”

These words (or similar sentiments) challenge or inspire caregivers of all ages. Challenges occur when caregivers adjust to the demands to care for loved ones who either:

☞ wish to stay at home, or

☞ lack resources to afford professional care.

Those inspired to willingly answer the call to serve as caregivers do so often to reduce or resolve pain and suffering. **No matter how one becomes a caregiver, it's time to change how we support caregivers.**

With this paper we announce a FRESH ambitious mission and vision!

The mission? Care for caregivers.

(Who takes care of people who take care of people?)

The vision to support this mission: to create, launch, maintain and grow:

- ∞ a service (to be) known as **CareGiver LifeLine**.
- ∞ a philanthropic foundation (to be) known as **Soul Security**.

Before reading more I suggest three ground rules:

1. **Trust.** As you absorb this information, I trust you'll balance thoughts with feelings by checking in with your intuition. A decision to support this mission and vision **is best based on the trust you have in YOURSELF**.
2. **Compassion.** Compassion forms the foundation for the success of this mission and vision. I (along with Soul University) have partnered with the [Charter For Compassion](#). This mission and vision embraces and supports the Charter For Compassion.
3. **Stewardship.** Trust your intuition on how to steward your support of this journey. I trust your stewardship. **The change I invite you to be in our world provides a unique solution to a massive problem.**

And now - the problem... Who cares for caregivers?

Think about this problem for a moment. Ponder how you would take care of an aging parent, or a soul with special time-intensive needs in your own home. Do you have any idea how much stress you'll experience over the long haul?

How do you take care of stressed-out family or friends who are caregivers? Do you always have the time and energy to answer their calls for support? This mission and vision offers TWO solutions to this massive, growing problem:

- 1. CareGiver LifeLine®**
- 2. Soul Security®**

The four corner pieces to our mission and vision include:

1. **You!** Page 6 (below) clarifies how to **both benefit from - AND support** - this mission and vision.
2. **Phase One:** **Earn** \$15.5M to fund Phase Two. **100% of Soul University's net income will raise \$15.5M.** See page 7 for more details about this phase.
3. **Phase Two:** Create, implement, maintain and grow **CareGiver LifeLine®**. CareGiver Lifeline is a subscription-based service to support the wellbeing of caregivers - worldwide. Caregiver LifeLine executive summary located on page 8. **100% of Soul University's ongoing net income from Phase One plus 100% of ongoing net income of Phase Two forever fund Phase Three.**
4. **Phase Three:** Create, implement, maintain and grow Soul Security®. Soul Security, a philanthropic foundation redistributes 100% of net income to recognized service-oriented practitioners dedicated to living a life of service. Soul Security executive summary located on page 10.

These four puzzle pieces create a successful, solid foundation for this mission and vision.

Next?

We'll briefly explore each phase of this mission. We then offer some simple, healthy, concrete ways to support – and personally benefit from – this mission and vision.

Why this mission? Why Caregiver LifeLine?

Globally, **we now care for more aging, chronically ill and souls with ongoing, time-intensive special needs than ever before.** At the same time, state, province or federal government budget cutting reduces or stops agency services. Thus, private caregivers represent one of the largest, rapidly growing global demographics witnessed today (and for decades to come).

Who takes care of caregivers?

Research on caregiver mortality rates published in the Journal of the American Medical Association (as well as academic and professional publications), share shockingly similar study summaries. Summaries like:

*“participants who were providing care and experiencing caregiver strain had **mortality risks** that were **63% higher** than noncaregiving controls”*

Rates + / - 5 points across multiple reports.

Do you love (or support) a long-term caregiver? When they ask you for help, what do you do? Do you have the time and energy to support their wellbeing as caregivers?

Will **you** be called one day to provide ongoing care for someone you love or support? Will those who love and support you be there for you as you provide extra care over the years (possibly decades)?

Question: *How do we reduce caregiver stress thus lower their mortality risks?*

Answer: *CareGiver LifeLine.*

Why this vision? Why Soul Security?

Caregivers also include non-academically trained (traditional mentorships) nurses, nuns, monks, teachers, medicine men or women, shamans, healers, midwives, teachers, sensei's, guru's, yogis, body, energy or light workers. (A short *English* sample of a long international list of titles.) Mentored souls trained in ancient traditions to:

☞ reduce or resolve physical, emotional or spiritual pain and suffering

☞ teach ways to awaken and strengthen personal skills

often live well below poverty levels. **Caregivers I know called to serve (the ancient ways), live hand to mouth to afford the freedom they desire to be of service.**

In Western culture, we're taught to pay academically trained professionals (at least living wage) fees for their services. In Eastern culture, society trains people to honor and support those called to serve in ancient ways. A classic, unique example? **Gandhi changed our world while living a simple life. He inspired millions to lead more simple, compassionate lives based on ample, ongoing social and philanthropic support.**

In Western culture, it's a leap of faith to listen to **and follow** a call to be of service. Those who answer this call to serve do so once they realize more money, more stuff, more stress is an express lane to an early grave.

How do we support those called to take a leap of faith to live simple lives?

Where do those who live to serve (versus serve to live) turn for strings-free support?

Question: Who offers safe, proven steps to shift from surviving to thriving?

Answer: Soul Security

*"Never doubt that a small **group** of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has."*

Margaret Mead

Kindly ponder Mead's quote (or similar sentiments) for a bit. When was the last time someone helped you when you faced change? Do you need more support to make changes to improve your health and happiness?

When you're ready, make a list of changes you know you need to make – NOW – to fully meet your needs and wants.

What are your top wants? More time? More money? More loving relationships? Less drama or trauma in daily life?

What are your top needs? Healthy food and water? Secure living space? Less pain or suffering? More unconditional love?

Ready to address both needs and wants?

Go To: SoulUniversity.Org

All net Soul University proceeds fund the launch and ongoing operational expenses of both CareGiver LifeLine and Soul Security.

Phase One: \$15.5M Capital Campaign

\$15.5M = birthing costs for CareGiver LifeLine. See page 9 to learn why \$15.5M.

We'll earn \$15.5M by using a familiar, popular and massively successful strategy. **What strategy?** ¹

You purchase and use products and services to satisfy daily needs and wants. True? Example: you already spend approximately \$500.00 a month to eat and drink healthy foods and beverages as well as purchase personal care products (etc.). **To support this mission spend some of that \$500.00 on Soul University products / services. As more people learn and grow with us, we accomplish two tasks!**

1) we fund Phase One. (This strategy is one of a **primary** ways we'll raise \$15.5M).

2) we build a profitable, personally owned and operated business for those who support this fund raising effort. (More details on how we build a business FOR you [detailed here.](#))

Visit SoulUniversity.Org to learn more.

What about investors? 100% of CareGiver LifeLine® net proceeds fund Soul Security®. Profits paid to investors (plus investor administration costs) reduce Soul Security resources. See page 9 for a CareGiver LifeLine executive summary to learn more.

Gifts or grants? Strings free? Sure! Soul's open to receiving sizable gifts. (Yes, he's an eternal optimist!) Patrons often attach (justifiably) costly administrative strings to sizable gifts. Grant writers cost money. Grant administration costs money. 100% of CareGiver LifeLine net earnings fund Soul Security®. Fees paid for gift or grant creation and oversight reduce Soul Security resources. See page 11 for a Soul Security executive summary to learn more.

¹ One classic successful fundraising strategy? Sell food! Girl Scout 2014 cookie sales raised **\$787M!**

Phase Two: CareGiver LifeLine®

Why Caregiver LifeLine?

Imagine all the changes you must make to properly provide in-home care of:

- ☞ an aging parent or spouse living with a progressive illness
- ☞ a chronic, terminally ill loved one of any age
- ☞ a time and resource intensive special needs soul of any age

who lacks resources required for professional care. As you make changes to care for this person, who cares for you? How will you maintain a healthy relationship as a son or daughter, spouse for friend while providing care over years, possibly decades? **When family and friends seem less available for support (because they lack the time, resources or energy), who do you turn to for support?**

Caregivers just imagine accessing a weekly professionally run group who face similar challenges that you face? These people have *been there and done that*. They know who and when to call. **They are the same people each week, ongoing, for as long as you're part of the group.** *They KNOW you so well, you need not repeat your story every time you connect.* Their humor, wit and wisdom provides weekly release to caregiver stress. **Your group facilitator keeps your group focused, safe and informed of new or pending changes in local, state, province or federal services.**

Executive Summary

The U.S. Administration on Aging projects a 42% increase in US elder population by year 2050. Accordingly, caregivers represent one of the largest, exponentially growing demographics worldwide. Caregiver LifeLine (CGLL) provides a solution to a growing problem.

The problem: increased mortality rates in caregivers due to increased stress caused by ongoing labor and time intensive caregiving.

Research on caregiver mortality rates published in the Journal of the American Medical Association (as well as academic and professional publications), share shockingly similar study summaries. Summaries like:

*“participants who were providing care and experiencing caregiver strain had **mortality risks** that were **63% higher** than noncaregiving controls”*

Phase Two: CareGiver LifeLine®

The solution: a subscription based, weekly support system for caregivers to provide in-home, ongoing care. CGLL primary focus: caregiver physical and emotional wellbeing; secondary focus: advise caregivers on current trends, state, province and federal policies related to their care category.

CGLL initial start-up funding

Office (5 years)	0.3M
Staff (5 years)	4.2M
Technology Architecture	4.5M
Marketing (start-up)	3.3M
Sales (start-up)	3.2M
Total:	\$15.5M

CGLL mission: to care for caregiver's physical and emotional wellbeing.
CLGG services:

- ∅ facilitated by trained professionals knowledgeable of the unique care needs based on the kind of care provided.
- ∅ delivered by secure, private, customized cutting edge technologies designed to keep access affordable and easy to use.

As CGLL matures, revenue streams expand from simple subscription fees to multiple revenue streams to support ongoing growth and living wage staff salaries.

CGLL staff salaries indexed to cost of living standards applicable to their location. 100% of all CGLL staff benefits (insurance, education grants, etc.) paid plus a living wage salary. As CGLL matures, staff positions evolve from in-office employee (W2) staff to home-based contractor (W9) relationships to reduce liability and operating costs.

CareGiver LifeLine legal entity status: Limited Liability Corporation. 100% of NET revenues of CareGiver Lifeline eternally fund Soul Security.® Soul Security legal entity status: an international SOLE Corporation.

Phase Three

Philanthropic, religious and spiritual organizations worldwide support millions of souls who feel called to follow and grow their unique philosophy (brand of service). Each brand requires leaders and followers to agree to (and follow) rules and requirements to enjoy leadership perks or receive support (e.g., food, shelter, health care etc.).

Who provides support to those who blend or create new *brands* of service? **Often these independent early-adopter change agents seek no followers, fame or fortune. Change agent followers become students long enough to learn how to be independent change agents.** Change agents serve best sans strings of obedience or quotas imposed by an elite (often bureaucratic) power structure.

Executive Summary

The problem? Caregivers who trade living below or at poverty levels for the freedom they need to offer unique, new, dogma-free, strings-free service to:

4. relieve pain and suffering
5. teach new ways to awaken and strengthen their skills

The solution? a philanthropic foundation (to be known as) Soul Security. Soul Security funding derived from 90% of Soul Dancer's ongoing net income and 100% of CGLL net revenues.

Soul Security provides independent change agents (who live at or below established poverty levels):

- ☞ a lifetime of support
- ☞ to advance their ability to be of service.

Monthly stipends are free of traditional obligations such as performance or recruiting quotas or obedience to faith-based rules or requirements. Support also includes 100% coverage of medical and life insurance as well as access educational grants to continue a lifetime of learning.

Wow! You made it to the last page! We're simultaneously thrilled and cautious. Thrilled that you stayed with us as we shared (*in-a-nutshell*) an ambitious mission and vision. Cautious because the success of this grand adventure **depends on YOU** to answer a call to action.

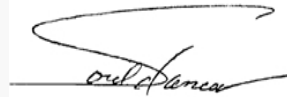
What's next? A call to action:

- 1. Visit SoulUniversity.Org**
- 2. Select ways to support us.**
- 3. Act on the steps you feel comfortable with.**

Life lessons teach us that no matter how well planned, thoughtful or observant we are, change happens. To honor and engage Gandhi and Mead's thoughts on change, please join us to co-create two ways to positively change our world.

In gratitude I bow to you. Thank you for your time to explore a unique *mission and vision*. After absorbing these pages, I look forward to hearing or seeing you [in class](#)!

Aloha!

A handwritten signature in black ink that reads "Soul Dancer". The signature is stylized with a large, sweeping initial 'S' and a horizontal line underneath.

Soul Dancer
312-268-0000
office@souluniversity.org