WETHEP, INC. BRINGING THE HAPPINESS INITIATIVE TO BURNNSVILLE--AN INTRODUCTION--
OUTLINE

- Who is WetheP, Inc.?
- What is Happiness Initiative?
- How does Burnsville Benefit?
- What would it take?
- Summary
WHO IS WETHEP?

- Burnsville-based National/Global Social Enterprise Company
- Civic Agents for Change Agents
- Social Media Civic-Engagement Business, Online and Mobile Apps
- Prioritize Cultural Outcomes and Corporate Success Equally
- Foster, Connect, and Sustain Multi-focused and Collaborative Efforts
- Data Capture and Proven Democratic Methods to Monitor and Motivate Social Transformation
- Support People Powered Solutions and Successes
MISSION

- To **catalyze** the passions of many different people, networked together.
- To **empower** collective voices through process-focus groups.
- To **amplify** ongoing successes that inspire civic transformation.
COMMONWEALTH CIRCLE

- Commitment that all:
  - Are Valued
  - Create Value
  - Receive Value
- Strength of democratic processes
- Stakeholders are Interdependent
- Each enhances and empowers others
- Connected and oriented around Purpose
- Geographical or Interest-based

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WETHEP COMMONS

- An inclusive Online public place and infrastructure for Citizens and Groups
- Online compliment to in-Community efforts such as Happiness Initiative
- In-community bricks and mortar Sponsors and Partners
- Assists in a variety of conversations and activities
  - Some Sponsored or Partnered, WEGIVE
- Provides Resources to find information, direction or support
- Provides Destinations to convene, co-learn and collaborate on interests
- The ‘heart’ of citizen change
- Twelve Knowledge Centers for specific interests
- Action Groups:
  - Democratic processes
  - Facilitation resources and tools
  - Amplified for replication

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Each of these activities communicates, builds, and informs the others.
THE HAPPINESS INITIATIVE

- Cities, Campuses and Communities use the Happiness Initiative.
- Only social cause 501(c)3 offering an internally and externally validated subjective indicator of wellbeing based on Bhutan’s GNH available for any scale.
- Deeply grassroots project, engaged in numerous communities
- Measures well-being and happiness
- Revitalizes and reframes the debate about what Right to Happiness means.
- Motivates and inspires people and move culture to happiness.
- Provokes richer broader conversations about purpose, connections between people, place and public life.
The Gross National Happiness Index
Subjective (the survey) and objective measurement of well-being.
Scores are out of 100, with 100 the highest score and 1 the lowest score.
Subjective component includes results of random sample of the entire United States and from those who “opt-in.”
Online Survey
Survey results are averages.

<table>
<thead>
<tr>
<th>Domain of Happiness</th>
<th>National Rank</th>
<th>Domain Results</th>
<th>Objective Indicator</th>
<th>National Score 2012</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction with Life</td>
<td>76.7</td>
<td>71</td>
<td>69</td>
<td>Poverty Rate</td>
<td>10.3%</td>
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<tr>
<td>Material Wellbeing</td>
<td>67</td>
<td>71</td>
<td>66</td>
<td>Gross Domestic Product: per capita</td>
<td>$47,275</td>
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<tr>
<td>Government</td>
<td>58.4</td>
<td>56</td>
<td>53</td>
<td>Percentage of registered voters who submitted a ballot</td>
<td>41.6%</td>
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<tr>
<td>Government spending on elementary &amp; secondary education</td>
<td>$110,811.8 M</td>
<td>😞</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environment</td>
<td>75.8</td>
<td>71</td>
<td>69</td>
<td>Green House Gas Emissions – national</td>
<td>8,805.9 million metric tons</td>
</tr>
<tr>
<td>Municipal Solid Waste</td>
<td>2,169.6 million tons</td>
<td>😞</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>62.8</td>
<td>60</td>
<td>65</td>
<td>Multi-Racial States</td>
<td>47% minority – West Coast</td>
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<tr>
<td>Violent Crime Rate</td>
<td>3,017.300 crimes</td>
<td>😞</td>
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<td></td>
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<tr>
<td>Social Support</td>
<td>60.6</td>
<td>75</td>
<td>72</td>
<td>Volunteer Rates</td>
<td>26.9</td>
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<tr>
<td>Education, Arts &amp; Culture</td>
<td>73.4</td>
<td>72</td>
<td>69</td>
<td>High School Graduation</td>
<td>74.7%</td>
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<tr>
<td>Government spending on elementary &amp; secondary education</td>
<td>$116,811.8 M</td>
<td>😞</td>
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</tr>
<tr>
<td>Physical Health</td>
<td>70.8</td>
<td>60</td>
<td>65</td>
<td>Life Expectancy</td>
<td>79.7</td>
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<tr>
<td>Obesity Rates</td>
<td>34%</td>
<td>😞</td>
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<tr>
<td>Psychological Wellbeing</td>
<td>76</td>
<td>73</td>
<td>71</td>
<td>Reported Domestic Violence Rates</td>
<td>3.7 per 1000 for females</td>
</tr>
<tr>
<td>Rate of Any Mental Illness (AMF)</td>
<td>29%</td>
<td>😞</td>
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</tbody>
</table>
HAPPINESS INITIATIVE MEASURES TEN INDICATORS

• Happiness Indicators or Subjective Wellbeing Indicators tell where people perceive themselves to be hurting and thriving.

• Happiness Report Cards give the survey results and objective indicators for areas conducing happiness initiatives.
WETHEP & HAPPINESS INITIATIVE CAN HELP WITH:

- Planning consultation and project support
- Facilitation of a kick-off meeting
- Lectures, talks at public meetings, town-hall meetings
- Communications support and assistance
  - Outreach to diverse or underserved communities
  - Media assistance
  - Online conversations, activities and Action Group supports
- Random sample survey, opt-in or voluntary survey coordination
- Basic data, basic analysis, demographic, trend and correlation data analysis, report writing.

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BURNSVILLE’S PART

- Launch Support and Sustained Endorsement by City Leaders
- Co-marketing and Communications
- Events and Engagements
- Engaging Leader Group through Ongoing Efforts, Outcomes & Events
- Coordination and Support of Community Partners, such as:
  - 360 Communities, Ridges Hospital
  - Library
  - Garage, YMCA, Ice Garden
  - Businesses, Rotary, Burnsville Mall, Valley Natural Foods
  - Community and Faith Organizations
  - Schools, Performing Arts Center, Gallery, Heart of the City Events

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WEGIVES

- Crowd-donation program

- Supported by both monetary and inclusive, in-kind contributions
  - From Citizens and Colleagues

- For non-profit Charities chosen by Stakeholders

- Campaign examples:
  - Arts & Cultural events
  - Political, Government Initiatives
  - Cultural & Community
  - Sponsorships & Scholarships
  - Revitalization & Relief efforts
SUMMARY

- **Happiness Initiative** Brings Tools, Resources and Global Recognition
- **WetheP** Brings Local and Online Connections, Social Enterprise
- **Burnsville** has Diverse, Earnest, Engage-able & Consciousness Community

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THANK YOU