

Promoting authentic mindfulness to foster enduring social change

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THE FOUNDATION FOR A
MINDFUL SOCIETY

June 2017

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“ *The troubles that trouble us today...*

*...are alienation, resentment and cynicism;
mistrust of our government and one another;
breakdown of civil discourse and civic
institutions; conflicts over ethnicity and class;
lack of accountability in powerful institutions. ”*

– Ken Burns*

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And that results in people who are more stressed, angry, sick,
burned out, unengaged at work, and generally overwhelmed.

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*NYT, May 29, 2017

We have a Historic Moment for Social Change



Mindfulness has entered the mainstream

People are yearning for a transformative solution.

It is scalable

Anyone can do it and it changes everything.

It's an activator as well as a benefit in itself

Brain science shows that mindfulness can help train our brains to enhance attention and emotional regulation, as well as kindness and compassion.

A Mindful Society is Possible

We all long for a world that fosters resilience, better health, more caring relationships, and a compassionate and inclusive society.

The simple practice of training the brain in attention and awareness offers an accessible gateway for many different kinds of people—a practical way to get there from here.



But—we need a champion for the public good



Important projects that could bring great benefit aren't happening because they don't “scale up” or fit an economic model.

The Mindful Foundation is an **activator** of projects that help enhance mindfulness in society at critical leverage points.

We need an objective, nonprofit voice



The exploding interest in mindfulness brings the threat of dilution and distortion of the message, undermining its power to bring enduring benefit.

Mindful is the trusted, credible **voice** of the mindfulness movement—the gatekeeper and curator presenting high-integrity content.

We need to bring this more deeply into society.



Reliable data, credibility, and broad-based trust in the benefits of mindfulness are required to ensure the wide adoption of these practices that can result in societal change.

Mindful builds on a strong foundation, deep engagement in the field, and a track record of successful execution and social innovation.

The Mindful Foundation can do this



Our Vision

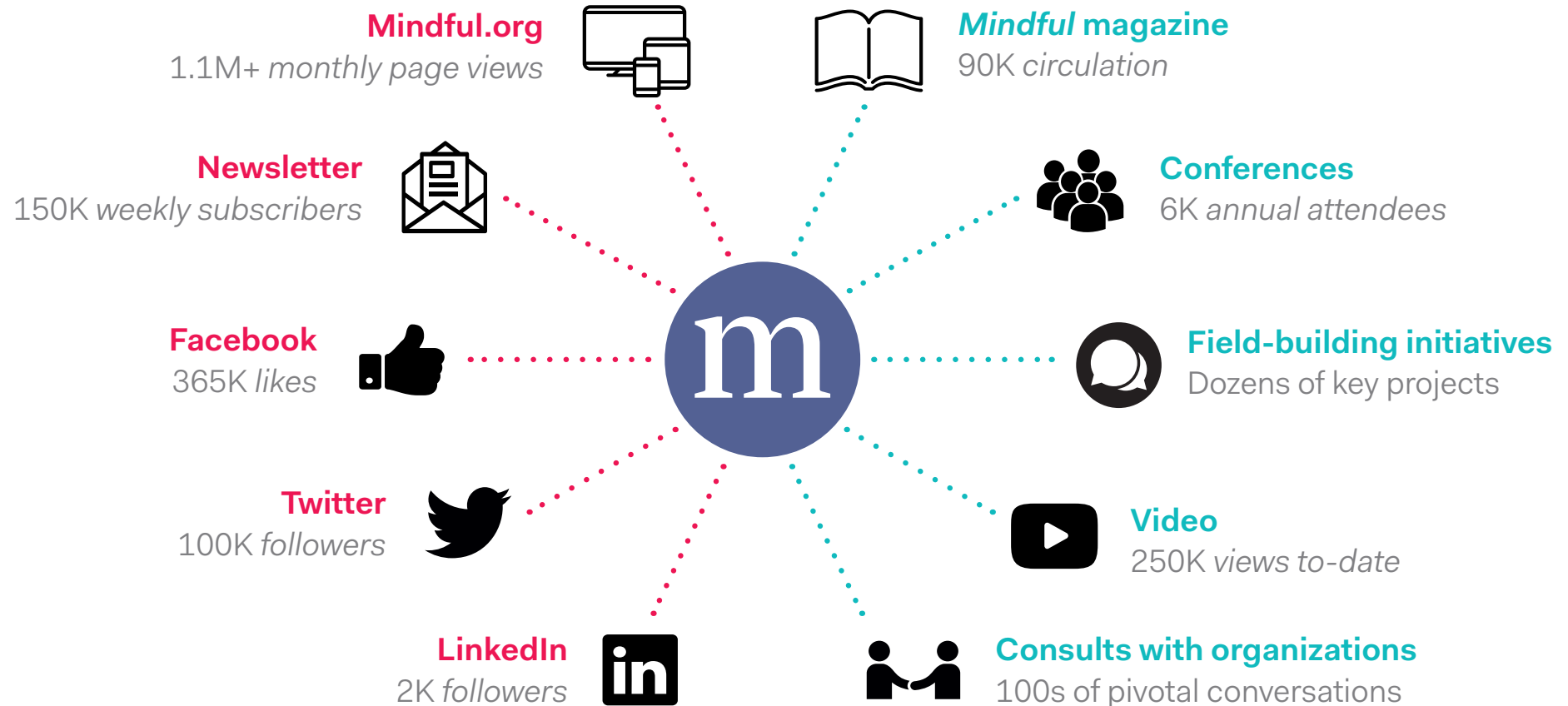
A mindful society fostering resilience, connection, and well-being for all.

Our Mission

Supporting mindfulness champions to increase resilience, health, well-being, and compassion in society.

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In 5 years, the Mindful Foundation has reached millions of people with *Mindful* magazine and Mindful.org, and worked closely with field champions and leading organizations as a key activator of the mindfulness revolution.



We are seeking \$2 million over the next 2-3 years to make a quantum leap in Mindful's impact.



Media and Communications (\$750,000)

Outcome: Increases the editorial, marketing and business development capacity for the Mindful Foundation, Mindful magazine, and Mindful.org.

Strategic Impact: Builds infrastructure to support the new initiatives, as well as continuing to grow ongoing media activities.

Shaping public opinion, providing data for decision-makers, and focusing the benefits on improving discourse and civic leadership.



National public TV/web series on mindfulness (\$800,000)

Outcome: Produces increased public awareness, appreciation, and acceptance for mindfulness.

Strategic Impact: Normalizes mindfulness practices beyond the "15 minutes of fame" and supports wider adoption into every aspect of society.



Annual Mindfulness in America survey (\$100,000)

Outcome: Gathers and publicizes objective evidence about the use and understanding of mindfulness in society.

Strategic Impact: We are a society that acts on what it can measure. This data will both inform the public, and support public and business decision-makers on adopting mindfulness programs.



Mindful Cities (\$250,000)

Outcome: Shows benefit of emerging city-based initiatives using mindfulness to enhance civil discourse, and generates tool kit.

Strategic Impact: Combines lessons from model city-based initiatives to create template/on-ramp for other cities to follow.

These new strategic initiatives focus on creating the ground for social innovation.

What you gain from our partnership



Enjoy a front row seat in the mindfulness revolution and...

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Be part of ensuring authentic mindfulness in society.

Empower critical field-building projects and a wider communications reach.

Help to create key societal initiatives that will bring greater health, well-being, compassion, and resilience to individuals and their communities.

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Thank you!

For further details and to join the Mindful Foundation
in this collaboration, please contact **James Gimian**

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