



City Of
Burnsville



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

OUTLINE

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

WHO IS WETHEP?

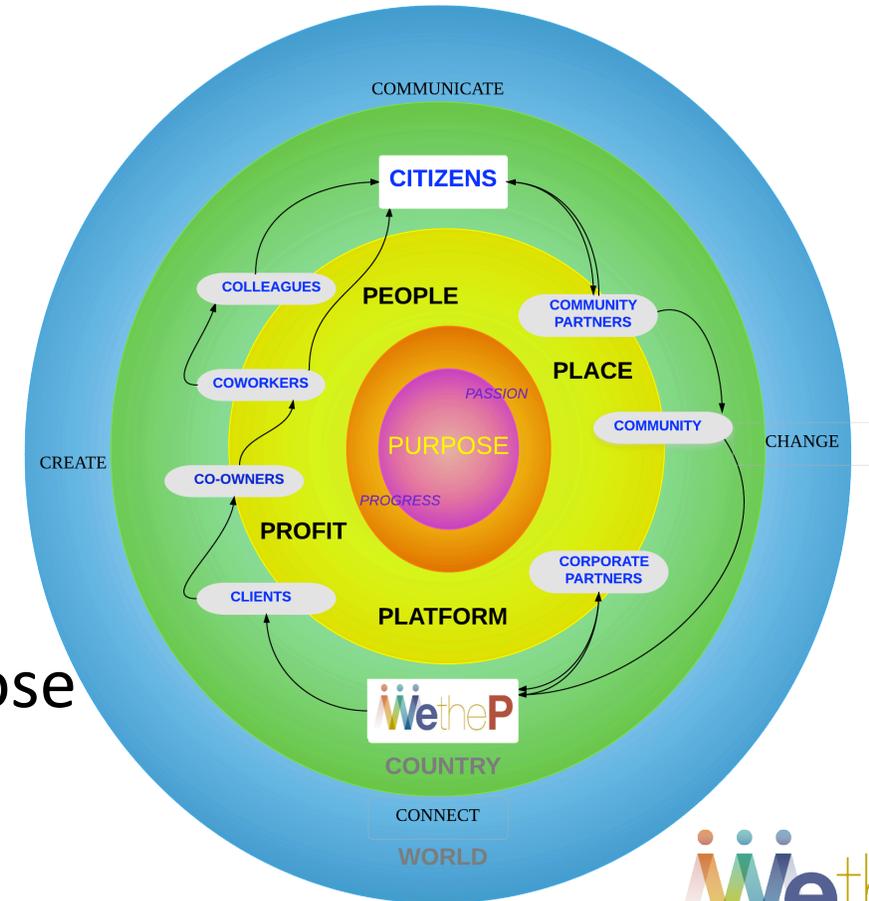
- Burnsville-based National/Global Social Enterprise Company
- Civic Agents for Change Agents
- Social Media Civic-Engagement Business, Online and Mobile Apps
- Prioritize Cultural Outcomes and Corporate Success Equally
- Foster, Connect, and Sustain Multi-focused and Collaborative Efforts
- Data Capture 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

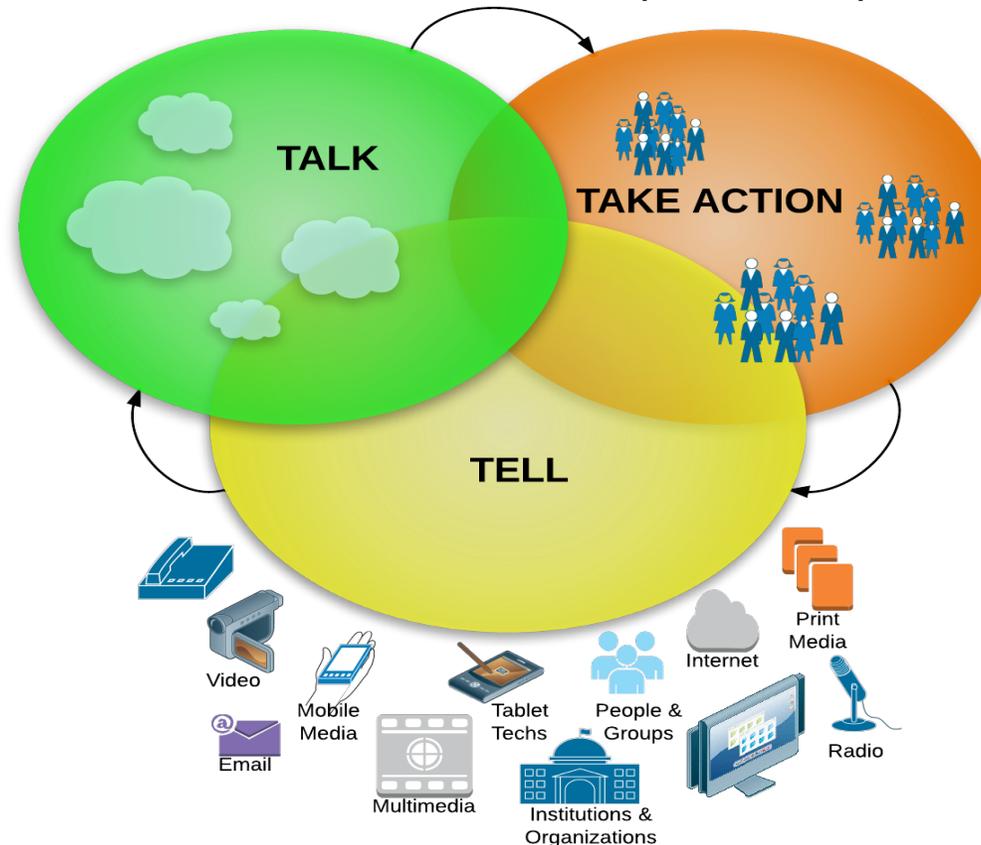


WETHEP COMMONS

- 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

TALK – TAKE ACTION - TELL

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.

GROSS NATIONAL HAPPINESS

- 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.

Happiness Initiative's Happiness Report Card for the United States 2012

Domain of Happiness	National Random Sample	Opt-in Results March 2012	Opt-in Results Dec 2012	Objective Indicator	National Scores 2010	Trend
Satisfaction with Life	76.7	71	69			
Material Wellbeing	67	71	66	Poverty Rate	15.3%	☹
				Gross Domestic Product- per capita	\$47,275	☺
Government	58.4	56	53	Percentage of registered voters who submitted a ballot	41.8%	☹
				Government spending on elementary & secondary education	\$116,811.6 M	☺
Environment	75.8	71	69	Green House Gas Emissions – national	6,865.5 million metric tons eq.	☹
				Municipal Solid Waste	249.9 million tons	☹
Community	62.8	60	55	Multi-Racial States	47% minority – West Coast	?
				Violent Crime Rate	3,817,380 crimes	☺
Social Support	63.6	75	72	Volunteer Rates	26.8	☹
Education, Arts & Culture	73.4	72	69	High School Graduation	74.7%	☺
				Government spending on elementary & secondary education	\$116,811.6 M	☺
Physical Health	70.8	69	65	Life Expectancy	78.7	☺
				Obesity Rates	34%	☹
Psychological Wellbeing	76	73	71	Reported Domestic Violence Rates	3.1 per 1000 for females	☺
				Rate of Any Mental Illness (AMI)	20%	☹

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 conducting 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.

CUSTOMIZING WITH AND FOR -- BURNSVILLE



Please check out the EWU Happiness Facebook site and the official website: happycounts.org

The Pursuit of Happiness Week, April 15-18th
 Celebrate five days of coffee bliss with EWU Dining Services
 Locations offering promotion:
 Tawanka Bistro, PUB Espresso and JFK Thirsty Minds

\$2.50 for a 16oz Cup of Happiness

Monday, April 15th – Merriment Mocha
 Tuesday, April 16th – Tranquility Tea Latte
 Wednesday, April 17th – Blissful Butterscotch Latte
 Thursday, April 18th – Cheerful Cherry Italian Soda
 Friday, April 19th – Felicity French Vanilla Latte





GOT HAPPINESS?
 Join us as we host documentary filmmaker John de Graaf (of *Affluenza* fame) and Laura Musikanski, to learn about their new project:
THE HAPPINESS INITIATIVE
 SATURDAY, OCTOBER 1 • 6:30 - 8:00pm
 CAPITOL THEATER

Take the Survey
 and make Santa Fe a Happiness City

happiness
 santa fe

happiness is the bottom line™

Workshops on:
 • Health • Compassion • Environment • Emotional Well-Being • Education •
 • Community • Arts & Culture • Finances • Time Balance • Government •
 • Workplace Satisfaction •

Happiness 2012
 A Strategic Gathering



August 24-25
Seattle University
<http://www.timeaday.org/happiness2012>



education and lifelong learning • social vitality

PURSUIT OF HAPPINESS WEEK



FRIDAY, April 12:
 Scavenger Hunt is launched on EWU Happiness FB site: www.facebook.com/EWUHappinessInitiative (prizes and bling to win!) Happiness Counts posters in all residence halls.

MONDAY, April 15 - FRIDAY, April 19:
 EWU coffee shops offering Happy Specials!

MONDAY, April 15, Noon-2 pm – **THEME: Good Choices**
 Tawanka 215 B-C: Professor Phil Watkins talks on "The Things That Do NOT Make Us Happy" at noon: Viewing of the documentary "Happy" to follow

TUESDAY, April 16, 11 am-1 pm – **THEME: Stress Reduction**
 (Library Lobby) Round tables with both the Health, Wellness and Prevention Services and the Active Minds Club presenting
 5:30 pm, Flightless Birds Running/Walking Club meets at Palenque's, 20 Simpson Pkwy

WEDNESDAY, April 17, Noon-2 pm – **THEME: Cultural Vitality**
 12-1 pm, 207 Monroe Hall: Meditation, Mindfulness, and Gratitude lecture and presentation with Daya Goldschlag
 1-2 pm, PUB Outdoor Mall: Professor Wayne Kraft with Csango Dancing, Danae Stanish, with Let's Move Cherney Zumbo and Friends, RCLS 260 Arts in Recreation Plaster Mask Display

THURSDAY, April 18, 10 am-2 pm – **THEME: Workplace Experience**
 10 am-1 pm, PUB MPR: Nearly 40 non-profit booths with service learning options
 1-2 pm, Instructors Joe Hewa and Craig Fischer will talk about the importance of happiness in teams and organizations, and offer practical tips for increasing one's positive influence in groups

FRIDAY, April 19, Noon-2 pm – **THEME: In Pursuit of "Hygge"**
 Showalter Ralunda – 2nd floor: Professor Russell Kolls and Venerable Thubten Senkye from Sravasti Abbey will talk about compassion and connectedness.

SATURDAY, April 20 – **THEME: Earth Day**
 Cherney Clean Sweep Day: Volunteers will meet at Veteran's Memorial Park at 8:30 am, Saturday, April 20, and spread out across the city to pick up litter and spruce up public spaces.

If you have any questions, contact:
 Dr. Barb Brock, HI Director
 509.359.6949 | bbrock@ewu.edu
 Robyn Wallin, HI Creative Director
 509.953.4629 | rwallin@edgories.ewu.edu




material wellbeing • community vitality

workplace experience • environmental quality • psychological wellbeing • governance • physical health

Persons with special needs may make arrangements for accommodations by calling 359-2264 one week prior to the event.

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

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



THANK YOU

