

PEOPLE AND THE SOURCE AWAKENS

*“A real leader uses every issue,
no matter how serious and
sensitive, to ensure that at the
end of the debate we should
emerge stronger and more
united than ever before.”*

Nelson Mandela

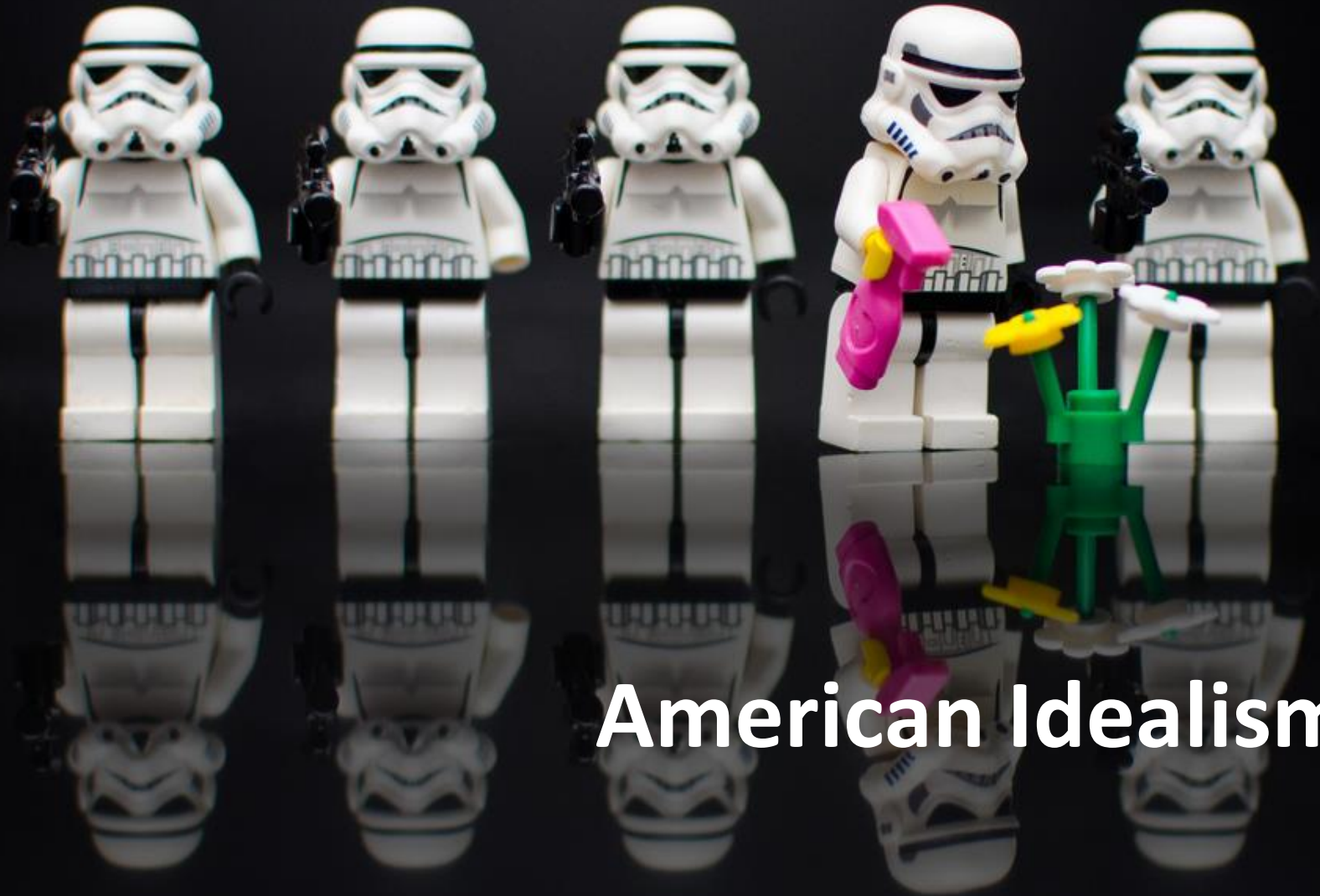




“You never want a serious crisis to go to waste.

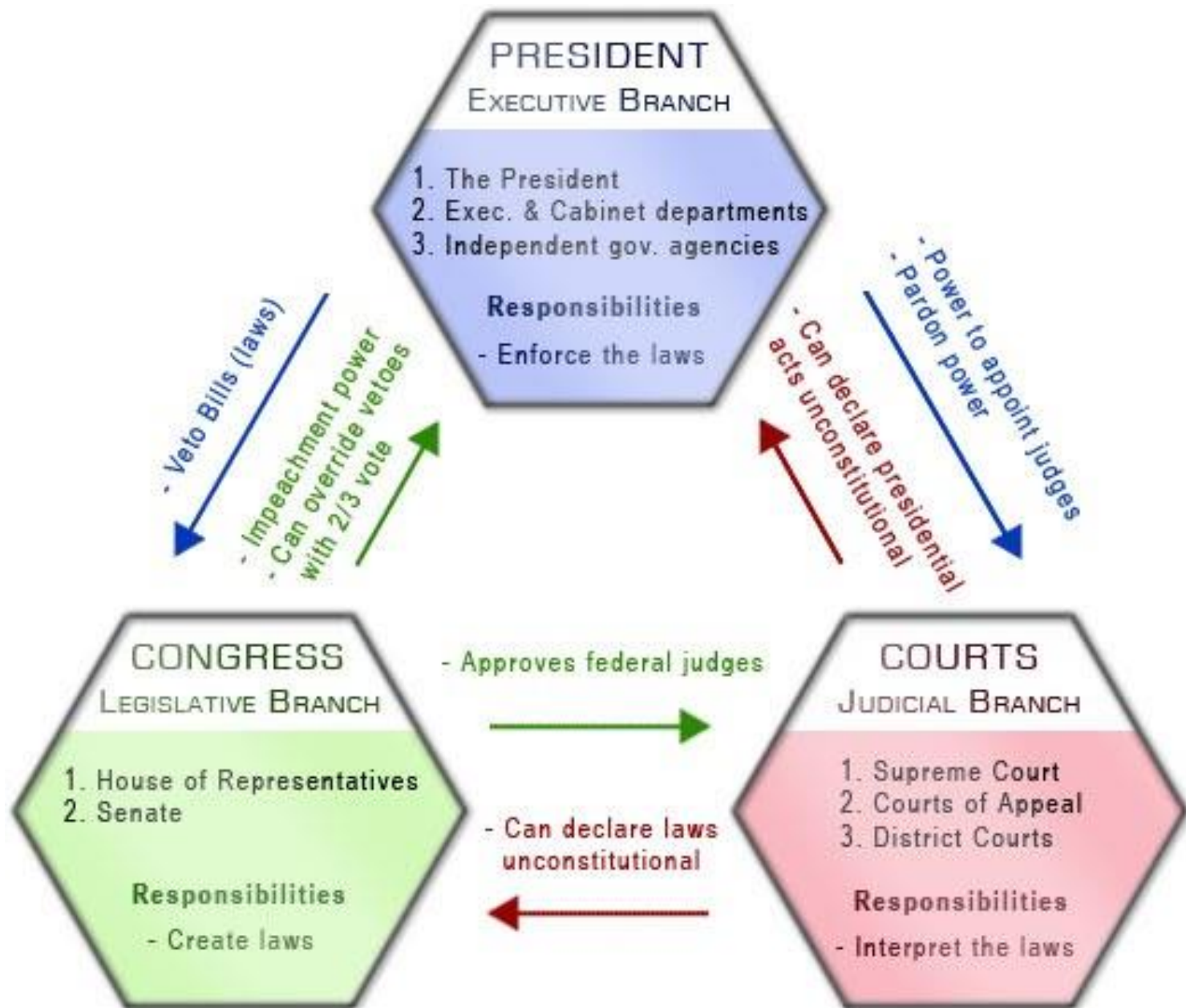
This crisis provides the opportunity for us to do things that you could not before.”

Rahm Emanuel



American Idealism





13th Amendment

Neither slavery nor involuntary servitude, except as a punishment for crime whereof the party shall have been duly convicted, shall exist within the United States, or any place subject to their jurisdiction.

14th Amendment

All persons born or naturalized in the United States and subject to the jurisdiction thereof, are citizens of the United States and of the State wherein they reside. No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty, or property, without due process of law; nor deny to any person within its jurisdiction the equal protection of the laws.

15th Amendment

The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of race, color, or previous condition of servitude.

17th Amendment

The Senate of the United States shall be composed of two Senators from each State, elected by the people thereof, for six years; and each Senator shall have one vote.

19th Amendment

The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex.

23rd Amendment

The District constituting the seat of Government of the United States shall appoint in such manner as the Congress may direct:

A number of electors of President and Vice President equal to the whole number of Senators and Representatives in Congress to which the District would be entitled if it were a State

24th Amendment

The right of citizens of the United States to vote in any primary or other election for President or Vice President for electors for President or Vice President, or for Senator or Representative in Congress, shall not be denied or abridged by the United States or any State by reason of failure to pay any poll tax or other tax.

26th Amendment

The right of citizens of the United States, who are eighteen years of age or older, to vote shall not be denied or abridged by the United States or by any State on account of age.

People

The Source of Power





EQUALITY.

Show your support for Equality on social media.

DOWNLOAD YOUR EQUALITY AVATAR



Populism's Rise



2019 EDELMAN TRUST BAROMETER

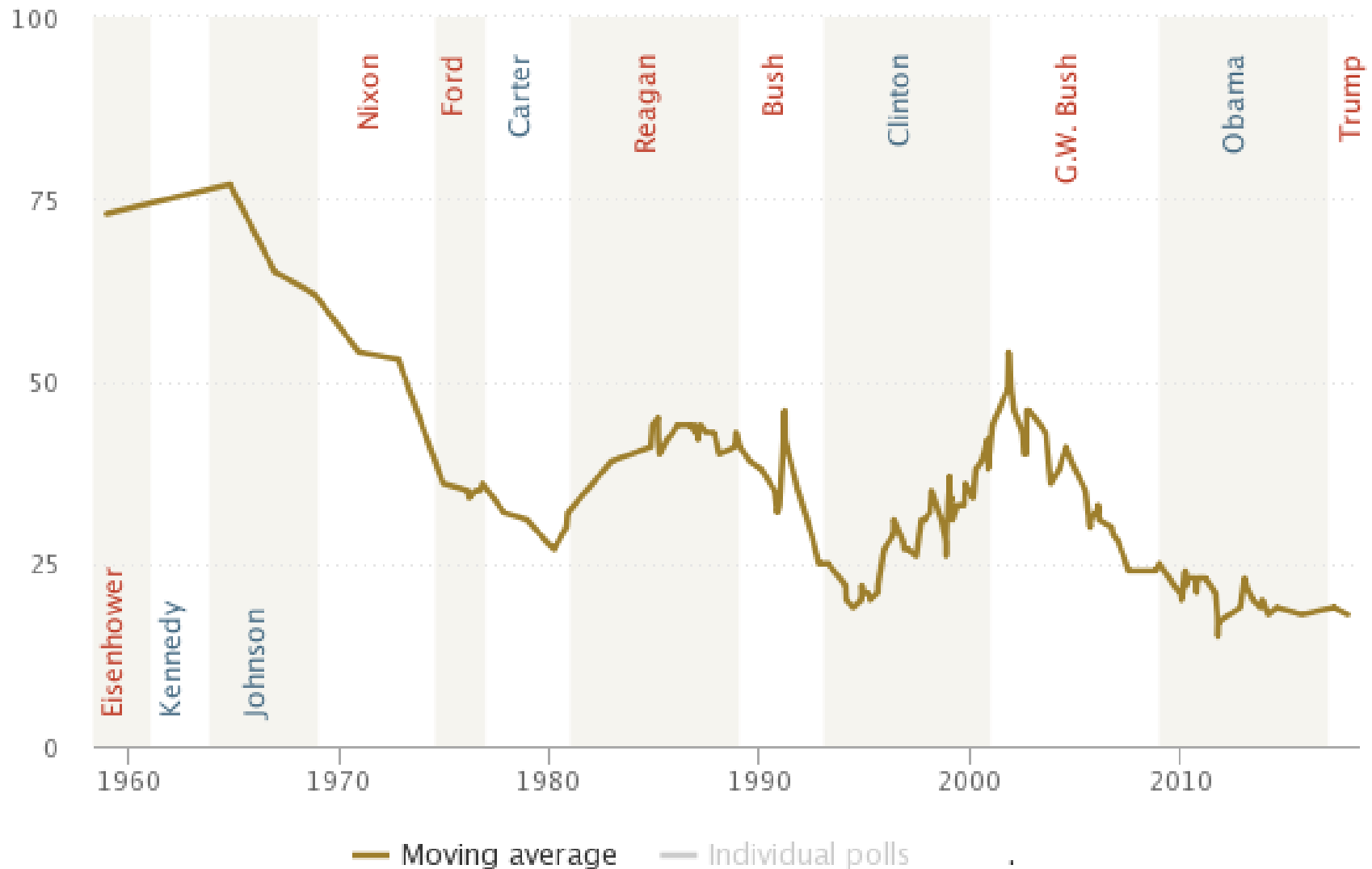
Global Report

*“Public officials don’t care much
what people like me think...most
politicians care only about the
interests of the rich and powerful.”*

2016 National Election Study

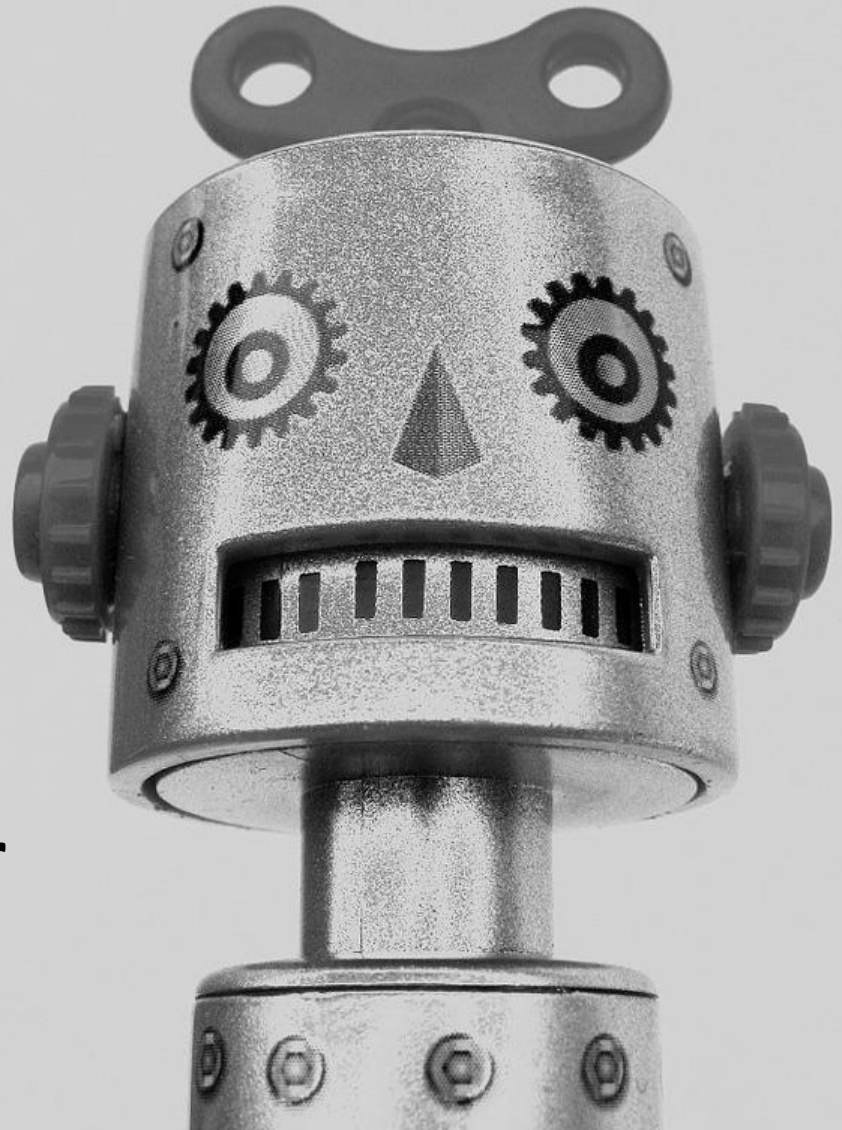
Public trust in government near historic lows

% who trust the govt in Washington always or most of the time



“Always unbalanced budgets. Not paying pensions. Not growing the economy and creating good-paying jobs. Massive corruption, cronyism and patronage. And four of my nine predecessors have gone to prison. It’s a broken system.”

Bruce Rauner



“It is no exaggeration to state that the U.S. has reached a point of crisis that should provoke every leader, in government, business, or civil sector, into urgent action. Inertia is not an option, and neither is silence. The public’s confidence in the traditional structures of American leadership is now fully undermined and has been replaced with a strong sense of fear, uncertainty and disillusionment.”

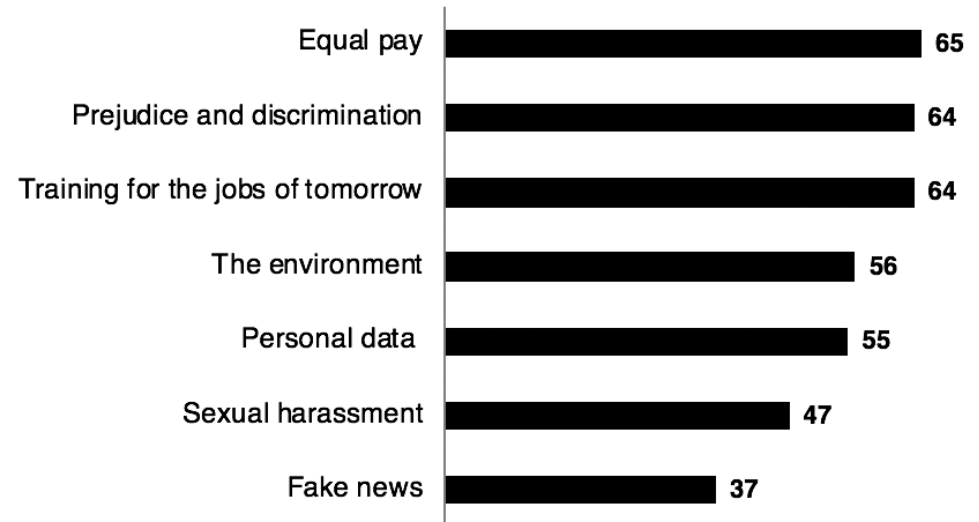
Edelman 2018

CEOs have more power than government to solve big problems.

Percent who say that CEOs should take the lead on change rather than waiting for government to impose it

76%  **+11pts**

Percent who agree CEOs can create positive change in:



**Build the best product.
Cause no unnecessary harm.
Use business to inspire and
implement solutions to the
environmental crisis.**

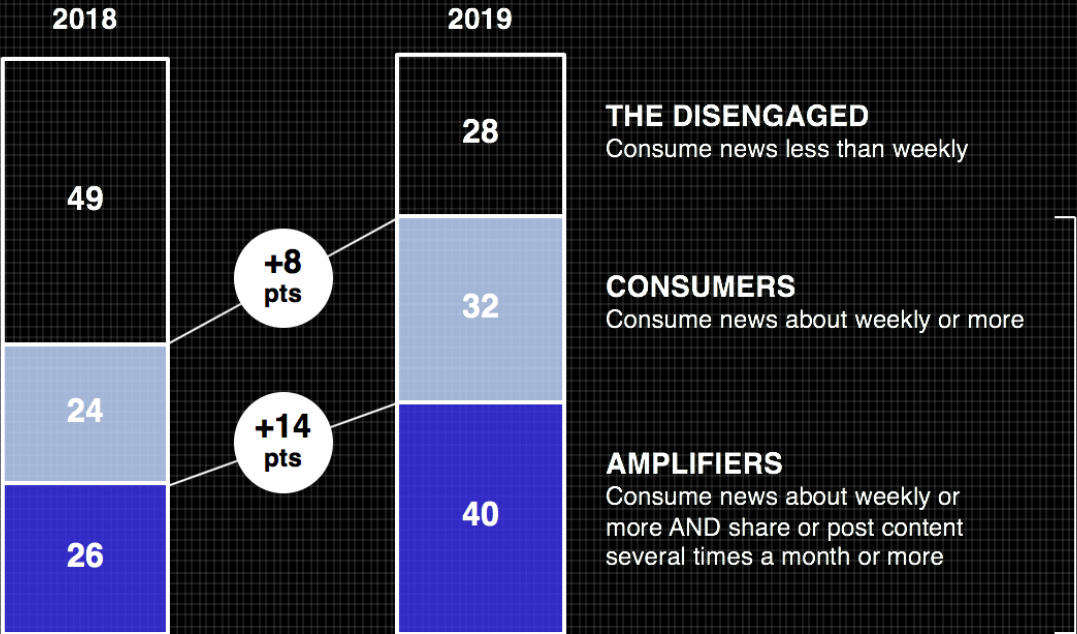
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MASSIVE RISE IN NEWS ENGAGEMENT

How often do you engage in the following activities related to news and information?

- 0 + Y-to-Y Change



+22pts
More engaged with the news

A high-angle, top-down photograph of a group of people standing in a circle on a light-colored, textured floor. Their hands are clasped together in the center, forming a star-like pattern. The individuals are wearing various colored long-sleeved shirts: a bright yellow one at the top left, a light blue one at the top right, a light pink one on the right, and a red one at the bottom. Several accessories are visible, including a brown leather watch on the blue-shirted person's wrist, multiple dark beaded bracelets on the yellow-shirted person's wrist, and a black and orange wristband on the red-shirted person's wrist. The text "Embrace Engagement" is overlaid on the left side of the image in a large, black, sans-serif font.

Embrace
Engagement

GIVE RESPECT
EARN RESPECT





Represent the
Source



Convening

Create grounded public moments focused on emerging social issues.

Media

Leverage new and existing digital media platforms to empower leadership and engagement

Influencers

Develop thought leader networks among key demographics who can speak to issues.

Business

Consult with socially engaged corporations on revenue and growth.

Retreats

Strengthen teams and sector employees to represent the needs of communities and the law.

Stornoway Advisors

There is simply much more to do



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