



WORLD WIDE WEALTH MONTHLY UPDATE

JUNE 2007

Hi everyone and welcome to our monthly roundup of World Wide Wealth activities. After feedback and suggestions we are amending the name of Effective Giving Consultants to World Wide Wealth Ambassadors and I'm delighted that we now have Life Members stepping into this role in nearly every XL city across the globe.

1. Highlighted Cause of the Month



Many of you are familiar with the work of The Hunger Project, particularly due to our Life Member Cathy Burke who is the CEO in Australia and also due to the XL Pioneer Club. The Hunger Project is the nominated cause of Wealth Dynamics and all profits of Your Life Your Legacy are being contributed to The Hunger Project.

During my visit to Mexico this month, I had the privilege of meeting Lorena who is the Director of The Hunger Project in Mexico. It was fascinating to extend my existing knowledge of the work undertaken by this amazing organization and to learn about the similarities and distinct differences relating to Mexico.

Mexico is the most recent country that The Hunger Project has expanded into, and, as in all countries they work in, their main objective is to provide Leadership training to help the local populace move to self sustainability.

Mexico is interesting in that it is a rich country with poor people which is in marked contrast to other countries that The Hunger Project works in. Mexico has a population of 100 million people with 60% of people living in poverty and 30% living in extreme poverty on less than \$1 per day. The goal in Mexico is to identify what gives persistence to hunger in Mexico and to eradicate this.

The Government has put in place a number of programmes to support those in poverty however these programmes lead to people becoming dependant on the programmes rather than empowering them to take responsibility for their own sustainability.

In order to change the acceptance of handout culture within Mexico, The Hunger Project firstly works at the local level to change the mindset of the people to be able to see, create and take opportunities.

There are a number of steps that are put in place to create this mindset change:

- Local people participate in the Vision, Commitment and Action Workshops where they are encouraged to have a vision of a better future for their village, a commitment is made and steps are identified to transform their vision into reality.
- Natural resources within their village are identified as a means of supporting the vision; this resource could be a river, land, people. The key is that the resource should be readily available and be non cost dependant.
- From these workshops, identify natural local leaders to be trained as "animators".
- Animators bear the responsibility to move forward the plans and aspirations for the community. They do it through health, education, nutrition, income generating activities, strengthening the local government and environment initiatives.

The first steps towards achieving the dream are critical, as it is in achieving these steps that the villagers may for the first time ever experience success. The achievements made as a result of joining this programme are identified at the end of the 3 month programme duration and act as a motivation towards continuous improvement.

Once the villagers have experienced achievement and success, the next step is to create sustainability. An example of sustainability is how to find markets which will pay for locally produced goods. The Hunger Project works with the villages to enlarge their dream through developing business plans and providing links to other organizations that can support the achievement of the village dream eg distribution channels for the locally produced products.

Once one village achieves success this acts as a catalyst for other villages to step up and take action. Villages can then be joined in clusters to create a larger vision and to build a larger community. This can then generate synergies whereby each village can produce its own product and share the same distributor to get their products to market.

There are many benefits to the community and individuals in joining The Hunger Project's programmes. The move towards self reliance also creates respect between genders and women empowerment which reduces the instances of family rape and domestic violence.

Whilst working at the local level, The Hunger Project in Mexico also works at the government both at Federal and Municipal levels.

The Municipal level is elected every 3 years, The Hunger Project, for the first time this year, will be working with the newly elected Municipal to share what each of the villages are achieving to build continuity between the villages and the changing local government leaders. The Municipal vision is created bottom up by linking all the village plans together over a three year period. The Hunger Project trains the Municipal Leaders (these are local individuals such as doctors who are not necessarily skilled in the running of a Municipal consisting of up to 20,000 families) in the principles of The Hunger Project and the vision for each village within the Municipality.

The Hunger Project provides a transformational three day training programme to Federal Government officials and at the end of the three days, concrete changes have been identified and agreed upon which will create transformation in Mexico.

There are strong indicators to suggest that The Hunger Project in Mexico will achieve its goal of ending poverty in Mexico:

- The Government has successfully reduced the size of families from an average of 12 children per family to 3 within 15 years
- The acceptance of The Hunger Project at local, Municipal and Federal Government level
- The inclusion of The Hunger Project within the Advisory Board for Social Development which advises the Government of appropriate social policies to be adopted
- Micro financing in Mexico provides enormous opportunities for creative individuals to be able to maximize a land rich in resources

You can find out more information about The Hunger Project here: www.thp.org

2. Social Enterprise Accreditation Programme



Our XL Social Enterprise programme is gaining momentum with the number of application forms increasing this month to 225 with pledges of nearly US\$52 million.

Australia is still leading the way with Brisbane and Sydney in the first and second spot, Auckland is 3rd with Singapore currently in 4th place. Full city rankings are updated on a weekly basis and can be seen here: <http://www.resultsfoundation.com/content/view/422/262/>

We have also listed the companies which are fully accredited under the XL Social Enterprise Accreditation Programme and these are listed here: <http://www.resultsfoundation.com/content/view/391/243>

If your company isn't listed here yet, then fill in the application form and submit it together with your receipt with a minimum donation of US\$1,000 to become registered.

3. Life Member Projects



May saw a number of great projects involving Life Members taking place:

- National Rain Day was celebrated in Australia
- Walk the World in support of the UN World Food Programme was attended by Life Members in a number of countries
- Jakarta kicked off Plant-A-Tree-Today's schedule for the year with 4,000 trees being planted
- Marnix and Corinne had an exceptionally successful reef building weekend in Indonesia
- stepUP launched in New Zealand with more events planned there this year

You can see photos of a number of these Life Member projects in our gallery here: <http://www.resultsfoundation.com/content/view/233/161>

4. Upcoming Events

On 16/17th June we have our second Plant-A-Tree-Today Life Member project happening in Bangkok, Thailand. There is a full weekend of activities taking place and I'm looking forward to my trip there. For more details and to register you can click here: <http://www.plant-a-tree-today.org/patt-news-info-about-a-tree-today-environment-news.asp?Status=ShowNewsDetail&NewID=69>

The Hong Kong team is donating 10% of their profits from the June Momentum event to support World Refugee Day which takes place on the 20th June.

On the 23rd June the Mind Matters team in Brisbane has created an indoor climbing event to raise funds to support Kids Help Line which provides an online counseling service for kids. If you're in the vicinity please join in and support this initiative. Contact alchemy@mindmatters.com.au for more details.

Looking forward to July we have the Earth-Fest 200, Action for Climate Change taking place. This is a 24 hour concert taking place on the 07.07.07 spanning all 7 continents. This event provides an ideal opportunity for all Life Members to get involved where ever they are on this day to support a global movement to combat our climate crisis.

5. XL Pioneer Club



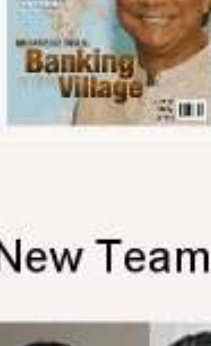
The schedule for the XL Pioneer is currently being finalised and it is truly an inspirational trip of a lifetime. We are amending the dates of the trip to the 25th Jan - 3rd Feb 2008. This is to coincide with the 60th anniversary of Mahatma Gandhi's assassination which will be an amazing time to visit India. As you know the number of places are strictly limited and will be allocated on a first come, first serve basis.

6. XL Group Donations



We were delighted to be able to support stepUP with their launch into New Zealand with a sponsorship package which provided funds to support part of the costs of the event together with sponsoring XL Life Members who stepped up to become coaches at this event. We look forward to providing ongoing support to stepUP for their future events.

7. XL Magazine



Look out for a great story in this month's XL Magazine in which US Life Member, Charlie Gay, shares with us his incredible story and the support he provides to Sole of Africa.

8. New Team Members



Our team of World Wide Wealth Ambassadors continues to grow and a number of cities have set up a small group of Life Members to support this vital area.

Our team now comprises of:

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| Australia | Gold Coast Melbourne | Lesley MacKenzie and Lynn Santer Chrisley MacJouvet and Rose Robinson |
| | Perth Sunshine Coast Sydney | Cliff Whiting Annemaree Cotterell Chris Tamsett, Celine Healey and Emma Thomason |
| Hong Kong | Hong Kong Macau | Andrea Gutwirth Merrin Pearse |
| India | Bangalore Mumbai | Srini, Anthony Raj, Satheesh G Nair, Ajay S Sharma Maya Shahani |
| Indonesia | Jakarta | Monika Sugiarto |
| Japan | Tokyo | Kimiko Schweri |
| Malaysia | Kuala Lumpur | LiLian Lim |
| New Zealand | Hamilton Tauranga Christchurch | Roz Chadwick Ros Lee Sarah O'Connell |
| Singapore | | Paul Zaman, Zubi Khawaja and Lynelle Kerr |
| Thailand | Bangkok | Scott Minter |
| UAE | Dubai | Michelle Kruger, KK Bosen and Akash Loungani |
| UK | Manchester/ Birmingham | Mica May |
| USA | LA | Matthew Bennett |

My priority is to ensure that we have at least one World Wide Wealth Ambassador in each XL City and to work with them to identify and set up an appropriate project within their local environment which all Life Members have the opportunity to support.

I look forward to sharing more World Wide Wealth news with you next month.

Best regards,

Irene

"We make a living by what we get, we make a life by what we give"
-Nelson Mandela.