

## **Introduction to the CAN DO! Community Economic Development Empowerment Resource Centers Project:**

**Project Overview:** The Project is based on CED Principles and Practices Self-help, Empowerment and Capacity Building and the Centers will provide expanded access to resources that help residents, businesses, non-profit organizations and communities:

- (1) realize and actualize more of their potential;**
- (2) empower and enable them to help save and create jobs and to**
- (3) help address other social, economic and environmental challenges we face as individuals, organizations, communities and country.**

### **The Community Resource Centers Would Provide Training That Would Be Delivered In Response to Expressions of Interest by Community Residents For:**

Personal and Professional Development; Organizational Development; Community Development, Community Economic Development; Community Building; Cocreative Visioning and Strategic Planning; Youth and Leadership Development; Successful Life and Work Skills Training; Entrepreneurship; Infopreneurship; etc.

### **Initial Members of the National Project Management and Advisory Team Include:**

**Charles Betterton**, MSCED, 15 years with HUD, 25 years in community development  
**Susie Brown**, President of United Ways, Development Director NYC Urban League  
**Joel Welty**, Executive Director, Michigan Alliance of Cooperatives  
**Dr. Michael Swack**, Professor, Dean of Carsey Center, New Hampshire University  
**Woullard Lett**, CED Program Coordinator at Southern New Hampshire University

### **Resources, Technical Assistance and Support of the Local Community Resource Centers Will Be Provided By and or From:**

Ultimate Destiny University for Successful Living; CENTER SPACE (the Center for Spiritual, Personal and Community Enlightenment); Community Development Society Community Services, Inc.; Community Options from The Regeneration Project; Michigan Alliance of Cooperatives; Center for Sustainable Community.

### **Implementation Strategy:**

We will use press releases, interest surveys and social media to invite any individuals and organizations interested in the vision of establishing a model CAN DO! Community Development Resource Center to participate in the refinement and implementation of such a Center including developing and submitting grant applications.

The proposal includes several possible levels of implementation, ranging from the more simple matter of providing primarily online access to featured resources and successful models of relevant programs and projects to far more comprehensive possibilities that would include the establishment and operation of a physical Community Resource Center and the development and ongoing delivery of seminars, workshops and annual (or biannual) larger scale Community Development and Empowerment Events as described at [www.centersforsuccessfulliving.org](http://www.centersforsuccessfulliving.org) and [www.CanDoResourceCenter.com](http://www.CanDoResourceCenter.com)

## **Some of the Major Advantages of A CAN DO! Community Resource Center:**

The Center would serve as a central repository of information, materials, equipment, technology and technical assistance that would be made available to any participating individual or organization. The co-creative nature and design of the Center will provide maximum opportunities for multi-sector collaboration and participation by individuals, businesses, non-profit organizations, communities, resource providers and funders.

The project is based on decades of (mostly) award-winning prototypes as described at [www.CanDoResourceCenter.com](http://www.CanDoResourceCenter.com) and [www.CommunityResourceCenters.org](http://www.CommunityResourceCenters.org). The project would have access to tens of thousands of dollars worth of training equipment, marketing and promotional resources (such as sponsorship proposals, event workplans and budgets, monitoring and evaluation procedures, interest surveys, Resource Showcases, introductory seminars and workshops on visioning, strategic planning, community partnerships, organizational development and empowerment, and [Successful Living Skills for the 21<sup>st</sup> Century](#) including entrepreneurship and [Infopreneurship](#) (that consists of publishing, electronic publishing, Internet marketing).

The project would be able to start generating program income immediately, partly through the delivery of periodic programs, delivery of membership services and through participation in related appropriate “affiliate marketing” positions with some of the world’s leading producers of programs, products and services in every related development training market such as [Nightingale-Conant](#) and [Ultimate Destinyland](#).

Participants in the Resource Center would have access to hundreds of programs and resources designed to facilitate personal and professional development for individuals, enhance efficiency and effectiveness for NPOs, improve productivity and profitability for companies and help communities attract greater levels of citizen participation.

Just a few examples of tested and proven resources include: [The Three Round Method of Brainstorming](#) (developed by the National Center for Community Education and the CS Mott Foundation), the 10 Step Cocreative Visioning and Strategic Planning System from [CENTER SPACE](#) (successfully facilitated for dozens of communities, businesses, chambers of commerce, non-profits), the Success Puzzle Template (a simple system designed by [Ultimate Destiny University](#) for more effectively demonstrating how various facets or components of a program or product relate to one another and the whole), etc.

The initiators of this proposal have generated millions of dollars in grants, donations and contracts for non-profit organizations, and they have produced award-winning Community Resource Centers and highly successful community oriented development training events featuring world-class experts for up to 1,800 individuals since the first [Community Unity Event](#) featuring Norman Vincent Peale and Les Brown in 1990.

Hundreds of millions of dollars have recently been allocated by private foundations and government agencies for entrepreneurship and community empowerment. The U.S. Department of Housing and Urban Development has allocated billions of dollars to help communities and their residents help address the root causes of foreclosures.

For more information on the CAN DO! Community Economic Development Resource Center Project, please contact Charles Betterton at 928-284-2671 or [charlesbetterton@gmail.com](mailto:charlesbetterton@gmail.com). Thank you!

## Supplemental Information in Support of the CAN DO! Community Economic Development Empowerment Resource Center Project

"When a community and its people are empowered, they have the capacity to articulate their needs; to identify actions to solve those needs; and to mobilize and organize resources in pursuit of commonly defined goals. When the people of a community come together to visualize and work together to achieve a common future, they recognize that everyone--regardless of education, job, race, age, or background--has something important to contribute to personal and community empowerment. Indeed, the greater the diversity of the participants, the richer the vision and the more effective its accomplishment" -- Lorraine Garkovich, University of Kentucky

Working as community organizers and community economic development specialists, the cofounders of [Ultimate Destinyland](#) have conducted visioning, planning and strategic planning exercises for non-profit organizations and communities. Two of the questions usually included and the top three answers to each one revealed through [The Three Round Method of Brainstorming](#) are provided below:

### **(1) What are the greatest problems affecting the quality of life in the community?**

Inadequate citizen involvement in community affairs.  
Inadequate leadership throughout government.  
Lack of community unity and cooperation and collaboration.

### **(2) What corrective measures can be taken to address those problems?**

Develop more community-based programs  
Expand church and community involvement.  
Provide access to resources that will enhance self-help, empowerment and capacity building for individuals and organizations

In response to those results, several successful Community Resource Centers have been established and now Ultimate Destiny is launching the Expanding the Circle of Success campaign to help establish a network of locally initiated non-profit CAN DO! Community Economic Development Empowerment Resource Centers. See [www.ultimateSuccessPuzzle.com](http://www.ultimateSuccessPuzzle.com) and [www.CommunityResourceCenters.org](http://www.CommunityResourceCenters.org).

[Click Here](#) for a few excerpts from newspaper articles about training programs produced by CAN DO! and the Community Development Resource Center and visit [www.candoresourcecenter.com](http://www.candoresourcecenter.com).

"By applying the entrepreneurial CAN DO! attitude and Community Economic Development Principles of Self-help, Empowerment and Capacity-building, together we can help create a shared vision of a better world. We can co-create loving, nurturing communities where individuals and organizations realize more of their inherent potential by applying the Universal Laws of successful living. We can envision and actualize our highest possible individual and collective potential by living, growing and serving together in harmony with love, hope, trust, and respect for everyone regardless of race, creed, age, gender, or religious preferences. Together, Yes We CAN DO!" -- [Charles Betterton](#), cofounder of [CAN DO! Community Resource Centers](#) and [Ultimate Destinyland](#)

## **Action Steps to Implement the Community Resource Center Project:**

Share the refined proposal with potential and all stakeholders to solicit feedback, suggestions, expressions of interest and commitments to participate.

Where there is sufficient interest, schedule a half-day visioning and strategic planning retreat to further refine the proposal, set priorities, implementation strategies and fundraising.

Prepare presentation materials to share whenever possible with potential participants.

Develop and distribute Interest Surveys to identify priority interests by present and potential collaborators, resource providers and participants for specific programs.

Research potential private foundation and government funders, submit Letters of Inquiry, develop and submit grant applications.

Develop and implement various levels of membership services including newsletters.

Design and deliver periodic programs (possibly monthly) based on survey results to demonstrate how the Resource Center tailors programs to provide practical resources that address priorities identified by participants and program sponsors.

Conduct quarterly [Resource Showcases](#) throughout the service area to: (1) introduce the Resource Center; (2) demonstrate the range of resources and services it provides; and (3) encourage additional co-creative participation in implementing the Center.

Develop marketing materials for corporate sponsorships of the Center and or the individual programs it will offer such as annual or biannual development training events.

Develop a Master Fundraising Plan for the Project to attain and remain self-sufficient including invitations for individual and corporate memberships and donations, research, development and submission of applications for grant funding, identifying and establishing potential joint ventures, generating fees for service possibilities, etc.

Begin attracting potential coproducers and sponsors of major development training programs that would be produced with well known experts in major US markets.

These events would be co-produced with [CENTER SPACE](#), (cofounded by [Charles Betterton](#). CENTER SPACE has produced highly successful events for up to 1,800 participants with world-class authors and trainers such as Dr. Norman Vincent Peale, Les Brown, Brian Tracy, Jim Rohn, Mark Victor Hansen, Bonnie St. John, Chin Ning-Chu, and others. (For examples of prior events [www.CommunityResourceCenters.org](http://www.CommunityResourceCenters.org).)

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## **Initial Use of Proceeds for Seed Grants of \$25,000 to \$50,000 to Launch the \$250,000 CAN DO! CED Resource Centers Project**

We are developing Letters of Inquiry that include a tentative project budget of \$250,000 to launch the CAN DO! CED Resource Centers project. The initial use of interim Seed Grants is to further refine, expand and promote participation in the project. That will include ongoing refinements to the web site and blog site, creation and publication of marketing and promotional materials such as fliers, a print newsletter, an ezine on Constant Contact, and the design and distribution of interest survey.

Seed Grant funding would also be used to publish electronic and print books that introduce the project and invite cocreative collaboration. The first publication would be ***Solving Personal, Organizational, Community, National and Global Ultimate Destiny Success Puzzles***. It will include most of the content on the web site.

In addition, the following publications would be published, also electronically and in print. They would include a set retail sales price for each publication, although most copies would be offered for a voluntary donation, or as a membership incentive and or provided for free to targeted various niche markets.

***How to Create a Success Center Partnership for Your Housing Authority***, based on the award-winning Success Center Partnership, would be designed to attract interest by Indian and Public Housing Authorities. The contents would demonstrate how a PHA could include one or more of the available resources including the \$10,000 ETMS™ Empowerment Training Mentoring System, the \$25,000 Community Empowerment Resource Center program or the \$250,000 two-year Community Development Training programs that include coproducing major fundraising events in their community featuring some of the Ultimate Destiny Hall of Fame Award recipients such as Les Brown who participated in the Success Center Partnership.

***How to Manifest the Ultimate Success of Your Organization or Community*** would be targeted to non-profit organizations and communities, especially those that receive (or are eligible to apply for) HUD Community Development Block Grants. This publication will repurpose much of the contents in the series of 14 titles in the Ultimate Destiny Success System Library plus the 10 Step Cocreative Visioning and Strategic Planning System, chapters that provide an overview of the following two publications, and other featured available resources.

***How to Engage Cocreative Participation by Community Stakeholders in Community Empowerment based on Community Economic Development*** would repurpose much of the contents of the other publications. The primary focus and purpose would be to introduce and promote wider appreciation for and application of CED Principles and Practices. It would feature success stories of “community based development” including the work of Community Development Corporations, Community Action Agencies, NeighborWorks, youth leadership and entrepreneurship, programs on social entrepreneurship and other programs, products and resources developed by and available from the featured organizations and cause-oriented companies.

## ***You CAN DO! Too Resource Guidebook-- How to Coproduce Development Training Events with World-Class Experts that Help Your Residents Create Jobs and that Keep the Event Revenue in Your Community.***

The resource kit provides proprietary components based on 30 years of research and development of the community resource center model and 15 years of producing successful events for up to 1,800 people in a single day in a county of only 100,000. Included are all the materials, planning documents, budget formats and spreadsheets, sponsorship programs, membership solicitation materials, marketing and promotional programs, community outreach and fund raising components, etc. covering the entire process of producing major large-scale programs from an initial concept to the production of successful events.

The resource materials help the local community generate maximum leveraging of events and related ongoing program components such as periodic Resource Showcases and ongoing seminars and workshops marketed primarily through the larger higher profile events with world-class authors, speakers and trainers. All of these speakers and trainers are available through the Ultimate Destiny Speakers Bureau whose principals have been managing speakers' bureau services and producing large scale development training events for over 15 years.

These programs are designed to be coproduced and sponsored by non-profit organizations, companies, chambers of commerce and local government as ways to introduce and demonstrate the available programs and generate funding for the local Resource Centers.

For an overview of the CAN DO! Community Resource Centers project, please visit [www.UltimateSuccessPuzzle.com](http://www.UltimateSuccessPuzzle.com) . For more details of the types of events that would be coproduced, please visit [www.communityresourcecenters.org](http://www.communityresourcecenters.org) and [www.candoresourcecenter.com](http://www.candoresourcecenter.com) . Those web sites provide links to PDF documents that introduce some of the resources and prior programs produced by CENTER SPACE and CAN DO! that would be available for replication in local Resource Centers.

They include Empowerment Resource Showcases, the Introduction to Personal Success Techniques Seminars, a Community Unity Celebration featuring Dr. Norman Vincent Peale and Les Brown, personal and professional development training programs featuring some of the top trainers in the world such as Brian Tracy, Jim Rohn, Les Brown, Mark Victor Hansen and Bonnie St. John.

**Community Unity  
Celebration**

**Norman Vincent Peale**  
*Why Positive Thinkers  
Get Positive Results*

**Mr. Motivator**  
**Les Brown**  
*The Power of a Larger Vision*

**APPEARING IN PERSON**

GENERAL ADMISSION • TICKET \$20  
SENIOR CITIZEN, STUDENT, SPOUSE • TICKET \$12  
FRIDAY, MAY 11, 1990 5:30 TO 8:30PM  
**Paramount Theater**  
Kankakee, Illinois

Call (815) 933-0506 for more information  
or to charge tickets

## Quotes from Newspaper Articles about Training Programs Produced by CAN DO! and the Community Development Resource Center

“When we brought Les Brown here last fall, no one knew what to expect,” said CAN DO! President Gary Moore. “The organization was prepared to take a loss of \$10,000 just to start bringing a positive message to our community.” Instead they made a profit. And they made a plan: to bring every major motivational speaker to the area until Kankakee becomes known as a Mecca of Motivation. “Our mission is to make a positive difference, to help people resolve their problems and look at the positive side of life” said Moore.

Walter Charlton, retired entrepreneur and active philanthropist who cofounded CAN DO! “We hope that by bringing top motivational speakers here, we will create a more positive attitude to help residents realize this is a good place to live.” . “Through the vision and expertise of Charles Betterton, president of CENTER SPACE, we created CAN DO! as an example to help other communities learn how to produce these types of events while retaining the income they generate for community benefit,” Charlton said. CENTER SPACE’s mission is to foster spiritual, personal and community empowerment, partly by providing expanded access to state-of-the-art development training programs that are usually marketed to a small percentage of the population.

The members of the CAN DO! Steering Committee which produced the recent events with Les Brown and Dr. John Bowling, have declared their first event a success and they have decided to continue with their efforts. The CAN DO! Mission statement includes five major points:

1. Foster community unity and multicultural understanding.
2. Promote positive thinking within and about Kankakee County.
3. Foster personal, organizational and community development and empowerment.
4. Provide expanded access to development training programs.
5. Generate funds for worthwhile community service projects.

According to Walter J. Charlton, President of the Kankakee County Community Development Corporation that Charles Betterton had founded before he served as Director of Community and Economic Development for the City of Kankakee, said the first CAN DO! Events exceeded their expectations. “Our initial goals were to have 5 sponsors, five co-sponsors, 200 workshop participants and 1,000 seminar participants.

We actually had 10 sponsors, 10 co-sponsors, 350 people for the workshops and about 1,400 for the seminar. Even though we provided full or partial scholarships to over 200 students, we still generated approximately \$12,000 in net profits for the events. These funds will be used to support KCDC and provide seed money for future training programs.”

More details are available at [www.candoresourcecenter.com](http://www.candoresourcecenter.com), [www.communityresourcecenters.org](http://www.communityresourcecenters.org) and [www.ultimatesuccesspuzzle.com](http://www.ultimatesuccesspuzzle.com)