

**GLOBAL WELLNESS INSTITUTE
SOCIAL IMPACT INITIATIVE**

MANIFESTO



SOCIAL IMPACT INITIATIVE

Health and wellness professionals, companies and organizations are deeply involved in efforts throughout the world using the best practices of social impact, which has also been called corporate social responsibility. The Global Wellness Institute Social Impact Initiative is identifying, cataloging, communicating and inspiring evidence-based social impact approaches and programs that benefit society.

The Social Impact Initiative champions inclusion. We aim to inspire collaborations among business leaders, community members, and a wide range of organizations in order to create positive, significant and sustainable impact in the world.

Developing and sustaining sustainable social impact programs is multifaceted. We are identifying learnings across a broad spectrum of topics and concepts. We consider the following to be key aspects of social impact approaches and programs:

- Ethics
- Strategy
- Sustainable Business Models
- Governance
- Marketing, including Social Media
- Community Involvement
- Process and Impact Evaluation



**GLOBAL WELLNESS
INSTITUTE™**
EMPOWERING WELLNESS WORLDWIDE

MEET THE MEMBERS



Co-Chair - Wendy Bosalavage, President, LIVunLtd, United States
wbosalavage@livunltd.com

Wendy Bosalavage has redefined the way Americans interact with their communities, unwind, and live the 21st century American dream. A pioneer in the health and wellness industry, Wendy is the president of LIV unLtd, a global luxury brand specializing in the management of the service experience in residential and commercial properties, spas, and hotels. Helping people take care of themselves, however, is not exclusive to Wendy's work. She also serves on numerous corporate and non-profit boards, raises funds for charities, teaches courses and workshops, and always finds time to mentor others who are interested in wellness as a profession. A graduate of Manhattan's Fashion Institute of Technology and Empire State College, Wendy also has a Health Coach Certification from the Institute for Integrative Nutrition to supplement her work with women in underserved communities and those reentering society after incarceration.



Co-Chair— Sallie Fraenkel, President, Mind Body Spirit Network, United States

sallie@mindbodyspiritnet.com

Mind Body Spirit Network was created by Sallie Fraenkel, former chief operating officer of Spafinder Wellness, Inc.® and executive vice president of the Global Wellness Summit. Called the “ultimate spa insider” by Dr. Oz, Sallie has turned her lifelong passion for wellness travel into curating “wellness journeys with heart” to countries such as Mexico and Guatemala. She serves on the boards of WSPA and Liberation Prison Yoga.



Vice Chair - Gilad Lang, Vice President, The Madison Collection, United States

Peace Corps service influenced Gilad early in his career, compelling him toward pioneering social impact programs using his skills as a global marketing professional, brand designer, and behavior-change specialist. The results of his decade-long collaboration with organizations such as Population Services International, Project Concern International, and The Safety Lab were successfully implemented across Eastern Europe, Central Asia, and Southern Africa — helping with youth empowerment, reducing prevalence of infectious diseases such as HIV/AIDS, and supporting prevention of violence against women and children. Now co-leading the family business, The Madison Collection — purveyor of eco-luxury terry products for the hospitality and spa industry, Gilad is influencing social impact through the company's new partnership with Wine to Water, to support clean drinking-water efforts in Haiti and the Dominican Republic.



Denise Bober
UNITED STATES



Brian Brazeau
ITALY



Monique Iacobacci
UNITED STATES



Paul Klein
CANADA



Michael Tompkins
UNITED STATES



On June 7th, 2018, The Global Wellness Institute's Social Impact Initiative held its inaugural roundtable and interactive forum.

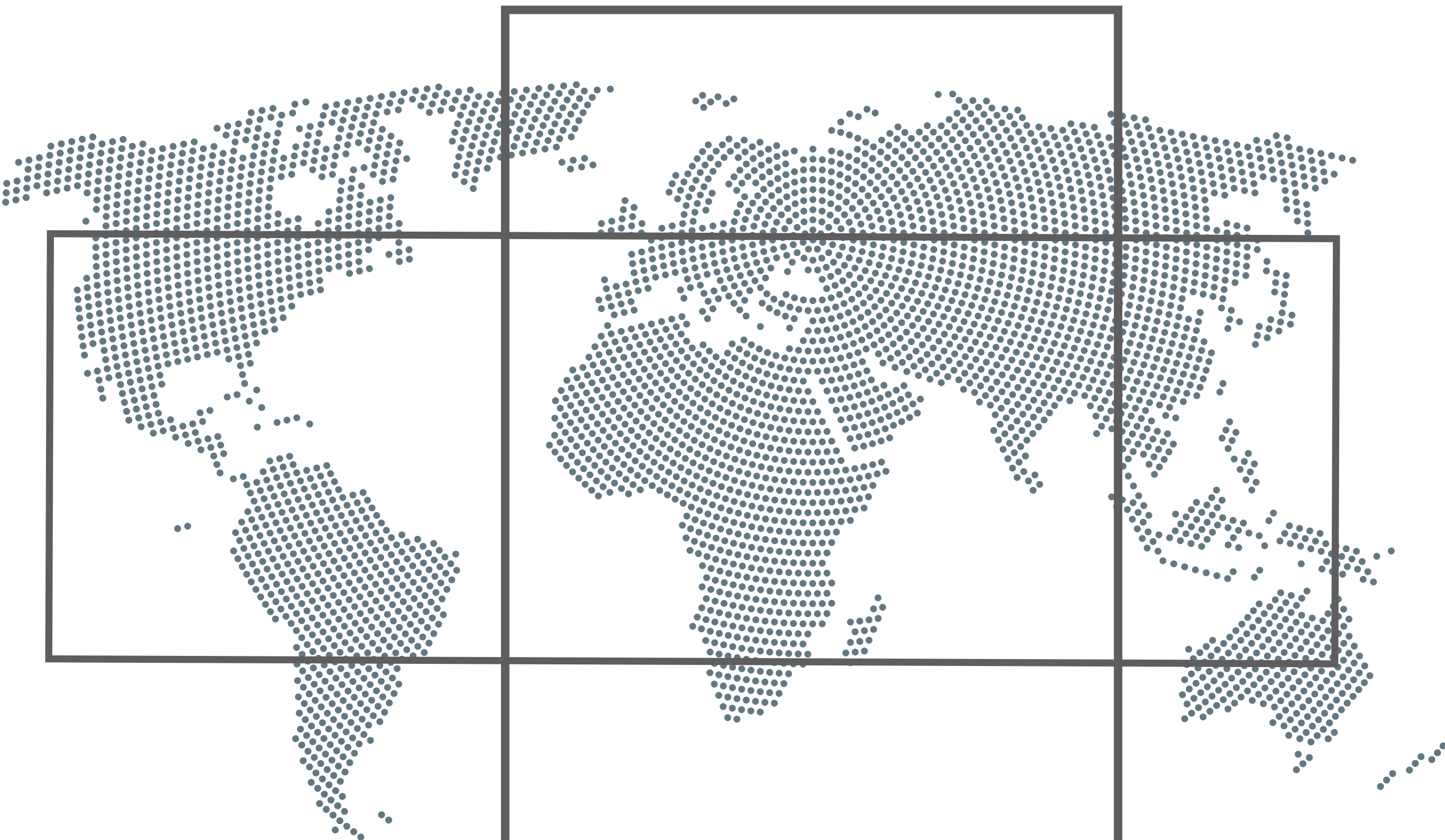
Post roundtable, participants shared 'we believe' statements that encompassed values, mission, purpose to shape the kind of world we want to live in through collaborative social impact initiatives.

The following MANIFESTO is based on the remarkable perspectives of the participants and is designed to inspire and guide the initiative's social impact.



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OUR WORLD IS BEING RESHAPED



ME

MYSELF

AND I

Economic change is so pervasive that entire countries are seeing their balance sheets crumble.

Our foundation in nature is being shaken: global warming is melting the polar ice caps, water is rising, and earthquakes and volcanoes are increasing in frequency.

Sustainable energy technologies that have the potential to eradicate the need for fossil fuels are being suppressed.

The food industry is profiting by producing devitalized foods that are contributing to the most alarming epidemic of obesity ever seen on the planet.

Our system of education is controlling and conforming our children rather than cultivating their spontaneity and helping them identify the uniqueness that is their birthright.

Pervasive violence is accepted as normal and has become the modus operandi of our planetary culture.

Today's system of medicine is profit driven in its fundamental principles. The "I" has become more important than the "we".

We have become very good at doing but have lost our sense of being.



WE ARE REAWAKENING THE POSSIBLE

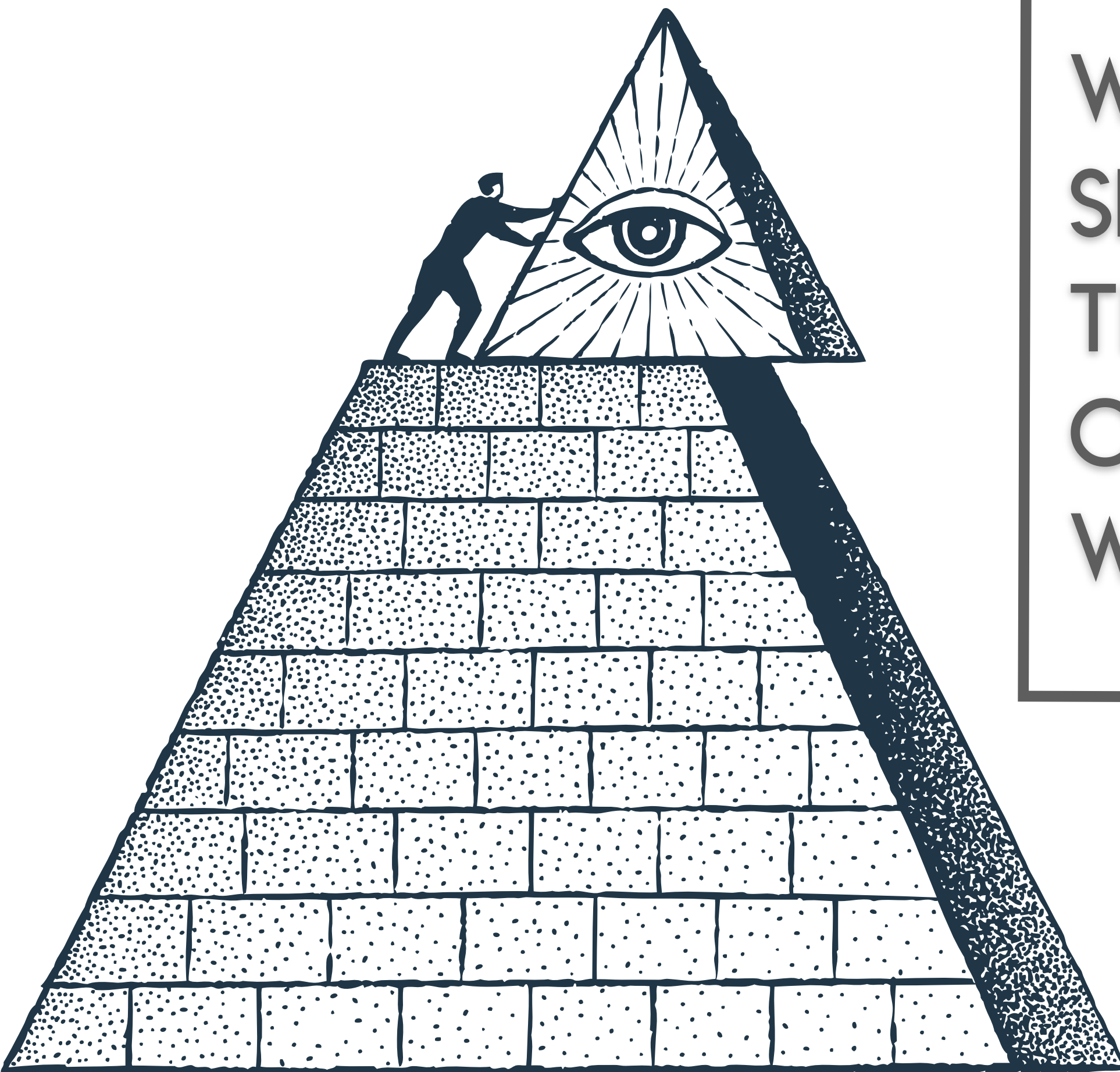
We are at the cutting edge of a huge and beautiful awakening where imagination and action has the power to re-awaken our society.

Our opportunity is to engage the people, purpose and passion of the wellness industry to address the root causes of humanity's biggest problems.

We will harness our ability to understand the world holographically to identify the commonalities that are contributing to the global crisis today.

We will act holistically to solve the issues that matter most to the future of humanity: climate, economy, social order, gender inequality, health collapse, and loss of spirituality.





WE ARE
SHIFTING
THE STATE
OF THE
WORLD

We believe that there is no end to self-improvement and that the smallest acts of kindness towards oneself and to others can shift the state of the world around us.

Changing the world will only be possible if all human beings are treated equally, if we treat others only as we would like to be treated ourselves and if we take responsibility for the physical and emotional safety of our fellow human beings.





With approximately 50% of the world being female and 50% male, It is imperative that we put the highest priority on understanding and unlocking what is best from both perspectives and ensure that all conversations and actions are representative and inclusive.

Having a more sustainable world depends on closing the gender equity gap for pay, health and leadership. It also requires shifting from simply talking about diversity to taking positive steps toward active inclusion.

We believe that our intentions and actions must have a greater purpose, both personally as well as in our global businesses community where social responsibility – the wellbeing of business, society and environment – is a measure of success that is indivisible with financial achievement.



WE ARE
UNLEASHING
THE POWER OF
WELLNESS.

We have the will to change the world through wellness.

We believe that even in times of chaos and despair, resources and education about wellness, holistic support systems, and self-care can provide reprieve even in the most hopeless of situations.

We have a passionate, positive, forward-thinking wellness community that is creating a movement that supports healthy growth for ourselves and our physical environment.

We believe that one person's movement toward more self-care and wellbeing awareness can create a ripple effect that can change the lives of countless individuals.

As an industry, we believe that we are responsible for nothing less than preserving the vitality of our home planet everything on it.

We cannot budge from our planetary impasse until we manifest genuinely new and creative solutions to the problems that plague us globally.



A close-up of a hand pointing towards a bright light source, creating a lens flare effect. The hand is wearing a dark suit sleeve and a brown leather watch strap. The background is a blurred cityscape with various lights.

WE HAVE A
CLEAR & COMPELLING
SOCIAL PURPOSE



To provide care and healing for people and families affected by mental illness.

To ensure that every person is able to maintain their mental, physical and emotional health.

To promote joyful healthy living and ensure that death is neither long nor painful.

To promote health for families.

To recognize the rights of families who are fleeing persecution and looking for asylum.

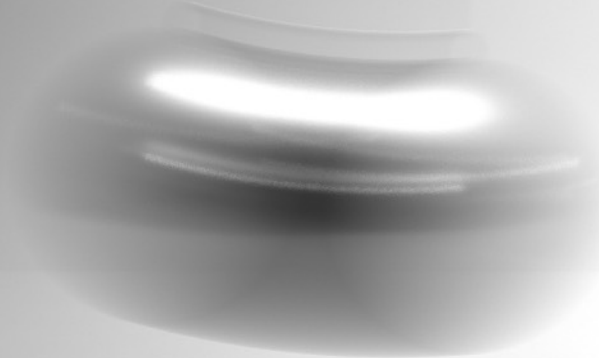
To ensure that every person earns a living wage.

To ensure that education is accessible and available to every child.

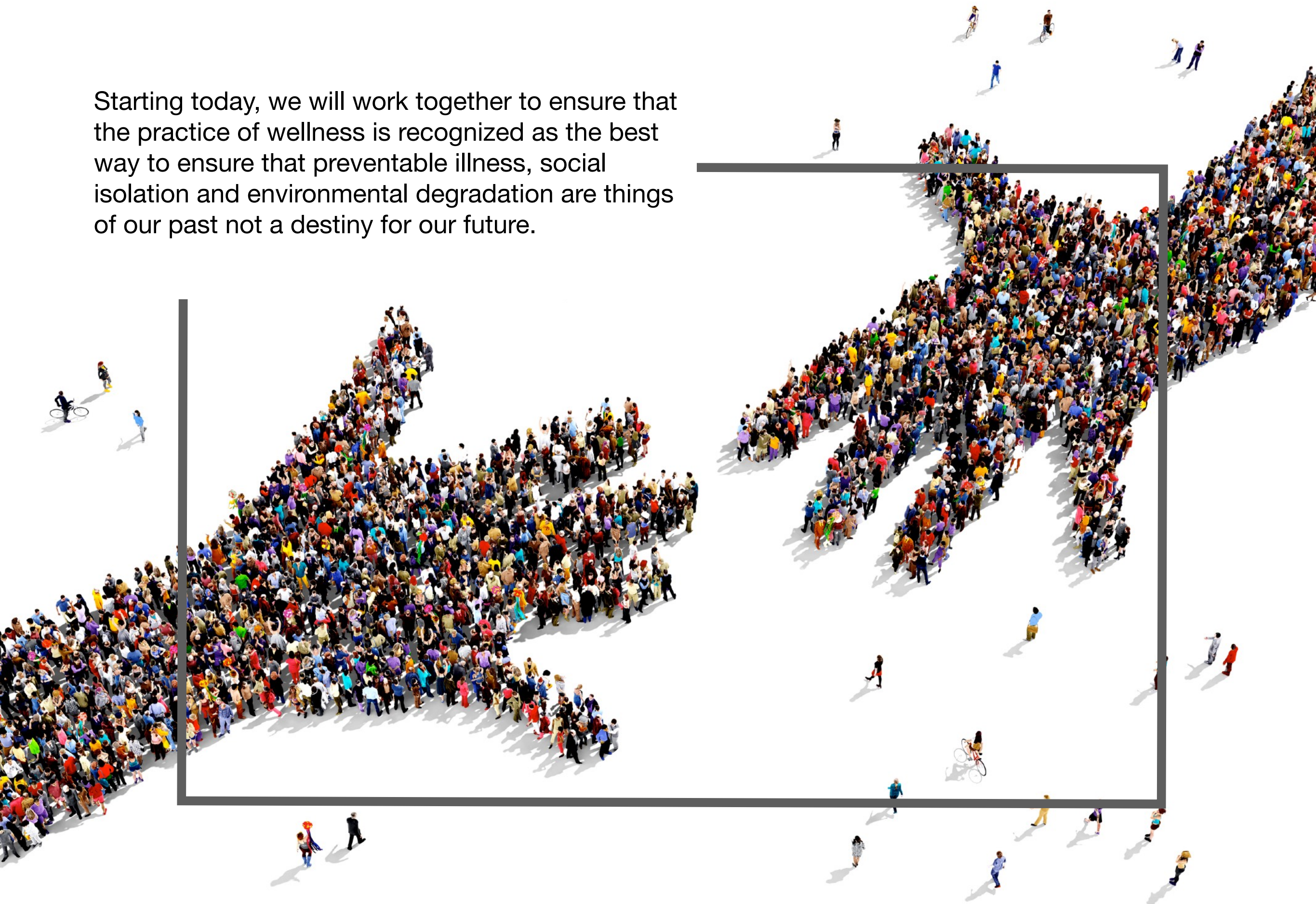
To advocate for an accessible and affordable functional medicine approach.

To focus on root causes, the body's natural ability to heal and working with nature to be guided through a journey of healing.

WE ARE **CREATING**
ACTION



Starting today, we will work together to ensure that the practice of wellness is recognized as the best way to ensure that preventable illness, social isolation and environmental degradation are things of our past not a destiny for our future.





YOU CAN BE THE CHANGE

SHARE YOUR STORY

HOW IS YOUR PASSION AND INFLUENCE AS PART OF THE WELLNESS MOVEMENT MAKING AN IMPACT IN THE LIVES OF YOUR FAMILIES, FRIENDS, CUSTOMERS AND COMMUNITIES?

 **@GWISOCIALIMPACT**

www.globalwellnessinstitute.org/initiatives/social-impact

For more information on how on how to get involved:

Sallie Frankel - sallie@mindbodyspiritnet.com

Wendy Bosalavage wbosalavage@livunltd.com