



# *Gaia Soul Alliance*



*The Ultimate Alliance for an INfinitely Better World*

## **Scope of Work**

*Gaia Soul Alliance - Scope of Work - [Charles Betterton](#) & [Michel Baise](#) © 2017*

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## **ABSTRACT**

Gaia Soul Alliance (GSA) is an “INfiniversal” alliance of “INlightened” and “INpowered” people, local communities, organizations and businesses, co-creating sustainable health, well-being, and prosperity for all on and in harmony with the earth.

It is “INtentional” community based and its membership is accessible to all, initially through the 501 (C)(3) non-profit Gaia Soul Alliance Foundation (GSAF) headquartered in Sedona, Arizona and/or any sister Foundations that would be set up subsequently in other countries as the need arises.

By joining the community, people, organizations and businesses are pledging to adhere to the values of Gaia Soul Alliance - Love, Partnership, Stewardship, Co-creation & Collaboration, Integrity and Authenticity and to lead a (personal or corporate) life conducive to sustainable health and well-being.

Members of the community can also elect to become volunteers. Volunteers are called to spread the vision and mission of Gaia Soul Alliance in their local communities and respective languages, the goal being to reach as many people on earth as possible. Within the scope of the Alliance, volunteers are also called to take initiatives and lead micro-projects in their respective environment that are aligned with the vision and mission of the Alliance. Appropriate forums of volunteers will be created to facilitate exchanges between volunteers and self-assessment of initiatives and micro-projects.

In the not-for-profit area, larger projects will be assumed by foundations and organizations which have become part of the alliance and by the Gaia Soul Alliance Foundation itself.

In the for-profit area, businesses, especially Benefit Corporations, B Corps and other “cause-oriented” and social enterprises which join Gaia Soul Alliance, will carry out projects in their respective strategic fields that are compliant with the vision, mission and values of the Alliance.

As first building blocks of the Gaia Soul Alliance, the founders are launching Benefit Corporations, which will encompass the principles and values of Community Economic Development (CED) that include Self-Help, Empowerment and Capacity-building. These new cause-oriented enterprises will interact with the Foundation in various ways and optimize traffic and resources for all.

At a further stage, the founders are considering the creation of financing vehicles, geared towards supporting socially responsible projects, which could take the form of a Development Bank and/or of a Crowd Funding entity and/or of any other Financing vehicles fitting local circumstances.

Michel Baise and Charles Betterton, sponsors of this INfiniversal initiative, are calling on every individual, organization and business on earth in resonance with the vision, mission and values of the Alliance to join and help co-create together a better world. Both are grateful to Nadine Desanti, lifetime co-founder, for her continuing guidance and support in the development of the Foundation.

### ***VISION AND MISSION***

We “INvision” Gaia Soul Alliance becoming one of the most sought after and trusted alliances of people, communities, organizations and businesses on earth for co-creating sustainable health and well-being for all beings on and in harmony with the earth, and for the earth itself.

All members of the Gaia Soul Alliance are encouraged to participate as a global co-creative collective “Intentional Community” to bring forth healthy loving ways to protect and preserve our individual and community health and well-being and the health and well-being of our home planet Earth, its inhabitants and its resources.

While on an individual and micro-scale basis, living the vision will translate into daily life application of the best-known practices available in each individual circumstance and in each relevant field, organization and business, members of the Gaia Soul Alliance are encouraged to research those best practices, find new ways to improve on them and help fund projects to make them available as widely as possible throughout the earth.

Gaia Soul Alliance’s mission is to provide a global and cross-border community platform to help INlighten and INpower people, communities, organizations and businesses to actively participate in healthy sustainable living to ensure their freedom and well-being in every aspect of life.



## ***CORE VALUES***



Gaia Soul Alliance is expected to link people, organizations, enterprises and corporations from diverse regions and cultures gained to its cause. Due to this diversity, it is key to have a set of values that everyone can share and live up with. Gaia Soul Alliance has earmarked five set of values that it considered as the most appropriate for all its members and that will give strength to its identity and image for insiders as well as outsiders.

The values expected to be adopted by all the members are:

**LOVE** - Recognizing the underlying force that ties us as humans and all other forms of creation together; offering hope to those in search of help and a place, a forum, where all are welcome. Being pure in spirit and respecting the Earth and all its inhabitants.

**STEWARD-HEIR-SHIP** - Fulfilling our obligation to help build a better, stronger and more durable world for future generations; meeting our commitments to stakeholders; protecting the Gaia Soul Alliance brand; and initiating and following through on actions to facilitate healing for individuals, communities and the global environment.

**PARTNERSHIP** - Embracing and nurturing mutually beneficial relationships in concert with the Foundation's vision, mission and core values, recognizing that together we are more effective than the sum of our parts.

**CO-CREATION & COLLABORATION**- Unifying the power of global insight, relationships and learning to deliver exceptional service to Alliance members, partners and other collaborators wherever they reside.

**INTEGRITY & AUTHENTICITY** - Being ethically unyielding and honest and inspiring trust by saying what we mean, matching our behaviors to our words and taking responsibility for our actions. Being authentic and ever present to the truth of who we are and the desire for a healthier life and future that unites us.

### ***ACTING AND NOT CRITICIZING***

No matter what the age, culture or socioeconomic background of participants and recipients of our services, Gaia Soul Alliance seeks only to express and explore the best of what is offered in the world rather than criticize or condemn what some may see as wrong.

We ask all members to choose to hold to the Sacred Truths that hold all of Creation together as One Blue Planet, this Circle of Living Oneness - the ones who are "animate", that are filled with life and all that surrounds.

The ancient teachings, the source for all religions, philosophies and sciences, hold this as one of the most fundamental principles of this Journey of Spirit: That All this Creation is Alive, from the smallest pond to the Galaxies and beyond throughout the Infiniverse, all is Consciousness in Motion. All of Creation is formed by this innumerable host of "Ensouled Beings".

### ***CONCEPT OF SUSTAINABLE CO-CREATION***

An important thrust of the Gaia Soul Alliance is to promote sustainability in the broadest terms, including social justice and community economic development that ensures environmental health, conserves non-renewable energy forms and avoids creating problems for which there are no easily available solutions.

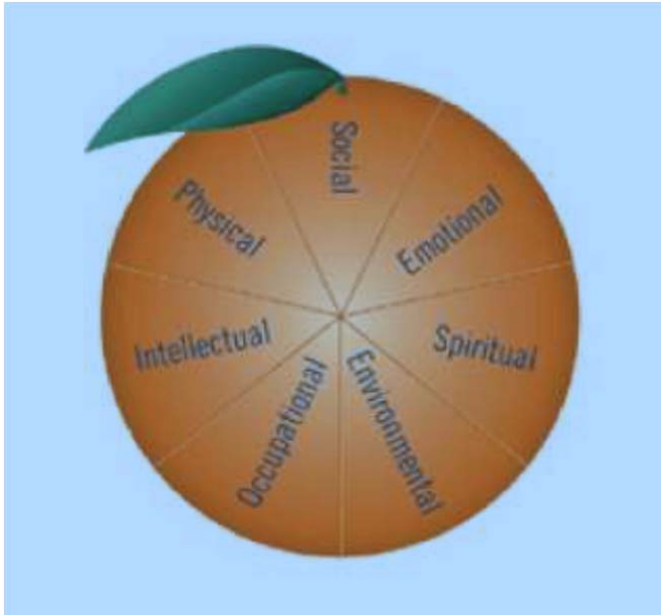
Sustainability embraces three different dimensions: social, economic and ecological.

Co-creation ought to be

- socially and ecologically affordable,

- economically and ecologically viable,
- economically and socially equitable and
- intrinsically sustainable.

### ***CONCEPT OF WELL-BEING***



Well-being is much more than merely physical health, exercise or nutrition. It is the full integration of states of physical, mental, and spiritual well-being. The model used by the University of California Riverside campus includes social, emotional, spiritual, environmental, occupational, intellectual and physical well-being. Each of these seven dimensions act and interact in a way that contributes to their quality of life.

**Social Well-being** is the ability to relate to and connect with other people in our world. Our ability to establish and maintain positive relationships with family, friends and co-workers contributes to our Social Well-being.

**Emotional Well-being** is the ability to understand ourselves and cope with the challenges life can bring. The ability to acknowledge and share feelings of anger, fear, sadness or stress; hope, love, joy and happiness in a productive manner contributes to our Emotional Well-being.

**Spiritual Well-being** is the ability to establish peace and harmony in our lives. The ability to develop congruency between values and actions and to realize a common purpose that binds creation together contributes to our Spiritual Well-being.



**Environmental Well-being** is the ability to recognize our own responsibility for the quality of the air, the water and the land that surrounds us. The ability to make a positive impact on the quality of our environment in our homes, our communities and our planet contributes to our Environmental Well-being.

**Occupational Well-being** is the ability to get personal fulfilment from our work or our chosen career fields while still maintaining balance in our lives. Our desire to contribute in our careers to make a positive impact on the organizations we work in and to society as a whole, leads to Occupational Well-being.

**Intellectual Well-being** is the ability to open our minds to new ideas and experiences that can be applied to personal decisions, group interaction and community betterment. The desire to learn new concepts, improve skills and seek challenges in pursuit of lifelong learning contributes to our Intellectual Well-being.

**Physical Well-being** is the ability to maintain a healthy quality of life that allows us to enjoy our daily activities without fatigue or physical stress. It's the ability to recognize that our behaviors have a significant impact on our well-being and adopting healthful habits (routine check-ups, a balanced diet, exercise, etc.) while avoiding destructive habits (tobacco, drugs, alcohol, etc.) will lead to optimal Physical Well-being.

## ***ALLIANCES***

Alliances are at the heart of Gaia Soul Alliance Foundation.

While the Foundation embodies the Ultimate Alliance for all, it will foster the development of successful alliances between people, intentional communities, foundations and charitable institutions, social enterprises, benefit corporations, cause oriented corporations and public authorities, gaining their adhesion to its vision, mission and values.

As first building blocks of the Gaia Soul Alliance, the founders are launching Benefit Corporations, which will encompass the principles and values of Community Economic Development (CED) that include Self-Help, Empowerment and Capacity-building. These new cause-oriented enterprises will interact with the Foundation in various ways and optimize traffic and resources for all.

Following is a simplified diagram of the flows between the various entities that the Foundation will interface with:



## MEMBERSHIP

All prospective members of Gaia Soul Alliance Foundation (GSAF) are encouraged to participate with us as a global co-creation to bring forth healthy loving ways to protect and preserve our individual and community health and wellness and the health and wellness of our home planet Earth, its inhabitants and its resources.

We envisage three levels of memberships:

### 1. Free Membership

Just as donations and levels of giving are instrumental for the success of a foundation's work, at GSAF, we also encourage free member enrolment knowing that the global presence of thousands, even millions of people, is a co-creative energetic currency that adds immense momentum to the accomplishment of our vision and mission.

In free enrolment, a simple survey is offered to get to know our new members - extending to them an opportunity to customize their user experience on our website. Through this survey, we understand why they have come, what they feel is important to them and the areas of the

Foundation they're interested in following and contributing to with their creative and intellectual currency.

Every step of a free member's experience with GSAF will be to participate with us. No matter what the age, culture or socioeconomic background of participants, GSAF seeks only to express and explore the best of what is offered in the world rather than criticize or condemn what some may see as wrong. We ask all members to choose to hold to the Sacred Truths that hold all of Creation together as One Blue Planet, this Circle of Living Oneness - the ones who are "animate", that are filled with life and all that surrounds. The ancient teachings, the source for all religions, philosophies and sciences, hold this as one of the most fundamental principles of this Journey of Spirit: That All of this Creation is Alive, from the smallest pond to the Galaxies and beyond, all is Consciousness in Motion. All of Creation is formed by this innumerable host of "Ensouled Beings".

## 2. INlightened Membership

The INlightened Membership will provide access to a wider range of resources of the Foundation that will evolve as the activities of the Foundation are growing.

In counterpart of this, each INlightened Member is committing to make regular contributions to allow the Foundation to assume the costs of generating those resources.

## 3. Co-Founder membership

For those totally aligned with and dedicated to the cause of the Foundation and able to assume a significant lump sum as entrance fee, in addition to the full access to the resources of the foundation, they will be listed as co-founders.

## ***VOLUNTEERING***

While every person, organization or business joining the Community is per se volunteering to apply in daily life and activities the values of the Alliance and to contribute to its vision and mission, the Gaia Soul Alliance is calling on people to volunteer part of their time to spread the vision, mission and values of the Alliance in their local communities and to initiate micro-projects aligned with this vision, mission and values.

As the group of volunteers grows, some of them will have the opportunity to assume a federating role in their respective region/country/language to provide true localized support. Similarly, as interest grows in the various potential fields of activity, global sponsors will be chosen to preserve coherence and synergy between the global vision and mission and the local initiatives.

### ***BEST PRACTICES RESEARCH***

Within the spirit of the Gaia Soul Alliance, best practices research does not mean actual research conducted by the Foundation, though this may happen from time to time. It means identifying the best practice leaders in specific areas and seeking having them joining the Alliance and co-creating with other people, corporations, enterprises and organizations gained to the cause and values of the Alliance.

All areas listed in the grid on page 5 are susceptible of such best practice identification and alliances. For instance, the provision of clean water to all people on earth may cover areas of research such as desalination of sea water, structured water devices, ways to overcome political obstacles, empowerment of local communities to ensure proper water supply as a priority, etc.

The nutrition field is also a very rich area but one where best practices are often obscured by economic interests or by self-declared gurus proposing contradictory and unbalanced diet to people.

The world of alternative medicine is another rich field of research and best practices are also often silenced by economic interests.

One can go through the entire list on page 5 and for each of them identify the challenges and opportunities offered by such best practice research.

### ***EDUCATION AND OUTREACH***

Education is the preparation of a man, woman, or child, on physical, emotional, mental, and spiritual planes, to assist in the realization of their potential in life.

We feel that as part of education, children, at a young age, should see themselves as part of a community, wider than the family and different from the school – not to replace school, but to enhance what school can bring to life.

Our earth has moved through great cycles and ages. Each age confers on humanity, in an upward spiral, an enhancement of the quality of its consciousness. As humanity transitioned from the Piscean Age in the early 1600's to the entrance of the Aquarian age, in our lifetime, the power of 'individuality' came into greater awareness than ever before. This increased awareness of the power of 'individuality' underlies the quality of vision, aspiration and idealism that has been responsible for the growth of our world as we know it.

## **MODELS AND SYNTHESIS**

Given that the Gaia Soul Alliance Foundation's core values express the soul of the earth, the new educational models we seek to bring forth express synthesis. It is this ability to synthesize that inevitably broadens the consciousness of our humanity and makes evolved, peaceful, healthy, human relationships possible. Synthesis is all about relationships - the relationships of our ideas, our cultures, and our ability to embrace our planet and to live joyfully to sustainably preserve it. Synthesis broadens one's individual consciousness until it enables one to embrace the oneness of humanity - where we can stand fully individualistic and unique as well as in unity as one evolving earth in wellness.

GSAF is committed to bringing forward new models, new forms, for a growing world consciousness so people will better know their individual creative power as well as express that individuality as an integral part of a whole earth. In education, in business, in every aspect of life, groups are forming more than ever before to make their voices heard; expressing their beliefs, intentions, ideology, hopes and aspirations in a more powerful way than they are able to do as a single individual.

Through groups like the GSAF, we feel the world will gradually become more unified. Although we are uniquely individual, we all need the same things to maintain well-being: healthy food to eat, clean water to drink, clean air to breathe, clothes to wear, housing and education. When these intrinsic needs are experienced as the basic requirements for all people and not just the privileged, we will see and experience a shift in human consciousness.

GSAF seeks to call individuals to action through personal participation through state of the art technology designed to customize a member's experience on the foundation website and further complement their daily user experience with specially designed cell and tablet applications that can be customized to their health and wellness needs - to put best in class education into action in day-to-day living.

We seek to help improve a person's quality of life by providing information on 'best practices' through customizable interactive tools. Inspiration and synergy are also felt through real stories of real people changing their lives for the better around the world and shared through web and mobile channels.

Education over the centuries, in most countries, has generally been nationalistic. People have been taught the history of their nation, usually in a very biased form: everything that nation did was good, and everything other nations did was bad. This approach has perpetuated a myopic and prejudiced vision of the world to the developing child. In that view, there is a bad nation and a good nation and blame.

We believe education can encourage self-responsibility and honor the sanctity of a child's creative process, as well as, encourage the preservation of our earth's resources. Children are inherently brilliant and education should not serve to solely inculcate information but to awaken a child's natural brilliance to explore life and the universe.

*(Education for Global Citizenship and Social Responsibility* by Julie Andrzejewski and John Alessio:

<http://www.uvm.edu/~dewey/monographs/glomono.html#Education%20for%20Global%20Citizenship%20and%20Social.>)

There was a time when humanity was tuned into the soul of the Earth. Every tree, every storm, every sowing and harvest was imbued with a sanctity for life and had meaning. The indigenous people, in all corners of the world, understood their relationship with animals, plants and the elements. Many native people blessed, thanked, and asked forgiveness for their interactions with, and intrusions upon others, both animate and inanimate. They understood that a balance had to be kept.

With the coming of the age of enlightenment and the rise of science came materialism and a consequent disenchantment with the Earth. Many of us have forgotten about the souls of the Earth and our fellow creatures. We turned them into mere "things." And as we know from the fields of war and humanity's holocausts, when we make someone or something into a mere "thing," we feel free to destroy it. It is soulless to us, no more than a machine. It is merely matter, not soul ---- that's where each of us comes in. We are each part of the Earth. By healing ourselves, we may be able to heal the Earth. By re-enchanting the pieces, we can begin to re-enchant the whole. We can start today in our own home, in our own backyard, in our own neighborhood.

From ancient civilizations to current times, art, culture and architecture have identified harmoniously proportioned shapes and repeating patterns known as the golden mean. We see this in the geometry found in nature, a flower blossom, the growth of a tree, a nautilus shell. We discover perfection and an incredible order that awakens in us a sense of our own inception, DNA, and form.

Our intention is to help re-awaken the spirit and wisdom of the ancient world; to renew people's consciousness and awareness; to create sacred spaces to help us remember; to feel our innate connection to the forces of creation within us and in nature; to bring honor, respect and sustainability to all conscious and sentient beings. "Come forth into the light of things, Let nature be your teacher" ~ William Wordsworth.

There is an awakening of consciousness in this ever-changing time in every aspect of what and who we are as individuals on this evolutionary journey of the soul.

There is a holistic transformation that takes place to behold the perfection that is within the self and all things – the perfect and pure vibration of infinite soul and spirit. We, as artists, walk both in the physical and spiritual worlds. The doorway to the spiritual realm is opened through the depth of connection to our heart and what is felt, perceived and experienced, and then expressed through our art of living.

### ***DEVELOPMENT AND DEMONSTRATION PROJECTS***

As indicated above, as first building blocks of the Gaia Soul Alliance, the founders are launching Benefit Corporations, which will encompass the principles and values of Community Economic Development (CED) that include Self-Help, Empowerment and Capacity-building. These new cause-oriented enterprises will interact with the Foundation in various ways and optimize traffic and resources for all.

The ultimate goal is to fill in all each of boxes in the chart of page 5 and more with specific development initiatives and projects, mostly achieved through appropriate alliances, though some may be directly assumed by the Foundation.

## ***STRUCTURE AND GOVERNANCE***

Gaia Soul Alliance Foundation aims at keeping its structure as light as possible to facilitate interactions between parties involved and to minimize costs. The number of Board members will be limited as much as possible to what is defined as the minimum in the Articles of Incorporation. Exceeding this minimum will be considered if regulations to which the Foundation is submitted requires it or if there is value added in having additional members given their specific profile.

The Foundation will establish an advisory board, in which the co-founders as described in the membership chapter, will be invited to participate. The way this advisory board will function will be further described when enough co-founders have subscribed.. Given the global reach of the Foundation, such advisory board is not expected to meet physically, but will through video-conferencing. At some stage, an annual conference in a physical location will also be considered to provide exchanges between members as well as allied enterprises, corporations and organizations.

## ***STRATEGIES FOR FINANCIAL SUSTAINABILITY***

The first strategy for financial sustainability of the Foundation is “not do in-house what is already done elsewhere but find ways to associate it to the Foundation through ad hoc agreements or alliances”. The not-invented here syndrome does not belong to a Foundation that is anchored on co-creation, collaboration, partnerships and alliances.

The second strategy is in leveraging all forms of networking and alliances to attract memberships, grants and donations.

The third strategy, which assumes that sufficient financial capacity has been created or that “golden” shares can be offered, is in investing in key corporations and enterprises, with which and between which alliances are created, all supportive of the cause and values of the Foundation.

The fourth strategy is in helping set up one or more financial institutions or financing vehicles, whose scope of work is attuned to the cause and values of the Foundation and which will provide, subject to local circumstances and regulations, an ordinary or preferred dividend stream to the Foundation as well as a pool of volunteers, who, in agreement with their terms of employment, will dedicate a percentage of their working time to volunteer for and at no cost for the Foundation.



## INVITATION FOR COCREATIVE COLLABORATION

We cordially invite any individual and organization who resonate with the vision and mission shared in this Scope of Work to participate in whatever way and whatever level is most appropriate for you. To express your interest, share your feedback and suggestions, ask any questions or obtain additional, please contact us via email at [michel.baise@gaiasoulalliance.org](mailto:michel.baise@gaiasoulalliance.org).

We will be developing one or more web sites at [www.GaiaSoulAlliance.org](http://www.GaiaSoulAlliance.org) and [www.GaiaSoulAllianceFoundation.com](http://www.GaiaSoulAllianceFoundation.com)

Please visit and Like our Facebook pages at

<https://www.facebook.com/GaiaSoulAlliance/> and  
<https://www.facebook.com/gaiasoulalliancefoundation/>

**Thank you for your interest and consideration of our INvitation to participate!**

**CROWDRISE FUNDRAISING CAMPAIGN** Please visit our interim Fundraising Campaign to help with the relocation of the Gaia Soul Alliance Foundation from Texas to Sedona, Arizona.  
<https://www.crowdrise.com/launching-the-new-gaia-soul-alliance-foundation>

**DONATIONS WELCOME!** We welcome and deeply appreciate your donation to help us relocate the Gaia Soul Alliance Foundation to its new home in Sedona, Arizona, We are preparing to offer new Membership services, enter into strategic alliances with other non-profit organizations and in some cases with cause-oriented Benefit Corporations) in alignment with the Foundation's Core Values.

We are inviting donations to help cover the relocations expenses, to set up our new base of operations, create informational publications, produce a calendar of live and online events, establish, set up and manage various social media platforms, and launch one or more Crowd Funding Campaigns to attract cocreative and collaborative partnerships in developing, implementing and ensuring the ultimate success of our programs and projects and those of our present and future strategic alliance partners.  
<https://www.crowdrise.com/launching-the-new-gaia-soul-alliance-foundation>

Please contact us with any questions at +1 928-554-4715, visit and Like our Facebook pages and subscribe to our forthcoming newsletter. **Thank you!**

### CHARTER MEMBERSHIPS

We are so happy to now be able to invite your cocreative and collaboration partnership as a Member of the Foundation! We are initially offering three Membership levels and with the option of selecting monthly or annual contributions. <https://www.gaiasoulalliancefoundation.org/get-involved/membership/>

The initial Charter Members will be invited to serve on an advisory team to help shape the details of the various levels of membership and help identify the benefits and services available to Members. Please do participate and contact us with your feedback, suggestions and recommended programs, products or services we could make available to our Members, Sponsors and Donors. **Thank you!**