



# **BE REMARKABLE MOVEMENT**

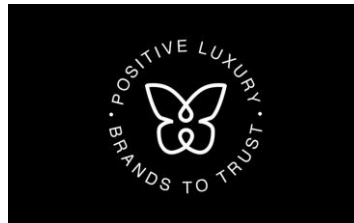
**A strategy for growing impact investment awareness**



*Be Sensitive Foundation*

# Invitation Only

For members of the following organizations. (Partial List)

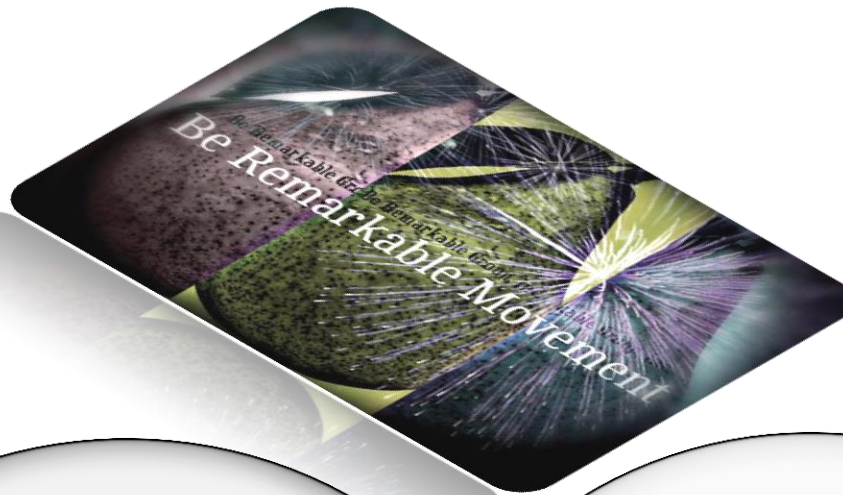


*Be Remarkable.*

**WE'RE ADDRESSING AN EPIDEMIC OF FEAR AND  
DISTRUST TOWARDS FINANCIAL INSTITUTIONS &  
MULTI-NATIONAL CORPORATIONS.**

**Purpose-oriented Brands Have A Greater, More Enduring Success.**





**In an era of fragmented niche groups**

investors want more than mass-market branded messages and actively silent digital 'noise' that doesn't speak to them as individuals.

**Just like you, we want to be positive active contributors in the 'Real-World'.**

Let's start with an authentic cause partnership. Be Remarkable Campaigns are meaningful social impact messages that create a thoughtful conversation pertaining to collective social and environmental issues.



# BE REMARKABLE CO-BRANDED REUSABLE TOTES

The New Message Delivery Mechanism

**Effective & Measurable**

Distributed at world class events, providing continuous exposure for your brand.

**A Celebration of Excellence**

**500,000 Co-Branded Totes**

**Sporting Award  
Events**

**Entertainment  
Awards Events**

**Select Corporate  
Galas**

**Education Awards  
Ceremonies**



# THE RIGHT MESSAGE TO THE RIGHT AUDIENCE, PROVIDES THE HIGHEST YIELDS AND THE GREATEST IMPACT.



- Google handed out thousands of bags bearing the company's logo at its "Zeitgeist" conference.
- The Sundance Institute distributed 12,000 fabric bags at its annual film festival.
- Home Depot distributed 500,000 free reusable shopping bags on Earth Day and Wal-Mart gave away one million totes.

- San Francisco became the first U.S. city to ban plastic bags from supermarkets and chain drug stores.
- The City of Westport, CT., banned most kinds of plastic bags at retail checkout counters.
- Boston, MA, Baltimore, MD and Portland, OR., are also considering banning bags.



# THE FIRST CAMPAIGN

## WHY BE REMARKABLE TOTES?

### The United Nations Environmental Program

Estimates there are 46,000 pieces of plastic litter floating in every square mile of ocean.

**Thousands of marine animals and more than 1 million birds die each year as a result of plastic pollution.**

Making a paper bag emits 50% more global warming gases than making a plastic bag.

- Paper production requires hundreds of thousands of gallons of water and toxic chemicals like sulfurous acid, which can lead to acid rain and water pollution.
- Paper bags do not biodegrade in landfills due to a lack of oxygen.
- Approximately 14 million trees are cut down yearly for paper bag production.

**Approx. 380 billion plastic bags are used in the United States every year. That's more than 1,200 bags per U.S resident, per year. Approx. 100 billion of the 380 billion are plastic shopping bags.**

U.S. cities spend up to 17 cents per bag in disposal costs, wasting millions of tax dollars.

- Only 1 to 2% of plastic bags in the USA end up getting recycled.
- Americans consume more than 10 billion paper bags per year.
- An estimated 12 million barrels of oil are required to make that many plastic bags.



We're building trusting relationships for a lifetime of value.

**DONORS, SPONSORS, INVESTORS**



**SEE ME!**  
High-achieving children in poverty and from minority groups are 25% less likely to be identified for, and served in, gifted and talented programs in schools. **Parents deserve fair and accurate assessments.**

Join the movement to SEE, UNDERSTAND, TEACH, and CHALLENGE gifted and talented children from all backgrounds. Sign up to be part of the Gifted Children Know No Boundaries team.

Gifted Children Know No Boundaries  
www.GiftedChildrenKnowNoBoundaries.org



**TEACH ME!**  
Gifted and talented children have unique learning needs that set them apart from their peers. These learners benefit most when taught by teachers trained to identify and support them. **Gifted is a learning style, not a personality trait.**

Join the movement to SEE, UNDERSTAND, TEACH, and CHALLENGE gifted and talented children from all backgrounds. Sign up to be part of the Gifted Children Know No Boundaries team.

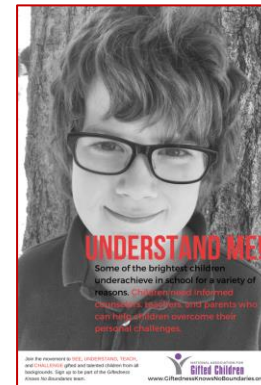
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**CHALLENGE ME!**  
Gifted children know nearly 50 percent of early elementary school material on the very first day of class. Imagine how frustrating it is to sit through content you already know.

Join the movement to SEE, UNDERSTAND, TEACH, and CHALLENGE gifted and talented children from all backgrounds. Sign up to be part of the Gifted Children Know No Boundaries team.

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**UNDERSTAND ME!**  
Some of the brightest children underachieve in school for a variety of reasons. **Children need recognized talents and programs where parents who can help children overcome their personal challenges.**

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SHARE

**Be Remarkable** is one **promise** that resonates and ensures our **communications** are **clear and cohesive**; created under the guiding principle of **one concept, one voice**.

When we empower gifted and talented children and innovative young people, they will uplift their peers, families and mentors. Once that virtuous cycle begins, we lift the next generation of social contributors.

LEARN MORE

CALL TO ACTION!

*Be Sensitive Foundation*

**Be Remarkable Movement**  
**Presentation**



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