



The “Ten percent Solution” is an idea whose time has come.

What if there was a way that you could be healthier, happier and have a better immune system and it not cost you any money or time? In fact you would pay less income tax and maybe get money back.

Now add in that just by doing what you always do, buy food or clothes or a car or anything, you could feed a starving child in another country or maybe down the street or anywhere in your country. You could help seniors, or improve the local hospital or improve your local school, all at no cost to you, in fact you will benefit in ways you can't imagine.

Would you support an idea that does all that?

The time has come for a global shift, and it is possible with just one idea. Ideas can change the world, sometimes for the worse, the time has come to change for the better.

There is an idea called “corporate social responsibility”¹, it says that organizations that make money have some obligation to voluntarily take steps to improve the quality of life, not only for their employees and customers, but for the local community and society at large.

Every year companies and corporations make millions and billions of profit and in many cases they give some of that money to charities. Giving a percentage of profits to charity is one way for big companies to practice corporate social responsibility and generate some good publicity. Have you ever heard of a company giving money anonymously to charities?

The “we spend” and “they give to look good” system works, but what if we could vastly multiply the benefits of this, just by changing “the system”.

It is time to evolve, time to move up a level in the evolution of helping people and feeling good about it. It is time for an idea that will change the world.

Here is how it works.

A company following the Ten Percent Solution gives a maximum of 10% of their profits to a charitable organization that helps people in need. And you the customer get to pick where that money goes. So if you buy a \$100 dollar item, then a maximum of \$10 goes to help someone, if you buy a \$20,000 car then up to \$2000 will go to help someone. Keep in mind that companies do this anyway to be good corporate citizens and of course for publicity. So the Ten Percent Solution will not make prices go up. The difference is

that you the customer, paying the money, get to say where the charity money goes. Why not it is your money they are using. This doesn't cost the company anything except an initial cost to set up a record system. They have to do that every time the government changes sales taxes anyway. Now you buy the \$20,000 car and the dealer asks you what charity in your community or anywhere in the world that you want the \$2000 (10%) to go to. A grocery store following the 10% solution can have your charity on file and each time you buy groceries you have decided that a hungry child gets to eat also. And if you buy \$1000 worth of groceries a year at the end of that year you get a \$100 charity receipt to claim on your income tax. If that big store that sells just about everything in your community used the 10% Solution then at the end of the year your community could have a new program or facility for seniors or maybe one to help abused women or children or a new school program. Why not?

Would you support a company or business that advertises that they use the 10% solution? They spend money on advertising anyway why not get them to advertise how they will help you to help others.

What about the health benefits to you?

Well imagine that when you pay a bill or buy something that the receipt you get reminds you that you helped someone because you told the company what cause you support. That is an act of kindness that you get to feel good about every time you buy something.

Simple ? Yes... but far more profound than you might imagine.

Did you know that it is a proven fact that acts of kindness are good for your physical and mental health²? This isn't some kind of warm and fuzzy theory but the result of hundreds of scientific studies that prove that acts of kindness promote mental health and boost your immune system. Now consider that not only does kindness make the giver healthier and happier it is also contagious to people watching the process. Scientific experiments have shown that an act of kindness not only improves the health of the person giving but also of anyone watching it. One act of kindness in the 10% solution system would affect at least 3 people: the customer (you), the seller and the person who receives the gift of the donation. Imagine if an act of kindness helped those 3 people to be kind to someone else or maybe to 3 other people and so on. It can be a chain reaction that builds on itself and improves people's health. Imagine if we could raise the health levels in our country or in our world by just 1%. Can you imagine how many billions of dollars that would free up from health care? This can be a sustainable chain reaction if we, the consumer, just keep asking companies to change the way they do business until they realize that the "10% solution" is the next step in the evolution of "corporate social responsibility" and the next step for us as a planet to shift into giving and better health and happiness for everyone.

What can you do now? Well three simple things would be great.

As best that you can please:

A. Talk to at least ten people about this idea, you can keep it simple. It is the 10% solution and it gives money that can do things like comfort the sick, feed the poor or protect the helpless or build a better community. It costs you nothing, improves your health and gives you a tax benefit. Let them know you support the idea and mention these three things (A, B and C) to them.

B. Email or write or blog at least 10 people about this idea and ask them to do the same. Let them know you support the idea and ask them to spread the word.

C. Talk to, write or E mail at least 10 businesses and first ask if they ever give any money to charities. Then ask if they have the 10% solution system. Then let them know you would support businesses that have this system, then see if they ask you what it is. It would be great if people started writing and e mailing companies that make millions and billions of dollars and asking for the "10% solution" to be adopted because then we all benefit.

Please remember nobody "owns" this idea; it belongs to everyone, so it is yours now. It is time for you to change the world by spreading this idea and asking companies to adopt it. I hope that you are excited about this idea because excitement is contagious also. I hope it finds a way to someone famous and if they claim it to be their idea (who cares) as long as the changes happen, it is all good.

Time for change, time for a global shift, once one big company does it the rest will follow suit. We the customer can do this it is an idea whose time has come.

It is up to you.

Haven't you felt it? The act of giving, of kindness for the sake of giving

Keep in mind that companies already give some of their profit to charity so the

You can never change something by condemning it. Work for the positive rather than fighting the negative. We do not point out who does not follow the 10% Solution, we just make noise and support the companies that do. And we ask others to follow suit. Send letters asking why? And asking companies to adopt the 10% Solution, why not?.

Help corporations to share with those who need and to help their customers feel good about sharing also. How? by asking them to, can people change a world? we sure can. by supporting companies that support the "Ten percent Solution"

Because corporations are people too.....

1. http://en.wikipedia.org/wiki/Corporate_social_responsibility
2. <http://www.actsofkindness.org/inspiration/health/detail.asp?id=2>

Health Benefits of Kindness - Abbreviated

Numerous scientific studies show that acts of kindness result in significant health

benefits, both physical and mental. Here are some key points:

- Helping contributes to the maintenance of good health, and it can diminish the effect of diseases and disorders serious and minor, psychological and physical.
- A rush of euphoria, followed by a longer period of calm, after performing a kind act is often referred to as a "helper's high," involving physical sensations and the release of the body's natural painkillers, the endorphins. This initial rush is then followed by a longer-lasting period of improved emotional well-being.
- Stress-related health problems improve after performing kind acts. Helping reverses feelings of depression, supplies social contact, and decreases feelings of hostility and isolation that can cause stress, overeating, ulcers, etc. A drop in stress may, for some people, decrease the constriction within the lungs that leads to asthma attacks.
- Helping can enhance our feelings of joyfulness, emotional resilience, and vigor, and can reduce the unhealthy sense of isolation.
- A decrease in both the intensity and the awareness of physical pain can occur.
- The incidence of attitudes, such as chronic hostility, that negatively arouse and damage the body is reduced.
- The health benefits and sense of well-being return for hours or even days whenever the helping act is remembered.
- An increased sense of self-worth, greater happiness, and optimism, as well as a decrease in feelings of helplessness and depression, is achieved.
- Once we establish an "affiliative connection" with someone - a relationship of friendship, love, or some sort of positive bonding - we feel emotions that can strengthen the immune system.
- Adopting an altruistic lifestyle is a critical component of mental health.
- The practice of caring for strangers translates to immense immune and healing benefits.
- Regular club attendance, volunteering, entertaining, or faith group attendance is the happiness equivalent of getting a college degree or more than doubling your income.

Would you support all of this?

Support the Ten Percent Solution a simple powerful idea that accomplishes all this and more. Visit us at Helpingu.ca to see more.

