

***Dreams into Action - The Waiting Is Over***  
***Development Phase***

**Donor's Gift Designation**

- This gift is unrestricted and may be used where the need is greatest for the completion of ***Dreams into Action: The Waiting Is Over***.

**Please designate this gift for this specific purpose:**

- Completion of ***Dreams into Action: The Waiting Is Over*** – Documentary Film Project

This documentary film chronicles the journeys of five social entrepreneurs who are tackling major social problems using a variety of business models. The film includes biographical sketches of each entrepreneur to highlight the motivations and experiences that catalyzed their commitment to make a difference in the world via social entrepreneurship. The viewer is invited into the world of these creative and visionary individuals as they engage in actual business planning sessions and interviews with the press and industry trade groups, prospective funders, partners, creative collaborators and many other stakeholders. McKinley Williams is one of the social entrepreneurs that will be featured in the film. As he has said elsewhere in this presentation, “walking the walk” is crucially important when presenting oneself as an expert or leader in anything. By chronicling his actual experience of making his dream come to life, he will be “walking the walk” and creating a resource to show others what’s possible when they make the decision to pursue their dream. In addition to the completed film, funds designated for this project will also underwrite a publicity campaign comprised of video(s), website, print collateral, social branding and additional fundraising and promotional efforts intended to promote the *Dreams into Action Network*, exposing it more broadly to the philanthropic community, business community and the general public.

- Completion of ***Find Your Own Way Home*** - Non-Fiction Personal Development Book by McKinley Williams

*Find Your Own Way Home: Cultivating Practical Wisdom While Honoring the Purpose Imperative* (initially self-published and distributed) including the development of complementary educational materials and coaching resources.

- Completion of ***Songs in the Great Turning*** - An Album of Original Songs by McKinley Williams

Further creative development and refinement of McKinley’s original songs in preparation for professional recording sessions and promotion of his first album titled “*Songs in the Great Turning*.”

- Completion of ***Dreams into Action*** Television Show “Sizzle Reel” with Presentation Deck

Creation of “pitch” resources for the proposed *Dreams into Action* weekly television series (see *Dreams into Action* Television Series program description). The *Dreams into Action* television show, which, if successfully picked up for broadcast and eventual syndication, will provide significant funding and visibility for the *Dreams into Action Foundation*.