

Dreams into Action - The Waiting Is Over
Product Production

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 McKinley's reinvention as a social entrepreneur who has set out to tackle major social problem with a hybrid business model. The film highlights the motivations and experiences that catalyzed McKinley's commitment to make a difference in the world via social entrepreneurship. The viewer is invited into McKinley's world as he engages in actual business planning sessions and interviews with prospective donors, actual donors, the press, joint venture partners, creative collaborators and many other stakeholders in this venture. As McKinley Williams has said elsewhere, "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*.

Mail to:

Dreams into Action – The Waiting Is Over
c/o McKinley Williams
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For more information:

Please e-mail McKinley Williams at mckinley@mckinleywilliams.com or call (310) 975-9359