

Make a Difference at Better World International



**BETTER WORLD**  
INTERNATIONAL

**Join Our Board!**  
**2018**



[www.betterworldinternational.org](http://www.betterworldinternational.org)

### Our vision

To be the organization that helps to create a Better World for future generations.

### Our mission

We unite global dreamers, and create innovative solutions to build a better world right now.

### How we do it?

To really change the world we need to unite. We need to act as one powerful organization. And this is what we are doing here.

We connect with experts, we produce great content to attract those who want to change the world

But also, we create Innovative solutions that will lead people towards taking action toward global challenges.

### Why do we do this?

We created this organization out of our desire to make this world a better place for us, and for our future generation. It all comes from a place of Love – towards other people in our community, across the world, and especially towards ourselves.

It brings meaning to our life, and to our entire existence.



## Our Leadership Team



### Corey Harnish - CEO, Co-founder

Corey Harnish is CEO of Better World International and excels in volunteer management. With a background in gamification and motivation psychology, Corey oversees professional teams of developers, fundraisers, and communication specialists. Corey is driven by a desire to make the world a better place.

Acts of kindness, promoted by social impact projects like The Good Cards, touch the lives of others and unite our global community. Corey sees these game-based projects as the solution for blending fun with measurable social impact. Better World International, and specifically The Good Cards, is the shared legacy he'd like to leave. Corey holds dual Bachelor of Science degrees in Public Management & Policy and Computer Science from the University of Arizona.



### Pavo Alva - Founder, Chairman

Pavo Alva is a serial entrepreneur with a big heart. At the age of 19, he started his first company and has been visioneering ever since. Pavo is author of Poland's best-selling book, "The Financial Awakening," which sold \$1.2M just two weeks into its release. He is responsible for raising over \$6M in venture capital for his start-up companies and nonprofits, the majority of which are focused on leading positive, purposeful lives.

Pavo serves Better World International in a leadership capacity, upholding the organization's mission through financial prowess and skilled management. He holds a Marketing and Finance degree from Wroclaw University of Economics and Master's in Business Administration from WSB University in Poznan. (Glasses pictured are his design.)



### Julia Djeke - Communications Director

Julia Djeke is a communications strategist, writer, and yoga instructor. With over 10 years of experience in the nonprofit sector, she merges idealism with pure pragmatism.

Julia's attention to consumer insights, content trends, and brand consistency contribute to her communications approach.

She produces copy for UC Santa Barbara's website and social media channels, as well as content marketing agencies and private clients. Julia holds a Master's degree in English and Bachelor's degree in Comparative Literature. She enjoys leading teams through the process of ideation, strategy, and execution in order to produce fresh content that inspires.





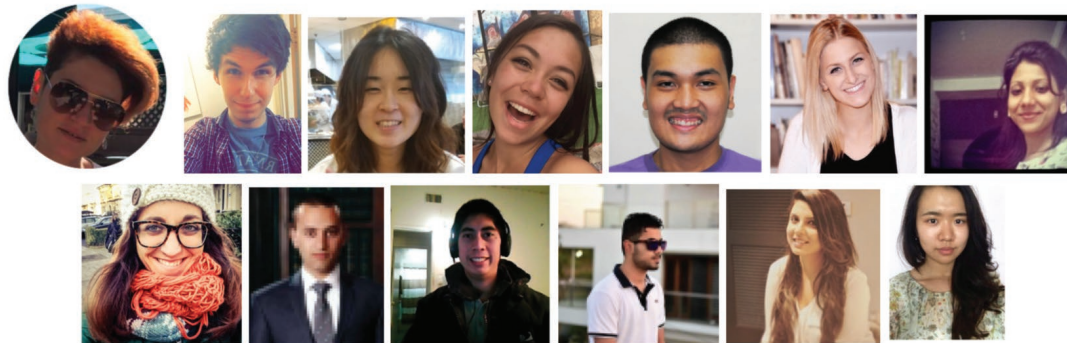
**Ken Surritte Founder at WATERisLIFE**

Helping children at risk around the world. Putting an end to the 6,500 people dying each day because of waterborne disease. Specialties: Non-Profit, business consulting. Also Founder of Hearts and Hands International, an organization committed to helping at-risk children internationally.

## Our Volunteers - The Foundation

OVER 10,000 HRS OF FREE TIME DONATED TO BRING THIS PROJECT TO LIFE

More than 80 beautiful people, representing 15+ countries  
These are some those people who believe we can make this world a better place and care SO MUCH about the Goodness in the world.



Check out this Happy video of some of the team along the way

<https://www.youtube.com/watch?v=id5i2uFZ2gQ>



## What YOU Bring to Better World International

We are looking for board members who the desire and energy to make a significant difference in our global community. We welcome potential board members with a breadth of experience including the following:

- Non-profit start-up, investor funding, crowd funding
- Technology expertise (digital currencies)
- Corporate partnerships/corporate social responsibility
- Strategic planning
- Sales/Marketing/ Social Networking/ Guerilla Marketing

In addition to your experience we are looking for individuals who demonstrate effective skills in the following areas:

**Entrepreneurial Spirit** : Willing to take risks, comfortable with ambiguity, flexible, willing to make bold moves; can take an idea and make it happen; takes a hands on approach and is resilient.

**Financial Acumen** : Understands how to approach stakeholders for funding; can make a significant contribution in the development of a fundraising strategy; can communicate a strong value proposition, good financial acumen.

**Collaborative** : Willing to actively listen to others, seeks input before making decisions; values the ideas and opinions of others; strives to build a positive work environment; enjoys working with and helping others.

**Drive Results** : Strong bottom-line orientation. Persists in accomplishing objectives despite obstacles and setbacks. Has a track record of exceeding goals successfully. Pushes self and helps others achieve results.

**Strategic Mindset** : Anticipates future trends and implications accurately. Readily poses future scenarios. Articulates credible pictures and visions of possibilities that will create sustainable value. Creates breakthrough strategies that show a clear connection between vision and action.

**Plans and Aligns** : Sets objectives to align with broader organizational goals. Breaks down objectives into appropriate initiatives and actions. Stages activities with relevant milestones and schedules. Anticipates contingency plans, adjusts easily.



**Board Role and Responsibilities (Term is 2 years of service)**

- 1. Regularly attends board meetings and important related meetings.
- 2. Makes a serious commitment and actively support the operational development of Better World International as an organization
- 3. Volunteers for and willingly accepts assignments and completes them thoroughly and on time.
- 4. Stays informed about the industry and board matters, prepare themselves well for meetings, and reviews and comments on minutes and reports.
- 5. Gets to know other committee members and build a collegial working relationship that contributes to meeting Better World International's objectives.
- 6. To be an active participant in the boards business planning efforts?
- 7. Ensure Adequate Resources by actively participating in fundraising, and seeking investors/angels for the organization.
- 8. Adhere to the Bylaws and Code of Conduct for the board.
- 9. To promote and demonstrate the Better World International principals in your work as a board member.
- 10. Actively participates in recruiting potential board members and volunteers to build the organization's capabilities and impact.

The undersigned agrees to carry out the above responsibilities during their term as a board member for Better World International. If for any reason you cannot fulfill the obligations of your board term, you agree to provide a 30 day written notice to the board.

Print Full Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_



### Board of Directors Application

Complete this form and return it to Corey Harnish, CEO of Better World International (add email address and mailing address).

Name: \_\_\_\_\_ Preferred Mailing Address: Home Work (please circle one)

Address: \_\_\_\_\_

Telephone: Work: \_\_\_\_\_ Cell: \_\_\_\_\_ Home: \_\_\_\_\_

Email: \_\_\_\_\_ Are you on LinkedIn: Yes No (please circle one)

Employer (if applicable) \_\_\_\_\_

Why are you interested in serving on the Better World International Board? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What relevant community /professional experience do you bring? (Please attach your resume): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Area(s) of expertise/contributions you believe you can make as a Better World International board member? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Make a Difference at Better World International

Please list any boards and/or committees that you have served on (current or past), your role, and dates of service: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you open to supporting Better World International in a non-board role? Yes No

How did you hear about Better World International? \_\_\_\_\_

The information that I have provided is true and complete to the best of my knowledge:

Signature: \_\_\_\_\_ Date \_\_\_\_\_



**Invitation Letter to Prospective Board Member  
(Not to be included in the recruitment brochure)**

[Candidate Name]

[Candidate Address]

[Date]

Dear

Invitation Letter to Prospective Board Member (Not to be included in the recruitment brochure)

Thank you for your interest in Better World International, and in becoming a member of our Board of Directors. You have been recommended to our CEO as a candidate for board service. We hope you will give this nomination serious consideration.

Being a part of our organization provides board members with a unique opportunity to unite global dreamers, and create innovative solutions to build a better world for everyone. As a board member you will commit your talents and energy to furthering the vision and mission of Better World International.

Please review the board recruitment brochure we have enclosed. If you would like to pursue this opportunity, please complete the enclosed Application and Confidentiality Agreement, and then return the documents to \_\_\_\_\_ [CEO] in the enclosed envelope. Upon receipt of your documents we will call you to discuss the next steps in our board selection process and answer any questions that you may have.

We are a new organization who needs your practical know-how as well as your desire to make the world we live in a better place for all. We hope you will join us on our journey.

Sincerely,

Corey Harnish, CEO Enclosures:  
Application and return envelope BW Recruitment Brochure

