March 24, 2020

Soaringwords’ Virtual SOARING into Strength
Positive Health Initiative for Employees, Families, and Customers

Soaringwords welcomes the opportunity to speak with you to share a proposal for a powerful and relevant virtual SOARING into Strength Positive Health webinar series for your employees and their families during these challenging times. Soaringwords has led hands-on employee-engagement initiative with more than 150,000 employees. We recommend that you launch several Soaringwords SOARING into Strength Positive Health webinars in the next couple of weeks to help your employees and their families strengthen their resilience and coping skills. Feedback from employees demonstrates that Soaringwords’ activities deepen commitment to their companies and strengthen connections between co-workers and the community. Many of these programs have won awards such as the Chairman’s Award at Eli Lilly; BNY Mellon; and A&E Networks. Soaringwords’ initiatives have been cited in the Corporate Social Responsibility Annual Reports of MetLife and Viacom. Soaringwords is considered a best-practice partner by Diversity and Inclusion Managers, Work/Life Managers, and Community Relations Managers and its programs have been benchmarked by many Fortune 500 companies.

Soaringwords Mission
Soaringwords is a not-for-profit organization whose mission is to inspire ill children, families, and adults to take active roles in self-healing. Soaringwords is unique as it is the only organization to motivate ill children and families to “pay it forward” because when a child does something kind for another child it accelerates transformative healing. To date, Soaringwords has inspired more than 500,000 people including more than 150,000 professionals at Fortune 500 companies. Starting immediately, Soaringwords can help your organization offer highly relevant virtual workshops with meaningful virtual community service activities as a strong foundation to bolster your employees and their families with concrete tools to build resilience, agency, empathy, and flourishing.

Soaringwords SOARING into Strength Scientific Approach
After inspiring thousands of children to take active roles in their own healing, Soaringwords codified its unique approach and pioneered a new scientific model to enhance the well-being of patients, families, and caregivers. This evidence-based model (Buksbaum 2013) was called SOAR and has been tested among hundreds of patients in the U.S. Since then, a new global study has expanded beyond the U.S. to assess the impact among thousands of patients worldwide. Each participant is given a series of questions (pre and post-event measurement for each intervention) to show the change in well-being. All Soaringwords’ workshops and trainings are based on the SOARING into Strength Positive Health model that consists of seven components:

**Shifting:** Creating shifts in your attitude, body, and overall well-being.

**Optimism:** Finding the good even when times are difficult or painful.

**Altruism:** Gaining a sense of control by sharing your creativity, kindness, strength and hope
Resiliency: Flourishing, even in difficult times.
Imagery: Connecting to your inner knowledge to heal through imagery exercises.
Narrative: Sharing the power of positive storytelling.
Gratitude: Recognizing and celebrating moments of appreciation.

Soaringwords SOARING into Strength Positive Psychology Workshops
Virtual workshops build connection and community through scientifically-sound content that explains what it means to be resilient and experience more wellbeing, even during challenging times. Deliverables include:

- Webinar workshops featuring state-of-the-art slide presentations and immersive workbooks with learning opportunities through hands-on exercises customized for each workshop.
- Soaringwords videos with world experts are integrated into each workshop.
- Soaringwords text/video messaging with companion content to create a positive-dose effect to reinforce the learning after each workshop.
- Pre-post workshop surveys to measure the change in each participant’s well-being.
- Executive Summary with all the findings.
- The Soaringwords SOARING into Strength workshops and activities do not employ medical jargon and can be enjoyed by employees and their families, inviting everyone to take active roles in healing and developing their own sense of self-worth and belonging.

Soaringwords’ virtual webinar workshop topics with Positive Psychology experts include:

- Character Strengths: Discover and Amplify Your Unique Strengths with Ryan Niemiec
- Overcoming Traumatic Experiences: Post-Traumatic Growth with Richard Tedeschi
- Resilience: Strength and Coping Skills with Angela Duckworth
- Self-Compassion & Forgiveness to Activate Your Well-being with Kristin Neff
- Shifting – An Innovation Workshop to Harness Your Growth Mindset
- Living a Good Life: Meaning and Mattering with Michael Steger
- Optimism: Finding Good Things to Notice and Celebrate, Even When Times are Difficult with Barbara Fredrickson & Shane Lopez
- Altruism: Gaining a Sense of Control by Helping Others with Jane Dutton
- Imagery: Tap into Your Inner Knowledge to Heal with Rachel Epstein
- Narrative: The Power of Positive Storytelling with Tal Ben-Shahar
- Gratitude: Building a Gratitude Practice in Your Life with Dan Tomasulo
- Laughter is the Best Medicine: The Therapeutic Benefits of Laughing
- Caring for Yourself as a Caregiver with Karen Warner
- Go Wild! Exercise and the Brain with John Ratey
- Connection/Community
- What to Say or Do to Support Families with Serious Illness or Special Needs with Catherine Lord
- How to be a Death Doula to Support Loved Ones
- Unplug to Flourish with Jonathan Haidt and Tiffany Shlain
- SoaringNutrition: Eat the Rainbow
- Why Loneliness Matters and What You Can Do About It with Vivek Murthy
- The Strength Switch: Positive Parenting with Lea Waters
- Positive Rituals
- Psychology 101: Tools You Can Use
Benefit from our Expertise
To date, Soaringwords has shared programs with 500,000 children and teens grappling with illness, thousands of students, and more than 150,000 employee volunteers around the world. Feedback from students and employees demonstrates that Soaringwords’ activities deepen commitment to their communities. Soaringwords is considered a best-practice partner by Diversity and Inclusion Managers, Work/Life Managers, and Community Relations Managers and its programs have been benchmarked by many Fortune 500 companies including Accenture, American Express, Cisco Systems, Deloitte, Eli Lilly and Company, Facebook, Google, JetBlue, Johnson & Johnson, JPMorgan Chase, New York Life, Verizon, and Viacom. Soaringwords has also shared powerful team-building initiatives with dozens of entrepreneurial firms. Leading educational organizations such as KIPP Schools, many public school systems including the New York City Board of Education; Indianapolis Board of Education; and the Jersey City Department of Health & Human Services; many of the top universities, Medical Schools, and Nursing Schools in the world have also benefitted from Soaringwords webinars and workshops.

Soaringwords’ proven programs are empirically validated the Executive Summary reports on the measurable outcomes from each program participant. Soaringwords will help you decide which workshops to offer and share electronic invitations so you can start getting dates on employees’ calendars. Soaringwords leads a “Train the Trainer” session with administrators and team leads. All Soaringwords’ programs are turn-key with the following deliverables: Team Lead Welcome Kit, Minute-by-Minute Timeline, Slides, Workbooks, Activity Sheets, and Surveys.

Testimonials
“The Soaringwords’ webinar was a big success with 100% of participants giving it the highest ratings. Soaringwords provided practice insights that will help employees support co-workers, friends, and their own families. I’m personally aware of the first-hand impact that Lisa and Soaringwords had on my colleague and her child. Subsequently, I encouraged Lisa to create a webinar to share her message broadly with Johnson & Johnson employees to assist them in grappling with illness in their lives. I was privileged to introduce Lisa to colleagues at other leading companies and they have shared webinars and employee-engagement programs with thousands of employees. Soaringwords has received outstanding testimonials for initiatives with leading companies including Johnson & Johnson.” Wendy Breiterman, Director, Global Work/Life Strategies, Office of Global Diversity & Inclusion, Johnson & Johnson

Soaringwords at Verizon National Leadership Conference

“Our exposure to Soaringwords was inspirational and for many, the highlight of our conference. On behalf of our 150 Network Engineering management employees, I wanted to thank you for the outstanding keynote speech you gave at the two Verizon Leadership Conferences. Our team was greatly impacted by your personal story of heroism, success and dedication. You are both an
excellent speaker and role model. Your facilitation of the conference community service activity of decorating pillows and quilts, with hundreds of children from the Boys and Girls Clubs, allowed our managers to experience leadership at a new level. (In our telecommunications engineering work, we typically don't receive such immediate or tangible feedback!) Our Verizon employees were very rewarded by the kids' smiles and to know that our handiwork will bring comfort and joy to hospitalized children. The employees loved seeing the Soaringwords Verizon Program on TV and in the full-page article in the Herald Tribune. It was wonderful to allow smaller delegations to bring the conference back home with visits to hospitals in their markets.”

Anne Cortissoz, Director of Network Engineering, Verizon

“Soaringwords’ workshops are training our healthcare and community leaders with empirically-sound interventions that are teaching them to become more proactive and self-advocate for better health outcomes to bolster their own wellbeing. These trainings have boosted optimism, resilience, and agency among my team. As a response to the mass shootings/terror attack on Dec. 10, 2019, Health & Human Services will launch 52 comprehensive Soaringwords SOARING into Strength Positive Health initiatives to support four essential Jersey City constituencies.”

Stacey Flanagan, Director, Jersey City Health & Human Services

“On behalf of the hundreds of employees who attended the Soaringwords webinar, please accept our sincere thanks for an outstanding learning experience for all participants. I have received many positive comments about the webinar from attendees and the relevance of the content to both their professional and personal lives. It has been heartwarming to hear how employees have been able to apply some of the perspectives provided during the session. This enhanced the level of interaction with co-workers fostering a greater sense of community here at Northrop Grumman. We take pride in the strong level of camaraderie that exists within our organization. The “What to Say/Do to Support Co-Workers and Family Members with Serious Illness” webinar delivered suggestions for actions and behaviors that are closely aligned with our core values. Additionally, the content had strong carryover to the work that we are doing in our communities and provided practical advice for us to provide support within our own families. Based on the positive and unanimous response from employees, we want to invite you to share Soaringwords initiatives with our leadership team during the next national Corporate Citizenship Council meeting. We continue to receive positive feedback about the webinar and employees who were on the call continue to share the information with co-workers not on the call—a real tribute to the high caliber of the content, your delivery and importance of the topic. The lead for our national employee resource group for new employees (a group that includes thousands of members across the country) said it was the “best” lunchtime seminar he has attended. Thanks again to you and Cisco technology for the delivery of a high impact webinar that has enabled our employees to enhance our connections at work, at home and in our communities.”

Debbie Edwards Veihdeffer, Director, Work-Life Integration, Human Resources Strategic Initiatives, Northrop Grumman

“250 colleagues together with the help of the Soaringwords team created 150 quilts and 150 pillows working together at four sites globally (Raritan, NJ, Spring House, PA, Beerse, Belgium and High Wycombe, UK). We have since made hospital visits to deliver these to the children, which as a mother both broke and touched my heart. My colleagues and I have enormously benefitted from this experience and one which I will continue to treasure.”

Andrea Rose-Legatt, MBA, PMP, Sr. Director, Business Solutions, Johnson & Johnson Pharmaceutical Research and Development, LLC
“I absolutely enjoyed creating these projects! It was a very rewarding exercise, knowing the destination of where our SoaringQuilts and Pillows and the SoaringGardens were going. It was also very calming. My favorite part of the hospital experience was seeing the child smile when we shared the gifts and connecting with the patient’s mom. I think the kids felt very grateful! It makes me want to do more for them. They are delightful. I loved Soaringwords’ presentation and watching the video. I applaud the great work.” Theresa Ragozine, Manager, Johnson & Johnson Services Procurement Team

“Soaringwords programs are easy to layer into our existing relationships with Boys & Girls Clubs, Big Brothers, Big Sisters and many local schools and community groups. When we shared Soaringwords programs with hundreds of children in multiple offices at the Goldman Sachs “Take Our Children to Work” day experience there was total silence in the room. Imagine the energy and excitement as hundreds of children applauded after the Soaringwords DVD finished and they knew that they could spend the next hour being a healing agent for a hospitalized child.” Marilyn Duffy Grande, Community TeamWorks Program Manager

“Your Soaringwords presentation and hands-on team-building activity made this year’s Take Your Child to Work Day soar. Your inspirational keynote was incredible, you could hear the silence in the giant tent as 2,000 kids and Cisco employees listened to your every word. I was thrilled to see over 600 participants come together in community to decorate the SoaringQuilts and SoaringPillows during the Soaringwords activity. It was beautiful to see such camaraderie and enthusiasm.” Jennifer Mitchell, Corporate Events Manager, Cisco Systems, Mountain View CA

“The Soaringwords experience was incredible and moving. Not only for providing children at Connecticut Children's Medical Center with tokens of warmth, but also the chance to engage students in Hartford directly in creating something great together. We look forward to continuing our partnership. The words I left with - Gratitude and Goodwill. Gratitude for what we have and what we can give, Goodwill in what came out as we met together.” Mark Boxer, Executive Vice President, Global Chief Information Officer, Cigna

“Often it seems as if it is virtually impossible to get our team of Cisco professionals to pull themselves away from their cell phones and meetings to do something for the community or for themselves. We tend to work a lot at Cisco. Soaringwords events were truly remarkable in that the professionals who came were able to focus on the Soaringwords team-building programs and really connect with co-workers when the events were internal and able to mentor inner-city children and share with employees when we went to local schools. As the Civic Council liaison, I truly appreciate that Soaringwords gave us all of the tools to recruit employees to sign up and run the entire event, providing all of the logistics. Soaringwords provides the entire program-in-a-box so you can have a great program and not spend hours putting it together.” Lynley Noviello, Regional Manager and Soaringwords NYC Civic-Council team co-captain

Specific Recommendation
We recommend launching several Soaringwords SOARING into Strength Positive Psychology workshops where your employees and their families will learn to take active roles to experience greater emotional, physical, psychological health and wellbeing. At the end of each workshop, participants will generate a different project such as SoaringSuperhero messages and artwork; SoaringBeds messages and artwork; and SoaringFables all of which can be uploaded by the participants onto the Soaringwords.org website and then shared with hospitalized children and...
teens in local communities allowing the givers and recipients to have a sense of hope and connection during these times of working remotely.

**Next Steps, Budgets and Timing**
I welcome the opportunity to speak with you at your earliest convenience. Please take a moment to watch the *Soaringwords the Power to Heal* video in “About” on Soaringwords.org to experience the energy and excitement of the program in action. I’ve attached a copy of my professional biography and a few case studies. There are dozens of additional case studies from other Fortune 50 companies on the [Soaringwords website](http://www.soaringwords.org).

Many thanks and warm regards,

Lisa Honig Buksbaum, CEO & Founder, Soaringwords. Cell: 917-499-3783
[soaringwords.org](http://www.soaringwords.org)
Lisa Honig Buksbaum, CEO & Founder, Soaringwords. MAPP, MBA. Professional biography:

Not-for-profit leader
Lisa Honig Buksbaum is a passionary: a visionary driven by great passion and action. She is an intuitive healer and well-loved inspirational speaker, workshop leader, and master teacher who has shared her wisdom with thousands of people throughout the world. Three experiences with death and illness in her family during a ten-month period motivated her to launch Soaringwords, a not-for-profit organization she founded to inspire millions of ill children and their families to “Never give up!” Since 2001, Lisa has shared her SOARING into Strength success strategies with over 500,000 people through Soaringwords. She’s been featured as an expert on *ABC News*, *Fortune Small Business*, *USA Today*, and *Delta Sky Magazine*.

International Speaker
Lisa has been a keynote speaker, moderator, and panelist at dozens of professional and scientific conferences including the International Positive Psychology Association (2019, 2015, 2013), Canadian Positive Psychology Conference (2018, 2016, 2014), European Conference on Positive Psychology (2018, 2016, 2014), and International Positive Education Network (2018, 2016). Lisa has led workshops at universities, medical schools and nursing schools, including University of Pennsylvania, UVA School of Medicine & UVA School of Nursing, Tecmilienio University in Mexico, NYU, and Columbia University. She has led professional development workshops at dozens of Fortune 50 companies such as Accenture, Eli Lilly, Facebook, Google, JetBlue, Johnson & Johnson, JPMorgan Chase, New York Life, Sony, Verizon, and Viacom. She was the opening keynote for 2,000 people for Cisco’s CEO John Chambers Town Hall meeting; the keynote at the MGM Grand’s Women of Color Conference; Verizon National Leadership Conference; Cigna’s Global IT conference; Johnson & Johnson Global meeting for 5,000 professionals; Accenture’s largest global meeting as well as many national meetings.

Education
In 2013, Lisa earned a Master in Applied Positive Psychology (MAPP) at the University of Pennsylvania, in a program founded by Dr. Martin Seligman, the founder of the field of Positive Psychology. Lisa graduated with honors from the University of Pennsylvania with a BA and earned an MBA in Marketing from Columbia University. She has a certificate from the American Institute for Mental Imagery. She holds a certificate in Narrative Medicine from Columbia University College of Physicians and Surgeons. She is also a Graduate of Columbia’s Graduate School of Business' Institute for Non-Profit Management program and a graduate of the Birthing of Giants program run by M.I.T., *Inc.* Magazine, and Young Entrepreneurs Organization (YEo).

Awards
Lisa was awarded the Lives that Make A Difference Award from A&E Networks; Cisco’s National Growing with Technology Award; “Focus on Philanthropy” featured CEO, *Chronicle of Philanthropy*; National Partner, Make a Difference Day, the largest day of volunteering in the U.S. sponsored by *USA Today* and the Points of Light Foundation. Featured subject content expert in healthcare, wellness, entrepreneurship, non-profit leadership on ABC News, in *USA Weekend*, *The Chronicle of Philanthropy*, *Fortune Small Business*, *Delta Sky Magazine*, *Working Mother*, *Success Magazine* and *Nickelodeon*. 
Early Career/Personal Life
Prior to founding Soaringwords, Lisa founded and ran Boxtree Communications, a successful marketing firm, for 11 years. Boxtree managed marketing and branding projects for leading firms including NTT, Equitable, Chase, Scholastic, Colgate, and Dannon. She also had a successful career at international advertising agencies including Young & Rubicam, Ogilvy and Mather, and Lintas. She was an online columnist for Inc. Magazine and writes a Soaringwords blog for the Huffington Post. She is the author of SOARING into Strength. Lisa lives in New York City with her husband, Jacob, and enjoys spending time with her two grown sons, Joshua and Jonathan, daughter-in-law Evelyn, and granddaughter Charlotte, affectionately known as “Charlie.” She gets her energy from swimming each day and connecting with people in meaningful ways.
Relevant Case Studies

Johnson & Johnson We Care and We Innovate Global Initiatives

In 2018, J&J launched the We Innovate initiative. Soaringwords led a SOARING into Strength workshop on Growth Mindset for 5,000 employees in seven countries. This workshop was the culmination of a two-year initiative to strengthen employee knowledge and engagement.

In 2017, J&J launched the We Care initiative. Soaringwords workshops and programs were shared in four countries. These Soaringwords programs were so successful that Soaringwords became the lead partner for all markets for the 2018 We Innovate initiative. Here are representative We Care testimonials from the country leads:

Sao Paolo, Brazil:
We Care event was a success in Brazil, I'm proud and happy to be part of it. I could see the employees laughing, having fun with the quilts and pillows decoration and also creating the superheroes. Lisa's video was very inspiring. Congratulations for this initiative! It is amazing how a simple activity with a noble purpose can transform our day and make us feel so good. We felt happy and honored to help the children by decorating SoaringQuilts, SoaringPillows and creating SoaringSuperheroes! It was the best way to celebrate 2017 year with all the employees. I saw a little girl’s smile when she was hugging the Soaringwords pillow in heart shape and then I understood the importance of our action!

Suzhou, China:
Big Thanks to our GS employees in Suzhou for participating this afternoon We Care activity. All of you are Awesome. You are the SuperHero, this is really very interesting and lovely moment. Bringing your love to life, bringing #wecare to our GS Suzhou.
**Bogota, Colombia:**
Absolutely excited after the event, we had a great afternoon, the best comments and congratulations for this initiative and all the effort we as a pillar have done. Really thanks for all your support, and all the teams from A2R, I2C, Compliance, Tax, HR, PMO and other from GS participated actively in the activity and that was a great moment to share in a new space, with different people, and in a genuine activity which involves our heart and all the love from our people from GS.
2013 Accenture Global Leadership Management Development Meeting

131 Accenture professionals and 75 high school students from the local Boys & Girls Club in Elgin decorated 100 SoaringQuilts® and 100 SoaringPillows® with inspirational messages and artwork to donate to patients and families at St. Alexis Children’s Hospital and the Ronald McDonald House.

This was a great way of helping the ill children. I have kids myself and have had experience with illness so I appreciate a lot of these initiatives. The kids on my team spoke Spanish, like I do. It was a great activity to do with the kids. Our team worked really well, we all did parts of the drawings together. I think the hospitalized children will feel fantastic, some time to not be thinking about their bad situations. Today changed the way I think about myself as I was able to take a step back from the high speed we live in and be part of a great initiative.

- Hendrik J. Van Vliet, Accenture employee
Accenture’s Day of Service: Washington, D.C.

Six years in a row, 2014-2019, Soaringwords was selected as community partner for Accenture’s Day of Service. Hundreds of Accenture employees mentored students from KIPP, Montgomery Community College, and On-Ramps, decorating SoaringQuilts® and SoaringPillows® for neonatal patients and families at Howard University Hospital and Children’s National Medical Center.

Today I got in touch with the child within myself while decorating. It is great to know that what we did together with my team will make a difference. The impact of these quilts and pillows will be great because in hospitals people feel vulnerable and these will make kids feel safe. As a father of a child who has been in a hospital, I understand the impact and help this provides. The event changed me in a way. I see better the path to happiness is thinking and acting positive.

- Peter McDonne
Accenture Skills to Succeed Initiative: Philadelphia

Accenture employees mentored students from KIPP DuBois Collegiate Academy in Philadelphia, decorating SoaringQuilts® and SoaringPillows® for patients at St. Christopher's Hospital for Children. The volunteers participated in the high-energy Soaringwords + Zumba® dance to celebrate health and wellness.

I truly enjoyed this opportunity because it’s not only changing my life but also someone else’s. The best part is knowing that hospitalized kids will see that people actually do care. I really enjoyed working with Sam because he had so much to talk about. I think the kids in the hospital will feel thankful and happy just knowing that they inspired people to send them quilts and pillows. The best part was performing our team dance. Today changed the way I think about myself because I now know that I can make a change in someone’s life. Today was inspiring and a one of a kind opportunity! Loved it! - Ishonae, KIPP Student
JPMorgan Chase Collaboration

• Volunteer Leadership Groups in 12 markets shared Soaringwords hands-on employee service programs in Indianapolis, IN; Springfield, MO; Northern NJ; Jersey City, NJ; Garden City, NY; Elgin, IL; Dallas/Lewisville, TX; Fort Worth, TX; Chatsworth/Los Angeles, CA; Louisville, KY; Seattle, WA, and Chicago, IL.
• In Chicago, JPMorgan Chase Women’s Initiative (WIN) shared three team-building events where employees decorated SoaringQuilts® and SoaringPillows® for children at Sinai Children’s Hospital.
• Passport to Leadership program for 150 girls at Young Women’s Leadership Academy in Queens, NY, sponsored by JPMorgan Chase.
• Indianapolis and Dallas invited children of employees to participate in the program. Dallas and Chicago led three-hour programs mentoring inner-city children from a local school. Employees in 112 Chase branches in Northern NJ decorated SoaringQuilts® as an employee team-building initiative.
• Employee volunteers decorated 3,584 SoaringQuilts® and SoaringPillows® with inspirational messages and artwork to donate to hospitalized children in local communities.
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Chase employees in 112 locations throughout New Jersey had a truly amazing experience with Soaringwords this past year. It is so great to work for a company that engages in these activities and makes such a difference in the lives of others, I have never been so proud to work for a company.
- Shannon K. Lazare, Vice President Relationship Manager at JPMorgan Chase, NJ