

REALIZE the DREAM



AMPLIFIED BY



A BOLD MOVEMENT TO RALLY COMMUNITIES TO PERFORM 100 MILLION HOURS
OF SERVICE BY THE 100TH ANNIVERSARY OF DR. MARTIN LUTHER KING, JR.'S BIRTH

MARTIN
LUTHER
KING III
FOUNDATION

LEGACY+



REALIZE the DREAM

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A LETTER FROM THE KING FAMILY

Martin Luther King, Jr.'s philosophy of nonviolence centered on the idea of unconditional love for all people. He believed that through acts of service, we help create a world in which all people feel valued and respected, regardless of their race, religion or socio-economic status – The Beloved Community, the term he coined that speaks to a community where people are united to build a more perfect union.

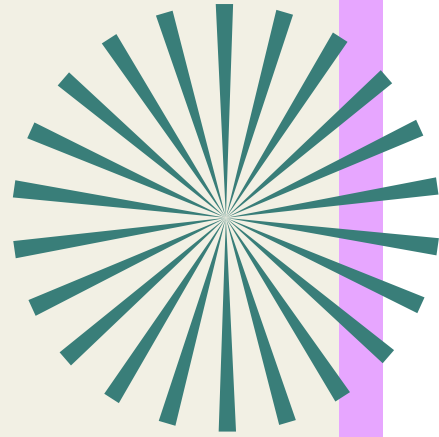
This is a bedrock belief we share, and why our foundation – Martin Luther King III Foundation – partnered with Legacy+ to create Realize The Dream. Our goal is to inspire people in America and around the world to take action, to do their part and to make a contribution – big or small – towards our goal of 100 million hours of community service for the hundredth anniversary of Dr. King's birth.

Volunteering is not just about helping those in need; it's also about building bridges and fostering understanding between people. It's an opportunity to step outside our comfort zones and connect with others on a deeper, more meaningful level – and it is through these connections that we can begin to break down barriers and build a more just, compassionate and equitable society.

So, let's heed Dr. King's call for unity and commit ourselves to a life of service – because, as we give of ourselves to others, not only are we helping to build a better world, but we also become better people in the process.

Martin Luther King III, Arndrea Waters King and Yolanda Renée King

REALIZE the DREAM



**A POWERFUL MOVEMENT TO
TRANSFORM, UNIFY AND UPLIFT
AMERICA AND THE WORLD.**

100 MILLION HOURS OF SERVICE FOR THE 100TH ANNIVERSARY OF MARTIN LUTHER KING, JR.'S BIRTHDAY.

America and the world today seems a long way from the dream that Martin Luther King, Jr. described in the 1960s. There's too much division, too much strife, too much fear. Sometimes, it feels like the whole world is on fire.

What we need is more community. More understanding. More compassion.

Martin Luther King III has his own dream: to fulfil his father's vision of an equitable and united America, galvanizing communities through hope and unity from coast to coast. That's the vision that drives Realize The Dream.

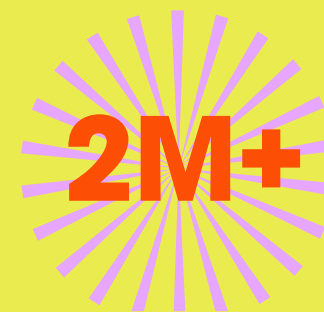
Realize The Dream is a bold movement to rally people across America to perform 100 million hours of service by the 100th anniversary of Dr. King's birth in 2029. It's a triumphant return to his belief that there is a place for everyone in this great nation – what he described as The Beloved Community.

We want to make every community better, stronger and more united through simple acts of service. It's a call for us all to help communities and causes in need – through acts of love, compassion and goodwill. It's a dream to create lasting impact through acts of kindness, great and small. We're incredibly grateful to Clorox for your commitment to service and partnership in achieving this collective goal.

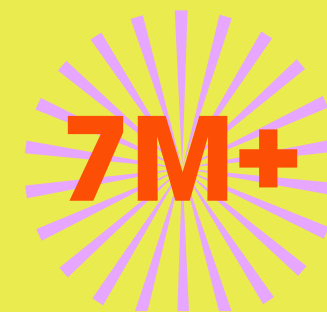
So, join us and help honor one dream while we forge a new one, one that benefits us all.



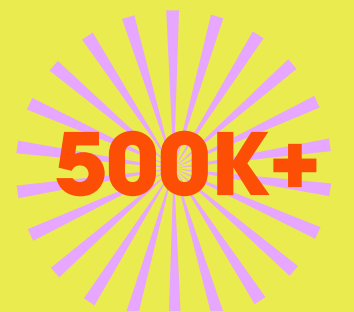
BENEFITS TO COMMUNITIES ACROSS THE US



**EDUCATORS
DEPLOYING RESOURCES
AND ACCESSING
TRAINING**



**STUDENTS PARTICIPATING
IN SERVICE PLUS
ACCESSING EDUCATIONAL
RESOURCES**



**NON-PROFIT
PARTNERS SUPPORTING
CAMPAIGNS, CAUSES
AND ISSUES**

WHY VOLUNTEER?



Martin Luther King, Jr. believed that one of the most powerful ways to make a positive impact on the world was through service. He and his wife, Coretta, encouraged us to think beyond our own needs and consider how we might contribute to the well-being of others. In fact, Dr. King's legacy is a testament to the power of service and the impact individuals can have when they work together to create positive change.



**"LIFE'S MOST PERSISTENT
AND URGENT QUESTION IS:
'WHAT ARE YOU DOING
FOR OTHERS?'"**

Martin Luther King III has his own dream: to fulfil his father's vision of an equitable and united America, galvanizing communities through hope and unity.

One powerful way of bringing that to life is through volunteering – giving your time, energy and passion to a cause close to your heart.

You might wonder how you alone might be able to make a difference, but the most powerful flood begins with a single drop of rain. Similarly, sometimes the simplest expression of shared love and understanding can have the most powerful effect.

Volunteering is an expression of our shared humanity. It's a way to show our commitment to the principles of justice, equity and community. It's how we transcend racial, cultural and socio-economic barriers and demonstrate our commitment to solidarity and empathy. It's an affirmation of our common humanity.

And when you give, you get back. Each selfless act nurtures our sense of purpose, responsibility and moral courage. It allows us to develop empathy, compassion and a sense of community.

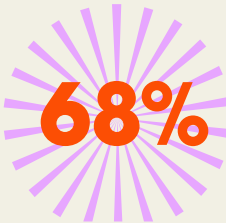
So, how will you be of service?



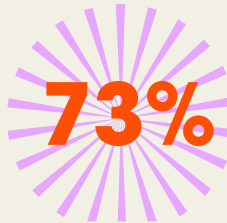
CONSIDER THIS

**MORE THAN
BILLION**
people volunteer
worldwide.

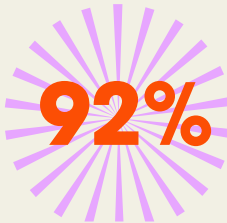
**ABOUT
63 BILLION**
Americans regularly
volunteer.



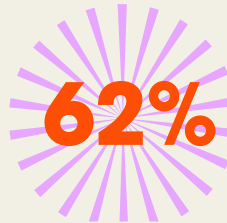
OF VOLUNTEERS SAID
THAT VOLUNTEERING
MADE THEM PHYSICALLY
HEALTHIER



OF VOLUNTEERS SAID
THAT VOLUNTEERING
LOWERED THEIR
STRESS LEVELS



OF VOLUNTEERS SAID
THAT VOLUNTEERING
ENRICHED THEIR SENSE
OF PURPOSE IN LIFE



OF VOLUNTEERS SAID
THAT VOLUNTEERING
HELPED THEM MAKE
NEW FRIENDS

HOW TO MAKE A DIFFERENCE

HOW CAN I GET INVOLVED?

Being a part of Realize The Dream is easy!

IF YOU'RE STUCK AND YOU DON'T KNOW WHERE TO START, WE'RE HERE TO HELP! THIS GUIDE WILL TAKE YOU THROUGH THE STEPS TO FIND THE RIGHT VOLUNTEER OPPORTUNITY FOR YOU.

If you're already giving back to your community, good for you! Keep doing what you're doing, but let's make those hours count towards 100 for 100.

What can you do?

- Support existing Clorox initiatives or connect with Employee Resource Groups to determine new ways to make an impact.
- Inspire colleagues to join and make a collective contribution in order to expand that impact.
- Create a culture of giving back by showcasing the positive outcomes of volunteer efforts.

But, whether you're just getting started or have been volunteering for a while, visit realizethedream.org/partners/Clorox to keep track of all your hours and see the difference you're making!



HOW CAN YOU MAKE A DIFFERENCE?

You've decided to make a difference in your community. Amazing! Step by step, we can change the world if we commit ourselves to service.

If you haven't thought about it yet, why not invite others to help? Maybe that's your family, circle of friends, coworkers or anyone else. They can each contribute their unique talents to help make your community a better place. And, by working together as a team, you can unleash the power of your collective energy, skills, enthusiasm and drive. Plus, it's a great way to spend time together in a meaningful way.

But what to do...? Choosing a way forward can sometimes be hard. This is a guide to get you started.

1 FIND YOUR PASSION AND PURPOSE

It all starts with exploring the issues that are most important to you and learning more about root causes and how to tackle them. From there, you can set a specific, measurable goal that you can work toward. In this section, we'll give you some ideas to kick-start this discussion to decide on your mission.

2 CREATE AN ACTION PLAN

You'll also learn how to identify the steps you need to take in order to reach your goals, and how to put those steps into a concrete action plan.

3 TAKE ACTION

Once you have a direction, it's time to get out there and make it happen! Even small actions can make a difference. In the pages ahead you'll discover tips on how to amplify your cause (and make an even bigger impact) along with easy ways to help your campaign stay on track.

4 CELEBRATE AND SHARE YOUR IMPACT

Once you're finished, it's important to look back at your goals to evaluate and celebrate the impact you've made, either individually or as a group. Wrap up your campaign by sharing your results and thanking everyone who contributed.

Ready to get started? Then read on!

FIND YOUR PURPOSE



WHY PURPOSE?

That feels like a big question – a ‘what’s the meaning of life’ sort of question. Our purpose is what guides our actions and decisions. It gives us a sense of direction and motivation, and when we’re living according to our purpose, we feel connected to ourselves, our community and the world.

The absence of purpose can be devastating, and its presence is essential to flourishing. Purpose creates connection, happiness and ultimate fulfillment.

Dr. Martin Luther King, Jr. found his purpose in his commitment to justice, equality and nonviolent resistance. That became the bedrock of his life’s work, as he dedicated himself to advancing the cause of civil rights for all.

Martin Luther King III has his own purpose: creating a new dream for America and the world, one that brings all people together, no matter who they are and where they come from, in order to promote peace, justice, unity and equity for all.

“Purpose creates connection, happiness and ultimate fulfillment.”

Your purpose is just as important. Take a moment to think about the things you really value, the things that bring you joy and fulfillment. Then consider all the activities that genuinely interest and inspire you – as well as where your strengths and skills might lie, and all the places you excel. When you start to add all those up, you’ll begin to understand what’s really important to you – your purpose.

WHAT IS YOUR PURPOSE?

We’re all energized by our passions – and when we apply them to an issue to create change, the impact is extraordinary.

You have so much to offer: your time, energy, expertise and compassion. As you rally together with family and friends to help others, you’ll also discover a renewed sense of purpose. If you’re eager to make a difference but aren’t sure where to begin, start with these ideas to help you identify a cause that’s important to you.

1 MAKE IT PERSONAL

A personal connection to a cause can supercharge your commitment and fuel your desire to make things better. Start by thinking about issues affecting those around you – family, friends, neighbors or colleagues – and what you can do to help. There are so many ways to contribute and any number of local organizations are looking for donors and volunteers. You may be passionate about fundraising for medical research, taking a stand against bullying, coaching a kids’ soccer team... it all starts with identifying what matters most to you.

2 EXPLORE YOUR NEIGHBORHOOD

Take a walk around your neighborhood to look for issues close to home. You may notice something that’s present, like litter. Or something that’s missing, like wheelchair accessibility or a safe place for kids to play. Are there people who are homeless or in need? Reach out to community organizations, groups, or Employee Resource Groups to find out how you can help.

3 SEE THE BIGGER PICTURE

Beyond our own small circle, we’re all connected through our shared humanity. Each day, the headlines shine a light on some of the world’s most challenging issues: human rights, sustainability, natural disasters, poverty, access to education and food insecurity. It’s through empathy and compassion – by putting ourselves in another’s shoes – that we feel compelled to help. Have a discussion with your crew – you may find that your passions and interests lead you to look far beyond your local community.

**REALIZE
the DREAM**



ACTION PLAN

CREATE AN ACTION PLAN

What steps can you take to tackle the issues you care about?

Community building comes in many forms – you can volunteer your time, offer your skills or experience, donate money or much-needed items, or simply be there for someone in need. Discuss with your family, friends or team how best to move forward to achieve your goals and then decide on a course of action. Here are five different ways to make an impact:

1 VOLUNTEERING
By giving your time and talent to an organization, you'll help them carry out their mission while becoming part of the solution.

2 AWARENESS-RAISING
Speak up, reach out and garner attention for a cause or issue in order to increase others' understanding of its urgency and importance. Share your knowledge about an issue by posting to your social media network, writing for local websites or newspapers, or giving a talk at your neighborhood community center or library.

3 FUNDRAISING
Join a registered public charity's fundraising efforts by contacting the charity to see how you can help.

4 MATERIAL SUPPORT
Collect donations of items like canned goods, gently used clothing or books for a charitable cause.

5 SELF-EDUCATION AND LEARNING
Stay informed and educate yourself and others about topics that affect the public and local communities. These include projects that aim to create awareness and inspire action on issues that impact your community, you country or the world.



ACTION PLAN CHECKLIST

- ☐ Decide on your cause.
- ☐ Pick a charity or non-profit and let them know you want to help.
- ☐ Decide on the type of action – is it a single event or longer-term campaign?
- ☐ Set an exact timeline and a SMART goal – i.e. make it specific, measurable, achievable, relevant and time bound.
- ☐ Organize your group with specific roles, including a leader, a treasurer and a group secretary to manage communications.
- ☐ Create an engaging web or social media page that tells people why you're taking action and how people can contribute.
- ☐ Reach out to your community and wider network to join you in your campaign.
- ☐ Track your progress and watch as you reach your goal.
- ☐ Share updates with your team and supporters.
- ☐ Tally your donated goods and deliver them to your chosen charity.
- ☐ Celebrate your success with your team and thank everyone who made it possible. Write elected officials in your city or state, cast your ballot – whatever action you choose, let your voice be heard!
- ☐ Track your hours on realizethedream.org/partners/Clorox to help us reach 100 million hours of service.

LOOKING FOR INSPIRATION?

HERE ARE SOME EASY IDEAS THAT MIGHT HELP YOU DECIDE HOW YOU CAN MAKE A DIFFERENCE:

I'VE GOT ONE HOUR!

- Pick up trash at a local park or beach.
- Volunteer at a food bank or soup kitchen.
- Help out at a local animal shelter or rescue organization.
- Visit a nursing home or assisted living facility and spend time with residents.
- Assist with an after-school program.
- Offer your skills or services to a local non-profit organization.
- Organize a donation drive for clothing, food or other items needed by a local charity.
- Participate in a community clean-up or beautification project.
- Tutor a student in a subject you are knowledgeable about.
- Help out at a local community center or youth organization.



Remember that even just an hour of your time can make a big difference!

I'VE GOT A DAY!

- Spend the day working on a Habitat for Humanity build or other community construction project.
- Organize and participate in a charity walk or run to raise money for a cause you care about.
- Volunteer at a local food bank or soup kitchen for the day, helping to prepare and serve meals.
- Help out with a tree planting or reforestation project in your area.
- Assist with a local event or festival, such as a fair or parade.
- Join a beach or river clean-up effort to help remove litter and debris from the environment.
- Volunteer at a local animal shelter, helping with tasks like feeding, cleaning and socializing animals.
- Participate in a home repair or renovation project for a low-income family or elderly homeowner.
- Spend the day tutoring or mentoring students at a local school or community center.
- Help organize and set up a fundraising event for a non-profit organization.

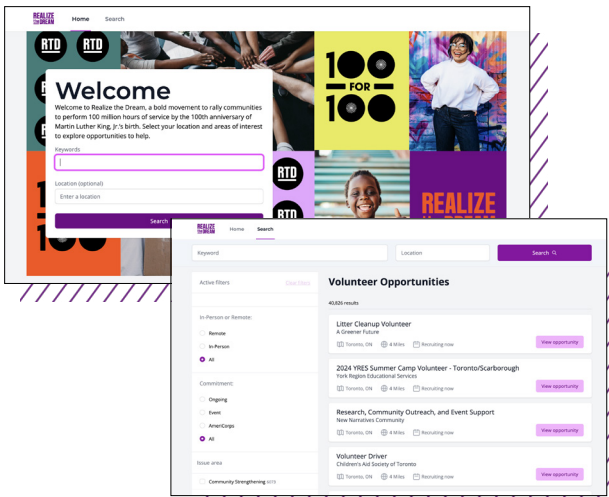


LOOKING FOR OPPORTUNITIES NEAR YOU?

Realize the Dream has partnered with the world's largest digital volunteer network, Points of Light (pointsoflight.org), to provide a comprehensive database of local volunteer opportunities. To access, please visit realizethedream.org/partners/Clorox.

Finding an opportunity that aligns with your purpose can be as easy:

- 1 Enter a keyword for something that interests you. Location is optional, but it helps narrow your search.
- 2 You'll immediately see several opportunities in your area, but you can narrow your search even more to find something that's right for you. You can choose the distance from the zip code provided, whether you want to be remote or in person, or by issue area, skills and interest.
- 3 Once you have your search filtered, it's time to look at the opportunities in greater detail. Click "view opportunity."
- 4 If an opportunity sounds like it might be right for you, simply click "express interest," and you'll be taken to the organization's website for next steps.



TAKING ACTION



IT CAN BE A CHALLENGE TO FIND THE TIME AND ENERGY TO VOLUNTEER. HERE ARE SOME TIPS TO HELP YOU STAY ON TOP OF YOUR SOCIAL ACTION PLAN AND SEE YOUR CAMPAIGN THROUGH TO YOUR GOAL.

Team up

Many hands make light work! Recruit as many volunteers as possible to help you successfully execute your group action plan. Assign specific roles so that everyone has defined responsibilities and deliverables and knows exactly what to do to contribute. If you've taken on the role of group leader, it's important to delegate to others so that it's truly a team effort from beginning to end.

Be accountable

For complete transparency, create a web or social media page to track progress and update your volunteers and supporters with regular reports. Cash collections should be conducted only under the auspices of a registered, public charity. For a listing of registered public charities, check the Attorney General's website in your State.

Educate and inspire

Share impact stories, photos, activity updates and campaign results through social media. Consider bringing in a guest speaker – a community leader or someone from your chosen charity – to share their knowledge and success stories with your group.

LOOKING FOR SOME EXAMPLES OF THINGS YOU CAN DO? WHY NOT...?

ORGANIZE A FOOD DRIVE

OBJECTIVE: Collect and donate non-perishable food items to a local food bank.

- 1 Set a goal for the amount of food you want to collect.
- 2 Identify a location for the food drive and secure permission to use the space.
- 3 Create promotional materials to advertise the food drive, including posters, flyers and social media posts.
- 4 Reach out to local businesses and organizations to ask for their support and participation.
- 5 Set up collection bins and organize volunteers to manage the collection and sorting of the food.
- 6 Deliver the collected food to the local food bank.
- 7 Evaluate the success of the food drive and identify areas for improvement for future events.

TUTOR STUDENTS

OBJECTIVE: Provide academic support to students in need.

- 1 Identify the subjects and grade levels you are qualified to tutor. (Maybe enlist some others, too?)
- 2 Reach out to local schools and community centers to offer your tutoring services.
- 3 Create a schedule for tutoring sessions and communicate it to the students and their parents.
- 4 Prepare materials and resources for the tutoring sessions, including lesson plans and worksheets. Conduct the tutoring sessions and provide feedback to the students and their parents.
- 5 Monitor the progress of the students and adjust the tutoring sessions as needed.
- 6 Evaluate the success of the tutoring program and identify areas for improvement for future sessions.

CREATE A SENIOR COMPANION PROGRAM

OBJECTIVE: Provide companionship and support to seniors who are isolated or lonely.

- 1 Reach out to local senior centers, assisted living facilities and community organizations to identify seniors in need of companionship.
- 2 Recruit and train volunteers to serve as senior companions.
- 3 Match volunteers with seniors based on their interests and availability.
- 4 Provide ongoing support and training to the volunteers, including regular check-ins and feedback sessions.
- 5 Organize social events and activities for the seniors and their companions to participate in together.
- 6 Monitor the progress of the program and adjust as needed to meet the needs of the seniors and volunteers.
- 7 Evaluate the success of the senior companion program and identify areas for improvement for future programs.

CREATE A COMMUNITY MURAL OR PUBLIC ART PROJECT

OBJECTIVE: Create something beautiful and lasting that brings a community together.

- 1 Look for organizations, local artists or community groups in your area that are involved in public art projects or murals. Search online, or ask at local community centers, art galleries or studios.
- 2 Reach out to the organizations or artists you find to express your interest in volunteering for a public art project.
- 3 Work with your team to plan. This may include scheduling your time, gathering any necessary supplies and coordinating with other volunteers.
- 4 Provide ongoing support and training to the volunteers, including regular check-ins and feedback sessions.
- 5 Get creative! This may involve tasks such as painting, cleaning or organizing more supplies.
- 6 Once the project is complete, take part in any celebrations or unveilings that may be planned. This is a great opportunity to see the finished product and to share your experience with the community.
- 7 Evaluate the success of the project and identify areas for improvement for future events.

HOST A CLOTHING DRIVE

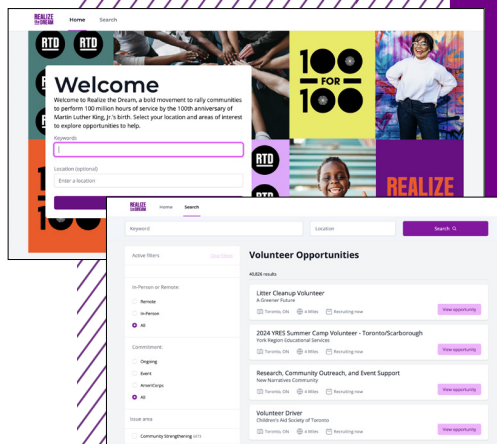
OBJECTIVE: Collect and distribute gently used clothing to individuals and families in need.

- 1 Set a goal for the amount and types of clothing you want to collect.
- 2 Identify a location for the clothing drive and secure permission to use the space.
- 3 Create promotional materials to advertise the clothing drive, including posters, flyers and social media posts.
- 4 Reach out to local businesses and organizations to ask for their support and participation.
- 5 Set up collection bins and organize volunteers to manage the collection and sorting of the clothing.
- 6 Distribute the collected clothing to local shelters, charities or individuals in need.
- 7 Evaluate the success of the clothing drive and identify areas for improvement for future events.

PLANT A COMMUNITY GARDEN

OBJECTIVE: Provide academic support to students in need.

- 1 Identify a suitable location for the garden and secure permission to use the space.
- 2 Reach out to local businesses and organizations to ask for donations of seeds, plants, soil and gardening tools.
- 3 Organize a volunteer workday to prepare the garden beds and plant the seeds and plants.
- 4 Create a schedule for watering, weeding and harvesting the produce.
- 5 Set up a system for distributing the fresh produce to residents in need.
- 6 Host regular garden workdays and community events to maintain the garden and engage residents.
- 7 Evaluate the success of the community garden and identify areas for improvement for future gardening projects.



Keep track of the difference you're making!

Realize The Dream is about honoring the legacy of Martin Luther King, Jr. with 100 million hours of service for the 100th anniversary of his birthday. We need to keep track of those hours!

Be sure to visit realizethedream.org/partners/Clorox to track your hours and see the difference you're making!

Whether you've already been volunteering or just getting started, we want to make every hour count towards fulfilling the dream!

30 DAY CHALLENGE

Start every day with one small action and build from there. Use our prompts or come up with your own ideas. Day by day, you will make the world a better place.

DAY 1 — Make a playlist for a friend	DAY 2 — Learn the name of someone you see every day	DAY 3 — Thank a quiet hero	DAY 4 — Shop fair trade	DAY 5 — Research an issue that has your interest	DAY 6 — Write a "fan letter" "to a friend"
DAY 7 — Leave a positive review for a local business	DAY 8 — Volunteer your time at a local non-profit organization or community center	DAY 9 — Open a door for someone. Easy, right?	DAY 10 — Bend an ear: just listen	DAY 11 — Make a meal for a friend or neighbor in need	DAY 12 — Give up your seat on public transportation to someone who needs it more
DAY 13 — Send a thank-you text	DAY 14 — Give a hug, or a high five!	DAY 15 — Donate unused clothes	DAY 16 — Drop off a care package to a local hospital or nursing home	DAY 17 — Practice loving kindness meditation	DAY 18 — Post something uplifting
DAY 19 — Donate a book to a little free library	DAY 20 — Be kind to animals	DAY 21 — Check in on an elderly neighbor	DAY 22 — Donate to a charity you support	DAY 23 — Clean up someone else's mess	DAY 24 — Sign up for a charity walk
DAY 25 — Do one small thing for someone else	DAY 26 — Organize a clean-up of a public place	DAY 27 — Say something kind to a cashier	DAY 28 — Schedule a volunteer date	DAY 29 — Leave a big tip on a small tab	DAY 30 — Place pickme-up post-it notes in public places

SPREAD THE WORD

NEED SOME TIPS TO HELP SPREAD THE WORD ABOUT YOUR PLAN?

- Create pages or group chats on social media to generate excitement, provide updates and promote upcoming events.
- Extend your volunteer efforts by encouraging your social media network to raise awareness through their personal pages.
- Take advantage of existing information hubs in your community, workplace or kids' schools to promote your volunteer efforts through bulletin boards, newsletters or local websites.
- Join a registered public charity's fundraising efforts by contacting that charity to see how you can help. For a food or clothing drive, designate a clear time and place for people to drop off their items.
- Help people feel like they're part of something meaningful by sharing stories about the individuals or communities that you'll be helping.

? Did you know?

In 1988, Harvard researchers came up with the term "Mother Teresa Effect" to describe how just watching an act of altruism can bolster the immune system. Students who watched a video of the famous nun in action were later found to have increased levels of immunoglobulin A.

TAKE CARE OF YOURSELF

TAKING CARE OF OTHERS? TAKE CARE OF YOURSELF, TOO.

"Together, we can create any world we have the courage to believe in; we can make a difference through our efforts. Caring for yourself is not self-indulgence; it is necessary to fuel those efforts."

— Arndrea Waters King

No matter where you choose to direct your energy, remember to recharge. This goes for front-line activists, over-extended parents and friends holding things together for friends.

It's a good reminder how we can't help others if we're not at our best. So, remember, it's a marathon, not a sprint. If you want to make a real difference, you have to dedicate yourself to change. And that won't happen overnight. So, give yourself a break (or lots of breaks) and settle in.

Here are some suggestions that might help get you through:

 PAY ATTENTION and be aware of the vulnerable parts of your body.	 WATCH FOR SIGNALS such as lost sleep, irritability and forgetfulness, for example – early signs that might help to circumvent bigger problems.
 TUNE IN to how you feel and what you need.	 MAKE TIME for focus and for fun.
 BUILD "DOWN TIME" into your schedule.	 MAKE TIME TO CONNECT with yourself and others. It can help keep things in perspective.

CELEBRATE YOUR IMPACT

DON'T FORGET TO CELEBRATE – AND REFLECT!

It's time to share that "feel good" glow from making a difference in your community.

You did it! Congratulations on completing your successful campaign. As a final wrap up, throw a party to acknowledge your group's hard work and celebrate the difference you've made through your actions. At the event, let everyone know the results in a concrete real way (dollars raised, volunteer hours donated, canned goods collected, people helped – however you've decided to measure your impact). Thank all those who participated and let donors and other supporters know how their efforts have made a difference. Don't forget to log your hours at realizethedream.org/partners/Clorox to make an impact towards 100 million hours of service.

REALIZE the DREAM



[REALIZETHEDREAM.ORG/PARTNERS/CLOROX](https://realizethedream.org/partners/clorox)

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