

PRESENTED BY U CAN BE HEROES

Delivering King's Dream

"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."

U Can Be Heroes

P.O. BOX 4124, MADISON, CT / 203-903-7650 UCANBEHEROES.COM

You can't change the world without changing behavior.

**BECOME A
LEADER FOR
POSITIVE
SOCIETAL AND
CULTURAL
CHANGE**

Join us. Lead positive world change while you learn about essential elements for building the content of one's character.



Championing King's Dream

WHAT IT WILL TAKE

Take yourself back to when you first went on a football field. If you're a pro today, you might think about how little you knew then.

Well, you're there now, again. This time you're at the beginning of a different journey. You're at the beginning of an effort to bring the world **"Content of Our Character."** And you're doing it with superstars all over the world. And from different professions.

This is Martin Luther King Jr.'s Council.



HOW WE'RE LINKING TO FULFILL HIS DREAM



SUPERHEROES that bring together love and laughter with learning.



SUPERSTARS to capture the attention of our youth.



POLITICIANS to embrace a Martin Luther King's Council for schools.



SCHOOLS to deliver non-partisan unifying materials.

WHAT IS CONTENT OF OUR CHARACTER?

IT'S LIKE A
WHOLE BODY

CONTENT

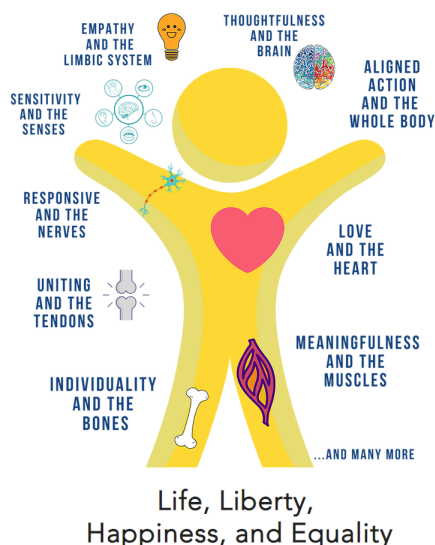
A WHOLE CHARACTER
is like a
WHOLE BODY,
it has parts.

U CAN BE HEROES



THESE AND MORE, ALL FOR: LIFE, LIBERTY AND HAPPINESS FOR ALL

Functional Content of
Our Character



*For life, liberty,
happiness, and equality*

CHARACTER, SO WHAT?

IT'S THE FUNDAMENTALS,
THE SKILLS, DEVELOPED
THAT LEAD TO THE SHOT
AND SCORE

Just like it's the fundamental skills developed that lead to the shot and score in sports, it's the fundamental skills, the content of character traits, developed that lead to the "shot and score," the harmonizing, in life. If we want to make a better world for ourselves and others, we've got to start to care about our character, and traits.

THE GOLDEN RULER		
Attitude	Behavior	Character
Attuned	Aligned Acts	Authentic
Loyal	Loving	Lawful
Thankful	Thoughtful	Truthful
Respectful	Responsive	Responsible
Understanding	Uniting	Unifying
Independent	Individualizing	Integrity
Sympathetic	Sensitive	Sincere
Mutual	Meaningful	Mature
Embracing	Empathetic	Encouraging
WHOLE BODY and ALIGNING <div> <div>HEART and LOVE pumping, giving and receiving</div> <div>BONES and INDIVIDUALITY supporting, structuring</div> <div>BRAIN and THOUGHTFUL thinking, processing</div> <div>SENSES and SENSITIVITY sensing, detecting</div> <div>NERVES and RESPONSIVE signaling, responding</div> <div>MUSCLES and MEANINGFUL moving, strengthening</div> <div>TENDONS and UNITING uniting, connecting</div> <div>EMOTIONS and EMPATHY energizing</div> </div> <p>These and more, all for: life, liberty, happiness and equality.</p> <p>CHANGE THE WORLD U ucanbeheroes.com</p>		

INDIVIDUAL WHOLE		
Functions to a Whole Body & Action	Parts to a Whole Body	Parts to a Whole Action
Aligning	Whole Body	Whole Action
Linking/Pumping	Heart	Loving
Thinking	Brain	Thoughtful
Responding	Nerves	Responsive
Uniting	Tendons	Uniting
Individualizing	Bones	Individuality
Sensing	Senses	Sensitive
Moving	Muscles	Meaningful
Energizing	Lymbic System	Empathetic
And many more		

WHAT'S THE GOAL - THE GOLDEN RULE

Do unto others as you'd have done unto you. All major faiths and secular ethics around the world have some version of the Golden Rule. We achieve more realization of the Golden Rule by guiding the content of our character, our behaviors, to the the **BIG FOUR**: the values of life, liberty, happiness, and equality.

LIFE, LIBERTY and the pursuit of HAPPINESS FOR ALL

THE BIG FOUR

The rights we are all endowed with



LIFE

Life and life's essentials: food, water, safety, and health, both physical and psychological, will be more readily attained when we bring our healthy character traits into our daily activities.

LIBERTY

How can we use the gift of our freedom more wisely? Essential character traits guide us to act in alignment with a more healthy and wholesome use of our freedom.

HAPPINESS

True happiness is within reach. By developing inner qualities, beautiful content, we act and behave in ways that bring about a more deep and lasting happiness for ourselves and for one another.

EQUALITY

Equality provides the balance between self and other in our communities, nation and world. Essential qualities, such as being thoughtful and truthful, can help guide us to realize more widespread equality, a better balance of life, liberty and happiness for all.

SUPERSTARS: ATHLETES GET INVOLVED

Learning about how to harmonize our actions has never been more important.

BRINGING CONTENT OF OUR BEST CHARACTER TO MIDDLE SCHOOLERS AND YOUNG ADULTS

The Heart of the Matter

In order to change a culture we have to care to change our own behavior and we have to care to show and model to our youth the best that we can be.

Using a model, the body, as our anchor system for the choice of behavioral traits, we have an objective way to understand the content of a whole, or best, character. The objective model provides a unifying way for students, leaders and teachers to come together to grow a beautiful content of our individual and collective character.

We can learn from each other, and we can teach one another.

Throughout the program, students and teachers will look at the heart and loving action, the brain and thoughtful action, the nerves and responsive action, and several other "parts" and "fundamental traits."

And so begins an amazing journey to more wholeness and harmony for all. Become a part of a world changing, world healing, world harmonizing movement.

*We need you.
You need us.
We need each other!
Let's together light the way!*

ATTUNED ALIGNED AUTHENTIC (SOUL, OR WHOLE, POWER)



(Photo by Streeter Lecka/Getty Images)



Stephen Curry

Many people know that Stephen Curry overcame tons of hurdles to become a top NBA basketball player. He did so by bringing together several awesome traits. Those root traits were what powered him to be great at basketball. No matter what you'll be great at it will be because of the traits you develop.

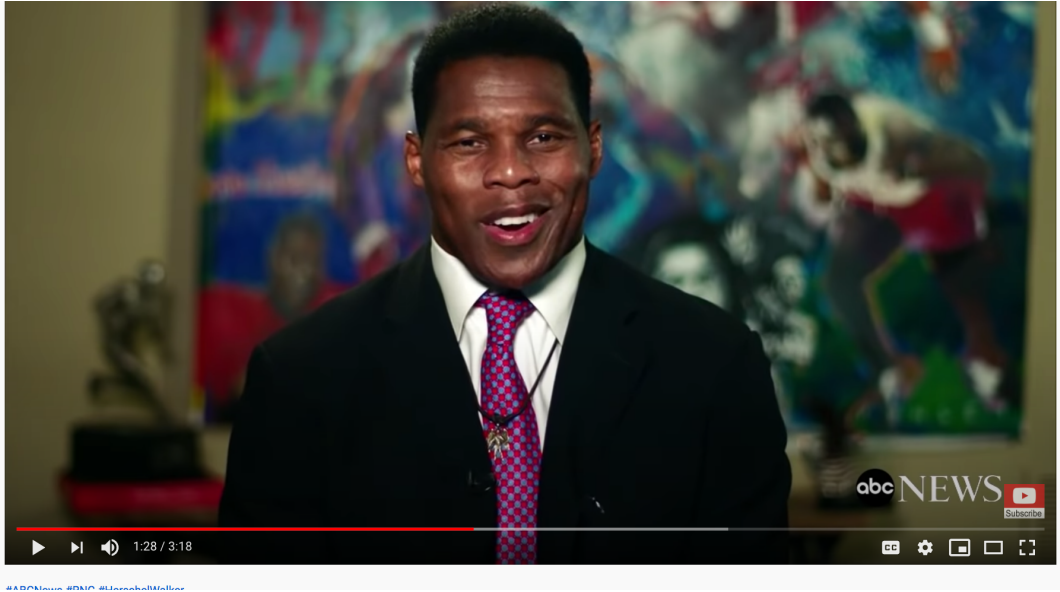
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Character Cards

(FINDING A) SUPERSTAR CHARACTER VIDEOS

Interviews with leading figures in our society.



BRINGING CONTENT OF OUR BEST CHARACTER TO MIDDLE SCHOOLERS AND YOUNG ADULTS

Reaching Kids, Reaching Hearts

If you want to reach kids, you've got to reach their hearts. Superstars are one way to do that. Video brings superstars right to a child's doorstep in schools.

VIDEO SERIES

ONE VIDEO PER LESSON

Rising above a difficult and painful adolescence to become an amazing athlete, champion football player, and caring person, Herschel Walker would be a great superstar to interview other superstar champions from around the globe to speak about character in several short videos.

WILL (HERSCHEL WALKER) SET HIS SIGHTS
ON THE STARS!

(FINDING A) SUPERSTAR CHARACTER VIDEOS

Herschel's on a journey to interview leading figures to build a
world where King's Dream comes alive.



ANTHONY MUNOZ, FOOTBALL PLAYER



TIM SCOTT, POLITICIAN



MATT LINDLAND, OLYMPIC WRESTLER



TIM DUNCAN, BASKETBALL PLAYER



DEVAL PATRICK, POLITICIAN



TASHA SCHWIKERT, GYMNAST



ALYSSA BECKERMAN, GYMNAST



DOMINIQUE DAWES, GYMNAST



ANGELA STANTON KING



MARTIN LUTHER KING, JR. III



ROBERT F. KENNEDY, JR.

**SOME OF THE MANY STARS THAT (HERSCHEL OR ANOTHER STAR)
WILL SEEK TO INTERVIEW**

(HERSCHEL, OR ANOTHER SUPERSTAR), AIMING TO REACH KIDS

If you want to reach kids, you've got to reach their hearts.
Superstars are one way to do that. Video brings superstars right
to a child's doorstep in schools.

SUPERSTAR INTERVIEW

SAMPLE Q & A

A SUPERSTAR INTERVIEWS CHARLES BARKLEY
**RESPONSIVE AND THE
NERVES**



Herschel or another superstar: Thank you for joining me. It's nice to see you, and I am excited to have the opportunity to ask you a few questions about qualities in your life that have helped you grow as a person. In particular, today I'd like to focus on the quality of **responsiveness**. People often think that great character requires courage or bravery, without realizing that great character involves simple traits like **responsiveness**. Meaning you respond to a phone call, or a text, in a timely fashion. King, of course, responded to the needs of blacks for equal rights. That's a **response** to a high calling, but this trait of being **responsive** runs the gamut from everyday responses to once in a lifetime responses. I'm curious about this trait in your life and your thoughts on it.

FIND OUT WHAT CHARLES BARKLEY HAS TO SAY:

Charles Barkley: Answers will vary.

INTERVIEW

CONTENT OF OUR CHARACTER

CATHY AND CHRIS SHARE

ONE TRAIT,
ONE PART:
RESPONSIVE
AND THE
NERVES



Chris: Why is being responsive a trait we should care about and develop?

Cathy: Being responsive is like the nerve in our body. It's as important as a nerve. And it acts like a nerve. The nerves respond, they send out signals, to make us go, slow or stop. They do this by detecting changes in the environment. They do this by coordinating with the brain and senses and muscles and other body systems. All that produces a specific response, one that keeps the body safe, happy and free from unnecessary pain. We hear a car coming (senses) as we're about to enter a road (muscles) and we respond by stopping (nerves).

In sports, we send out signals: in baseball, the catcher "gives the sign;" in football, the quarterback calls the play and then gives a count for the play to begin. In basketball, there are all sorts of signals being shared. Being responsive we catch the ball when it is thrown. We do this well because of the responsiveness of our nerves.

In our lives, when we respond to people and challenges, we are acting like a nerve. Being responsive, we respond appropriately to the situation to increase happiness, minimize pain, and increase the safety and health of our relationships.

In life, we can learn to see calls to us, emails to us, questions and answers to us as all in need of appropriate response. When we learn to respond well to the little things, we can then respond well to the bigger things.

Responsive is responding in our behavior to the different stimuli in our life, people, events, activities, and choices, in nerve-like ways to increase the well-being, the wholeness, of our relationships.

GETTING A CLOSER LOOK

Responding Nerves Responsive

Why is being responsive a trait we should care about and develop?

Being responsive is like the nerve in our body. It acts like a nerve. If being responsive acts like a nerve, perhaps it is as important as a nerve.

How do the nerves act?

They respond, they send out signals to go, slow, or stop. Our nerves do this to keep our body safe and free of pain. For example, you put your hand near a hot stove and your nerves quickly send signals so that you can move your hand away before it gets burned. Working in coordination with our senses, muscles and other organs, the nerves enable us to respond to our environment for the overall well-being of our body.

Being responsive we send signals too. Somebody calls us, we respond - if we respond well, we're sending "good signals." These signals can keep us safe, help us to experience happiness and minimize the pain in our lives.

This is what we mean by saying we respond like a nerve.

A healthy nerve does this naturally. We can develop our ability to be responsive too.

When we say that there is a content of our character, our best character, we are saying, "Let's look at our overall character as having parts. And let's look at the parts which function like parts of the body. We know a body can be whole. What about an overall character, can it be whole?"

Maybe you think that this or that character trait is important. We have all these character traits depicted here. You can choose anyone to focus on and develop and then move to another and another.

We think it's helpful to think about how these traits function as a part of a whole, which is why we look at them in terms of their ability to act like the body parts.

Can being loving be understood as acting like a heart? Yes.

Can being thoughtful be understood as acting like a brain? Yes.

It takes some thinking to recognize the comparisons. But, over time when you learn these comparisons, what you get is a picture that shows there are parts to a whole character. *King's message, that there is a content of our character, our best character, is visionary.* We hope to bring that about.

We hope you can give thought to why being responsive in your relationships - answering emails, responding well to people - is as connected to being loving as the nerves are to the heart.

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Energizing	Lymbic System	Empathetic
And many more		

SUPERHEROES: ENGAGING CHILDREN

A Program That Combines Love and Learning

BRINGING CONTENT OF CHARACTER TO CHILDREN

Nourishing Hearts and Minds

Fun and playful characters encourage young children to commit themselves to growing the content of their character.

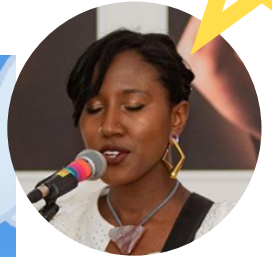
Filled with joy, the program includes dozens of books starring Save the World Dog and the Ucadoo Crew, including Ucafly Butterfly, Ucadoo Kangaroo, Ucanbee, Save the World Cat, and Ucahavemore Dinosaur!

And to start the program off with a fun-filled blast, there is an **animated title sequence** to help children feel excited and connected to the characters right from the start!

Become a part of a truly loving and nourishing outreach to children.



SAVE THE WORLD DOG AND THE UCADOO CREW TV SERIES



Singer
Zechara Powell-
Brown
*Singing "Save the World,
Save the Day."*



Animator
Staci Bryant

TV SERIES

BRINGING CHARACTER HOME

Never before has there been a commercial, engaging children's superhero series tied smoothly and naturally to a character program, a content of our character program!

A SUPERHERO SERIES BASED ON DOZENS OF STORIES

Reaching Kids, Reaching Hearts

If you want to reach kids, you've got to bring your message to video and TV.

Each episode takes children on a fun journey with loving and playful characters to save the world! And lives!

SAVE THE WORLD DOG & THE UCADOO CREW

A SUPERHERO SERIES FOR A SUPERHERO YOU!



MEET SAVE THE WORLD DOG

His motto is: "I have a big heart.
It holds me together, even when
I'm apart."

MEET UCADOO KANGAROO

Her motto is: "You can do anything
you set your heart to do!"



MEET UCANBEE

His motto is: "You can be anything
you want to be."



MEET UCAFLY BUTTERFLY

Her motto is: "You can fly anywhere
you want to fly, even to outer space a
very far out place."

MEET SAVE THE WORLD CAT

Her motto is: "If you want something
done right, you've got to ask a cat.
And that's that!"



MEET UCAHAVEMORE DINOSAUR

His motto is: "You can have more
with less, more, more, more galore,
when you do well with less."

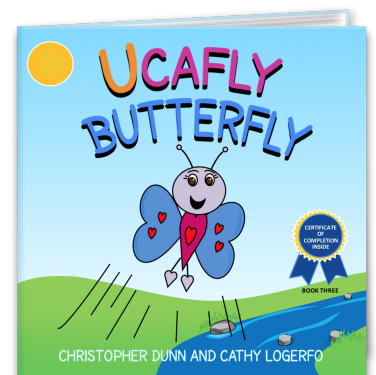
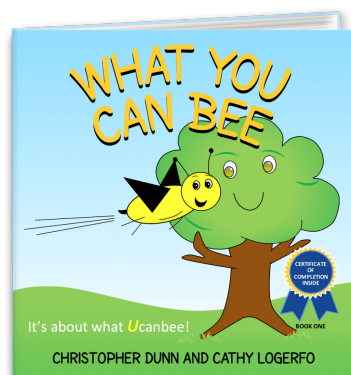
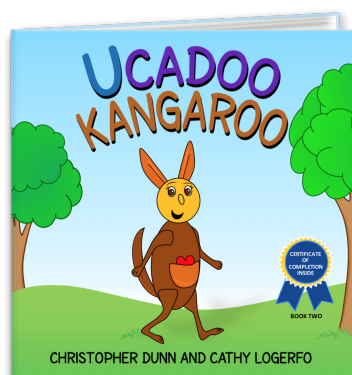
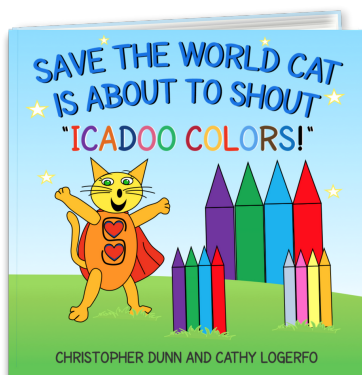




The Superman, Peanuts, Captain Avenger for the new century.

Books, books, books and more books...

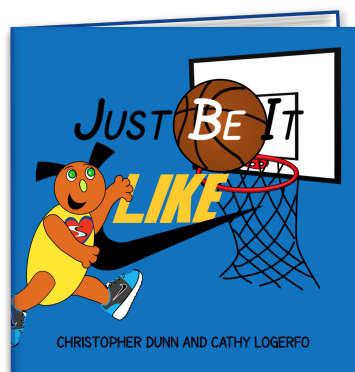
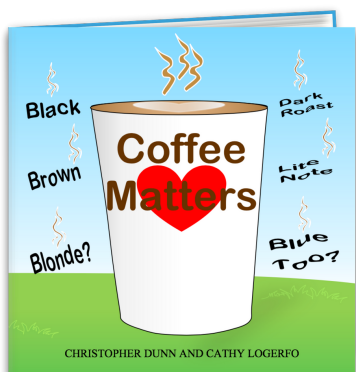
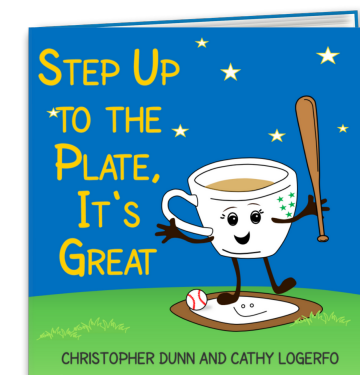
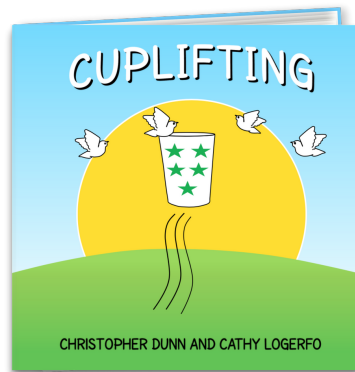
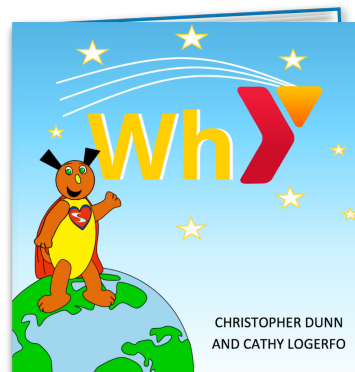
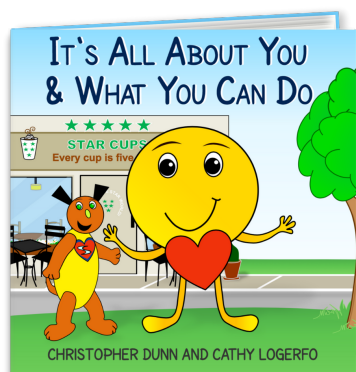
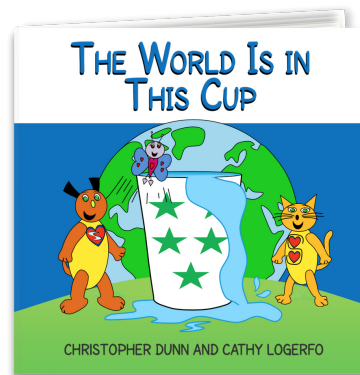
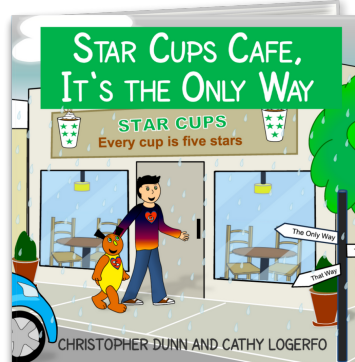
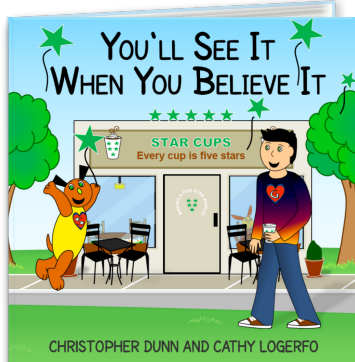
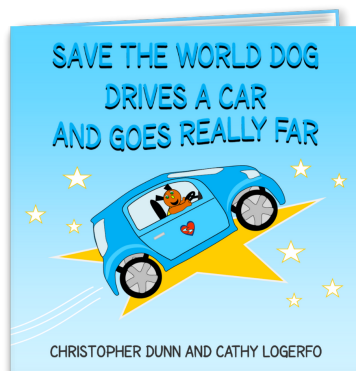
Whether e-books or in print, stories matter! If you want to teach character, but you don't want to bore children silly, use a superhero series. But don't try to create a series to teach character - if you want to succeed. Build a series around characters with a real fun message, one you want to bring to children because it's fun and connecting. That's what we're doing with your help.



Books, books, books and more books...

We've got some of the bones, so to speak. We've got dozens of books - now, we need you to help share those books.

Here are some of the fun titles. They say you can't judge a book by it's cover - well, the truth is, 60% of people make their decision based on a cover. Take a look at these great titles and covers. The insides of these books are just as great, but since we want you to get a quick glimpse here are several covers.



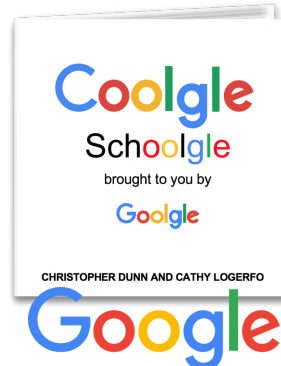
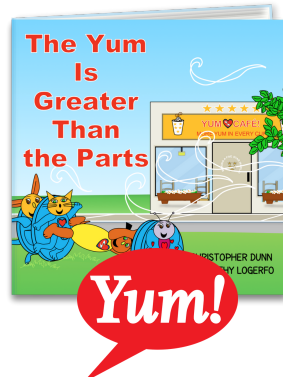
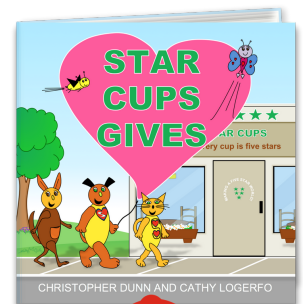
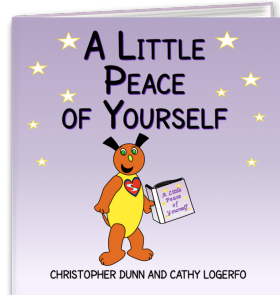
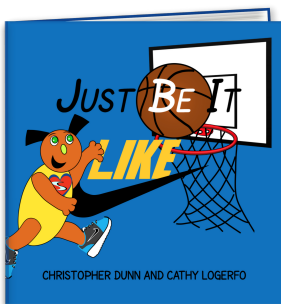
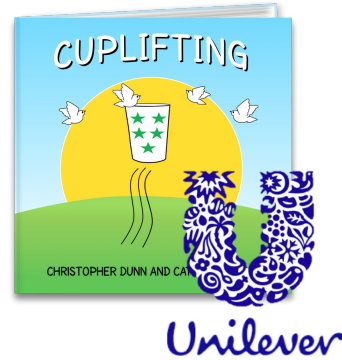
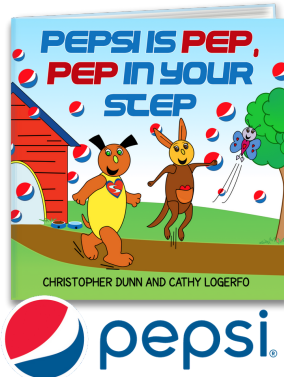
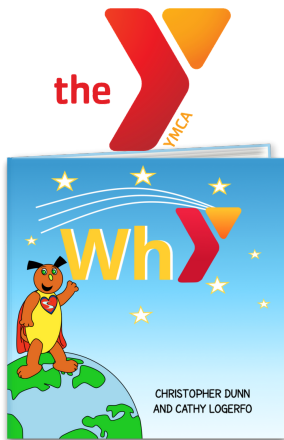
... and many more

PARTNERING WITH BUSINESS

Who's going to pay for all this?

BUSINESSES, OF COURSE

We've created a connection between the character message and companies.



PARTNERING WITH BUSINESS

Children love these stories!



Now let's get these companies involved.

THE BASKETBALL SERIES

CONNECTING WITH OUR YOUTH

SAMPLE STUDENT AND COACH (TEACHER) CARD FRONT/BACK

Loving



Heart

Link, Pump

LOYAL
LOVING
LAWFUL
(HEART POWER)



Durant won the 2018 NBA Cares award. Look at some of what he did, and start to think about how you can build your resume to win a caring - giving and going - award.

GIVING MONEY

- \$10 million commitment over 10 years to College Track
- \$3 million donation to the University of Texas' basketball programs
- Pledged support to four Boys and Girls Clubs
- Donated to the American Red Cross

GIVING TIME AND ATTENTION

- Donated game-worn and signed items
- Visited youth services organizations over the holidays
- Worked with Make-A-Wish, granted the wishes of three boys facing life-threatening illnesses

Source: NBA Cares, <https://communityassist.nba.com/>

BROUGHT TO YOU BY ucanbeheroes.com

LOYAL, LOVING, LAWFUL
(HEART POWER)

Can you think of causes you care about?

What would you like to do for a cause if you could?

What types of activities do you like to do to help nourish others?

Loving



Heart

Link, Pump

COACH CARD

LOYAL, LOVING, LAWFUL
(HEART POWER)

WEEK 2

Objective:

What you're trying to get across with this lesson is a very simple point:

When you behave lovingly you are acting like a healthy heart:

You give well.
You nourish with your time
You nourish with your attention
You nourish with your affection
You nourish with your resources

Teach loving, but note that loyal and lawful are closely related concepts. When we're loving, we are also loyal. When we're loving, we're also lawful, as in giving in a golden rule sense - the golden rule being the highest law.



GIVE WELL,
RECEIVE WELL,
LOVE WELL

COACH CARD

LOYAL, LOVING, LAWFUL
(HEART POWER)

Why be LOVING? Because it's the heart of a relationship - not LOVING, the relationship is not healthy.

Your goal here is to explain the idea of giving.

LOVING WELL MEANS GIVING WELL. GIVE:

TIME,
ATTENTION
AFFECTION
AND OTHER RESOURCES

IN WAYS THAT NOURISH.

IF YOU WANT TO BE A BETTER PLAYER, A BETTER TEAMMATE, IT MEANS LOVING ... HOW DO WE LOVE?

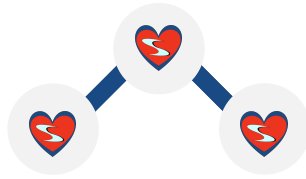
WE GIVE:
TIME
ATTENTION
AFFECTION
AND OTHER RESOURCES

IN WAYS THAT NOURISH.

PLAYERS NEED TO GIVE
THEY GIVE ... AND THEY'LL GET....
IT'S A FLOW, LIKE THE FLOW INTO AND OUT OF THE HEART.

THE COMMUNITY, THE CLASSROOM & THE CAFE SERIES

Linking far and wide.



SPREADING GOODNESS AND LOVE



FOR COMMUNITIES:

Nonfiction books on an insight and discovery about harmonizing.



FOR SCHOOLS:

Compelling and fun materials for building up the **content of one's character**.



FOR CAFES:

Star Cups Cafe. Smile with friends and family while you connect on relevant and meaningful messages.



KING'S COUNCIL

WHY A KING'S COUNCIL?

"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."



**WOULD KING HAVE WANTED A NATIONAL PROGRAM
ON CHARACTER WITH HIS NAME ON IT?**

I think as a nation we owe it to him to create one.

BE A KING'S COUNCIL CHAMPION

GREAT TRAITS

THE CONTENT OF OUR CHARACTER

BECOME WHOLE, ACTUALIZE YOUR POTENTIAL. FULFILL YOUR UNIQUE TASK, UNITE!

THE CONTENT OF OUR CHARACTER

Attitude

Behavior

Character

aware **Attuned** balanced **Aligned Acts** genuine **Authentic** real
faithful **Loyal** committed active actualizing benevolent virtuous
appreciative generous caring **Loving** big-hearted **Lawful**
grateful **Thankful** considerate **Thoughtful** knowledgeable **Truthful**
reasonable **Respectful** self-control brave assertive honest trustworthy
inquisitive **Understanding** flexible **Responsive** courageous judicious resourceful
resilient **Independent** patient collaborative interdependent **Unifying**
visionary **Individualizing** original **Integrity** honor
sympathetic tender **Sensitive** gracious **Sincere** sensible
comforting feeling receptive intuitive perceptive learned
reciprocal **Mutual** purposeful **Meaningful** perseverant **Mature** wise
welcoming **Embracing** recognizing **Empathetic** motivating **Encouraging**
accepting compassionate inspiring
amiable dedicated vocal adaptive navigating cooperating sharing
affable devoted volunteering assimilating negotiating coordinating serving...
agreeable determined voicing adjusting nimble converting
attracting distributive venting articulating nourishing contributory

HEART and LOVE

pumping, giving and receiving

WHOLE BODY and ALIGNING

NERVES and RESPONSIVE

signaling, responding

BONES and INDIVIDUALITY

supporting, structuring

TENDONS and UNITING

uniting, connecting

EMOTIONS and EMPATHY

energizing

BRAIN and THOUGHTFUL

thinking, processing

SENSES and SENSITIVITY

sensing, detecting

MUSCLES and MEANINGFUL

moving, strengthening



Honoring Martin Luther King's Dream

BRINGING CHARACTER FRONT AND CENTER

In line with Martin Luther King's vision that there is content to one's character, U Can Be Heroes is a groundbreaking character program with the first-ever objective model designed to teach children and adults alike "parts" to wholeness, or "content" to a character. Looking at several of the body's organs as anchors for the choice of behaviors, U Can Be Heroes insights are groundbreaking and compelling.

Herschel Walker (or another star), we want YOU to help us get the message out!

"Intelligence **plus character - that is the goal of a true education."**

Martin Luther King, Jr.

***WAIT...
THERE'S
MORE***

NICE MOVES T-SHIRTS



U CAN BE HEROES

NICE MOVES t-shirts



NICE!

Nice Moves t-shirts are a fantastic, playful and fun way to connect with students.

RAISE FUNDS

Nice Moves t-shirts fundraisers are a great way to raise money for your school.



TOO TRENDY!

Now, U Can Be Heroes, the first character program based on an objective model, is also the first ever character program with really cool t-shirts!

Thank you!

U CAN BE HEROES

Making a five star world!



SAVE THE WORLD DOG & THE UCADOO CREW

FIND OUT WHAT, TOGETHER, THEY AND YOU CAN DO!



Loyal Loving Lawful Thankful Thoughtful Truthful...