

10 Million Clicks For Peace



**Combining technology, marketing, and education
with the power of the Internet to help the
world's 21 million war refugees.**

Endorsed by:

Desmond Tutu
Arun Gandhi
Immacule Ilibagiza
Deepak Chopra
Jack Canfield
Drew Bledsoe
Robert A.F. Thurman
and more.



*Happy, peaceful people are not interested in violence.
Countries filled with peaceful people do not start wars.
Teach people how to live happy, healthy, successful
lives, without exceeding the capacity of the land that
supports them and violence simply disappears.*
--**Julian Kalmar, Founder, 10 Million Clicks For Peace**

Overview

10 Million Clicks for Peace™ is a multi-disciplinary, multi-faceted approach to creating world peace.

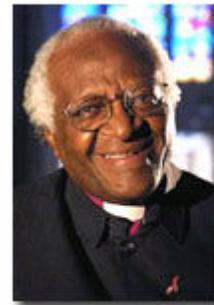
It is multi-disciplinary because it brings together cutting-edge Internet technology, the best available on- and off-line marketing methods, the world's biggest Internet marketers, the peace community, and the world's great teachers of peace, happiness, health and success.

It is multi-faceted because it empowers any individual to create peace in their own lives and their families, through the largest free personal growth course on earth, combining the teachings of best-selling authors and world-famous speakers. It further, empowers that person to spread peace to literally thousands of people through their existing personal contacts. Finally, it serves as a collection point for millions of dollars per month to shelter and feed the world's war refugees and sponsor peace education.

Our aim is to consistently raise \$10 million per month to provide immediate aid to war refugees whose lives have been devastated by other's non-peaceful thoughts and actions, while at the same time teaching current and future generations how to live together peacefully.

10 Million Clicks For Peace has developed patent-pending technology to empower each member to spread personal peace to literally thousands of people.

Pre-existing business relationships with the world's top Internet marketers and personal growth experts gives us immediate email access to approximately 1-percent of the earth's population.



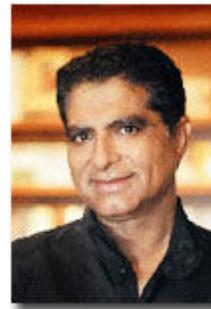
Archbishop
Emeritus
Desmond Tutu
Nobel Peace
Laureate

"What a beautiful and remarkable concept!"

Funds received will be given to established and well-respected humanitarian organizations like Mercy Corps. We are also funding approximately 50 micro-projects, largely dedicated to peace education, but which have not previously been recognized for the peace-value they create.

Partnerships with **We, The World**, a pre-eminent peace and sustainability organization, and with **Pass Along Concepts**, a marketing firm, have produced phenomenal synergy as like minds apply the most innovative marketing methods to the problem of creating world peace.

10 Million Clicks For Peace also seeks to unite the disparate groups comprising the peace community, because a fragmented community is a weak one. All groups must speak with one voice at the same time.



Deepak
Chopra, M.D.
(www.Deepak-Chopra.com)

"What a magnificent project!"

Cutting-edge Peace Technology

When technology inspires people to act positively, it has the potential to do great good. When that same technology also shows them how much good they've done and the exact steps to take to magnify that good, paradigm-shifts can occur. We believe our patent-pending **Peace Impact Meter™** has the capacity to cause a paradigm-shift.

Peace Impact Meter™

This reconfigurable "infinite-level" meter currently measures 9 different ways a member is creating peace in the world. It measures not only the positive effect the member is having, but the positive effects the member is causing indirectly through the people they invited (who then go on to invite other people to take positive actions), and so on. The meter tracks the positive effects of every downstream member no matter how many levels removed. As members refer their friends, and those friends refer their own friends, an avalanche of new members results.

This enables one person to have a dramatic effect, such as one member who within two weeks of our beta launch caused the following effects:

- Moved 3520 people toward greater peacefulness
- Raised \$9,089 in donations
- Caused 1,818 war refugees to be sheltered and fed!

When we enter our next phase of promotions through the world's largest Internet marketers (with whom we have pre-existing relations), we expect even more extreme examples of peace creation to take place.

By the way, this dramatic example of how one person can literally influence thousands towards peace was done without the benefit of Scaper Software (described next).

The Climate

The question of whether such phenomenal growth can occur is best answered by considering the conditions under which exponential growth is possible. If likened to trying to start a forest fire, it is not the match that causes the fire to race out of control, but rather the state of the forest. A forest fire simply will not propagate if the forest is wet and green, no matter how many matches are used. However, if the forest is dry and dense, a single match can burn hundreds of thousands of acres.

By analogy, peace cannot spread unless there is a general desire for it. Sadly, today, war and violence fill the news channels and there is a general outcry for peace all over the world.

It is therefore entirely reasonable to believe that the general population of earth is ready and willing to move towards peace, if someone will "light the first match" and provide guidance in how to achieve it. People are ready for it, and the world's top teachers are joining our effort to provide the necessary wisdom at no cost, in practical, convenient, and readily available form.



Arun Gandhi,
President
M.K. Gandhi
Institute for
Nonviolence
([www.
GandhiInsti-
tute.org](http://www.GandhiInstitute.org))

"10 Million Clicks For Peace has the distinct ability to... lighten the burden of peace-makers everywhere. ..."

Marketing

Internet Marketing

We conservatively anticipate tens of millions of emails will be broadcast on behalf of **10 Million Clicks For Peace** by the goodwill extant in existing business relationships between Rick Beneteau (co-founder) and some of the most successful Internet marketers in the world. Rick was the Internet marketing visionary who first wrote about joint-venturing as the means to Internet marketing success, and today joint venture offers flood the inboxes of millions of people selling all kinds of products. Similarly, Rick's vision led him to jump at this opportunity to build a better world.

Jack Canfield
Co-author of
the Chicken
Soup for the
Soul~ series
and recently
featured in
'The Secret'



"10 Million Clicks For Peace is a mission of the highest human spirit ..."

Rick's relationship with many of today's top Internet marketers will result in millions of emails being broadcast in support of this project. And, because these key marketers hold esteemed positions as visionaries themselves, they will influence many other marketers to follow suit.

Offline Marketing

Robert Evans, President of **Pass Along Concepts**, brings a combination of talents in both online and offline marketing. His support of 10 Million Clicks For Peace enabled us to have "**Posters of Peace**" and "**Pass Along Peace Cards**" ready for the initial launch, and the test marketing of those products has shown strong support for the marketing of peace.

The response to the posters program has been overwhelmingly favorable with a 7-percent closing rate during the first promotion. Furthermore, the upgrade from posters to art-prints, framed posters, and multi-poster bundles, was 5 times higher than Robert had previously seen in any poster promotion: Approximately 70% of customers upgraded to receive more than just the free poster being offered! *This is a strong indication that peace can be successfully "marketed" for the benefit of the world's war refugees and every future generation.*

Pass Along Peace Cards™ are a means of expressing gratitude and appreciation while spreading peace. Each card has a beautiful picture and an inspirational quotation on the front. As the cards are passed around, they inspire each recipient.

On the reverse side of each card are instructions for logging into a website so that the card's history can be viewed. The website shows where the card has been, along with messages left by the card's previous recipients, whose lives it has touched.

Each card is then passed to someone new as an expression of appreciation. Some of the little cards have actually traveled around the world.

Since all Pass Along Peace Cards are sponsored by 10 Million Clicks For Peace, every recipient who logs in to see where their card has been, is offered a chance to join 10 Million Clicks For Peace to help spread peace.

Members buy card sets, typically 50 to 250 cards at a time, and then hand out the cards as little tokens of appreciation, thus spreading positive messages and feelings. Since the cards are traceable, back to the original purchasing member, the member gets credit on their **Personal Peace Impact Meter** for every referral-member brought to 10 Million Clicks For Peace.

Donations

Donations received, go to the **Clicks for Peace Fund** administered by **We, The World** 501(c)(3) under a trust agreement. Two percent is withheld for the continuing support of **We, The World** and **10 Million Clicks For Peace**. The remaining funds go to reputable refugee assistance and peace education charities such as **Mercy Corps**, **Women For Women International**, the **M.K. Gandhi Institute for Nonviolence**, a collection of approximately 50 micro-projects that do peace education work in various forms, and to pay for the production cost of Peace Rewards Program products.

Advisors and supporters of **We, The World** include such notables as Nobel Peace Laureate **Archbishop Desmond Tutu**, **Deepak Chopra**, **Dr. Jane Goodall, DBE**, and **Marianne Williamson**.

Guiding Philosophy



Founder: Julian Kalmar

All aspects of 10 Million Clicks For Peace are geared towards helping war refugees, and supporting peace education.

Julian Kalmar's grandparents were war refugees from Hungary, during WWII. This project is his way of repaying (with compound interest) those anonymous kindnesses that allowed his grandparents to survive the war. Julian owes his very existence to those kindnesses.

Links of interest

How Donations are Handled:

<http://www.tenmillionclicksforpeace.org/charities.asp>

General Member Entrance/Signup:

<http://www.tenmillionclicksforpeace.org>

Endorsements

"Peace in its most fundamental form is the connection of one human spirit to another. As we connect with each other we engender understanding, trust, compassion, and every other expression of love. 10 Million Clicks For Peace hastens the connection process so that we may bring love to each other on the broadest possible scale. What a beautiful and remarkable concept!"

-- Archbishop Emeritus Desmond Tutu, Nobel Peace Laureate

"Once in a great while, a project comes along with the most profound implications for the future of all humanity. For the first time in history, every person can effortlessly contribute to world peace using the power of the Internet. 10 Million Clicks For Peace is a mission of the highest human spirit and contains a most remarkable mechanism for creating world peace. I am honored to give this innovative humanitarian project my full support that we may once and for all move all peoples and all nations towards greater kindness, harmony, and love."

-- Jack Canfield, Co-author of the Chicken Soup for the Soul~ series and recently featured in 'The Secret'

"Technology sometimes can make life easier and peace more achievable. Ten Million Clicks for Peace has the distinct ability to marry the two concepts -- funding for peace and technological progress -- and lighten the burden of peacemakers everywhere. Using technology for the good of humanity is something I believe in strongly and therefore have no hesitation in endorsing this program."

-- Arun Gandhi, President, M.K. Gandhi Institute for Nonviolence (www.GandhiInstitute.org)

"10 Million Clicks For Peace is a beautiful expression of our infinite creative potential. We are free to create peace for ourselves, and help others create it too. We must simply choose to do it, and now it's as easy as a few clicks. What a magnificent project!"

-- Deepak Chopra, M.D. (www.DeepakChopra.com)

"Thankfully, most of us have never witnessed firsthand the brutal horrors of war and genocide. For those of us who have (and I am one), 10 Million Clicks For Peace offers great hope for the prospect of true and lasting peace in the world. I whole-heartedly support this noble work!"

-- Immaculée Ilibagiza

Rwandan genocide survivor and author of *Left To Tell*

www.Immaculee.com

"After looking at 10 Million Clicks for Peace for only a few minutes, I realized the phenomenal power you've given me to change the world. Guys, this is a winning touchdown for all of humanity."

-- Drew Bledsoe #11

14 year NFL Pro Quarterback (retired)

www.drewbledsoe.com

It is when we touch another soul with kindness and understanding, that we connect most deeply to ourselves. What could be more beautiful than millions of visionaries seeking to touch the entire world? I applaud the vision, scope, and practical methods by which 10 Million Clicks is spreading peace.

-- Robert A.F. Thurman, President, Tibet House, www.tibethouse.org

Mercy Corps whole heartedly endorses this innovative initiative for peace. This project is a shining example of what each of us can do, as partners for peace, to be the change we want to see in the world.

--Diana Ayton-Shenker, Mercy Corps (www.mercycorps.org)

"This reminds me of the saying that it's better to light one candle than to curse the darkness. Imagine the effect of 10 million clicks for peace -- each click symbolizing a peace candle!!! Let us join together in one great moment of dedication, in one special moment of caring to make 10 million clicks for peace and to light 10 million candles in our hearts. A noble cause, indeed!"

--John Harricharan, Award-winning author of the bestseller, "When You Can Walk on Water, Take the Boat" (www.Waterbook.com)

"I am so happy to endorse this group. It is time for humanity to realize that war does not bring peace. We are all one."

--Renee G. Weinberg, Interior Designer

"The concept of 10 Million Clicks for Peace is breathtaking! The idea that we as individuals could band together to have a tangible impact in bringing more peace to our world -- it is a privilege to be part of this glorious endeavor."

--Terri Zwierzynski (www.Solo-E.com)

I would like to commend you for the work that you are doing. With the idea of being pro-peace we all can join hands and make a positive impact in this world and embrace the fact that we are all very similar and that together everyone accomplishes more.

Jonathan Steven Lederman, Production Coordinator of Happy Times Monthly
(www.happyherald.com)

"We, The World is honored to be a part of this initiative! We anticipate that 10 Million Clicks For Peace will soon become a leading force in awakening a public spirit of caring and involvement. 10 Million Clicks can spark the tipping point of aware and involved people acting collectively that is needed for a peaceful, sustainable world."

Rick Ulfik, Founder and Director of We, The World (www.WeTheWorld.org)

"In today's conflict-filled world, it is difficult to find "unambiguously good" causes that everyone can get behind, regardless of political orientation. 10 Million Clicks for Peace is one such unambiguously good effort, and it has my wholehearted support."

--Stephen J. Kraus, Ph.D., Harvard Ph.D., author of Psychological Foundations of Success

"The message is clear the time is Now. 'The future depends on what we do in the present. If we are to reach real peace in this world... we shall have to start with the children.' Mahatma Gandhi"

--Robert Forenza, Responsible for getting millions of hugs over the past 20+ years placed upon our Earth. (www.peacetoy.com)

"Changing the world begins with ourselves. As you become the person you want the world to be and you treat others as though they are one, others will follow. 10 Million Clicks For Peace can be used as a system of connectivity to assist us and people throughout the world to realize that we are all one, and to highlight how many people truly know this. It will help us all realize our oneness and how we are alike rather than different. Seek the similarities of all and you will find them!"

--John Halderman, Personal Growth writer, speaker and trainer.
(www.effectivepersonaldevelopmentblog.com)

Founders Bios

Julian Kalmar



Julian is a physicist at heart who anticipated spending the rest of his life in the engineering and scientific world. However, in 2002, a serious spine injury profoundly altered his life and his perspective. He never imagined working on a peace project, let alone leading a movement, yet his vision and efforts have helped shape 10 Million Clicks For Peace into what it is today.

His previous experience includes 5 years at NASA's Jet Propulsion Laboratory, working in radiation-effects testing of semiconductor devices, and building one of the world's first large parallel-computers. He spent 9 years working in electronics, 13 years in software development, and 2 years repairing industrial machines (some as big as a house).

His ability to remain happy after a serious spine injury led his friends to shake their heads and marvel. He found himself trapped in bed 22 hours a day; unable to work, unable to drive or walk around freely. He lost his car and a 6-figure income. Yet he remained happy.

After the first year in bed, he received a letter from an unhappy friend. He began his reply with hopes of imparting what he knew about happiness—in spite of difficulties. Thirty-five pages later, he realized he had a serious problem...much more to say and not enough paper. It was then he realized that writing a book could help many find greater happiness. That book opened the door to a remarkable spiritual transformation that reconnected him to the teachings from his early life with his grandparents. They showed him how to be happy regardless of circumstances, but they had done something far greater.

His grandparents taught him what it meant to be a war refugee, and it was this knowledge that was to change his life.

While taking a break from writing his book, Julian became profoundly moved by a documentary on the plight of Afghanistan's 1 million war refugees. During the program, he found himself looking straight into the eyes of a family who could have been his own grandparents 60 years earlier. In that moment, decades vanished, and he "connected." He knew immediately that part of the proceeds of his book would go to help war refugees, yet it would take 4 years before he would finally come to know the sheer scope of the project he would come to lead.

10 Million Clicks For Peace is Julian's path to repaying—with compound interest—the anonymous gifts of kindness bestowed on his grandparents, allowing them to survive their experience as war refugees. It is those kindnesses that are responsible for Julian's very existence.

Julian takes no credit for 10 Million Clicks For Peace. He believes the project was inspired. He is just an instrument of the Universe...doing what the Universe is best at: Connecting.

Rick Beneteau



Rick has worn many hats during his half century of living. Straight out of high school, he started working for his family dry-cleaning business, eventually managing it and finally purchasing the multi-store company from his father.

Throughout the 1970's and 1980's, while firing up the boilers at 5 am, six days a week, Rick pursued his true passion; writing, recording and pitching songs.

He won Billboard Magazine's International Songwriting Competition the first two years running, and other major music competitions. Music publishers and recording companies started picking up his material. Based on this success, he sold his dry-cleaning business in the 1990's to form a music production company. He spent two years building a professional recording facility in his home. Unfortunately, the same month his production company launched, his marriage ended, and his studio and music royalties were seized by the divorce court.

Devastated, and unwilling to lead the starving artist lifestyle, Rick made his way to the Internet and began using his entrepreneurial and creative skills to become one of the original Internet marketers. He created top-selling marketing products, such as: Ezine Marketing Machine, Branding You, and Breaking the Bank, and he originated the Internet's first two-tier affiliate program with his traveling billboards, I.D. IT! Plates.

Rick's articles and quotes have been featured in hundreds of Internet newsletters as well as in magazines and print books. One of his most popular quotations is:

*Give a shelterless man tools and he will build a home
Inspire him, encourage him, give him vision, and he will build an empire.*

In 2000, Rick founded the Internet's first toy drive, an online holiday mainstay for six years. Recruiting the top Internet marketers in large promotional campaigns aimed at making sure no child is left without at least one gift under the Christmas tree, InternetToyDrive.org is a corporate sponsor in direct affiliation with the official Toys for Tots program.

The tragic events of September 11, 2001 affected Rick so profoundly that he decided to change direction from helping people build online businesses to simply helping build people. His breakthrough ebook from 2002, *Success: a Spiritual Matter*, the first in a series of products that bridge business success and spirituality, remains an entrepreneur's favorite to this day.

In 2003, Rick's first print book, *A Large Slice of Life to Go, Please!* was published, landing him the prestigious Pinnacle Book Achievement Award and many high-level endorsements.

His current line of NLP products like *Quit Smoking Right Now*, *Make Every Day A Great Day* and *Better Sales Right Now*, are licensed by some of the world's top self-development entities.

Rick is again at the forefront of the Internet with his popular personal growth podcasts located at www.MentorAudio.com.

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On the morning of July 15, 2006, he received two emails, one right after the other, that profoundly affected his life. The first was a CNN Breaking News Alert outlining the latest gory details about the bloodbath in the Middle East. This made him nauseous...literally. The next email was from a man Rick hardly knew, Julian Kalmar. Julian explained that he couldn't sleep that night, fearing for the lives of two friends, one in Lebanon, and one in Israel. He wrote that he had asked the Universe what he could possibly do to help. Almost immediately, "10 Million Votes for Peace" jumped into his mind. That was Rick's cue to call Julian. At 6:42 a.m. they began discussing the project that became known as 10 Million Clicks for Peace.

Rick's future plans include doing his part to tackle other global problems as well as hunkering down in a cozy little pad on a lake to begin writing music again - to bring joy, success and even more peace to people lives.

10 Million Clicks For Peace

