



**be:good**  
foundation

PO Box 8181 : Rockford, IL 61126 : 888.633.9143 : [www.youbegood.org](http://www.youbegood.org)

**no strings attached**

Be good. Do good.

L.M. Heroux



At the **be:good** foundation, our heart is simply this: to be good to people everywhere, no strings attached. Where there is hopelessness, we want to bring hope. Where there is suffering, we want to bring comfort. Where there is loneliness, we want to be friends. We want to bring change to the world one personal act of goodness at a time.

our heartbeat



**ESTABLISH.** We have Established a thorough resource distribution process. One which enables us to quickly identify our role in a particular need, assess the resources needed and the sustainability of our investment. We believe in obtaining a thorough understanding of the inner-workings of the organization, local governments or individual people involved in the project at hand. We are dedicated to maintaining an open-book policy that supports absolute organization transparency.

**PURSUE.** We Pursue a balanced and holistic approach to the elimination of hopelessness worldwide. Hopelessness is found in many forms and our goal is to pursue sustainable results in every initiative we set our sights on. We understand we cannot do it all and must inspire others to join with us in creating a sustained effort. Please visit our website for an update of our current initiatives.

**OPERATE.** We Operate as a catalyst for goodness. As we strive to be good to people everywhere, we provide hands on hard work at each project as well as strategic thinking, training, inspiration and funding. We desire to interact directly with those we are helping by immersing ourselves in their culture and experiencing a moment of their lives. This mode of operation allows us to maximize our role in the project, insure the project produces the expected results and enlist the help of those in surrounding communities to insure a sustained effort.



**Do not wait for extraordinary circumstances to do good; try to use ordinary situations.**

Jean Paul Richter

our principle

Real joy, which comes from loving to do good things without wanting to be repaid, is the reward that lasts forever.

Emanuel Swedenborg



Being good is a great healing principle, for both the doer and receiver: the more it gets spread around, the more it seems to come right back. Goodness expands. The more goodness poured into a human heart, the more room that heart has for being good to others. The more goodness poured into a community, the more it will spill into other communities. Goodness allows a person or community the feeling of self worth and appreciation. A feeling that inevitably causes a sense of hopelessness to be lifted.

the impact of goodness



be:good began on March 15, 2008, the tangible expression of the McNeilly family's passion.

This is how Stephen tells their story. In many ways life had seemed to be a hit or miss search for a way to help people. We wanted to do something hands-on, but we also wanted to create a deeper awareness – both in our own everyday lives and in others – of the hopelessness that exists in the world around us. Whatever issues we chose to engage, we wanted to draw as much attention to them as possible. After 12 years of searching, investing our time, emotion and resources, we discovered the simplest of ways to help people.

Just...be good to people with no strings attached. It is a concept so simple that every person in the world, no matter how much or how little they have, can play a part. We decided to build an organization that would set a precedent of goodness with no expectation of repayment. So, we formed be:good. Wherever we find ourselves in life, we know there is always an opportunity to be good to someone, no strings attached. We humbly thank you for allowing us the opportunity to share our way of helping others with you! Sincerely – Stephen, Trina, Ella and Luke and Baby #3 (to be born November 29th) McNeilly!



**Our life is frittered away by detail.  
Simplify, simplify.**

Henry David Thoreau

our history



The good you do today, people will often forget tomorrow; Do good anyway.

Mother Teresa



## LOCAL

### Good Patrol

The Good Patrol has a mission – to bring goodness to people in local communities with no strings attached. Wherever they can find good to do, the Good Patrol does it. Whether stopping to help change a tire or delivering gifts to needy families on Christmas morning, they bring hope where there may be none, and encourage others to pass it on. Our goal is for the Good Patrol to be a catalyst in communities all over America - inspiring people to be good to others.

### Teen Moms

One group that certainly needs some no-strings-attached goodness is teen moms. Young, unwed mothers struggle with deciding whether or not to carry to term. Or whether they will keep the child once it is born. And how they will care for it if they do keep it. We want to show love and compassion to young women who have chosen the difficult path of raising their child. Many do so alone. We want them to know they are not so alone after all.

our passions

## INTERNATIONAL

### Bulembu, Swaziland

Swaziland is a Kingdom with such great potential yet full of hopelessness. With the highest AIDS rate in the world: 43% it has been categorized by the United Nations as a Kingdom without hope unless something dramatic is done. Our dream in this initiative is to be that dramatic help that will create a new generation...one free of HIV/AIDS, hunger and hopelessness. Our initiative directly targets the spread of pediatric AIDS by providing ant-retro virals to communities and villages without access to these drugs. Our goal of sustainability sights that we must build a holistic approach and thus we are also providing education, orphan care, hospital improvement and community building as we work towards a 100% improvement in the quality of life for the people of Bulembu, Swaziland. For details about our "New Generation" project, sponsored orphans, orphan homes, clinic renovations and "In the Community, By the Community" program in Swaziland and other targeted Countries, please spend some time at [www.youbegood.org](http://www.youbegood.org).



To be doing good is man's most glorious task.

Sophocles

our passions



Our opportunities to do good are our talents

Cotton Mather



You can take steps today to spread goodness in your own community, and throughout the world. It's as simple as a friendly smile on the street, a well timed compliment, an idea that brings hope, or an action of giving that takes goodness across the world.

Your gift of any amount ensures that be:good can continue to spread goodness in Bulembu, Swaziland, Haiti, our local neighborhoods, and many more places where hopelessness abounds.

be good