



# Annual Report

## 2010-2013



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*"Fundamentally Changing the Way Humanity Lives in and Creates Its Environment"*

## Our Core Values

- We believe that the world is one and its challenges are one. Humanity is one, created equal, with equal rights to all resources and opportunities that must be made available to everyone.
- Using enterprise Geographic Information Systems (GIS), Computer Aided Design and Drafting and other Information Technologies, we will design a visual solution to eradicate physical, emotional and mental poverty on our planet and thus fundamentally change the way humanity lives in and creates its environment.
- We believe that when organizations operate as a team with a shared vision, shared goals and shared sacrifices, success is assured. Respect and regard for each other internally must be a reflection of the work we are attempting to do externally. We will build on MDG #8 to establish global partnerships for development.
- As the organization evolves and expands, we envision a working environment that is fun, creative, and challenging; with a desire to learn, question and disagree without fear of reprisals.
- We are committed to making these values become a reality and failure is not an option.

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## President's Message

Dear Friends,

July 12th, 2007 the Institute for Conscious Global Change (ICGC) was born. The Institute was born out of a need to change the way humanity lives on this planet, especially the bottom billion living in deep poverty.

February 2011 marks a great change point for the organization when, after much effort, we secured the essential Geographic Information Systems (GIS) software from the leading GIS software developer in the world, Environmental Systems Research Institute (ESRI). We needed this software to commence the *Millennium Earth Project: A Visual framework for Sustainable Development*, the primary activity of the organization. Their generous donation, valuing over 100,000 USD, lies at the heart of all we do.

For far too long we have seen and heard through various media about the plight of the poor and disadvantaged around the world in underdeveloped, developing, and in growing numbers, areas of developed countries.

Our organization is committed to working with the United Nations and individual governments to assist in geodesigning the future we want.

Not only are we able to see this future, but we are able to visualize this future so these citizens can see it as well.

Technology constantly creates new opportunities to change and improve the world we live in. We are utilizing robust spatial technologies such as enterprise GIS and CADD in a cloud environment to create comprehensive maps and 3D design models that illustrate the urban landscapes of each country. More specifically, our integrated spatial system will:

- Illustrate landscapes in their current condition;
- Display planned infrastructure developments on the current landscape

- Create an engaging forum to educate individuals through the use of interactive story maps with themes including sustainable development, culture, local and regional history, economics, agriculture, and natural disasters. I invite you to read this report and learn more about how the core values of ICGC, together with 21<sup>st</sup> century technology, forms the cornerstone of the work you are making possible.

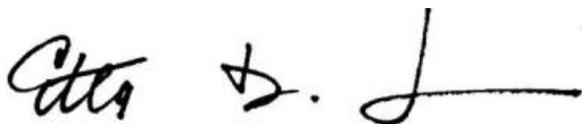
Thank you to the interns and volunteers who, through the years, committed themselves to ensuring this breakthrough idea become reality. Without them we could not have completed the first phase of our work the “Proof of Concept” culminating in a very successful presentation October 12, 2013. We are now in the final stages of developing the Millennium Earth Project website at: [www.millenniumearth.org](http://www.millenniumearth.org).

We have already begun the next phase of our work, piloting many of our technical support services with our partner EcoCity Builders (EcoCity), a nonprofit organization based out of Oakland, California. ICGC is providing the technical infrastructure for EcoCity’s EcoCitizen World Map pilots in Casablanca, Morocco and Cairo, Egypt. Additionally, two of our staff members travelled with EcoCity to provide field support on location for these pilots.

Lastly, we have been invited to present our work to 54 African countries in Addis Ababa, Ethiopia in September 2014 with the goal of revolutionizing the continent. More information will be forthcoming shortly.

Your continued support is greatly needed as we work towards reaching our goal of putting equality on the map!

With kindest regards,

A handwritten signature in black ink, appearing to read "Etta D. Jackson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Etta D. Jackson, Founder/CEO

March 31, 2014

## **2. Delivering on our Promise/Determination to Succeed**

The Institute for Conscious Global Change was made official in the State of New York as a non-profit corporation in 2007. In 2010 we applied for and received our 501(c)(3) tax-exempt status from the IRS. In the same year ICGC registered in the database of the Department of Economic and Social Affairs as the precursor for applying for Consultative Status with the Economic and Social Affairs (ECOSOC) in the United Nations, which we received July 23, 2012.

We were determined to deliver on the promise laid out in our Articles of Incorporation to assist the United Nations in meeting its Development Goals of changing the lives of the citizens living in poverty.

The search was intensive to get an academic institution with a department in Earth Science, Geology or Geography to help us develop the prototype for the Virtual Global Earth Project, now Millennium Earth Project: A Visual Framework for Sustainable Development. After much effort and contemplation as to how to move forward given we had no funds, the Planning Institute of Jamaica advised the possibility of getting help from the Environmental Systems Research Institute (ESRI). We reached out to them and they were immediately impressed with our idea for a revolutionary approach to development, expressing this should have been executed much earlier by the larger organizations in development like the United Nations. They responded positively from the very beginning and after seven months of negotiations, donated the ArcGIS software to build our project.

Without funds, we reached out the millennial generation to help us create the future they want. They came in large numbers to fill the internship positions in Research, Infrastructure, Geographic Information Systems (GIS), Information Technology (IT) and Social Media.

It was not long that we contemplated the Millennium Development Goals and realized that the people in the underdeveloped world could not live decent lives without the benefit of infrastructure development and improvement. Without Urban Planning, Transportation, Energy, Industry, Telecommunication, Urban Planning and Architecture,

no significant change to their society could be realized. Therefore, we added an additional team to our project to focus on infrastructure. We had our setbacks, as any start-up does, but we were never deterred by the magnitude of the task. And we did not realize how complex the process would be.

After three years of hard work and sacrifice by mostly young professionals under the leadership of Mr. Scott Allen, the project manager and GIS Specialist, we presented our prototype using the small city of St. Raphael in the Republic of Haiti. The development of the Web Application is nearing completion and the Millennium Earth Project is being built-out to display all the work of Phase One. We hope to demonstrate to the Open Working Group on the Sustainable Development Goals how essential it is to use our idea of developing a virtual plan around the three pillars of Social, Economic and Environmental sustainability.

The idea is that the prototype will be replicated in all least developed, developing and developed countries with the aim to raise the stand of living significantly for all those who live on the margins of life.

We are well underway to delivering on our promise by accepting an invitation from the Director General of the Ethiopian Biodiversity Institute to present our work of Geo-Designing all the countries in Africa to all 53 Ministers of Development and Planning. An International Conference is being planned at the African Union September 24-25 in Addis Ababa, Ethiopia.

A similar presentation is developing with the 14 countries of the Caribbean countries through CARICOM.

The goal is to use our Millennium Earth Project to create geodesign models to put equality on the map and to create the 'Future We Want'!

### **3. Leading the Way to Revolutionize Development**

The Institute for Conscious Global Change (ICGC) seeks to build on the progress of international development organizations to come up with a comprehensive, holistic plan that would permanently move the underdeveloped and developing nations into the twenty-first century by providing 2.4 billion citizens the standard of living and quality of life every member of the human family deserves and has a right to enjoy. Prompted by its founder, Etta D. Jackson, ICGC aims to solidify the ideas and framework for how this could be remedied and how transformation could be achieved. The Virtual Global Earth Project, now Millennium Earth Project: A Visual Framework for Sustainable Development, is the vehicle created by ICGC to bring about this objective. In many ways the plan would be similar to the Marshall Plan the United States developed to rebuild Europe after World War II. The question then was: Why not a Global Marshall Plan to build the underdeveloped and developing world?

Twenty-first century technologies now offer us even greater abilities to change the world that did not exist in 1945.

Now available to us for accomplishing a changed world are: Geographic Information Systems (GIS); Computer Assisted Drafting and Design (CADD); Information Technology (IT); GeoDesign, The World Wide Web; Cloud Computing; Web Application and Design; 3D Design Models, etc.

ICGC is fully aware of all the ideas resulting in numerous meetings, conferences, and consultations in places like the UN, World Bank, the OECD, African Union, CARICOM, EU, the Asian Pacific Union, etc., to bring about meaningful and permanent change for the poor and marginalized. However, we knew that until those ideas are concretized and a plan developed, the goal would forever remain elusive since without a clear and workable vision, implementation would be most challenging if not impossible.

A plan for how the ideas would become a permanent reality on the ground where people live is essential. Geographic Information Systems (GIS) is a virtual electronic atlas showing the landscape and topography of every city, town and village is the perfect planning tool and platform onto which such complex ideas of Social, Economic

and Environmental change and sustainability can be organized. GIS does not intrinsically have this data, which is why we aim to help people collect it. Once this data exists, a comprehensive model can be developed as the perfect planning tool/platform.

At the same time that ICGC was planning this global change, the United Nations was envisioning how to eradicate poverty and so the Millennium Development Goals (MDGs) were born. However, these goals were not universal enough and a process for achievement was not built into them, resulting in limited success. We also knew that without infrastructure development those goals could not be viable. By combining the aspirations articulated in the MDGs with the GIS technology now available, we could create a virtual development plan for tangible and comprehensive solutions.

We believe that without delivery systems in place, poverty cannot be eradicated.

The following systems are essential for any functioning society and for functional living in the 21<sup>st</sup> century:

- 1. Infrastructure Development:** To provide Transportation (Roads, Bridges, Ports-Air and Waterways), Energy, Architecture and Urban Planning, Industry, Water and Waste Treatment, Telecommunications.
- 2. Educational Development:** Schools and colleges to provide primary, secondary, tertiary, technical schools, training and life-long learning for adults and older generations.
- 3. Health and Medical Services:** New or rehabilitated institutions to provide adequate healthcare services to each city, village and town for men, women and children. These should include hospitals, clinics, childbirth facilities for safe delivery of babies, care of women during pregnancy, and safe and legal immunizations for children.
- 4. Agricultural Development:** To provide development of safe crops so large and small farmers can prosper in the global marketplace through export and fair trade. A place where the values of hard work, in the developing countries, is respected and appreciated.

5. **Ecological/Biodiversity/Climate Change:** Monitor and development of these essential natural resources to ensure that the environment including land, oceans, rivers and streams can sustain itself and all life.
6. **Social Development:** Ensure that institutions are in place for the proper development of boys and girls to have healthy social developments and outlets. Gender issues are addressed including reproductive rights of women.
7. **Governance and Rule of Law:** Strong and effective governance systems must be in place in order that the above mentioned can function and the delivery of the services can be met to meet the aspirations of its citizens. National and local courts and legal systems must be built or re-habilitated for there can be just resolution to the citizens' grievances without briberies and payoffs leaving the poor without recourse.

A virtual development plan to include all the above systems and services is now possible. This is what ICGC is committed to delivering together with its partner ESRI, working with the governments and citizens of each country and with the United Nations systems to bring our vision and those of the Sustainable Development Goals into concrete manifestation.

## **4. Vision and Design of the Future We Want**

Through sheer determination and will the vision of bringing virtual but tangible solutions to the developing world took real form in the completion of the Prototype Phase, or Proof of Concept, which was presented October 12<sup>th</sup> 2013 in New York at 277 Park Avenue, 44<sup>th</sup> Floor.

As if by Providence, ICGC founder Etta D. Jackson attended a GIS-Federal Conference in Washington D.C. and met the Founder and President of ESRI, Mr. Jack Dangermond to thank him for donating the GIS software in 2011 which forms the core of our work. Upon hearing that ICGC is using the software to geodesign the underdeveloped countries, this work being dear to his heart, Mr. Dangermond immediately extended the offer to join us in our work so together we could accomplish this huge task.

To eradicate poverty and to create the 'Future We Want', the systems must be planned, designed, and must be done with the government and citizens at the forefront to include those members of the country who are in the diaspora. The inputs and contributions of international organizations like the United Nations, NGOs, International Financiers and Developers should be given from the perspective that the citizens and governments of each country are capable of determining their own destinies. These citizens possess the knowledge, the wisdom, and the know-how to design the future they want for themselves.

The development of these new societies must never mirror colonialism of the past or the western imperialism we see today with the legacy of poverty, illiteracy, exploitation resulting in tribal conflicts, and wars which are the causes of social, economic and environmental destabilization. Under this new development no one will be left behind. This plan includes the development of every city, village, town, rural area and ghetto globally.

Each country will have the opportunity to see the dawning of a new reality they can grasp mentally and visually as a precursor to implementation.

The United Nations agrees with ICGC that the long deferred promise of a better life for those living in abject poverty and those living on the margins can no longer wait.

We as a world now possess the financial, technical, intellectual, and manpower capabilities to transform the world into the one we want that serves all of us adequately.

The time has come to 'Put Equality on the Map' and 'Fundamentally Change the Way Humanity Lives In and Creates Its Environment'!

We welcome your participation in this great effort!

## **5. Financial Statement**

### **Statement of Financial Activities for Year 2013**

**TD Bank Line of credit for \$4,600.00**

**Beginning Assets from year ending 2012- \$800.82**

#### **Revenue**

Donations-\$2, 340.91

Board Dues-\$3,325.17

Fundraising-\$297.66

Miscellaenous - \$29.98

**Net Revenue= 6142.94+ (\$800.82) = \$7845.76**

#### **Expenses**

ArcGIS Server License- \$2,000

ArcGIS Online Subscription- \$1250.00

ArcGIS Desktop Licenses x 2- \$200.00

AWS Cloud computing services payments-1328.66

AWS Reserve Instant- \$1560.00

Yahoo Web Hosting (millenniumearth.org)- \$119

Yahoo Web Hosting (consciousglobalchange.org) - \$155.28

Photography and Food for Prototype Presentation October 12th-\$265.00

Credit Card Payments- \$2,289.00

Bank Transfer fee-\$68.84

Scott's plane tickets to New York for presentation- \$295.75

Scott's stay at Hostel while in New York-\$246.00

Interest charges-\$4.48

Advertisement for Board Positions with Bridgespan-\$37.50

Norton Security through TechSoup-\$16.00

Printing for CSW Event-\$72.76

Amish Market Lunch catering for CSW Event-\$97.48

Printing at Staples- \$7.87

Staples Ink Cartridge-\$54.43

Business cards (ICGC) for staff-\$187.21

Google and Skype calls to Haiti for San Raphael-\$20.00

Membership with The Nonprofit Coordinating Committee of NY, Inc.,(NPCC)- \$35.00

Lunch and breakfast meetings with staff-\$99.58

990N filing fee \$19.98

MTA travel card for staff-\$10.00

HIBISCUS Large Maps of St. Raphael printing-\$119.55

Euro-Car Rental in Haiti to collect Field Data in St. Raphael: \$130.00

**Net Expenses= \$10,689.37**

**Assets from Year ending 2013=\$594.97**

## **6. Board of Directors**

1. Etta D. Jackson, Founder/President
2. Guerlyne Gracia-BOUZI, JD, Board Chair
3. Tyra J. Walker- Board Secretary
4. Mr. Urbain Dormond, CPA- Board Treasurer
5. Ron Walters-Board Member
6. Rebecca Barker-Board Member-Youth Advisor
7. Deborah Williams-Board Member-Youth Advisor
8. Celeste Kirkland-Board Member- Chair Events Committee
9. Rosalie Van Cleef-Fundraising Officer
10. Mr. Victor Mukete, Esq.
11. Mr. Jean BOUZI

## **ADVISORY BOARD**

1. Ms. Heather Witkowski— Chair Quality Assurance/Information Technology
2. Dr. Jochen Albrecht— GIS/Education
3. Dr. Therasme Kelogue — Urban Planning/GIS/Education
4. Mr. Ben Murphy — Information Technology/Application Engineering
5. Mr. Peter Hrabak— GIS/GPS/Data Collection
6. Ms. Maeva Charles — Environmental Sustainability/ Education
7. Dr. Robert Mpoyo— International Expert (DRC)

## **7. Staff**

Ms. Etta D. Jackson, CEO

Mr. Scott F. Allen, Chief Operating Officer/GIS Specialist

Mr. JD MacElhaney, Project Manager

Mr. Kenneth Lohr, GIS Director

Mr. Sacha Nastili, Communications Director

Mr. Milind Joshi, Web Developer and Administrator

Mr. Greg Lemaire, Architecture Assistant

Ms. Chenelle Bonavito, Special Programs Director

Ms. Maeva J. CHARLES- Education Director

## **Youth Advocates for Sustainability (YAS)**

Ms. Haja Kakay-Director-International Affairs and Youth

Ms. Marie K. CHARLES-Secretary

Ms. Yumna Kahn-Treasurer

## **Partners**

HIBISCUS (Architecture/Urban Planning/Engineering

EcoCity Builders

## **8. Donors**

### **Corporate Donors**

1. Environmental Systems Research Institute (ESRI)-ArcGIS Software-\$100,000
  2. THIS IS RED Agency, Pittsburg, Pennsylvania-Website/LOGO/Video-\$75,000
  3. Riverside Church Sharing Fund Grant-\$4000
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#### **4. Leader- 5,000 and above**

none

#### **5. Platinum-\$2500-\$5000**

Mr. Ron Walters

#### **6. Gold-\$1000-\$2,499**

Mr. John Polikandriotis

Ms. Reagan Branch

#### **7. Silver-\$500-\$999**

Ms. Deborah Williams

Mrs. Rebecca Barker

Ms. Celeste Kirkland

#### **8. Bronze-\$250-\$499**

Ms. Tyra J. Walker

Mr. Scott Allen

Mrs. Guerlyne Gracia-BOUZI

#### **9. Contributor-\$100- \$249**

Dr. Robert Mpoyo

Mr. Jean BOUZI

Ms. Heather Witkowsk

Mr. Leon Rafele

Ms. Judy Peeples

Mr. Val Jackson

Alan and Shirley Britton

Mr. Anthony Essien

Dr. Harcourt Fuller

Mrs. Sienna Dutkowski

**10. Friend-\$99 and below**

Ms. Erika Ladanyi (NAPW)

Ms. Margaret Ruiz

M. Teja Jonnalagaddam

Mr. Fred Jackson

Mrs. Nancy Shores Karlebach

Ms. Eva Altermatt

Ms. Sheila Renfree

Ms. Rosemarie Champaigne

Mr. Aaron Parker

Ms. Joan Timmons

Ms. Olivia Lundberg-Carr

## **9. EVENTS**

1. April 16, 2012- Chocolate Fundraiser by the National Association of Professional Women (NAPW) Amount Raised: \$500
2. June 21, 2012- Technology Fundraiser by NAPW member Ms. Reagan Branch. Amount Raised \$905
3. Indiegogo Crowdfunding- November 2012. Amount Raised \$650
4. February 1, 2013-Presentation at Youth Assembly at the United Nations-Sienna Dutkowski
5. February 24, 2013-Riverside Church presentation of Haiti Development Plans by ICGC
6. March 9, 2013 57<sup>th</sup> Commission on the Status of Women (CSW) held at 777 United Nations Plaza
7. RocketHub Crowdfunding campaign. Amount raised \$237.60
8. October 12, 2013-MEP Prototype/Proof of Concept presentation at 277 Park Ave., 44<sup>th</sup> FL. Presenters: Mr. Scott F. Allen-ICGC Project Manager; Magali Regis and Manfred St. Julien-HIBISCUS
9. April 25<sup>th</sup>, 2014-Cocktail Reception Fundraiser at Tribeca Park Plaza by Rosalie Van Cleef

### **Upcoming Events**

10. June XX, 2014, Side Event at the United Nations on Geo-Designing the 'Future We Want' co-hosted by the Grenadian Embassy.
11. October, 2014-First Annual ICGC Gala by Rosalie Van Cleef