

# COMPASSIONATE *City*



## WESTLAND, MI

MAYOR WILLIAM R. WILD  
[www.CityofWestland.com](http://www.CityofWestland.com)

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**“The Compassionate Cities movement is highly necessary, very important in today’s world. I think, globally, we really need a more compassionate attitude.” – Dalai Lama, Louisville, KY 2013**

When I introduced the tagline “All American City” seven years ago, it was because of my long held belief that Westland, despite being Michigan’s tenth largest city, populated with 84,000 residents and very urban in appearance, has that quintessential “small town” feel. In Westland neighbors know their neighbors; we bump into acquaintances in the grocer, at the (Westland) Mall, and at the gas station. Westland exudes Midwestern hospitality and a warm welcome to anyone who passes by.

These attributes are but one reason why Westland has embraced the Compassionate Cities movement. I had the honor and privilege to meet the Dalai Lama and his passion, compassion, for humanity was evident and I think we are a city that demonstrates every day that compassion. Westland residents support Relay for Life to fight cancer. We support Mission Green and recycle to be good stewards of Mother Earth. We volunteer our time planting and maintain the community garden so the less fortunate can enjoy fresh and healthy vegetables. Over 300 of us came together to join Buddy Shuh’s Biggest Loser weight loss regimen because we realized that together we could achieve success better than we could alone. We share a desire to be part of something larger than us and to do it together.

So what is the Compassionate Cities movement? It’s connecting with others, joining together to lend a helping hand, to create a kinder, better place to live. It’s volunteering your talents and skills to pre-empt problems, to reduce crime, to protect the environment, to help those who cannot help themselves whether due to age or physical ability. It’s taking positive action to help people and those people are members of our family, our friends, and our neighbors.

I encourage you to join the Compassionate Cities movement and get involved. Whether through a group with which you already belong such as the VFW, PTO or Goodfellows, or as an individual, please join us as we work with a shared purpose - to make Westland a Compassionate City.

Warmly,

A handwritten signature in black ink, appearing to read "Tom Wild". The signature is fluid and cursive, written over a large, faint background graphic of a heart.

William R. Wild  
Mayor

*“Compassion asks us to go where it hurts, to enter into places of pain, to share in brokenness, fear, confusion, and anguish. Compassion challenges us to cry out with those in misery, to mourn with those who are lonely, to weep with those in tears. Compassion requires us to be weak, vulnerable with the vulnerable, and powerless with the powerless. Compassion means full immersion in the condition of being human.” -Henri Nouwen*



## STRUCTURE AND IMPLEMENTATION

Implementation will be in two distinct compassion area

### Group Orientated

Community Giving/ Time and Talents Sharing

Project Oriented

Easier to Explain

Same Level Effort year to year

Project groups may change

### Individually Oriented

Compassionate Needs of Individuals

Individually oriented more difficult to explain and Set up



## EXAMPLES OF COMPASSION

### Project Orientated

Fundraiser

Habitat for Humanity

any project deemed worthy

Time and Talent Donated by companies, cities, and individuals

### Individual Oriented Cases



Each case is treated separately

Provided by Individual or Special Companies

Client and Providers are linked thru CCI Call Center

Service May be donated by provider or paid for by client

## HOW TO DEVELOP A CITY OF COMPASSION CAMPAIGN

Every city is different, with a unique history, a confluence of diverse cultures, languages, habits and histories. So every city will have a unique path to becoming a community in which compassion comes alive. What all cities have in common, however, is that listening to the call of compassion requires building a movement that calls forth the energy, imagination, and inspired work of its citizens. Creating a compassionate city requires two kinds of leadership: from the bottom up in neighborhoods, places of work, spirituality, and education, and from the top down, in the offices of the city council and mayor.

The information that follows has been adapted from DEVELOPING A COMPASSIONATE CITY CAMPAIGN.

### Planning Steps

1. Conduct some preliminary research on your city: a) What are the major issues that relate to a lack of compassion? b) How are community leaders and organizations currently meeting these issues? What are the potential gaps? This can be conducted by looking for existing research, literature reviews or contacting local social services organizations or city departments (department of government and neighborhoods).
2. Draft the focus areas of your campaign: This can be in terms of sector or a particular issue or outcome you wish to influence through your campaign.
3. Draft and document the over-arching goals and objectives for your campaign: The more focused and clear your goals and objectives, the more sustainable funding and support you will secure. Try to write some goals & objectives that can be measured or demonstrated so you can show the difference your campaign is making.



4. Draft an outline of the type of roles/individual you may need.
5. Assemble sponsor coalition: The groups and individuals who are seen as fair, neutral and credible to be bringing this Campaign to the city and asking for widespread participation. This group could also serve as governance if that were to become necessary. Have each participant affirm the Charter for Compassion.
6. In collaboration with the committee you formed: Draft an action plan based on your goals and objectives, including a communication plan for your campaign.
7. Establish a web presence: Create a webpage, getting a Twitter account, and setting up a page on social media sites (Facebook) will add significant credibility to your campaign. Keep in mind that the success of these tools (social media) will require regular maintenance and activity. Please contact the staff at Charter for Compassion for branding guidelines and suggestions.
8. Start awareness-raising activities to help garner support & volunteers for your campaign (dependent on your specific goals & objectives). These activities could include activities such as the Compassion Games, Reading Groups, events on Compassion awareness, guest speakers, interfaith events: Provide information on the Charter and the International Campaign for Compassionate Cities; local conversations on living compassionately; guide on how to host a conversation; and a facility for people to record progress or send in stories on the impact of the compassion work they are doing.
9. Host several open, community-wide conversations: These conversations model and set the tone for the whole host of conversations that the Campaign would want to stimulate in families, workplaces, faith communities, schools, neighborhood gatherings, coffee shops, civic organization meetings, etc. These conversations would also be training for sector champions. Conversation questions: What does living into the Charter for compassion look like in our organization, neighborhood or city? What do we already have to support that picture of compassion? What do we need to do or commit to doing to making our organization, neighborhood, or city compassionate?
10. Encourage many of these conversations in ordinary settings: Sponsors and sector champions promote and support conversations throughout community in in families, workplaces, faith communities, schools, neighborhood gatherings, coffee shops, civic organization meetings, etc.
11. Build a coalition of community groups: Build a coalition representing a broad range of community groups. These groups will join with the sponsor coalition to present the rationale and assist in drafting a proclamation to the mayor and city council.



12. **Secure funding:** Raising funds to support your campaign is important. Think of ways the projects you develop can generate revenue that feeds back into the program and can support volunteers and staff. Explore grants which may support your goals and objectives. You can explore creating a nonprofit organization or partnering with an existing nonprofit organization willing to support your mission for tax-deductible contributions to your campaign. .

13. **Make a presentation to the mayor and city council:** Present the rationale behind the request for the mayor and city council to affirm the Charter for Compassion and proclaim support of a Compassionate Cities campaign. Submit a listing of endorsements, signatures gathered in support, and other compelling information if available.

14. **Complete the action plan for the campaign, if possible in partnership with the local city government:** Very successful campaigns have teamed up with the Department of Neighborhoods to plan out the specific activities that will be taken forward in collaboration with local organizations and other departments of the government.

15. **Announce Compassionate City Initiative: Resolution and action plan.** Once the Charter is affirmed and the mayor and city council have approved the proclamation for a Compassionate City campaign, a public and publicized announcement (with the mayor presenting the proclamation) can be made emphasizing the Charter and the Campaign to seek endorsement of the Charter and participation in living into the Charter in our individual, family, work, faith, neighborhood and community lives.

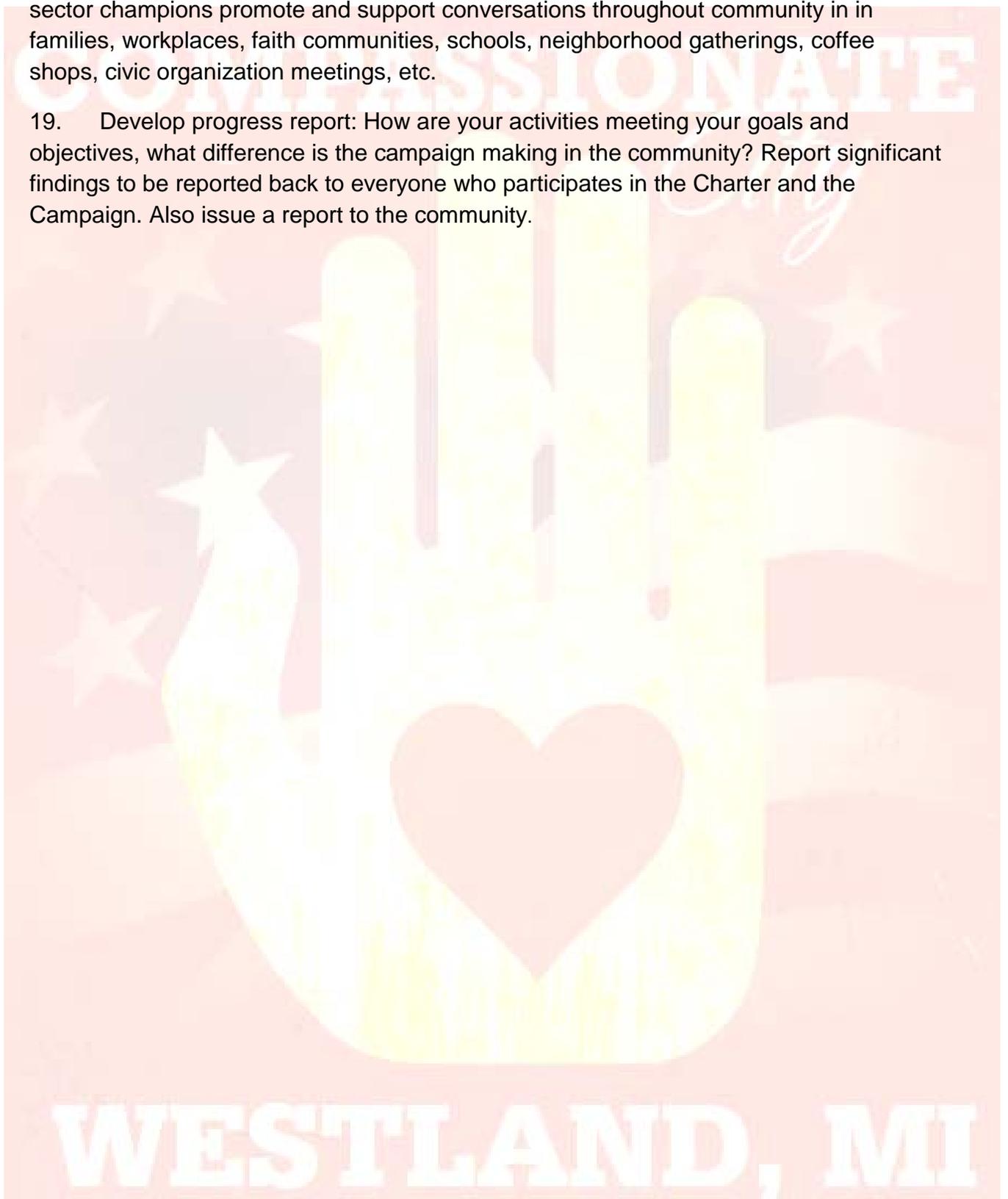
16. **Recruit sector champions:** These are people who can lead initiatives and activities that support your action plan and goals and objectives, the Charter and the Campaign--business (sectors might be banking, finance, healthcare, manufacturing, logistics, etc.) government (local, state) faith communities, non-profits, civic groups, neighborhood associations, schools and educational institutions, and criminal-justice agencies.

17. **Host several open, community-wide conversations:** These conversations model and set the tone for the whole host of conversations that the Campaign would want to stimulate in families, workplaces, faith communities, schools, neighborhood gatherings, coffee shops, civic organization meetings, etc. These conversations would also be training for sector champions. Conversation questions: What does living into the Charter for Compassion look like in our organization, neighborhood or city? What do we already have to support that picture of compassion? What do we need to do or commit to doing to making our organization, neighborhood, or city compassionate?



18. Encourage many of these conversations in ordinary settings: Sponsors and sector champions promote and support conversations throughout community in in families, workplaces, faith communities, schools, neighborhood gatherings, coffee shops, civic organization meetings, etc.

19. Develop progress report: How are your activities meeting your goals and objectives, what difference is the campaign making in the community? Report significant findings to be reported back to everyone who participates in the Charter and the Campaign. Also issue a report to the community.



Notes

