

Studies suggest when we are generous, our outlook changes and we see ourselves and others more positively.

GGSC MEMBER BENEFITS

**\$50** HAPPY

While feeling great about supporting our work, you'll enjoy:

- Our sincere gratitude—each gift is appreciated!
- Access to members-only content, print-ready PDFs, and full-length video presentations
- 20% off our "Science of a Meaningful Life" events
- Exclusive members-only webinars with top scientists
- \$25 off the Raising Happiness online parenting class
- 10% discount on all GGSC books
- Discounts on partner programs and services

**\$100** DELIGHTED

In addition to the mood-lifting oxytocin rush that comes from being generous, you'll enjoy all of the above and also receive:

- Greater Good Live: A special DVD compilation
- One "Bring a Friend" 50% discount on any "Science of a Meaningful Life" event
- An additional 10% discount on all GGSC books

**\$500** JOYOUS

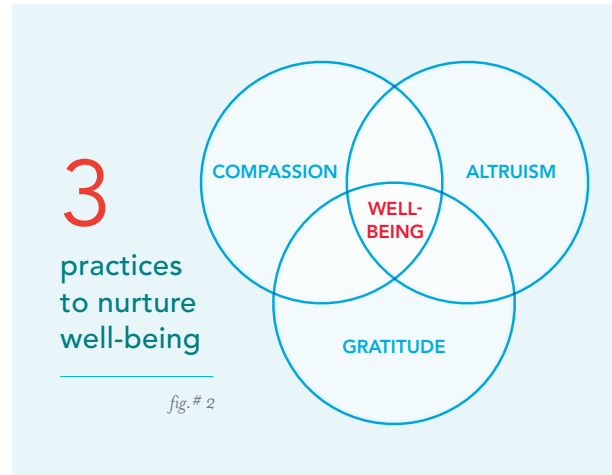
Research shows that spending on others, or giving money away, makes people feel happier than simply spending on themselves. When you support our work, you will receive all of the above plus:

- Preferred seating at all GGSC seminars and events
- A personalized autographed GGSC book
- An invitation for you and a friend to attend our annual gathering with GGSC fellows and faculty
- The "Best of GGSC," a beautiful print volume of the most popular and inspirational GGSC features

**\$1000+** ECSTATIC

Did you know the act of making a financial donation triggers the reward center of our brains? By making this generous gift to the GGSC at a leadership level, you'll receive that blast of euphoria, all of the above benefits, and possibly:

- Support our research fellowships
- Become a major event sponsor
- Underwrite a section of GGSC's online initiatives
- Help shape our programs
- Expand our scope and reach



At the Greater Good Science Center, our work stems from these core beliefs:

**Compassion is a fundamental human trait** with deep evolutionary roots. By creating environments that foster cooperation and altruism, we nurture this positive side of human nature.

**Science can promote individual and social well-being** by examining how people overcome difficult circumstances and develop positive relationships. Findings can be applied in schools, homes, offices, and playgrounds.

**Happiness isn't just determined by our genes.** It also develops from a learned set of skills and habits of mind that can be taught and, with practice, deepened.

**Happiness and altruism inevitably intertwine.** Doing good is an essential ingredient to being happy.

The Greater Good Science Center provides hope for humanity's potential.

Join us and connect with others who seek a more compassionate and resilient society...

- Become a member, or gift a membership to celebrate someone close to you
- Visit [greatergood.berkeley.edu](http://greatergood.berkeley.edu)
- Sign up for our e-newsletter and be the first to hear about new findings and events.
- Attend GGSC events live or via webcast.
- Talk to us on Facebook and follow us on Twitter (@greatergoodsc)
- Look for our iPhone app; *Greater Good* at your fingertips on-the-go!
- Volunteer. Research suggests volunteering vastly enriches a sense of purpose, reduces depression, lowers anxiety, and is linked to longevity.

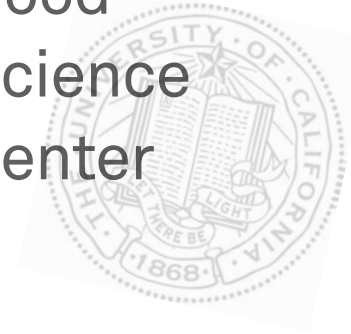
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The Greater Good Science Center is an interdisciplinary research center of the University of California, Berkeley.

CEUs are available for seminar participation.



Greater Good Science Center



Leigh Wells

The Science of a Meaningful Life



**Based at the University of California, Berkeley, the Greater Good Science Center turns science into action.**

We study the neuroscience, psychology, and sociology of well-being, translating cutting-edge research into actionable articles, short podcasts, and easy-to-digest tips that people can apply to their personal and professional lives. Our resources help foster a thriving, resilient, and compassionate society.

The GGSC is unique in its commitment to both science and practice. Not only do we sponsor scientific research on social and emotional well-being, we also put this research into practical terms. Why? Because we believe the fruits of science can nurture a happy and deeply rewarding life—a life that contributes to the greater good.

Under the leadership of Professor Dacher Keltner, since 2001 we've been exploring the roots of happy and compassionate individuals, strong social bonds, and altruistic behavior. We ask the big questions about human nature:

- Can we learn to be happy?
- How can we raise caring kids?
- What makes a person act beyond their own self-interest?
- Are we born racist?
- What inspires generosity?

**Science can nurture a happy and deeply rewarding life—a life that contributes to the greater good.**

**6 habits of happiness worth cultivating**

fig.# 1



Teachers, parents, counselors, healthcare professionals, and others access our resources through multiple platforms:

**GREATER GOOD**

Our online magazine is the cornerstone of our efforts. Readers from over 200 countries access easy-to-read features and delve into our rich archive of more than 1,000 articles, quizzes, podcasts, videos, book reviews, and interviews.

**SEMINARS**

The "Science of a Meaningful Life" event series offers concrete strategies for promoting the greater good in yourself, your community, and society at-large. Available from anywhere as webcasts, these courses appeal to professional and lay audiences alike; CE credits available. Look for home-study courses soon.

**BOOKS**

Publications include *The Compassionate Instinct: The New Science of Human Goodness* and *Are We Born Racist? New Insights from Neuroscience and Positive Psychology*.

**GREATER GOOD PARENTS**

Dr. Christine Carter's one-of-a-kind blog, *Raising Happiness*, offers science-based advice to foster joyful kids and happier parents; it's a winning combination of hard facts and tell-it-like-it-is humor.

**GREATER GOOD EDUCATORS**

We work with schools, teachers, administrators, and policy experts to ensure that social and emotional learning programs are developed, implemented, and evaluated effectively.

**RESEARCH FELLOWSHIPS**

We fund UC Berkeley student researchers who tackle big issues, such as the racial achievement gap, in-school bullying, caring for caregivers, and the relationship between empathy and autism.

**PARTNERSHIPS**

In collaboration with organizations, businesses and media outlets, we share GGSC science with the rest of the world. Contact us about partnership opportunities.

..... **GGSC MEMBERSHIP PROGRAM** .....

Join today and help us provide a blueprint for a compassionate world.

Please fill out, sign, detach, and return—or donate online at [greatergood.berkeley.edu](http://greatergood.berkeley.edu). Thank you!

NAME/S FOR ACKNOWLEDGMENT	NAME ON CREDIT CARD
MAILING ADDRESS	CARD NUMBER
CITY	CVC CODE
STATE	EXPIRATION DATE
ZIP	SIGNATURE
DAYTIME PHONE	<input type="checkbox"/> My gift is <i>(circle one)</i> in Celebration of   in Honor of   Anonymous
EVENING PHONE	NAME
EMAIL <i>We respect your privacy and don't share/sell contacts</i>	ADDRESS
<input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX	EMAIL

Please make checks payable to UC Berkeley Regents.

Support this movement to study and share the power of empathy, kindness, gratitude, and generosity.

**HAPPY** .....\$50  
 **DELIGHTED** .....\$100  
 **JOYOUS** .....\$500  
 **ECSTATIC** .....\$1000+

Other Amount \$ \_\_\_\_\_

Total Gift \$ \_\_\_\_\_  
Enclosed \$ \_\_\_\_\_

*Contributions are tax-deductible as allowed by law.*

