

# **A Pitch for the End of the World**

## **Slide 1 – Introduction**

Hello, welcome, and thank you for your interest in learning more about Angelic Musings y Virtudes – a temple and sanctuary dedicated to healing the Earth by helping to improve the well-being of traditionally marginalized communities and their allies. I'm Edeli Tureygua, the founder of this organization, but I also go by 'E' – though some of you may know me by my previous name.

I'm going to take advantage of the fact that this presentation has no strict time limit to give you all the information you need to know about Angelic Musings y Virtudes. But I will try my best to keep things flowing as smoothly as possible so that the length of this talk doesn't cause anyone too much discomfort. And in an effort to keep this talk from becoming unbearably long, I may not stop to go into detail about every single visual or point that I present.

I'm also going to be switching from speaking in English to Spanish in some parts of this talk, so if you need a Spanish audio transcript, or if you need an all-English transcript, or want a bi-lingual transcript, you can access those on our [plan.amyv.me](https://plan.amyv.me) site, located just below this video.

As some of you know, the path that has brought me here today has been anything but smooth and far from easy. In the Summer of 2023, I made the very difficult choice of leaving a PhD program in a department I had loved and considered as a 2<sup>nd</sup> family. After a series of very traumatic events that were instigated by the institution's discriminating, ableist and exclusionary practices, I realized that I needed to find another path towards achieving my dreams in order to preserve what was left of my mental health and well-being. I'll be referring to this rough departure as...

## **Slide 2 – The Break Away Point**

...*the Break-away Point*. The two years that followed *the Break-away Point* were some of the most challenging times of my life.

## **Slide 3 – Happiness/Well-being Figure**

This figure on the left is a conceptual diagram showing how my happiness and well-being fluctuated throughout the course of those two years. When I say it's 'conceptual', I mean that it was drawn to represent a general idea or trend, so these levels are estimated best-guesses. This also means that peaks, troughs, and points of inflection may not line up exactly to the time at which they actually occurred. This was simply a reflective exercise for the sake of acquiring useful insight.

On the x-axis is time in months after the break-away point. And on the vertical axis is the approximate level of a variable, in this case Happiness and well-being. The arrow and the direction in which it's pointing indicates the general trends in which this variable fluctuated over time. Here, happiness and well-being increased, then decreased, and then increased again, which is why the arrow is pointing both up *and* down.

This initial increase in happiness and well-being was the result of the freedom, empowerment, and determination I felt upon leaving the restricting and demeaning environment of my doctoral program. But precisely because it was such an abrupt departure, I didn't really have a concrete plan in place for my next steps. All I had was a vision of a dream and no real idea on how to get there.

And the false expectations that had been helping to keep my Spirits high in the aftermath of the break-away point quickly began disintegrating when confronted with harsh reality.

The truth was that the trauma of the whole ordeal...

#### **Slide 4 – Material Assets Figure**

...had left me without the ability or the means to sustain myself, and this dream I was pursuing was simply not unfolding as quickly as I had anticipated. Had it not been for my mother and grandparent's support, I would have surely ended up homeless or worse (which is where I almost ended up).

At this point, where my happiness and well-being had reached its lowest, was around the time when I attempted to take my own life.

I felt that, quite literally, I had nothing to lose, and *knew* without a doubt that I would not be met with as much undue suffering in Death as I had in Life. So I went up to the top of mountain with the hopes that Death would take me to the Divine and Eternal Peace and Love that I knew was out there for me. I prepared three poisons that would serve as my ticket out. *But* it seemed my subconscious and the Divine had other plans.

I'll admit that a lot of what happened on that mountain is still a mystery even to me. But I believe that even though consciously I had every intention to end my Life, subconsciously I had not completely lost the will to Live. Perhaps the poisons I had prepared and consumed were not potent enough – or maybe Spirit/Source/God/Universe simply had other plans for me. Because I woke up the next morning still in a daze, aware of the close encounter I had had with a bear, *and* with Death, and spitting out what looked like a white foam from the poisoning.

This Death ceremony, as I refer to it now, did indeed help bring the Peace and the Love I had been searching for. And it was through Death that I was gifted new Life. Death had

stripped away the parts of myself that were no longer suited to my Being, and then Life followed to reassure me that there was still so much Love here on this Earth that was worth *defiantly* living for.

In the months that followed the Death ceremony, I found that my overall sense of well-being gradually began to elevate again, even though my external situation had barely changed. I did get a flexible, paid volunteering position as a K-12 substitute teacher which allowed me to stay afloat financially. But I was still unable to independently sustain myself, which meant I was still living with a very conservative and often toxic family that couldn't understand how someone with four post-secondary degrees was unable to get "an actual job". What can I say – Spirit/Source/God/Universe had other plans for me.

Despite the very little resources I had at my disposal, I was immensely grateful to be fortunate enough to even be alive, to have food to sustain me, a roof over my head, a bed to rest on, and the unconditional and Divine Love of a supportive mother.

And still, in order to thrive in the toxicity of my childhood home...

#### **Slide 5 – F\*cks Given Figure**

I had to learn to care less and less about my family's disapproval of me and the way I felt the need to live my life. I had to stop giving as much importance to others incomplete and flawed perceptions of me, and release my desires to prove that I was justified in my actions (because in my heart and Being I knew that I was). And in order to prevent their demeaning thoughts and projections from discouraging me from continuing to move further along my chosen path, I had to trust in the Divine's plan for my life.

So I carried on, taking baby-step after baby-step towards my dream. And instead of stressing over not having a traditional job...

#### **Slide 6 – Freedom**

...I leaned in to the freedom that this gave me to rest as much as I needed; to heal all the trauma that had been inflicted; and to...

#### **Slide 7 – Purpose**

...further explore and act on my life's purpose. At first, my sense of purpose was very much tied to other's positive perception of me and to achieving material "success". But when events were not unfolding as I or others had imagined, I almost lost that sense of purpose completely, until I separated it from societal expectations. It was when I started using my *own* sense of Happiness and well-being as a reference point that it became

more and more clear what my *true* Life's purpose was – and it was something radically new and completely self-defined.

### **Slide 8 – Peace**

It was also thanks to this freedom that I was able to spend a lot more time meditating and praying, which helped me create a sense of peace that wasn't necessarily tied to the conditions in my surroundings.

Every time the toxicity in my external environment accumulated to the point of disturbing my peace significantly, I would usually take a trip somewhere to spend some much needed time in peaceful solitude – another benefit of the freedom that came from not having a formal job. I would use this time away from home to reestablish my sense of peace, and to fortify the [Spiritual] shields needed to maintain it. That's why whenever my peace was attacked, it decreased by less and less while bouncing up more and more and more each time.

### **Slide 9 – Stability**

My sense of stability followed a similar trajectory, and given that I lacked the financial means that affords many of us a sense of stability in Life, I had no choice but to rely on my faith in the Divine's unconditional and supporting Love as my stable foundation. This was probably the most challenging aspect of maintaining my overall sense of happiness and well-being. The fear of losing my mom or my abuelo's threats to throw me out of the house were usually the source of these major dips in my sense of stability.

But the internal peace I gained through meditation and prayer helped forge the unbreakable faith that would serve as the basis for my gradually improving sense of stability.

### **Slide 10 – Growth**

And all of these challenging experiences led to greater [Spiritual and psychological] growth...

### **Slide 11 – Cognizance**

...and through their lessons I gained much wisdom and honed my intuition more and more.

But perhaps the most important contributor to my sense of happiness and well-being during this time...

### **Slide 12 – Love**

...was Love. I made sure to overpower the seemingly unloving thoughts, words, and actions of others by showering *myself* with the Love they didn't know how to give. And

I used my own Loving-kindness and my mother's unconditional support as a reference for the Love I felt the Divine had for me as well.

### **Slide 13 – All Figures**

Taken all together, this Love, Cognizance, Growth, Stability, Peace, Purpose, and Freedom served as the essential building blocks for...

### **Slide 14 – Gateway to Happiness**

...my Gateway to Happiness. I won't go into too much detail about it here, but if you *are* interested in reading a bit more about this 'Gateway' and its contributing elements...

### **Slide 15 – 7 Essentials eBook**

...you can obtain a free copy of the '7 essentials for Happy Living' guide by subscribing to the newsletter on our main website at [amyv.me](http://amyv.me); or by sending a message on that or our plan site.

From these 7 essentials, we can set apart 3 that serve as the "backbone" to the Gateway to Happiness, without which it cannot be built nor can it remain standing.

### **Slide 16 – Love, Peace Freedom**

These are: Love, Peace, and Freedom. **Love** serves as the cornerstone that holds the entire structure together, while **Peace** is the primary block that serves as a critical foundation to the gateway and in many cases as a precursor to **Stability**. And **Freedom** affords us the space and time to discover our **Purpose** in Life and acquire new wisdom and insight (**Cognizance**), which then fuels our **Growth**.

### **Slide 17 – Transition Slide**

In many instances, however, we tend to block our own happiness due to...

### **Slide 17.1 – Fear**

...FEAR. Fear can keep us caged in stagnant comfort zones or stuck in harmful situations; it can cause undue worry and stress within us or lead to a preemptive and unnecessary attack on another; fear can blind us to the truth of another's unique beauty and render us unable to see our own.

In addition to the **internal** (or self-inflicted) blocks that all of us, as humans, are subject to, because of the way that modern society is structured, it is the most marginalized among us that will often feel the weight of additional **external** blocks to their well-being. That is those of darker complexions (Black, Brown, and other People of Color; BIPOC), not assigned [cis-]male at birth (Trans folx and woman), from resource-limited households, with Indigenous roots, and/or divergent ways of thinking or existing, or Diffabled. I prefer to use the term diffabled...

Some specific examples of the external forces that may block our happiness and well-being include...

### **Slide 18 – External Blocks**

...imbalances and misuse of power (which includes the patriarchy and corruption); the inequitable distribution of wealth; discriminatory and exclusionary laws, ideals, and practices; [political] neglect and oppression; internalized or explicit racism; white supremacy; and exploitative materialist (i.e. capitalist and imperialist) agendas that are fueling unethical labor and extraction of resources while causing widespread environmental degradation throughout the planet – which is the source of our current ecological and climate crisis.

This is by no means an exhaustive list – they are merely the ones that *I'm* most familiar with.

And at the *root* of all of these blocks, we believe...

### **Slide 19 – Disconnection**

...is a negative cycle of *disconnect* – a cycle which is fueled by the distancing from our True, Divine, Selves as a result of oppressive and limiting societal norms that pit us against each other in a duel to “be the best” or “at the top” – FULL STOP.

The only “best” we should ever strive to Be is the best version of Me (that is You). And the only “top” we should be reaching for is to be at our own individual [Spiritual or physical] “peak”. Period. Because it's this desire to be “better than others” or “more than others” that feeds this ugly cycle and motivates massive acts of destabilizing harm and destruction.

So how do We, as a [global] Collective, move out of this cycle of *disconnect* and into a more elevated...

### **Slide 20 – Connection**

...cycle of *Connection* [with ourSelves and with All others]?

Well, with a little *magic* of course. Like the *magic* that comes from spaces that foster supportive and prosperous communities; or the *magic* that comes from true, Divine, and charitable Love – a Love which takes the form of *Connection*.

This cycle of Connection is one which requires that we have the Freedom to Be the unique [and authentic] version of ourSelves that can best serve and uplift our

communities and the Collective All. And this cycle is one that requires Peace to harmoniously sustain.

It is my dream and desire to help the Collective ascend from the current cycle of disconnect into this elevated cycle of Connection. And it was to this end that Angelic Musings y Virtudes was born.

To do this, we will implement a holistic healing approach...

### **Slide 20.1 – Intro Holistic Healing Framework**

...that involves remediating harm at these three different levels.

### **Slide 21 – Structural Approach**

Our structural approach to healing is about disrupting systems and sources of institutional, or structural, harm to communities. One of the benefits of this approach is its ability to create expansive and lasting structural change across a community's socio-ecological environment. *But* there is also a relatively high resource investment needed to obtain significant societal benefits in return. And yet the tangible benefits that communities may obtain from this structural approach to their healing would far outweigh the costs.

All of the projects and services that form part of our structural approach are grouped under an operation we call...

### **Slide 22 – Ofrendas de Amor Intro**

...*Ofrendas de Amor*. *Ofrendas de Amor* involves directly serving the local community and others from traditionally marginalized backgrounds by (1) conducting **socio-ecological research** to generate insight that helps inform (2) **regenerative land development** projects which aim to foster and increase (3) **community wellness, engagement, and improvement**.

If that sounds like a lot, don't worry, I'm gonna break it down.

### **Slide 23 – Socio-ecological Research**

Socio-ecological research is a cross-disciplinary domain which blends the study of interactions among organisms and their environment (i.e. ecology) with the study of human society (i.e. sociology). As centers of modern human society that are embedded within natural environments, *cities* serve as optimal areas for socio-ecological investigations. For this reason, our research efforts will be primarily concentrated in urban areas and be centered around understanding how we can best create landscapes that serve as supporting and uplifting environments for *ALL* of the Life that inhabit them.

We would implement the use of remote sensing tools, such as Light Detection and Ranging (a.k.a LiDAR) and Ground Penetrating Radar, to get a sense for tree canopy structure and below-ground root biomass, as well as overall landscape heterogeneity. We would conduct soil surveys to infer its overall health, or functional capacity, by analyzing its physico-chemical properties and microbial community composition. We would also identify and map trees, shrubs, and herbaceous lawn plants, and use camera traps, area search, and point counts to study wildlife communities across the urban environment. And we would use socio-economic variables such as income, race, and tenancy as a reference for explaining the ecological and wellness patterns that emerge from our urban investigations.

Our research findings will then be used to inform...

#### **Slide 24 – Regenerative Development**

...regenerative land development projects, which will also be centered in urban areas. They will be aimed at building or rebuilding landscapes and spaces that nourish, sustain, and uplift the local community through the harmonious integration of service-providing structures with the surrounding natural environment. Our goal is to have these regenerative projects culminate in significant increases to the community's overall...

#### **Slide 25 – Community Wellness**

...wellness, engagement, and improvement. Towards this end, we will use regeneratively developed lands to offer services that foster Connection through community building programs and increased exposure to Nature. Some of the programs we hope to implement include:

Hosting recurring community volunteer and resource fairs, which serve to mobilize local members as volunteers working together on a service project for their community, while also providing an uplifting and enriching venue for them to have fun, learn new skills, and obtain helpful information and resources for their individual or professional development.

We would also like to sponsor community garden programs to help empower communities to become self-sufficient and host community markets and showcases where urban farmers along with other local artists and vendors can sell and share their work.

We would like to develop youth spring and summer camp programs that are geared towards instilling a sense of environmental and social stewardship and that nurture a love for learning and for Life (in all its forms) within a fun, outdoors setting.



And for adults, we'll create wellness retreats meant to provide a nature-entwined, resort-style experience where they can more deeply connect with themSelves, with Nature, and with others.

### **Slide 26 – Individual Approach**

Moving on to our individual approach, which focuses on healing at the level of the individual and takes into consideration each person's unique circumstance, experiences, traumas, and needs. It is a mostly self-informed and self-driven approach, meaning that individuals are responsible for doing the healing work on themSelves, though *we will* provide the resources and create spaces that can help facilitate this work for a fair fee.

Part of this individual approach...

### **Slide 27 – Edeli's Magia Intro**

...is our Spiritual services shop, called *Edeli's Magia*, which provides the public with access to [virtual] gatherings that aim to help uplift, heal, and enlighten while also encouraging Connection with oneSelf and other attendees.

### **Slide 28 – Spiritual Services**

These services are largely inspired by the mysticism of ancient Egyptian culture, Indigenous Taino rituals, and personally-developed or learned Spiritual practices.

*Edeli's Magia* is socially-conscious in that tickets for attendance to live [virtual] services will be priced on a sliding-scale based on community affiliation – and I'll share a bit more detail into this pricing structure later on in the presentation.

### **Slide 29 – Sponsorships**

In addition, we will be selling sponsorships to other businesses and brands that would like for us to promote them during a live-stream of our Spiritual services. These 'Go-Live' Sponsorships open us up to receiving a much larger amount of funds in exchange for a marketing service that also grants free access to Spiritual services for individuals who may be unable to pay to attend a virtual gathering.

### **Slide 30 – Shaman's Salve Intro**

Another component of our individual approach to healing is our herbal apothecary and spiritual goods store, *Shaman's Salve*. Products sold in this shop are meant to bridge the physical and Spiritual aspects of our Life, thus helping to increase overall individual well-being. In making medicinal herbs and Spiritual tools readily available for purchase, we hope to encourage individuals to take the necessary steps towards self-healing and empowerment.

In addition to herbs, this shop will also feature products such as ceremonial plant-based candles, sigils, beaded jewelry and waistbeads.

### **Slide 31 – Collective Approach Intro**

Our final approach to healing focuses on healing society as a whole, or a Collective, by helping to shift harmful and outdated practices, ideologies, and mindsets held by a large portion of the population. This approach relies on educating and inspiring the masses to bring about elevated, Collective change through far-reaching mediums such as art, music, writing, and public speaking.

### **Slide 31.1 – Collective Approach @ Website**

Most of the work that I share on our main website, [amyv.me](http://amyv.me), falls under this Collective approach to healing.

But as an additional fund-raising component to this approach, we have a third shop called...

### **Slide 32 – A Brujx's Wardrobe**

...*A Brujx's Wardrobe*, which is a sustainable fashion brand and upcycled apparel boutique that auctions unique, uplifting, and eccentric sets of clothing. In addition to raising funds for *Ofrendas de Amor*, this shop serves to challenge and disrupt the wasteful consumerist trends related to the fashion industry by generating excitement and appeal through the art of [sustainable] fashion. It is a social statement on the fluidity of gender, as well as an invitation for the adoption of a more Earth-conscious culture.

Now I know we all like looking cute, but the message I hope to convey through this shop is that you don't always need to buy new things in order to look your best, and you most certainly don't need to break the bank or our planet to do it. Because, according to K. Fletcher in their 2008 book *Sustainable Fashion and Textiles*, the energy involved in the making of a new textile product is between 10-20 times *more* than the energy expended in the sale of a used item.

So any waste we can reduce from our pockets and our Planet by buying used and *not* new, would benefit all of us in the long run.

### **Slide 33 – Edeli's Magia Again**

And again, we have *Edeli's Magia*, which also forms part of our collective approach since the insight shared during live-streamed Spiritual services have the potential to reach large groups of individuals at one time.

Given it's relatively low resource investment proportional to its high benefit yield, and its potential for healing at both the individual and collective level, *Edeli's Magia* can be regarded as the most versatile of all three shops.

### **Slide 34 – Conceptual Overview**

Taken all together, we get this conceptual overview of the interconnected funding and community service operations that Angelic Musings y Virtudes will engage in.

### **Slide 35 – Transition Slide**

Up until this point we have been operating mostly under the radar and untethered to any physical location. But in order to produce the tangible benefits proposed under *Ofrendas de Amor*, we will need to establish a physical presence within a community that is hungry for the fruits of the labor we aim to carry out.

Since much of this work is inspired by my own life experiences, I figured it would make the most sense to choose a place whose history and background mirrors my own. This place is none other than...

### **Slide 36 - Location**

...Puerto Rico, also known as *Boriken* by the island's original Indigenous Taino inhabitants.

Now I'm not Puerto Rican myself...

### **Slide 37 – A Dominican-American Ally**

...but as a Latinx femme that the world perceives as Black, white, or "Indian": as someone whose invisible (and sometimes glaring) needs are often minimized or ignored; and someone that capitalist-patriarchal agendas have harmed and attempted to exploit – I feel I can relate to the plight of this island and its people.

And I feel very strongly the need and desire...

### **Slide 38 – Chains of Coloniality**

...to help a sis out. Because sis has been used and abused by not one...

#### **Slide 38.1 Chains of Coloniality: Spain**

...but two, imperialist regimes.

If history is any indicator, it would show us that subjugated communities rarely, if ever, have favorable socio-economic and wellness outcomes. We only need look at Puerto Rico's seemingly never-ending state of emergency as an example.

### **Slide 38.2 - Chains of Coloniality: U.S.**

Now you would think that a country supposedly based upon the principles of Life, Liberty, and the pursuit of Happiness would approach others in-kind and afford them the same privileges they so boldly declared were an inherent right of **ALL** people.

And yet in addition to literally being built upon the stolen lands and dead bodies of Indigenous Natives, and on the backs of enslaved Black folx, the U.S. is still upending lives and killing any chances at happiness for those not considered to be ‘their’ people. Their actions imply that they believe one is not an *actual* person and thus not inherently “endowed with unalienable Rights” unless you can call yourself a mainland U.S. citizen.

### **Slide 38.3 – Other U.S. Territories**

Because it is not even the case that *all* U.S. citizens – like those born and living in Puerto Rico or other U.S. territories – have been afforded all the same rights outlined in the Declaration of Independence or the constitution. Otherwise, these lands and their people would have complete sovereignty over their own governance, international exchanges, and social proceedings. But this is far from the current reality.

And it is in light of it’s past and present colonial status that we can contextualize the state of emergency that form part of Puerto Rico’s reality currently. For example,...

### **Slide 39 – PR: Poverty**

...in Puerto Rico, 39% of the population is living in poverty – in the United States this amount is only 12%. And in Puerto Rico...

### **Slide 40 – PR: Low-income Households**

...62% of homes earn less than \$35,000 a year – in the United States it’s only 22% of homes.

### **Slide 41 – PR: Median Household Income**

And the median household income in Puerto Rico is \$25,621 a year, while in the U.S. it’s over \$77 thousand.

### **Slide 42 – PR: BIPOC Population**

As a Latinx country with a mixed-race history, we also see that 85% of the population in Puerto Rico identifies as a race other than white, which in English we refer to as BIPOC (Black, Indigenous, or other Person of Color). In the United States less than half of the population identifies as BIPOC.

### **Slide 43 – PR: Diffabled Population**

And 12% of the Puerto Rican population considers themselves as *diffabled*, while in the U.S. only 8% does.

#### **Slide 44 – PR: Overview**

If you think that it's a coincidence or the people's own fault that they find themselves in such a difficult and weak economic situation – a population mostly composed of individuals from traditionally marginalized and oppressed backgrounds – I assure you that's not the case. These statistics are a testament to the real impediment that coloniality poses for the progress and well-being of the native population.

#### **Slide 44.1 – Book References**

And it's a theme discussed in much more detail in Rocío Zambrana's book *Colonial Debts* and in Jose Atilés' book *Crisis by Design*.

Now if an entire government – with all the power and resources it has at its disposal – is not able to promote a thriving economy and resilient environment for its people, how can one non-profit accomplish such a feat? And...

#### **Slide 45 – Transition Slide**

...how much would they need to do it?

Well, thankfully we are not the only organization that is out here working to improve the lives of those most in need. We are a *community* of charities and organizations each with its own altruistic motives, working in parallel to create a more functional and resilient world – reaching places where the [law-limited] government with its capitalist pursuits do not or cannot touch.

And like with a tree, all it takes is a small seed and just the right [environmental] conditions for its successful establishment and for the benefits of its presence to be felt by all the Life that inhabit its [rhizo-]sphere of influence.

In our case...

#### **Slide 46 – Total \$ Needed**

....the size of this *seed* is seven million seven hundred and seventy thousand dollars (\$7,770,000). Of which...

#### **Slide 47 – Operating Expenses**

... five million, four hundred sixty thousand, six hundred and sixty eight dollars (\$5,460,668) will be used to cover the 1<sup>st</sup> year of operating expenses. About 60% of this would be used to pay our employees competitive wages and provide them with comprehensive benefit packages. Another approximately 38% of these funds would be used to finance the research, development, and community wellness projects that make up the Ofrendas de Amor operations. And the remaining \$155 thousand plus dollars

would be used to pay for webhosting, digital resources, supplies, and other operational expenses.

#### **Slide 48 – Start-up Expenses**

The other two million, three hundred nine thousand, three hundred and thirty two dollars (\$2,309,332) will be used to cover one-time start-up expenses, the majority of which will be used to purchase and begin developing the initial property that will serve as the organization's physical temple and base-of-operations. Another 23% will be used to buy the field and laboratory equipment needed for our socio-ecological research projects, while an additional 7% will be used to acquire the equipment needed to begin *Shaman's Salve* operations.

Of the remaining funds, about \$10 thousand will be used to pay for the administrative and legal fees needed for our official incorporation and commencement, and \$98 thousand to purchase an electric van for things such as field research excursions, local resource distribution, and "mobile" marketing.

This total of seven million seven hundred and seventy thousand dollars (\$7,770,000) is an amount we hope to surpass in revenue within our first year of operation.

#### **Slide 49 – BIPOC + non-BIPOC Revenue**

As I mentioned earlier, *Edeli's Magia* is the most versatile of our income-generating segments in that it is geared towards servicing individuals as well as businesses, it may appeal to both a Spiritual and agnostic demographic, and it is accessible to a wide audience regardless of location or economic background – as sponsorships allow virtual services to be streamed and viewed for free, while service tickets for interactive virtual gatherings are priced on a sliding-scale based on community affiliation.

The figure on screen shows the potential annual revenue for *Edeli's Magia* Spiritual service under different sales scenarios, assuming that all one hundred tickets will sell out for each event whenever they go on sale.

Under sales scenario 1, where 100% of tickets are sold to BIPOC individuals, we would see an annual revenue of over one million, and four hundred thousand dollars (~\$1,435,105). Under scenario 2, where 80% of all tickets are sold to BIPOC and 20% are sold to non-BIPOC individuals, we would see a potential revenue of close to one million and eight hundred thousand dollars (~\$1,797,366).

In scenario 3, where 60% of tickets are sold to BIPOC and 40% are sold to non-BIPOC individuals, we could see an annual revenue of over two million dollars (~\$2,096,927),

and in scenario 4 where tickets are sold 50-50 between BIPOC and non-BIPOC individuals potential revenue increases to over two million and two hundred thousand dollars (~\$2,246,707).

### **Slide 50 – Revenue incl. Wealthy**

Now, when we include this third pricing category for wealthy individuals, we see an exorbitant rise in potential annual revenue.

In this figure, the gold line sitting just over five million dollars is the expected operating expenses for the first year. And in sale scenarios 5 through 7 where at least 5 out of the 100 tickets per event are sold to wealthy individuals, we could be looking at an annual revenue that is well over twice as much as our operating expenses.

If just 5% of service tickets are sold to wealthy individuals, we could see an annual revenue of over fifteen million dollars (~ \$15,368,702). And when sales to the wealthy rises to 10%, potential annual revenue increases to almost twenty nine million dollars (~\$28,790,257). And at 15% of sales to the wealthy, we could be looking at an annual revenue of over forty million dollars (~\$40,489,337).

However, this wealthy demographic may admittedly be the most difficult to attract, so sales scenario 7 may not be as likely as sales scenario 5, where only 5 out of the 100 tickets per event would be sold to the wealthy.

### **Slide 51 – Small & Medium Biz Revenue**

Something I may have neglected to mention earlier is that the sponsorship slots sold to other brands and businesses will also be priced on a sliding-scale based on business size and community affiliation for small businesses. The business owner's community affiliation is only used to differentiate between small businesses because this is the scale at which the economic implications of race and marginalization may be most heavily reflected in the finances of the business as well.

In this figure, again, the gold line is the expected operating expenses for the first year.

In sales scenario 1, where all sponsorship slots are sold to small, BIPOC-owned businesses we would see a potential annual revenue of over eight million dollars (\$8,280,000). If, instead, 20% to 50% of those slots were sold to small, non-BIPOC-owned businesses as well, we could see an annual revenue ranging between just under 10 million (\$9,936,000) to over twelve million dollars (\$12,420,000).

And if just 20% of total sponsorship slots available were sold to medium-sized businesses, depending on the proportion of small BIPOC-owned vs non-BIPOC-owned business sales, we could see an annual revenue ranging between over fifteen million (\$15,429,504) to just over seventeen million dollars (\$17,085,504).

### **Slide 52 – Revenue incl. Large Biz**

When we add to the mix these large businesses with more expendable income at their disposal, we may see much larger increases in our annual revenue. If about one of the hundred and fifteen slots available weekly are sold to large businesses, our potential revenue shoots up to about twenty one million dollars (\$20,836,399).

With 5% of sponsorship sales coming from large businesses, potential revenue more than doubles at over forty six million dollars (\$46,826,988). And with just 10% of sales from large businesses, we could be looking at annual revenues of over eighty million dollars (\$81,536,472 - \$84,808,728).

### **Slide 53 – Financials Summary**

To sum up, assuming that all products, tickets, and sponsorships will completely sell out, we could see potential annual revenue that ranges from over nine million dollars up to one hundred and twenty six million for *Edeli's Magia* alone, between the most modest of sales scenarios to the most ambitious.

Once *Shaman's Salve* operations commence, we could be counting on an additional three million, eight hundred eighty five thousand, seven hundred and fifty dollars. Plus whatever additional income we generate from the virtual auctions for *A Brujx's Wardrobe*.

We are expecting our first year of expenses to total seven million seven hundred and seventy thousand dollars, which includes both operating and one-time start-up expenses.

### **Slide 54 - \$0 on Ads**

Something you may have noticed from our operating expenses breakdown is the **absence** of funds allocated to marketing, specifically to advertisements. And that's because we plan to spend absolutely no money on ads in order to maximize the amount of funds that are used for our Ofrendas de Amor operations.

Instead, we will aim to increase our brand awareness and expand our reach primarily with the help of *publicity elevating* angel investors, through earned media coverage, word-of-mouth, and...

### **Slide 55 – Website Marketing**

...by way of our websites. Our [plan.amyv.me](http://plan.amyv.me) website was created to give more detailed information about the organization with the hopes of attracting new investors, collaborators, and other supporters for our cause.



The main website, [amyv.me](http://amyv.me), is our main marketing tool and point of engagement with the public, and is a way for us to share potentially enlightening insight, uplifting art, and other media and communications that may help the public connect with the organization through it's founder.

We also have a third website...

### **Slide 55.1 – Shop Site**

...which serves as our ecommerce storefront where services, sponsorships, and merchandise will be sold. Although the site is already [mostly] fully developed, it will be unveiled once we officially incorporate and are ready to begin selling our services and products to the public.

All three of these websites were created and developed by myself. And in addition to obtaining the coding skills necessary to create them, I've spent the last two years researching and gathering the information needed to create the foundation for this organization. I've spent time practicing my speaking skills and training myself to be more open to sharing my most personal thoughts and Being in new and creative ways. And though still a work in progress, these are things that – as an Autistic individual – have been extremely challenging at times. I've also done my best to heal any lingering traumas that may have been preventing me from embodying the version of mySelf that this work calls for me to be.

But even after all I've discovered that I'm capable of doing on my own, I've also realized that the mission this organization is hoping to accomplish...

### **Slide 56 - Transition**

...will not be possible without **your** help. Because even if as individuals we may not have the power to alleviate all of the suffering on Earth – as a Collective, or group of individuals, we can have a massive and compounding positive impact on the world around us. And it simply starts with changing *ourSelf* for the better.

If we would like to live in a world where people are kinder to each other, then let's make sure to embody this same energy by being genuinely kind to those we encounter. When possible, let us help all those we come across in need of help, without questioning whether they deserve our help or not. Let us do the work to heal ourselves – to heal our hearts, our minds, our bodies, and Souls – so that we can interact with the world with a much lighter and positive energy.

Now for those who have already put in a great deal of work into healing themSelves, who long to have a greater impact on the world, and are willing to commit themselves to working for the Greater Good – Angelic Musings y Virtudes could really use your help.

## **Slide 57 – Board of Directors**

In order for us to officially incorporate as a 501(c)(3) nonprofit in Puerto Rico, we are in need of additional members to serve on the Board of Directors. At minimum, we need a Treasurer and a Secretary, as *I* will be assuming the role of President. But in order to ensure the optimal and successful operation of the organization, we are also seeking the enlistment of a Vice President and up to twelve additional board members at-large.

Some of the responsibilities of the Vice President include: running board meetings as requested and in the President's absence, serving as a secondary spokesperson for the organization, and assisting with the President's duties as needed

Ideally the vice president will be someone with a previous background serving on the board of an organization and/or be a member of the communities we wish to serve.

The Treasurer will have responsibilities such as: overseeing the organization's finances, managing the organization's budget, ensuring financial compliance, and leading annual audits.

The treasurer should be someone with a background in finance or financial management, and also ideally a member of any of the communities we wish to serve.

The secretary will be responsible for duties such as: scheduling and taking attendance at board meetings, keeping accurate meeting minutes and getting them approved, maintaining board records, and monitoring and ensuring the organization's legal compliance.

The secretary should be someone with very high attention to detail and again ideally someone who is part of the communities we wish to serve.

At-large board members do not hold an officer position like the members previously mentioned, but they should bring valuable insight and experience to the table and will be responsible for things such as: attending and engaging in all board meetings, helping to direct and support the board's decisions, serving on committees, and helping with funding acquisition.

Now I know that many of you may not currently be able to dedicate significant chunks of time to this work in an unpaid board position, and that's absolutely understandable. I plan on continuing to assume the vast majority of responsibilities for the organization until we acquire the funds needed to employ additional help. But at this point, even just 2 hours a week of your time (to start out) would really help support the organization's official incorporation and ultimate launch.

### **Slide 58 - Angels**

In addition to board members, we also need the help of three different kinds of angel investors.

The business mentor, as the name suggests, is an angel that is willing to invest their *time* into providing advice and guidance on best practices for running and growing the organization in order to help ensure our success and widespread positive impact.

The publicity elevator is an angel that is already in the public eye and who is willing to share their spotlight, platform, and/or network in order to help the organization acquire the broad reach needed to fulfill our mission.

And the financial benefactor is an angel that is willing to provide some or all of the resources needed to help launch and/or grow the organization.

More than one investor can fill each of these roles, or there could be one angel who wishes to fill all of these roles. Whichever the case, the more help we can get, the better our chances of success will be.

### **Slide 59 – Future Positions**

We also have a number of paid positions we will eventually need to fill. We would love to have passionate and dedicated members join the team, so if any of these titles catch your attention, please subscribe to our newsletter in order to stay informed on job postings when they become available. You can subscribe to the newsletter on the [plan.amyv.me](http://plan.amyv.me) site.

### **Slide 60 - Donate**

Another way you can support us is by making a generous contribution to our cause. You can submit a donation by texting the word “ANGELIC” to 53-555 or by visiting our [plan](#) site and clicking the ‘Donate’ button on screen.

And honestly, *any* amount would help get us a step closer to creating lasting and meaningful change...

### **Slide 61 – Every Bit Helps**

...whether it’s one dollar, ten dollars, a hundred dollars, one thousand dollars, ten thousand, a hundred thousand, or nine hundred ninety-nine thousand nine hundred and ninety-nine dollars (\$999,999) – every bit helps!

Now, if you would like to donate over a million dollars, then you may want to consider writing us a check instead, as the donation platform we are using currently has a limit of

nine hundred ninety-nine thousand nine hundred and ninety-nine dollars. In this case, I suggest you express interest in becoming an ‘Angel Investor’ via the contact form on our plan site so that we can further discuss the details of this transaction.

### **Slide 62 – Financial Milestones**

I want to clarify that since we are still an unincorporated organization, any donations made at this point may not be tax-deductible. But if we can raise at *least* six thousand six hundred and fifty dollars to start (\$6,650), then we would be able to begin the process of official incorporation in Puerto Rico and submit our application for 501(c)(3) tax-exempt status. And after that point, all donations submitted will be tax-deductible on your end.

However, we would still need an additional sixteen thousand, seven hundred and forty four dollars (\$16,744) to begin the Spiritual and revenue-generating operations for *Edeli's Magic*.

With every additional amount received, we would be able to continue scale and expand our operations until we become fully functional at that seven million, seven hundred and seventy thousand dollar (\$7,770,000) mark.

If we are successful in raising the entirety of this *seed* amount to cover all of our first year expenses *before* officially commencing operations, we would be able to set-apart and allocate in advance all of the income we earn during this first year, on projects and operations for the *following* year. And having this one-year financial head-start would better position the organization for long-term success and stability, while allowing us to more confidently plan and expand our operations for the next year.

In addition to monetary donations, if by any chance you own a property in Puerto Rico that you would like to donate to our cause, please get in touch via the contact form on our [plan](#) site so that we can set up a meeting to discuss logistics.

### **Slide 63 – Spread the Word**

The final way you can support our work is by helping to spread the word. If this talk resonated with you in any way, then please please share our link with others. It would really go a long way towards helping us organically expand our reach and positive impact.

### **Slide 64 – Acknowledgements**

Okay, so I would like to give a few shoutouts and thank those whose support early on helped this work get started and evolve up to this point. I would like to thank:

my beautiful mother, my grandparents, my sister, and the rest of my family and friends for their support.

Thank you to one bestie in particular, Nicole Morris, whose support and contribution during the organization's gestation helped make it's birth today a reality.

Thank you to my score mentors, Ebony and Natalia, whose feedback and advice at critical junctures during our development helped polish this work.

A very special thanks to Mother Earth, Spirit/Source/God/Universe, the Ancestors, my Spirit Guides, and the rest of the Divine Spiritual Realm who helped conceive, inspire, and support this work and my journey along with it.

And thank YOU for taking the time to sit through this talk and for contributing *your* energy to this work in the process.

Thank you to Score, for providing the business learning materials needed to create and develop this organization, shoutout to the University of Miami for providing access to the research materials and the space needed to get all of this work done, and thank you to our donation partner, Givebutter, whose platform has given us the ability to raise the funds we need to get this whole thing started.

### **Slide 65 – Padlet**

Now, given the asynchronous and timeless nature of this talk, our Q&A will be done using an online discussion board. To access the board, you can visit [padlet.com/angelicmusingsyvirtudes/discussion](https://padlet.com/angelicmusingsyvirtudes/discussion).

You'll also find this discussion board on...

### **Slide 66 – Discussion Instructions**

...our [plan.amyv.me](https://plan.amyv.me) site right under this video. So any questions, thoughts, or feedback you have about this presentation or the organization you can share it there, and you can do so anonymously if you don't want anyone else to see your real name next to your post. I'll be checking the board regularly to respond, but I also encourage you all to comment on each other's posts if you feel inclined to do so. That way we can make it more of a discussion between all of us.

### **Slide 67 – Get in Touch**

If you would like more details on the background, operation, marketing, financials, or anything else I may have presented on, please feel free to reach out via the contact form on the [plan.amyv.me](https://plan.amyv.me) site expressing your interest so that we can send you the password to view our detailed business plan.

Or if you have any other general comments or questions that are not directly related to this presentation or the organization overall, you can also send me a message via a contact form on either the plan site or on our main website at [amyv.me](http://amyv.me).

### **Slide 68 – Closing Remarks**

And to finally conclude, I want to leave you with a little message from the heart.

There is so much that I didn't get a chance to say in this video so as to not make it unnecessarily long. But I do want to make sure to point out that even though there may be many forces and circumstances that sometimes seem to make our lives very difficult, if we have enough faith in the unconditional Love that Spirit/God/Universe have for us, then even the most difficult challenges can feel easy.

And although society would have us believe that our worth is measured by the amount of possessions or wealth we own, it is by the abundance of Love in our hearts, or the lack of it, that we will truly be “measured”. Because Love is the the biggest, strongest, and most mysterious force on the planet and in the Universe. And that's why when we come together in Love and in solidarity with one another, there is no force nor power that can defeat us, nor oppress us, nor scare us, nor destroy us. And there is no “bad” that does not come for “good”, just like there is no “good” that does not suit us.

That's why I, Edeli Tureygua, promise you all to always act with the Common good in mind, and to do all that is within my power to help elevate the world by working to make myself a better person than I am at the moment, and helping to spread Love and Light where ever I happen to find myself.

And I have absolutely no doubt...

### **Slide 69 – If I can you can too**

...that if a **queer, Autistic, Afro-Latinx, first-generation Dominican-American from a resource-limited household** can do it, then Love, so can you.

You already know what to do, and if you don't...

### **Slide 70 – Takeaway Question**

...here's a parting question for you to think and then act on.

I leave you with so so much Love,

Thank You ♥