PARTNERSHIP PROSPECTUS • NOVEMBER 2026

Wake Up Freedom Initiative

Helping you remember who you are.

Invitation: A UK-based, internationally accessible public-benefit outreach collaboration with an established charity or nonprofit organisation.

The opportunity

Wake Up is an independently authored educational resource exploring self-understanding, forgiveness, compassion, limiting beliefs and the relationship between inner experience and everyday life. The complete audiobook is already freely available. We seek a charity partner to help make carefully selected resources easier to discover and access, particularly for people who may not otherwise encounter them.

Our proposed charitable purpose

To advance accessible, non-clinical education in self-reflection, compassion and emotional wellbeing through free digital resources and community-led learning. The programme would be open to people of different faiths and none, without proselytising, promises of cure or pressure to purchase.

What participants receive

• Free access to the Wake Up audiobook and approved learning excerpts.

• Short, accessible educational videos and optional reflection materials.

• Clear signposting that these resources are educational and are not a substitute for medical or psychological care.

• No paywall, required purchase, paid coaching funnel or compulsory religious commitment.

Who we want to work with

Registered charities and nonprofits in the UK or internationally whose governing purposes include education, wellbeing, mindfulness, community support, spiritual literacy or compassion. We welcome organisations working with underserved communities, subject to suitability and safeguarding.

The proposed partnership

Author: supplies approved content under a limited, non-exclusive licence and contributes to programme development. **Charity:** independently assesses mission fit, approves programme activity and budget, manages any restricted funding it accepts, and oversees delivery, compliance and reporting. Any charity-led promotion must primarily serve public benefit, not private book sales.

Free resource

Watch the complete Wake Up audiobook on YouTube | vincefarah.co.uk

PILOT PROPOSAL • 90 DAYS

A measurable, responsible first step

We propose a **£2,500 pilot fundraising target**, conditional on partner approval, funding availability, platform policies and an agreed delivery plan. This is a proposed budget, not funding already secured.

Illustrative use of funds

Activity	Budget
YouTube discovery and audience testing	£1,200
Educational clips and creative adaptation	£450
Community distribution and outreach	£350
Captions and accessibility	£250
Evaluation and reporting	£250
TOTAL	**£2,500**

How impact will be assessed

• Reach and meaningful listening engagement, not views alone.

• Cost per engaged listener, using a pre-agreed and transparent definition.

• Accessibility, community distribution and voluntary anonymous feedback.

• A 90-day report, including learnings, limitations and recommendations.

Funding and ethical safeguards

Charitable funds would be held and spent by the partner under its own governance and any donor restrictions. Promotional destinations would prioritise free resources; commercial book sales and paid services would remain separate. Any conflicts of interest, data protection responsibilities, intellectual property terms and claims about wellbeing must be reviewed and documented before launch.

What we are asking for

An initial conversation to assess mission alignment; a review of the free audiobook; and, if suitable, exploration of a time-limited partnership to host or support a small grant-funded outreach pilot. We are not requesting an immediate financial commitment.

Contact

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vincefarah.co.uk
Audiobook: youtube.com/watch?v=QmFPgvQhsM8

Discussion document only. All activities and legal arrangements are subject to due diligence and written agreement.