

CHOICE Humanitarian: A Choice is Needed

James B. Mayfield, PhD
Professor Emeritus, University of Utah

1. CHOICE believes every family deserves to have a choice in achieving a better quality of life. A true quality of life requires the complete elimination of extreme poverty.
2. In this world, too many people believe they have no choices, stuck in a world of exclusion, ignorance, exploitation, and vulnerability.
3. Until people believe they have a choice, there will be very little change. Believing one has a choice leads to hope and hope seeks opportunities that can inspire and motivate people. It will be a universal collaboration that generates the sense of mission, the sources of funding, the structures and strategies needed to bring the multitudes of extreme poor into a better quality of life where hope and fairness can thrive.
 - C = Choice
 - H = Hope
 - O = Opportunities
 - I = Inspiration
 - C = Collaboration
 - E = Equity (fairness)
4. Choice recruits, trains, and organizes rural development facilitators who have the five Cs to help village leaders and their communities to support and energize the extreme poor to bring themselves out of poverty:
 - Competency
 - Creativity
 - Commitment
 - Character
 - Compassion
5. The CHOICE Goal is to help every family feel a sense of pride and dignity, as they achieve a quality of life that brings meaning, purpose, and true happiness. Since 2013, CHOICE has been working in Nepal and has helped over 1,000 families learn how to bring themselves out of extreme poverty. Our goal is that in the next 5-10 years we will replicate this process in ways that will achieve a total elimination of extreme poverty by the year 2030, a goal announced by United Nations Sustainable Development Goals signed by over 100 countries.