

Bringing Charitable Contributions into the 21st Century

A few quick notes before I start.

- I do not need anything financial (and very little time) from you or from any of our “dream team” partners.
- You will discover that all intellectual and financial assets will gladly come from a major Internet company (Google).
- Our “dream team” partners (explained shortly) will be a major asset in attracting our Internet partner.

Advanced technology and creative innovations have changed the way we live. Cell phones, GPS guidance, streaming media, online searches and shopping (Amazon, etc.) are just a few innovations we depend on and use on a regular basis.

Before retiring in 2013, I was a data analyst (14 years) for the University of Nevada School of Medicine, Dept. of Surgery in Las Vegas, NV. I was hired by Dr. G. Tom Shires, one of the most important surgeons of the 20th century and Chief of Surgery at Parkland Hospital when President Kennedy was assassinated.

We were involved in several research projects that required external funding (domestic violence, suicide prevention, motor vehicle accidents, and more). Even with Dr. Shires’ background and connections; generating important funds for these projects was often time consuming and frustrating. I knew there had to be a better way to generate much-needed funds.

After my retirement I came across a popular marketing activity that became a “why not” moment. A little bit of research and a few creative modifications of this activity eventually resulted in a concept for an original platform that I believe will bring charitable contributions into the 21st century. This platform is tentatively called “WeCare”.

I am in search of a progressive foundation (or an individual/group with charitable passions) who is ready to embrace modern technology and become one of our “dream team” partners in this platform.

Every week I receive dozens of requests asking me to support their charity. Unfortunately, COVID-19, inflation and potential recession issues have affected how we spend our money. Our expendable income may become limited and charitable contributions are often the first to suffer.

The same fundraising activities used 50+ years ago are still being used today. Many are still valuable and we are not looking to replace them. Our platform can eventually be used to enhance current fundraising programs.

We have an opportunity to bring charitable contributions into the 21st century with a simple, original and disruptive (in a good way) platform. Our platform will be created by combining advanced technology, the creative modifications of a few popular marketing applications, social media, sophisticated database technology, a “dream team” of ten high-profile athletes (and a few others) and the power of a major Internet company who will provide all financial and intellectual assets.

Creating our platform will be as easy as 1-2-3.

Step 1: Create a unique, but simple concept that will be embraced by more than 20% of qualified consumers and others who are passionate about their favorite charities and causes.

- **Step 1 is complete.** Modern technology, social media and the creative modifications of a few popular marketing programs will be the backbone of our platform.

Step 2: Create an impressive group (our “dream team”) of ten high-profile athletes, celebrities and others who already have charitable passions. My group will be one of the ten and benefit exactly the same as others.

- Athletes retire at a relatively young age. Many have charitable passions and some have established foundations.
- You/your group are very aware of the value a team has and you would be a valuable “dream team” partner.
- No financial involvement (and very little time) will be needed from any of our “dream team” partners.
- Our “dream team” partners will all receive significant charitable and non-charitable revenue for their involvement.
- Our “dream team” will be a valuable asset in attracting our major Internet partner and for promotional activities.

Step 3: Partner with a major Internet company (such as Google).

- The rivalries of the major Internet companies are just as fierce as any sport or business rivalry.
- Many have tens/hundreds of billions of dollars to invest in new technology or make major acquisitions.
- Many, including Google, are already involved in significant charitable activities.
- With the help of our “dream team”, we are going to partner with a major Internet company who will:
 - ❖ Provide all financial and intellectual assets to make this project a success.
 - ❖ Be responsible for all daily management activities, including the receiving and disbursing of all funds.
 - ❖ Receive significant charitable and non-charitable revenue.
 - ❖ Share in additional non-charitable revenue streams created by the technology we create and our goodwill.

Who will benefit from their involvement with our WeCare platform?

- As a veteran and a cancer survivor, I want to help veterans, those affected by deadly diseases and many others.
- You are involved in many important charitable activities. Should you become one of our ten “dream team” partners your group/foundation will receive significant charitable and non-charitable revenue to use for your charitable passions.
- Consumers and others involved with us will be able to easily provide financial support to their charitable passions.
- Those affected by an unexpected natural disaster (hurricane, earthquake, tornado, fire, pandemic, etc.) or a man-made disaster (shooting or accident causing major injuries, deaths, or damages) will be able to receive immediate help from the activation of an important element of our platform. Unfortunately, disasters are going to happen. We don't know when, where or what type, but when they do happen our WeCare platform will become a valuable asset to support those who need help.
- Communities who continue to see important tax initiatives voted down will be able to generate significant funds using our WeCare platform. Much needed projects such as school improvements, fire department equipment, roads, historic renovations, etc., can all be addressed without having to wait for upcoming election results.
- Children issues, the homeless, the hungry, poverty, affordable housing, education/ educational scholarships, veterans, social injustice, the disadvantaged, medical research, environmental issues, humanitarian, third world issues (water, sanitation and hunger), pollution, inequality, animal abuse and more will all benefit.

My five-page pdf presentation (available via email or presented in person) will provide valuable information and details about our WeCare platform. This will include the most important elements of this platform...the creative modifications (nothing corny or quirky) that will make our platform simple, unique, disruptive and attractive to our Internet partner and the public.

By the end of this five-page presentation, you will know if our WeCare platform has the potential to truly bring charitable contributions into the 21st century. If needed, there will be additional pages with more information and details, including how we can develop our “dream team”, how to approach our major Internet partner and an expansion of my background.

- **Page One:** Generic information about our WeCare project.
- **Page two:** The most important modification of a popular marketing activity that will make our platform simple, unique and disruptive. This modification is the result of a “why not?” moment, research and tweaking.
- **Page three:** Question #1 - Will consumers participate in our WeCare program?
Question #2 - Will WeCare generate enough revenue to benefit everyone involved?
- **Page four:** Potential Revenue Example. (You will be able to insert five key numbers to create your own projections.)
- **Page five:** Summary - As Easy as 1-2-3! (An expansion of the above summary.)

It is important to remember:

- The technology and database management software needed to create our platform are already available. Our goal is to get our business plan into the hands of a major Internet company (Google) and get a simple thumbs up or thumbs down.
- We do not need to concern ourselves with how our platform will be developed and managed. Our Internet partner will already have the intellectual and financial assets needed to perform these tasks.
- Our Internet partner will just need to perform a few unique modifications of available technology to create our platform.
- Google, who is the expert in data collection and database management, would be our ideal Internet partner.

Who is Bill Brown?

- Born in St. Louis.
- Air Force (Vietnam) veteran. Repaired aircraft radar navigation systems on fighters, bombers and tankers.
- Involved in the computer industry my entire adult life.
- Repaired million-dollar computers for Honeywell Information Systems and Raytheon Data Systems.
- Successful business owner with maintenance contracts on more than 30 Honeywell computer systems in 12 states.
- Production supervisor for one of the first national all-sports radio networks (SportsFan Radio Network in Las Vegas).
- Retired in 2013 after 14 years as a data analyst for the University of Nevada School of Medicine (UNSOM), Department of Surgery in Las Vegas. My title the last five years was Project Director for the Center for Traffic Safety Research.
- In 2015 my wife (also retired from UNSOM) and I moved to Lake Ozark, MO to be closer to family and friends.
- I stay active, currently golfing 4-5 times a week (weather permitting), fishing off of my dock (catch and release) and traveling often with my wife. I am not ready to sit in my recliner and gather dust!

I totally understand the reluctance for athletes, celebrities and charities to become involved with an “outsider”.

I am not a high-profile athlete, a celebrity, a multi-millionaire or anyone of importance who would attract your attention.

All I am is an Air Force veteran, a successful businessman, a former data analyst (14 years) for a major university and someone who has been involved in the computer industry for 50+ years. My wife and I are retired and living in Lake Ozark, MO. I golf 4-5 times a week (weather permitting), travel often and stay busy. I refuse to sit in my recliner and gather dust.

But that doesn’t mean my research in developing an original charitable platform cannot be valuable.

(Shameless plea.)

I need someone to give this Air Force veteran less than one hour of their time to review my five-page pdf presentation.

My four years in the Air Force (Vietnam) means that I voluntarily gave 35,064 hours of my young years to serve our country so hopefully asking for less than one hour of your time isn’t too much to ask.

(Shameless plea over.)

Please allow me to forward to you my five-page pdf presentation. You will discover that with a unique platform, a high profile “dream team” and a major Internet company, we can bring charitable contributions into the 21st century.

You or your foundation will become one of our valuable “dream team” partners and receive significant revenue for your important charitable activities.

If I cannot convince you that within three years; your foundation/charity will receive \$20+ million a year in charitable revenue and possibly \$6.4 million in non-charitable revenue, then I will have wasted your time.

I promise you that I will not waste your time!

Thank you for your time and consideration.

Bill Brown
Bill@BBrown17.com
702-677-1341
Lake Ozark, MO.