

## Bringing Charitable Contributions into the 21<sup>st</sup> Century

### Terms used in this document.

- “WeCare” - The temporary working name for this project.
- “Google” - My example of our ideal Internet partner.
- “Dream team” - A group of 12 high-profile athletes, celebrities and others who have charitable passions.
- “Key partners” - The combination of our 12 “dream team” partners and Google.

**Please note:** A few of my statements and comments may be repeated when I believe it is important to stress their value.

### Why do we need to bring charitable contributions into the 21st century?

- People want to save money, especially during the holiday shopping season.
- Most of us have charitable passions we want to support.
- The same fundraising activities used 50+ years ago are still being used today. Many of these activities are still valuable and we are not looking to replace them. Our WeCare platform will become a valuable tool to generate additional support for these fundraising activities.

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

- **Step 1:** Create an original concept. (**Step 1** is complete and will be detailed in my expanded presentation).
- **Step 2:** Create an impressive “dream team” (described shortly) of 12 high-profile athletes and others who already have a passion for charities and causes. Our “dream team” will be valuable in achieving **Step 3** and for initial marketing activities.
- **Step 3: Attract a major Internet company** who will gladly provide all of the financial and intellectual assets needed to develop and manage our entire project. As mentioned earlier, our ideal Internet partner would be Google.

**My goal in this brief presentation** is to convince you that:

- Our WeCare platform will be a simple, unique and permanent platform that will generate significant charitable and non-charitable revenue for the important charitable activities of your organization and many others.
- Consumers involved with our platform will be able to receive discounts at participating restaurants and on thousands of shopping experiences during the holiday shopping season.
- I do not need anything financial (and very little time) from Chris Long, anyone involved with The Chris Long Foundation or from any of our “dream team” partners.
- All of the financial and intellectual assets needed to develop, implement and manage the entire program will be provided by our Internet partner. On the page three of this document I will briefly describe several reasons why a major Internet company such as Google would gladly provide all of these assets.
- The technology and database management software needed to create our platform are already available.
  - ✓ We do not need to concern ourselves with how our platform will actually be developed and managed.
  - ✓ Our Internet partner will already have the intellectual and financial assets needed to perform these tasks.
  - ✓ Our unique modifications of a few popular marketing applications will make our platform disruptive (in a good way) and easily available to everyone.
- Our Internet partner will be able to use the technology developed and data generated from our WeCare platform to create additional revenue opportunities for everyone involved.

### So why am I contacting Chris Long and his foundation?

- On August 29th I became aware of Chris’s foundation while listening to him being interviewed during the St. Louis Cardinals baseball game. The Chris Long Foundation’s goals to provide access to clean water and a good education to those in the United States and around the world are certainly admirable. Our platform will provide valuable revenue for his foundation to use in both his current and future charitable activities.
- I was born and raised in St. Louis, an Air Force (Vietnam) veteran, involved in the computer industry my entire adult life, currently retired and living in Lake Ozark, MO. I will include a brief bio about me at the end of this correspondence.
- Involving St. Louis personalities in what could become the next generation of generating charitable support would be important to me. Crafting an initial “dream team” of several athletes and others who have a St. Louis connection and charitable passions would be important in making this happen. High profile athletes from other parts of the country could be also included. Growing internationally could easily be accomplished by involving star athletes (and celebrities) from other countries. (Details provided in my expanded presentation.)
- Chris Long has the connections both in the St. Louis area and nationally that would be valuable in creating our initial “dream team” (described on the next page).

- What I do need is less than one hour of someone’s valuable time from The Chris Long Foundation to review my expanded pdf presentation (available via email).
  - ✓ This document will provide much more detail about WeCare, including how it started, what will make us unique, why a major Internet company would jump at the opportunity to partner with us, how everyone will benefit, projections about the potential revenue, expanded background information about me, a few charts, graphs and more.

**COVID-19, inflation and potential recession issues** have affected how we spend our money. Many of us find our expendable funds down, and unfortunately our charitable contributions are often the first to suffer.

- As stated earlier, we have the opportunity to bring charitable contributions into the 21st century with a simple, original, permanent and disruptive (in a good way) platform that I have tentatively named WeCare.
- WeCare will not be anything annoying, corny or quirky. Our platform will be a sound business plan that will continue to expand every year, including internationally.
- The primary element that will make our platform unique from all others will be the creative modification of a popular marketing activity. As mentioned earlier, this creative modification will be detailed in my expanded presentation.
- We are not looking to replace any of the current charitable fundraising activities. Our WeCare platform will be another resource that The Chris Long Foundation, our Internet partner and many other programs will be able to easily use to generate their important charitable revenue.
- Our WeCare platform will be all-inclusive, non-political and easily available to everyone.
- Children’s issues, the homeless, the hungry, poverty, affordable housing, educational programs/scholarships, veterans, social injustice, medical research, environmental issues, third world issues (water, sanitation and hunger), animal abuse and more will all benefit.
- Once our platform is established in the United States, WeCare will be able to easily expand internationally.

**WeCare will be the result of combining:**

- **Modern technology.** There is an abundance of software and technological advancements that are currently available to us that makes our life easier.
  - ✓ GPS technology, smartphones, social media, facial recognition, smart TVs, Internet shopping (Amazon) and hundreds of other software/technology innovations were either not around or barely around at the turn of the century.
  - ✓ Did we really need any of them? Not necessarily. Humanity somehow survived before they existed. We either didn’t need them or didn’t know we needed them, but now that we have them...we can’t do without them!
  - ✓ None of these hardware and software solutions popped up overnight.
    - ◆ Somewhere, someone had an idea that started out as a crazy idea, the need to solve a problem or they just wanted to make a task a little easier.
    - ◆ Many failed and many succeeded. What they had in common was that they all started with someone who had a problem or an idea and pursued a solution.
    - ◆ WeCare began as a simple observation and a “why not?” moment.
- **The creative modifications of a few popular marketing strategies.**
  - ✓ These modifications will be the key elements that will make WeCare a unique platform embraced by a high percentage of consumers and businesses both nationally and internationally.
  - ✓ As stated previously, my expanded file will detail the marketing modifications that will make us unique from all other.
- **A “dream team” of 12 high-profile athletes, celebrities and a few others.**
  - ✓ Creating a “dream team” of high-profile athletes (and possibly a few others) would be very valuable in attracting our major Internet partner and for initial marketing activities.
  - ✓ Athletes retire at a relatively young age and often use their high-profile status to benefit others.
  - ✓ Athletes often create valuable relationships with companies, advertisers and other athletes. When athletes (and celebrities) get together to support a cause, the results are not just accumulative...the results can be exponential.
  - ✓ The ideal “dream team” would include at least one high-profile athlete from each of the major sports.
  - ✓ St. Louis has an abundance of high-profile athletes/celebrities who would be valuable “dream team” partners. Just a few of them are Ozzie Smith, Adam Wainwright, Albert Pujols, Yadier Molina, Chris Pronger and Joe Buck.
  - ✓ Patrick Mahomes, Tiger Woods, Michael Jordan, Serena Williams and Jeff Gordon are just a few high-profile athletes who are among the greatest (if not THE greatest) athlete in their particular sport. All have their own charitable foundation, would be valuable “dream team” partners and would provide additional national (and international) exposure for our WeCare project.
  - ✓ The Chris Long Foundation and my group would be two of our 12 “dream team” partners.

- ✓ Our “dream team” partners will receive significant charitable and non-charitable revenue for their involvement.
  - ◆ Each of our 12 “dream team” partners will own 4% of WeCare.
  - ◆ My expanded presentation will include a simple worksheet showing that each “dream team” partner could receive as much as \$20+ million a year in charitable revenue and a significant amount of non-charitable revenue.
  - ◆ Should you find my projections hard to believe, you will be able to insert five key numbers of your choosing into this worksheet and calculate your own projections.
  - ◆ I believe that you will discover that my \$20+ million a year projection may actually be very conservative.
- **A major Internet company (such as Google)** who will gladly provide all of the financial and intellectual assets needed to develop, implement and manage the entire program.
  - ✓ The major Internet companies are just as competitive as any sports or business rivalry and they continue to acquire innovative businesses to simplify their current activities or expand their growth. It is also not unusual for an Internet company to make an acquisition just to keep it out of the hands of a competitor.
  - ✓ Google has more than \$100 billion in their war chest to make major acquisitions and develop new platforms.
  - ✓ Our “dream team” would become a valuable asset for Google’s national and international marketing activities.
  - ✓ We will be able to create additional revenue opportunities using the technology developed for our WeCare platform, the data we generate and the marketing power of our “dream team” partners.
  - ✓ Google is already involved in significant charitable activities. Google would receive 50% of the WeCare charitable revenue for their providing all financial and intellectual assets needed for this project. My projections suggest that their charitable revenue from our WeCare platform could reach \$250 million a year or more.
  - ✓ Although this project may appear to be a huge undertaking, it really isn’t. The hardware and software needed to create and bring our platform to market are already used extensively by virtually every major business.
  - ✓ According to several financial news resources, data is the new oil.
    - ◆ A secondary benefit of our WeCare platform will be extensive data collection and “data mining” that can be used for future projects.
    - ◆ Google is the ultimate data expert. Their use of data mining and innovative algorithms in advertising currently generates more than \$400 million a day.

**Additional support** that will be created by our WeCare platform.

- An extremely valuable element of our platform will be activated when there is a natural disaster (pandemics, fires, earthquake, hurricane, tornado, tsunami, etc.), man-made disaster (shootings or accidents causing major injuries, deaths, or damages) or other life-changing misfortune.
  - ✓ WeCare will be able to immediately provide financial support to those affected by these disasters.
  - ✓ We are not looking to replace other support programs. We want to enhance their support.
- Schools and many local government agencies often need help when important tax initiatives are constantly voted down.
  - ✓ Communities will be able to come together to use our WeCare platform to generate funds for much-needed improvements such as equipment for their fire department, law enforcement, school improvements (including upgrading their security program), road improvements, historic renovations, and more.
- As mentioned earlier, many current and former athletes have already established impressive foundations to support their charitable passions. The increase in charitable revenue that our “dream team” partners may receive could allow many of them to enhance their current charitable passions and explore other areas of valuable support, including teaming up with other athletes, celebrities and others to provide funding for targeted athletic issues.
  - ✓ Athletes (and the general public) are becoming increasingly aware of concussions, Traumatic Brain Injuries (TBI), Chronic Traumatic Encephalopathy (CTE) and how they can affect athletes. More funding is needed for TBI and CTE research and our WeCare platform will be able to help.
  - ✓ Valuable funding is also needed to support athletes (both professional and amateur) who suffer from other game (and non-game) related injuries.
  - ✓ There are many former athletes who for a number of reasons have fallen on hard times and could use additional help. This could include older athletes who played in the era before big salaries and benefits were available.
- Most of us are looking for additional methods to support our charitable passions.
  - ✓ As an Air Force veteran, I wish I could do more to help injured veterans and their families who need assistance.
  - ✓ As a cancer survivor and someone who has had too many family members and friends affected by diseases and major injuries, I wish I could do more to support those affected, their families and important medical research.
  - ✓ Everyone will have a simple method to support their charitable passions, regardless of how big or small the rest of the world may view their importance.

**As mentioned earlier**, what I need is approximately one hour of someone's time from The Chris Long Foundation to review my expanded pdf file that will include:

- Details about the creative modifications of a few popular marketing activities that will make our platform unique.
- Why a large percentage of consumers and businesses will become involved and how everyone will benefit.
- A worksheet with calculations showing the significant charitable and non-charitable revenue that WeCare could generate.
- Additional details about my background, how this project began, a few charts/graphs and more.

**A few notes** about our "dream team" and approaching our potential Internet partner.

- Creating our impressive "dream team" of high-profile athletes and celebrities could be very informal until an agreement is made with our Internet partner.
- I do have a few ideas about how we can approach our potential Internet partner with an equitable business plan.
  - ✓ The most important assets needed to initially "open the door" to our potential Internet partner will be our unique platform along with the promotional and marketing value of our "dream team".
  - ✓ Once we present our business plan to our potential Internet partner, all we can do is wait for their answer.
    - ◆ Thumbs down and all we have lost is a little bit of our time.
    - ◆ Thumbs up and we could become the most innovative platform that will support everyone's charitable activities.
  - ✓ If an agreement is reached with our Internet partner, the work required by our "dream team" is basically over until we are ready to reveal our WeCare platform to the public and our initial promotional activities are needed.

### **Who is Bill Brown?**

- 1948: Born (and raised) in St. Louis, MO.
- 1966-70: Air Force (Vietnam) veteran. Repaired radar navigation systems on fighters, bombers and other aircraft.
- 1970-76: Repaired million dollar computer systems in St. Louis for Honeywell Information Systems and Raytheon Data Systems.
- 1976-87: In 1976 I started my own computer maintenance business based in St. Louis. At my peak, I had more than 30 Honeywell systems under contract in 12 states. New technology eventually made these systems obsolete.
- 1988-93: In 1988 I moved to Las Vegas and used my computer background to work in various print and radio positions.
- 1993-97: In 1993 I became one of the first employees hired by an upstart national sports radio network that ultimately became SportsFan Radio Network (SFRN). My title was production supervisor. Our radio talent included retired athletes such as Pete Rose, Bob Golic, Tim Ryan, Phil Esposito, and a few others.
- 1998-2013: In 1998 I was hired by one of the top surgeons of the 20th century (Dr. G. Tom Shires) to be a data analyst for the University of Nevada School of Medicine (UNSOM), Dept. of Surgery in Las Vegas. My title the last five years was Project Director for the Center for Traffic Safety Research.
- 2013-Current: My wife (also employed by UNSOM) and I retired in 2013. In 2015 we moved to Lake Ozark, MO to be closer to family and friends in the St. Louis area. I stay active, play golf 4-5 times a week when the weather permits and fish off of our dock (catch and release).

**My goal with this project** is to be a small part of something big. I am not an athlete, a celebrity, a millionaire or anyone who would normally attract the attention of Chris Long and his foundation (and that is understandable). But then, sometimes an "unknown" singer, actor, or even a walk-on/little known athlete (Kurt Warner???) is given a chance and becomes a star.

All I am is an Air Force veteran, a retired data analyst for a major university and someone who believes his innovative platform can help The Chris Long Foundation and others generate considerable funds for their charitable activities.

With your permission, I would like to email my expanded presentation to you.

I am also more than happy to come to your location at your convenience to discuss the merits of this project, consider potential "dream team" partners and/or finalize a business plan.

Thank you for your time and consideration.

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