

## WeCare - Bringing Charitable Contributions into the 21st Century

The expanded presentation that I would like to forward to you (via email) includes much more detail and background information about this project, including a few charts, graphs, tables, my background and more.

The first 20 minutes of my expanded presentation will begin with two important questions.

- **Question #1** - Will consumers participate in our WeCare program?
- **Question #2** - Will WeCare generate enough revenue to benefit everyone involved?

By the end of these two questions you will totally understand (1) how unique, simple and disruptive (in a good way) our platform will be, (2) an understanding about the high percentage of consumers who would embrace our platform and (3) the potential charitable revenue that could be generated.

Our ultimate goal will be to create our “dream team”, formulate a business plan and present it to our potential Internet partner (such as Google).

I do have ideas on how to approach our Internet partner with a totally win-win result for everyone involved.

We will give them time to review our business plan and give us a thumbs up, thumbs down or a counteroffer on how we can continue as partners. Should they decline, all we will have lost is a little bit of our time.

### 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 ten high profile athletes, celebrities and others who have charitable passions.
- **“Key partners”** - The combination of our ten “dream team” partners and Google.

Some of this information may be repetitive when necessary.

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### Why do we need WeCare?

- Every week I receive a dozen or more emails from charities who need funding. When I add to that the requests I see or hear via TV, radio and social media; the total number of requests can easily reach several dozen. There are thousands of charities competing for the same limited charitable funds.
- **COVID-19, inflation, a possible recession** and other reasons out of our control have all affected both the amount of expendable funds we have and where we spend it. Unfortunately, our charities are often the first who suffer from our limited funds.
- Many of us are looking for alternative 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 our support.
  - ✓ 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 medical research.
  - ✓ Many athletes, celebrities and large companies have charitable passions.
  - ✓ Athletes (and a big part of the general public) are now aware of concussions, **Chronic Traumatic Encephalopathy (CTE)** and how they can affect athletes over the years. More funding for CTE research is needed.
  - ✓ Athletes are well aware of other athletes who for a variety of reasons have fallen on hard times and could use additional help.
  - ✓ Virtually everyone has a charitable passion and wishes they could do more.
- **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 totally replace them. We are looking to add our platform to these activities.
  - ✓ **Advanced technology** and creative innovations have changed the way we live. Cell phones, GPS guidance, streaming media, bar codes, QR codes, online searches and shopping (Amazon and others) are just a few of the many innovations we depend on and use on a regular basis.
  - ✓ **Our innovative and simple platform** will be the result of combining the creative modifications (detailed in my expanded presentation) of a few popular marketing applications, sophisticated database technology, social media, a “dream team” and the power of a major Internet company.

- Basic highlights about our platform.
  - ✓ **Our platform will be a simple, original, permanent and “disruptive”** (in a good way) solution that will be embraced by more than 20% of qualified consumers, fundraisers, businesses and those who are passionate about their favorite charities and causes.
  - ✓ Our platform will be easily available to everyone regardless of their nationality, financial situation, social status, race, age, gender, religion or political view. Everyone will benefit in a number of ways and have a simple platform to support their charitable passions.
  - ✓ Our platform will also be able to expand internationally.

### **Why do I need help?**

- It is important to start by saying that I am not looking for anything financial from you or your group (and very little time).
- What I do need is for someone to review my expanded presentation (available by email) that will detail the basics of my platform, who could be involved, who will benefit and more. Because of a few unique modifications used in my platform, I do not want to disclose those details on this web page.
- I am not an athlete, a celebrity, a millionaire or anyone who would attract the attention of a major Internet company (and that is understandable). All I am is a veteran who believes he can make a difference. My goal is to be a small part of something big. I need that high-profile person or group who can establish a valuable connection with a major Internet company who has the intellectual assets to move forward with this project.
- **When athletes and celebrities get together to support a cause, the result is not just accumulative...the result can be exponential!** You and your group understand the power a team can have when working towards a common goal.
  - ✓ We are going to create an impressive group of ten high-profile athletes, celebrities, groups and others who already have a passion for charities and causes. Some will already have a private foundation to support their charitable passions. Their foundations will actually be able to use our platform to enhance their charitable activities.
  - ✓ Our ten “dream team” partners will be used to attract our major Internet partner (Google) who would be very happy to become involved with us, provide all of the financial and intellectual assets to make this project a success, and be responsible for the daily activities of the entire platform.
  - ✓ You or your group would be an ideal “dream team” partner and help attract other partners.
  - ✓ You or your group would receive significant revenue to use in your important charitable activities and substantial non-charitable revenue to use at your discretion.

### **Why would a major Internet company such as Google become involved with our project?**

- **The rivalries of the major Internet companies are just as fierce as any sport or business rivalry.** Many have hundreds of billions of dollars to invest in new technology or make major acquisitions.
- **The opportunity to partner with a “dream team” of athletes and celebrities** in a project that could literally generate several billion dollars a year in charitable contributions. Google is already involved in extensive charitable work and would receive significant revenue to use for their charitable activities. For their extensive assets in developing and managing our platform, Google would become a 50-50 partner with our “dream team”.
- The databases created by our platform can be used by Google in their advertising activities. **In 2001, Google’s entire advertising revenue for the year was less than \$80 million. In 2020 it was \$146.9 billion (more than \$401 million a day).**
- **The opportunity to create a Groupon-type marketing platform, a GoFundMe-type program, Crowd Funding-type platform, Kickstarter-type platform** and many others by using our platform popularity, our databases, our high-profile “dream team” and our simple method to generate funds.

### **Who will benefit from their involvement with our WeCare platform?**

- **Thousands of charities will benefit** from our unique platform.
- Using moderate numbers, my calculations show that **each of our ten “dream team” partners could receive \$20+ million a year in charitable revenue and \$8+ million in non-charitable revenue.**
  - ✓ My presentation will include a one-page worksheet that demonstrates how the above revenue figures are calculated. You will be able to insert five key figures of your own choosing to calculate the potential total revenue for the entire concept and the projected revenue our “dream team” members participation. You may find my figures are actually very conservative.

- Our major Internet partner (Google) could receive \$200+ million a year in revenue to use for their charitable passions and \$80+ million in non-charitable revenue.
- **Those affected by a disaster or life-changing misfortune.** Many charities, causes and individuals need our help when we have an unexpected natural disaster (pandemic, tornado, hurricane, earthquake, tsunami, fire, etc.) or man-made disaster (shooting or accidents causing major injuries, deaths, or damages).
  - ✓ We do not know what type, when or where the next disaster is going to happen. What we do know is that they are going to happen and when they do, we need a more efficient way to generate charitable revenue and distribute it quicker. An important element of our platform will be activated when a disaster occurs.
  - ✓ We are not looking to replace government assistance; just augment and important help where needed.
- **Many schools and government organizations** are devastated when voters refuse to support important tax initiatives. Our platform will allow these organizations a simple method to generate much-needed revenue.
- **There are many environmental and social issues** that need to be addressed in the U.S. and all over the world. Our platform will provide a method to generate funds needed to support these programs.

### **Summarizing: 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, fundraisers, businesses and those 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.

- Your experience as an athlete and other business ventures makes you very aware of the value of a team.
- No financial involvement (and very little time) will be needed from our “dream team”.
- 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 initial 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 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 is Bill Brown?**

- 1948: **Born (and raised) in St. Louis, MO.**
- 1966-1970: **Air Force (Vietnam) veteran.** Worked on radar navigations systems on fighters, bombers and tankers.
- 1970-1976: **Repaired million dollar computer systems** for Honeywell Information Systems and Raytheon Data Systems.
- 1976-1987: **On a dare and a \$10,000 loan,** I started my own computer company (based in St. Louis) that included buying, selling and repairing Honeywell computers. At my peak I had more than 30 Honeywell systems under contract in 12 states.
- 1988-1998: I moved to Las Vegas in 1988 and used my computer background to work in various media markets. This included four years as production supervisor for **SportsFan Radio Network**, one of the first national sports radio networks. Our radio talent included Pete Rose, Bob Golic, Sean Salisbury, Tim Ryan, James Brown and Phil Esposito.
- 1998-2013: **In 2013 I retired** after 14 years as a data analyst for the **University of Nevada School of Medicine (UNSOM), Dept. of Surgery.** My title the last five years was Project Director for the Center for Traffic Safety Research. During this time I was involved in many research projects that often required external funding. Obtaining these funds was often time consuming and difficult. I knew there had to be a better way to generate funding. My research started years after retirement.

- 2015: My wife and I (also retired from UNSOM) moved to Lake Ozark, MO to be closer to family and friends in the St. Louis area. Lake Ozark is approximately a three hour drive from St. Louis.
  - ✓ My current activities would show that I golf 4-5 times when weather allows and occasionally fish off of our dock at Lake of the Ozarks. I have played recreational sports my entire adult life and do like to stay active.
  - ✓ Until COVID-19 slowed us down, my wife and I traveled often. We have had a timeshare in Cabo San Lucas since 2007, cruised almost every year since 2005, traveled to Europe and spend a month in Florida during the winter.

**My expanded presentation:**

- **The first 20 minutes** will begin with two important questions.
  - ✓ **Question #1 - Will consumers participate** in our WeCare program?
    - You will quickly understand the **unique details of our platform**, why it will attract a high percentage of consumers and your estimate of what percentage will become involved.
  - ✓ **Question #2 - Will WeCare generate enough revenue** to benefit everyone involved?
    - **Simple calculations** will detail the potential revenue and how it will be distributed. A one page worksheet will demonstrate how my projected revenue figures were calculated. You will be able to insert five key figures of your own choosing to calculate your projected revenue.
- **The remainder** of this presentation will include much more detail and background information about this project, including a few charts, graphs, tables, my background and more.

Please allow me to forward my extended presentation to you via email. In less than one hour, you will understand how simple and unique our platform will be. You will also understand why our platform will require nothing financial from you and very little of your time.

If I am wrong, then I will have wasted one hour of your valuable time.

But, if I am right, our “disruptive” platform will bring charitable contributions into the 21st century.

Thank you for your valuable time and consideration.

Bill Brown

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