

Dear Good Stuff Family:

As you know, telling The Good Stuff Family stories has been more than a job for me: it is a calling, and I can never fully express my gratitude for your support and friendship over the years.

The Good Stuff Family is the antidote to the evening news. The stories and the people who make up our communities are overwhelmingly positive and inspiring, but they don't get the attention of mainstream news outlets.

Our army of avid supporters is proof that there is a hunger for what we do.

It is now time to make The Good Stuff Family a self-sustaining business that will reach hundreds, then thousands, then millions for God's glory. To that end, I am excited to announce our bold business plan to bring our stories to families around Ohio, the midwest and the United States to grow the Kingdom.

The Good Stuff Family is a video interview platform streamed live online and immediately available to share. Sponsors and followers immediately have a link available to share on social media, websites, email blasts to customers and in newsletters. Our stories are shared on social media, with a following from 30 years as a news reporter in four cities.

With the help, wisdom and prayer of numerous advisors, we have developed a business plan that will roll out in three phases over the next 18 months:

Phase 1 (January through June 2023): Raise \$25,000 from investors and contributors to fund operations and marketing investments to build online audiences.

Phase 2 (July 2023 through December 2024): Achieve and maintain \$100,000 of annual revenue through recurring or one-time commitments, sponsorships, ad revenue and speaking engagements.

Phase 3 (January 2025 on): Grow! Grow the audience for the kingdom. This could take many forms, including the possibility of opening Good Stuff Family franchises focusing on cities, states or regions. With God, a noble mission and your support, the possibilities are endless.

With contributions of \$1,000 each, entrepreneurs from Ohio and Missouri have raised their hands to be our first investors toward our initial \$25,000 goal. Will you be next?

We can get there lots of different ways, including:

- 25 investors pledge \$1,000 each
- 50 investors pledge \$500 each
- 100 investors pledge \$250 each

Whether you are an individual or business, your support could be tax-deductible. Talk to us for details.

We ask for your prayerful consideration for any commitment you can make.

I feel it to my core that this is a calling, that God is weaving and that Together We Can, Together We Will.

What they're saying:

<https://youtu.be/dsUJC2N7UiA>

Where we're going:

<https://youtu.be/jTyyBGySRto>

Please make checks payable to:

The Good Stuff LLC

1102 Baseball Dr.

Foristell, MO 63348

Or Venmo @Dawn-Kendrick-3 (may ask for last 4 digits of phone number: 4437)

In gratitude,

Dawn Kendrick

440-503-4437



THE GOOD STUFF FAMILY REUNION, CLEVELAND, JAN. 27, 2019