

Brian Callies Foundation Saving Lost Kids / USISB



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Executive Summary Copy Number 5

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United States Investigative Services Bureau (USISB)

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This is a business summary. It does not imply an offering of Securities.

Table of Contents

Executive Summary.....	3
Vision and Mission.....	3
Purpose	3
Vision and Mission.....	3
Goals	3
Background.....	4
Company Overview	4
Legal Business Description	4
Management Team	4
Board of Directors.....	4
Service Strategy	5
Current Service.....	5
Research and Development.....	5
Market Analysis	5
Market Definition.....	6
Customer Profile	6
Competition.....	6
Risk.....	6
Marketing Plan.....	6
Sales Strategy	6
Advertising and Promotion	6
Public Relations.....	7
Financial Plan	8
Financial Statements	8
Exit/Payback Strategy	8
Conclusion	9

Executive Summary

Purpose

In 2016, The Brian Callies Foundation was formed as a national 501(c)(3) non-profit charity organization dedicated to saving missing, exploited, and sex-trafficked children through awareness, education, prevention, rescue, recovery, unification, and practical solutions.

Mission Statement

Our mission is simply: "Saving Lost Kids".

Vision Statement

A world where no child would ever go missing, be exploited, or fall victim to sexual abuse.

Our goal is to radically reduce the number of missing and sexually exploited & trafficked children through community partnerships with law enforcement, the school systems, and local communities.

Overall, our company can be characterized as a desperately needed solution that gives access to resources to people when they need them the most.

Background

Unfortunately, since many children are never reported missing, there is no reliable way to determine the total number of children who are actually missing in the U.S.

When a child is reported missing to law enforcement, federal law requires that child be entered into the FBI's National Crime Information Center, also known as NCIC.

According to the FBI, in 2018 there were **424,066** NCIC entries for missing children. In 2017, the total number of missing children entries into NCIC was **464,324**.

This number represents reports of missing children. That means if a child runs away multiple times in a year, each instance would be entered into NCIC separately and counted in the yearly total. Likewise, if an entry is withdrawn and amended or updated, that would also be reflected in the total.

In 2018 NCMEC assisted law enforcement and families with more than **25,000** cases of missing children.

Case categories:

- 92 percent endangered runaways.
- 4 percent family abductions.
- 3 percent critically missing young adults, ages 18 to 20.
- Less than 1 percent nonfamily abductions.
- 1 percent lost, injured or otherwise missing children.

Of the more than **23,500** runaways reported to NCMEC in 2018, **one in seven** were likely victims of child sex trafficking. Of those, **88 percent** were in the care of social services when they went missing.

Currently we have partnered with the National Center for Missing & Exploited Children (NCMEC), Shelby County Sheriff's Office, Memphis Police Department, Millington Police and Fire

Departments, Collierville Police Department, United States Investigative Services Bureau (USISB) and several other local organizations in an effort to focus on giving families total unified solutions that will help protect their children against going missing and/or sexually exploited.

The legal form of the Brian Callies Foundation is a national 501(c)(3) non-profit charity organization located on 312 North Oak Grove, Memphis, TN 38120.

By Dec. 2019 our operation will have generated over \$50,000, & we will be operating at stronger revenue generating levels due to our fundraising campaigns and outside events. Annual growth is projected to be 25% per year through 2019.

Objectives

We feel that within the next 2 years, The Brian Callies Foundation will be in a suitable position for further expansion. Our objective, at this time, is to propel the company into a premier family protection non-profit throughout the U.S.

Capital Requirements

According to the opportunities and requirements for the Brian Callies Foundation described in this business plan and based on what we feel are sound business assumptions, our capital requirements are for \$429,170.

To accomplish this goal, we have developed a comprehensive plan to accelerate our marketing and donation reception activities, networking and business relationships, and revenue generating events. To implement our plans, we require an investment totaling \$429,170 for the following purposes:

- To intensely market online & via social media.
- To film video commercials & produce radio commercials.
- To aggressively distribute child ID kits throughout the mid-south area.
- Teach children our “2 Steps Closer to Safety” initiative and to make the “Safe Choice”.
- Train parents on what to teach, how to look for “red flags”, and the importance of healthy family communication.

Management Team

Our management team consists of 1 woman and 4 men, whose backgrounds consist of over 20 years of small business ownership, professional services, law enforcement, community relations, corporate management, & family support.

In-House Management Team

- Brian Callies, CEO & President
- Alynda Callies, Secretary & Treasurer
- Will Scott, Business & Strategy
- Patrick Koplun, Corporate Connections & Engagement
- Michael Steven Moore, Community Connections & Engagement

Day-to-Day Operations Team

- Brian Callies, Founder / Executive Director
- Alynda Callies, Assistant Director / Accounting / Primary Event Coordinator
- Charles Matthews, Events Supervisor / Photography Specialist / Chaplain

- Lasonya Matthews, Secondary Event Operations Leader
- Dana Howeth, Secondary Event Operations Leader / Community Engagement
- Barbara Cook, Community Engagement /
- Brenda Fleming, Social Media Coordinator

We also use hundreds of volunteers throughout the year, primarily for our outreach events.

Outside Management Support [hourly / project basis]

- Cynthia Walko, Accountant / CPA
- Keith Gordon, Lodestone Legal Group – Legal Consulting
- Steve McCleskey, Glankler Brown, PLLC

Additionally, our outside management advisors provide tremendous support for management decisions and creativity.

Service Strategy

Current Services

The Brian Callies Foundation plans to offer our successful passport-style Child/Teen Safety ID Kits, awareness materials, and prevention/education resources at police department sponsored events, safety education workshops, public events, community unity meetings, schools, churches, and joint venture marketing services.

Phase 1 – Project Prevent & Protect: Focus on preventing child endangerment through education, awareness, & prevention training; including preparatory planning for early stage intervention and rescue efforts, like Child/Teen Safety ID.

Phase 2 – Project Search & Rescue: Focus on finding, locating and/or rescuing missing and sexually exploited children through the distribution of flyers throughout the community, billboard placements, public service announcements (PSAs), investigative efforts, recovery solutions, collaborative search/rescue law-enforcement partnerships, and digital marketing.

Phase 3 – Project Restore & Restart: Focus on restoring children that have been recovered from being missing or sexually exploited, assist in healing, and ending destructive cycles through connecting with the child to break down the barriers of communication, intervention of reconnecting to the wrong environment, & partnerships with the appropriate social services to help the child move one step closer to being whole.

Market Analysis

Industry Analysis & Industry Trends

Revenue for the Civic, Social and Youth Organizations industry has increased only marginally over the past five years, despite growth in disposable incomes and corporate profit, which would normally drive greater donations to industry organizations. Overall membership rates have declined due to heightened competition for Americans' time and attention, and because social media has increasingly usurped the industry's role in connecting like-minded communities. Even as economic growth expands Americans' capacity for corporate and private donations, the industry will continue to face these challenges in the coming five years, and many organizations are expected to close as a result.

Market Definition

The Community Support market is not growing rapidly. The market for this industry equates to \$17 billion in 2016 –representing a -1.1% growth over \$17.1 billion in 2015. Currently, the market distribution has NO market leader.

Industry Report - Industry Analysis Chapter

The Civic, Social and Youth Organizations industry has a medium level of capital intensity. In 2015, industry operators are expected to spend \$0.15 on capital improvements for every dollar spent on labor. The majority of capital expenditure is reserved for office equipment and organization-specific materials. As larger organizations often build social facilities or permanent camps, and have larger meeting facilities for their members, they generally have higher capital intensity levels than smaller organizations. Non-employers and other small operators tend to have minimal capital expenditure because they often operate out of home offices and require only telephones and computer access to operate. Capital intensity for the industry has remained fairly steady over the past five years

Customer Profile

The Brian Callies Foundation's target market includes men, women, and their families; especially children ranging in age from 1 to 18 yrs old.

Competition / Replication

There is no strong local competition. Although another similar focused entity exists, it works in largely non-competing efforts. Nationally, our efforts and approach are somewhat unique, but work in cooperation with the few other similar focused entities, such as the National Center for Missing and Exploited Children, such as to compliment and not replicate efforts.

Risk

The top business risks that The Brian Callies Foundation faces as it begins to enter the market are:

- 1) Keeping up with the demand because it is so large. The need is great.
- 2) Undercapitalization.

Marketing Plan

Inquiries from prospective clients in the Midsouth region suggests that there is considerable demand for our ideas and concepts. Relationships with leading key members and companies in the Midsouth are the foundation of our company. We expect considerable growth and accomplishment in this industry.

Our marketing strategy is to aggressively promote and support the fact that more can get accomplished together if effective nonprofits had more access to greater funding.

Advertising and Promotion

Our advertising and promotion strategy is to position The Brian Callies Foundation as the leading provider of Free Child/Teen Safety ID kits, as well as the leading awareness, and prevention education advocates across the tri-state region.

We will utilize the following media and methods to drive our message home to our customers: Television, Radio commercials, Celebrity Endorsement, & Social Media.

For the next 6 months, advertising and promotion will require \$2000 to \$2200/mth.

Public Relations

During 2019, The Brian Callies Foundation will focus on the following publicity strategies:

Press releases

TV, Radio, & Print Interviews

Social Media Blitzes on Facebook, Twitter, & Instagram

Blog interviews

Youtube video snippets & Interviews

Public Presentations & Panels

We will track, wherever possible, the incremental revenue generated from our advertising, promotion and publicity efforts.

Financial Plan

2019 Detailed Monthly / Annual Budget

In-office staff	Total/Month	Total/Year
Executive Director	\$5,833.33	\$70,000.00
Assistant Director	\$3,750.00	\$45,000.00
Project Manager	\$3,166.67	\$38,000.00
Secretary	\$2,500.00	\$30,000.00
Benefits (18% +7%)	\$3,812.50	\$45,750.00
Total	\$19,062.50	\$228,750.00
Office Building		
Lease/Rent	\$1,450.00	\$17,400.00
Utilities	\$200.00	\$2,400.00
Maintenance	\$100.00	\$1,200.00
Internet	\$90.00	\$1,080.00
Phones (\$55/line/mo)(4 lines)	\$220.00	\$2,640.00
Security	\$100.00	\$1,200.00
Total	\$2,160.00	\$25,920.00
Office Equipment & Supplies		
Computers/ Laptops (4 users)	\$175.00	\$2,100.00
Printers & Ink(Group Color Inkjet)	\$200.00	\$2,400.00
Furniture (Desks, Chairs, etc.)	\$500.00	\$6,000.00
Office Supplies	\$100.00	\$1,200.00
Total	\$975.00	\$11,700.00
Professional Services		
Lawyer/Attorney	\$175.00	\$2,100.00
Bookkeeping	\$308.00	\$3,700.00
Accountant	\$100.00	\$1,200.00
Total	\$475.00	\$7,000.00
Marketing		
TV/Radio	\$250.00	\$3,000.00
Internet/Social Media	\$583.33	\$7,000.00
Newspaper/Magazine	\$500.00	\$6,000.00
Printing/Promo Items	\$2,000.00	\$24,000.00
Postage/Shipping	\$50.00	\$600.00
Total	\$3,383.33	\$40,600.00

In-office staff	Total/Month	Total/Year
Insurance		
\$1 Million Umbrella Liability Insurance	\$200.00	\$2,400.00
Office & Storage Contents Insurance	\$100.00	\$1,200.00
Directors & Officers Insurance (\$1 Million)	\$125.00	\$1,500.00
Total	\$425.00	\$5,100.00
Fundraising		
Fundraising Events (1 small, 1 large)	\$1,416.67	\$17,000.00
Partnerships & Sponsors – Perks & Benefits (est. 50)	\$208.33	\$2,500.00
Partnerships & Sponsors – Meetings & Travel	\$1,000.00	\$12,000.00
Vision Casting / Digital Campaign	\$300.00	\$3,600.00
Total	\$2,925.00	\$35,100.00
Project Specific		
PSA & Instructional Media	\$1,666.67	\$20,000.00
Outreach Events (Booth Costs, Volunteer Provisions, Equipment)	\$1,083.33	\$13,000.00
Child/Teen Safety IDs (3,000 ID Parts)	\$1,250.00	\$15,000.00
Total	\$4,000.00	\$48,000.00
Other		
Contingency Fund	\$2,250.00	\$27,000.00
Total	\$2,250.00	\$27,000.00
Grand Total	\$35,764.17	\$429,170.00

Conclusion

The Brian Callies Foundation will soon enjoy an established track-record of excellent fundraising and promoting results from our customers and support. Their expressions of satisfaction and encouragement will be numerous, and we plan to continue our advances and growth in the marketing market with more unique services.