



APEX LEADERSHIP CO: JUST THE FACTS

HOW IS APEX LEADERSHIP CO. DIFFERENT FROM OTHER TYPES OF SCHOOL FUNDRAISERS?

Apex Leadership Co. allows schools to raise valuable monies for their school while building leadership and fitness skills in their kids. Additionally, most schools who participate use Apex Leadership Co. as their singular fundraiser for an entire school year.

Other types of fundraisers (candles, cookie dough, gift wrap, etc.) together do not typically add up to as much money as can be earned with one Apex Event.

Here's a simple comparison:

ITEMS	OWN FUNDRAISER	APEX LEADERSHIP CO.
% Profit to School	Average 37% - no return to individual classrooms	52% (with potential for more!) - 10% to individual classrooms
Total Profit	\$11-\$13K (all three fundraisers together)	\$20K-\$22K (One major fundraiser per year)
Tax Deductible?	No	Yes
Participation	Typically limited to local family and friends due to item delivery	Friends and family anywhere in the world can sponsor a student through our secure site
Parent Volunteers	Needed to run the fundraisers from start to finish. Making sure all the money is in, sorting products, delivering items, dealing with order mistakes, etc.	Apex team does 300 hours of work and is dedicated to your school for two weeks on and off campus. Parents assist with the "fun stuff" — high fiving the kids and helping on the event day!



WHERE DOES THE MONEY GO THAT IS EARNED BY APEX LEADERSHIP CO.?

The specific breakdown of funds to Apex Leadership Co. includes: team salaries, lap counters, student prizes, pledge kits, teacher materials and awards, event day materials and equipment, team training, insurance, website fees, customer service and leadership team development. Apex assumes all of the risk for these fundraisers. We pay for everything needed in advance.

HOW MANY HOURS ARE PARENT VOLUNTEERS EXPECTED TO COMMIT TO AN APEX LEADERSHIP CO. FUNDRAISER?

Our highly trained, professional team handles all aspects of this fundraiser. We like parents to highfive kids on event day and help with a few other aspects, but our team does 200-300 hours of work during the two-week program. We want “hassle-free” to be more than just a marketing slogan.

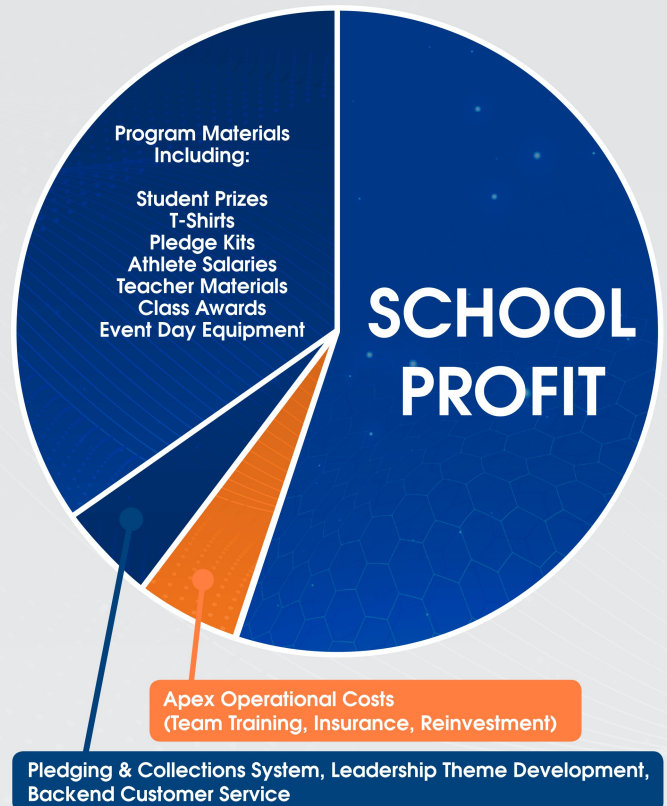
WHAT IS THE CLASS TIME INVOLVED?

There is no fundraising that takes place during school hours. Fundraising happens after hours and after school. Apex athletes may interact most with kids before school at the drop-off line, during recess and PE (with the PE teacher’s permission), and after school at pick-up. While our teams are on campus for two weeks, much of their time is really spent serving the teachers. Student interaction during our time on campus includes: short in-class leadership lessons, pep rally, event day and awards.

INTERESTING FACT: Principals tell us that their student attendance numbers are the highest of the school year, and their disciplinary issues the lowest of the school year during our program.

ARE CONTRIBUTIONS TAX DEDUCTIBLE?

In most cases yes, but we recommend you speak to your accountant to confirm eligibility.



ApexLeadershipCo.com