

Proposal to the City of Lodi

Implementing a Community-Centered Discount Card Program

Submitted by Path to Humanity

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Introduction

Path to Humanity is honored to propose a partnership with the City of Lodi to implement a community-driven discount card program. This initiative is designed to generate a new revenue stream that requires no additional taxes, supporting programs aimed at alleviating homelessness and poverty while bolstering local businesses.

Our program offers a unique, transparent, and innovative approach to address pressing community issues while promoting economic activity in the City of Lodi.

Proposed Partnership

Path to Humanity envisions a collaborative relationship with the City of Lodi, where:

- **Management Responsibilities:** Path to Humanity will oversee the program's management, ensuring the City is not burdened with administrative duties.
 - **Revenue Beneficiary:** All funds raised, after third-party vendor fees, will directly benefit the City of Lodi. No portion of the funds will be allocated to Path to Humanity for administrative costs.
 - **Third-Party Vendor:** A vendor will handle technical aspects, including card production and management. Vendor selection will occur with the City's approval to ensure compliance with policies and regulations.
 - **Program Integration:** This initiative can operate as a standalone agreement, a component of "Visit x," or within a Business Improvement District (B.I.D.), aligning with city guidelines.
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Program Overview

Community Discount Card Program

In response to the financial challenges faced by families and businesses, this initiative introduces a regional discount card program spanning Northern California and Nevada. This card will:

- Highlight participating businesses, encouraging residents and visitors to shop locally.
- Provide consumers with discounts and special offers, fostering community engagement.
- Generate ongoing revenue to support programs targeting homelessness and poverty.

Program Operations

- **Business Participation:** Path to Humanity will actively engage local businesses to join the program, offering visibility and increased customer traffic.
- **Consumer Engagement:** Discount cards will be marketed to the public, driving participation and generating revenue.
- **Vendor Management:** The selected third-party vendor will handle membership services, merchant agreements, and back-end operations to ensure smooth execution.
- **Transparency & Reporting:** The selected third-party vendor will provide bi-weekly revenue remittances to the City of Lodi, alongside detailed reports on program performance and fund allocation.

Program Benefits

1. **For the City of Lodi:** A dedicated, sustainable funding source to address homelessness and poverty.
2. **For Local Businesses:** Increased foot traffic, greater visibility, and a stronger connection to the community.
3. **For Consumers:** Access to exclusive discounts while supporting local businesses and meaningful causes.

Commitment to Flexibility

Path to Humanity is dedicated to ensuring this program aligns seamlessly with the City of Lodi goals and vision. We will collaborate closely with city officials to adapt program elements as needed, ensuring compliance with local policies and optimizing benefits for the community.

Who We Are

Path to Humanity is a California-based 501(c)(3) CCAPP approved nonprofit organization founded in 2024 by retired firefighter/paramedic Travis Castle. Our mission is to create innovative solutions to combat homelessness and poverty, empowering communities through programs that deliver real impact.

Our organization has built a foundation of transparency, accountability, and community engagement. This proposal reflects our unwavering commitment to addressing critical social issues while fostering economic growth and community development.

Next Steps

We invite the City of Lodi to consider this proposal and partner with Path to Humanity to bring this innovative program to life. We are available to meet with city officials, provide additional details, and collaboratively outline the implementation process.

Together, we can create meaningful change for our community—one that supports those in need, strengthens local businesses, and inspires a brighter future for Lodi.

With God and the power of the community, we can make the impossible routine!

Contact Information

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