

2020

Community Pay it Forward Fundraising Program

& Community Cares Outreach, Event, & Entertainment



Zak Clayton

Clayton Consulting & Event Planning llc.

Community

Pay it Forward

Fundraising

(970) 909-0751



Zak Clayton/ Founder/ CEO

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Community Pay it Forward Fundraising strives to be the missing piece in a Referral and Networking Program using our Driven Marketing Program. Providing our partner merchants, artists, athletes and service industries with carefully crafted marketing to support, strengthen, and creating a lost stability to our community families and neighbors, kids who are sick, injured, or raising money for school or church programs, our community heroes both country and community, smaller community involved 501c3 or nonprofit programs, community sponsored and funded community improvement projects, and new small business startups. It is our mission to creating a caring, community identity by encouraging donations from the community, to the community, from within the community.

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Hello Community Neighbor,

Thank you for a moment of your time. I would like to take a moment to tell you about **Clayton Consulting & Event Planning Ilc., (CCEP)**, or DBA, **Community Pay It Forward Fundraising Program, Community Cares Outreach, Events, & Entertainment**. Community assistance while creating a commitment to our local merchants that are willing to give back to the community they live in by inviting a caring public to shop for goods and services and in exchange will make a donation, in the form of a referral fee, in the customer's name, to a cause that has asked Community Pay it Forward Fundraising for assistance to raise money and help them and their situation. These causes range from families, and individuals that have found themselves in a difficult time due to situations that are not of their own fault, children that are ill or raising money for school or church projects or trips, our veteran and first responder heroes, non-profit and 501c3 programs that offer vital services in our community, community improvement projects and now our friends who are looking to join the small business world.

I created Clayton Consulting & Event Planning in June of 2015 after a couple of life changing events left me unable to work a set schedule and left me with injuries that will most likely affect me for the rest of my life. I was run off the road while riding my motorcycle and left me in a ditch for close to seven hours. I was thrown into a fence, headfirst, and suffered multiple head, facial, and neck fractures, a brain bleed, and TBI. (Traumatic Brain Injury.) The vehicle came back to where I lay, turned off the lights, and left me there until I was found the next morning by a couple fishermen. We have yet to find the operators of the vehicle. As mentioned before, this makes a normal schedule impossible. I do not know from day to day how I am going to feel, if I will be dizzy, sick, or stable, or even be able to speak clearly and understand what is being given to me. After a three-and-a-half-year battle, I finally was deemed disabled and was given assistance to try and reform some semblance of a lifestyle that was lost.

Three months after the incident I was already stir crazy and sick of sitting around doing nothing but convalescing. On December 31st, 2014, I grabbed a friend of mine and told him that I had a desire to help others that found themselves in a situation that was like what I had been going through. This was prior to knowing the length, severity, and frustration of what was yet to come. I announced the formation that night of Biker in Distress. I wanted to find a way for people in the motorcycle world to deal with the immediate, harsh financial loss that was going to alter their lives. I wanted it to be different than anything that was out there. I wanted it to offer the help that was no longer available by the non-profits in the community that are subservient to budgets and corporate red tape. I also wanted to bring something to the most generous groups of people in the community, small business owners. The owners that look at their books everyday and wonder how they are going to be able to keep their doors open, yet still aid people in need deserve to be thanked and awarded for their kindness. These are the companies that were at my bedside when I was in the hospital, donating to the poker run that my friends put together, brought dinner to my home for my family. I had a vision, I had a plan, but I also had a board. It was the decision of the board to be responsible and extremely direct with the plan, making it very easy to pass through the scrutiny of the 501c3 paperwork. And, it worked, it passed through very quickly. It however was no longer what I envisioned. I found drive within myself and decided to take the idea I had and supersize it. I no longer wanted to just help the biker community. I wanted to create something original, grandiose, and easy to use, eliminate the difficulties of fundraising, eliminate the excuses. I resigned from Biker in Distress, and on June 6th, 2015, CCEP was born.

There has been five years of trial and error, learning and growing, and we do not plan on curtailing the expansion of our reach. We have met with and talked to some of the leading business leaders in the community and have their full support and council. We listen, and evaluate any suggestions, you can learn so much from outside vision. Clayton Consulting & Event Planning Ilc. is the mother company with two projects that fall under our umbrella.

I would like to first introduce you to **Community Pay It Forward Fundraising Program**, commonly known as **CommunityPIF**:

The first thing we ask you to please remember is that Community Pay it Forward is not designated as a 501c3, the government code given for a non-profit organization, however, we do run Community Pay it Forward in the spirit of a non-profit. We believe in the Wise Giving Alliance and their suggested Program Expenses for donations, that administration fees shall not be more than 35%. We will not take more than 20% of the donations given by your company through the sales generated. We will be able to make sure that the benefactor will always receive the maximum donation with your participation and involvement in the Community Pay it Forward Fundraising Program. How will this work? We ask you to join us in offering a referral fee for directing people looking for your specific product or service in what we call the Community Pay it Forward Driven Marketing program. This means that every dollar that

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you offer as a referral, we provide a donation to the communitypif.com/find-a-community-cause of your customers choice. \$.80 goes to the intended destination. What is Driven Marketing? Community Pay it Forward will create a campaign for you and your company, ask the community to visit you for the service you provide. The giving community will visit you because of your generosity and have agreed to aid people in the community needing assistance in raising money to help support them, their families, or their mission. All we ask of you in return is to donate a portion of sales to a cause that the customer has an active and heartfelt interest in supporting.

We have a variety of different merchant partners who are joining us. And we have two important rules when it comes to our merchant partners; the first is we ask that you share with all of your friends, family, and business companions the good work we are doing together. The second, and the most important is that you choose a donation that is custom to you and that you are comfortable with. Please make sure that this is going to easily fit into your budget and not cause any disruptions or discontent. With the help of current partners, we have found out that these are the two most popular ways for this to work:

1. **A Percentage Program:** Works like a coupon, if you offer 10% off a meal, we can take and turn that 10% into a donation that will support the cause someone is passionate about.
2. **A Set Donation:** We have partners that are more comfortable with a set donation. For every \$10 purchased, we will donate \$1 to the cause of your choice. It still works as a percentage, but it is more plainly stated, and less, the monthly payout is easier to control.

The key is to make sure what ever you decide, please, make sure you are comfortable with it. It is our hope to have you as a partner for a long time.

We have come up with four, easy to manage packages for you. We ask with your choice that you would allow us to place flyers in a highly visible location or table tents on the tables. This could only reassure that they will return to donate. This process is already implemented in multiple businesses involved.

The Community Pay it Forward List is a referral listing that will be linked straight to your company website with what makes you stand apart, reviews, BBB scores, and any other accolades your business has been awarded. If it is your desire, we will include your Driven Donation for the public to see your commitment to community improvement. We will also give the public a 1-5 rating to fill out which will help to lead people to your company. We are going to use a multiple heading list page to offer you more chances to be seen, making you easier to be found. It is our philosophy to put your company where the customer needs you to be.

We are building a contact list so we can deliver a weekly email blast that will deliver theCommunityGuide.us to our neighbors, regardless of where they are from who are involved in community giving, community strength and overall health. This email will also lead to the O'Sullivan Community Cares Blog where we ask for your involvement, only broadening your exposure to potential consumers, customers.

Sponsorship Advertising: We also depend on our great sponsors to keep our mission running. You are the reason we can keep the lights on, internet live and fuel in the vehicles. You can pick between the Gold & Platinum Packages. You will receive the same perks offered in those packages with the web presence appearing on www.communitypif.com/partnershipteam page on our website. We also offer sponsorships of services we offer, calendar, web pages, etc. Contact us for further information.

We are also very proud to give a little extra bonus coverage to our communitypif.com/veteran-hero-owned-businesses and our friends belonging to communitypif.com/women-owned-business for both our fundraising partners and our sponsorship partners.

Community Cares Outreach, Events, & Entertainment:

It is the goal to have our 501c3 designation for Community Cares Outreach & Entertainment July 2020. That is because of the services that are provided by CCOE&E. We ask our friends in the community for assistance in aiding families, and individuals that are in a situation that requires immediate help. Clothing, medical supplies, school supplies, furniture, housewares, toiletries and more. We will also help supply grocery and fuel cards to families.

We are working on bringing back the Community Assistance & Networking Dinners, These dinners were created to give people an opportunity, to bring to light people in the community that need our assistance. We are

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making an addition to the dinners by including a free Networking Group for local businesspersons and volunteers of the community. This Networking group will be about sharing what your company does, goals, and services provided, and of course to meet with other professionals, and how we can assist others in the community. The first couple meetings will be led by CommunityPIF President and founder, Zak Clayton. They will run from 5:30- 9PM. This will always be held at a family friendly restaurant, so bring the kids, bring your family and friends.

Community Cares Assistance & Network Dinners: We are looking for eateries throughout the state of Colorado, for now, that are willing to help us. Once again, Community Cares will be a 501c3 soon, but it is not at this time. To host an event, we need the following: \$75 for set up and advertising fees, or no charge with a Gold or Platinum Package, Palladium a partners upfront cost is only \$50. We also ask for no less than 10% Driven Donation Commission for all receipts turned in. There will be a rep from CCEP at the event until at least 8 PM. If you have joined the Partnership, these dinners will also promote our joint mission of community assistance and care, allowing everyone to know that you are a caring part of the Community Pay it Forward Fundraising Partners, our family.

Community Cares Outreach, Events, & Entertainment also aims to help our talented professionals in the community sell themselves and their outstanding talent in a community conscious manner. Musicians, authors, boxing, and MMA fighters are a few of the professionals that we are working with. Rather than taking a manager's commission, we turn it back into the community in need.

We hold special events, up to five a year. These are specific to helping causes or needs, including Community Cares to gather gift, grocery, fuel cards. We also hold our Chili Cook-Off and toy drive in December every year helping gather toys for Northern Colorado Hospitals. If you would like to join us in hosting an event, please feel free to contact us with your requests. We will consult in the creation of your charity events. The price will be negotiated and, yes, being a CommunityPIF Fundraising Partner will affect pricing.

We would like to once again thank you for your time to read this material. We will be here if you have any questions. Please feel free to contact us with any questions by email us at thecommunitypif@gmail.com and please, feel free to call (970) 909-0751 with any questions. If we cannot get to your call we will return a message as soon as we are available.

Please make sure to check out

- **CommunityPIF.com,**
- **Facebook.com/Community Pay it Forward**
- **Twitter: @CCEPEventsEF,**
- **YouTube: youtube.com/Community Pay it Forward**
- **Instagram: instagram.com/communitypif**
- **LinkedIn: linkedin.com/in/zak-clayton-lion-869779106**

Thank you again. It is my deepest hope that you find the value in being a part of the Community Pay It Forward Fundraising Program. We are proud that we do not support a cause, we support Colorado.

Warmest Regards,

Zak Clayton

Zak Clayton

President/ Founder

Clayton Consulting & Event Planning llc.

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These are the Business Advertising Expenses are Deductible under the Community Pay it Forward Fundraising Program?

What are Advertising Expenses? Businesses may deduct all ordinary and necessary business expenses, including advertising expenses. But what does the broad category of "advertising expenses" include? What doesn't it include?

Advertising is a broad category of business expenses that includes business activities such as:

- Advertising in various media like newspapers, TV and cable, and magazines
- Marketing activities such as direct marketing.
- Online activities such as email newsletters
- Costs or producing advertising materials such as business cards, brochures, and web pages.
- Costs of advertising events such as a publicity campaign or special promotion.

Expenses for promotion activities, like sponsoring local events, special events to bring people to your business, publicity costs.

You may deduct expenses for advertising your business. It's important to note that these must be **ordinary and reasonable expenses** for advertising. Some examples would be printing of business cards, Yellow Pages ads, newspaper advertisements, TV and Radio ads costs (including production costs), and costs for setting up your business website.