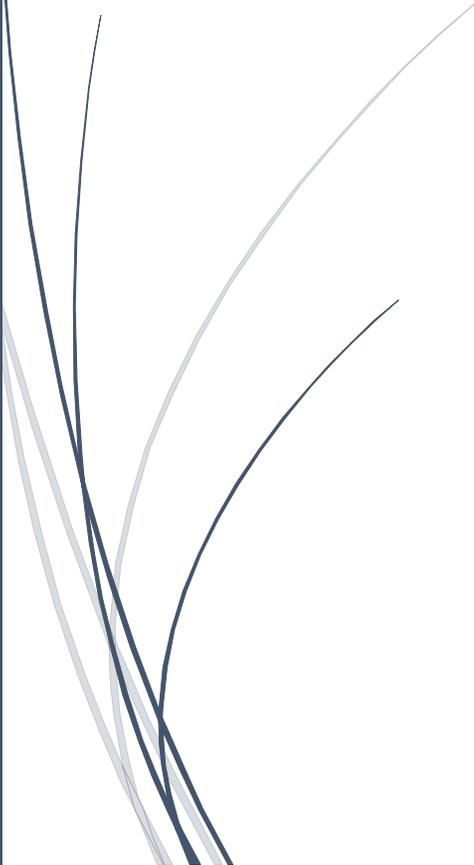


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A Vision of the Future

and how we get there



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What is the future for Clayton Consulting & Event Planning llc., Community Pay It Forward Fundraising Program, and Community Cares Outreach and Entertainment? In short order, change. Not any overhaul, but improvement in how things are done. We are always looking for ways to improve in both functionality and effectiveness. The first, and main, focus has to be finding ways for CCEP Fundraising to become able to stand alone. As the president, I have been feeding the program through my disability in our now four years of business. While I do understand that financial issues are part of the startup, if we do not begin to create a self-sustaining culture, it is unlikely success will ever peak through. It is time to build and grow. It is time to offer something different to our merchant partners and provide an easier alternative to the Cause Partners for easier use and more direct, positive, results. With this in mind, there are things that we as a company must strive towards. This will consist of personal and company changes, additions, and acquisitions. Below is a structured plan for the remainder of the 2019 calendar year. With a strong, structured, and implemented plan, there is no reason why in the next six months, there should not be market improvement and growth.

Scheduling and Planning: This is imperative. There have been to many times where the schedule has been overloaded and plans need to be altered due to health issues or because of being double booked. This must stop. And this can only be if we take a hard look into ourselves and work from there. There needs to be a steadfast schedule put into place. This may also include adding nothing additional until the plan has been implemented and is working. With events already scheduled for later on in the 2019 year, and improvement to the services we provide to current partners, including but not limited to appearing at the events they are hosting, we have plenty to begin our implementation. In addition, we need to look at planning events with more time, no less than six-month planning periods. There have been far too many events shoved into areas that leaves us running around to fill areas of need. A template needs to be built and followed for all events and happenings. There has been way too many fly by the seat of our pants events. We will continue to make sure every event is built in the spirit we started the company with, but we must build and maintain a structure that will show that this is a CCEP Event. It is a goal for people to look to CCEP for fun and exciting new experiences, but this can only be accomplished by further and more thorough scheduling and planning.

Consistency: This will be one of the first by-products of better scheduling and planning. For far too long there have been lapses in our electronic media due to a time and energy issue. Our pages and sites are what people see first. When they look bad and unorganized, we look bad and unorganized. We must tighten this up. It must be one of our first goals. When we have a company look at us and see past names, logo's or out of date items, it is going to lead to concerns. We will not have to worry about questions, we will lose any consideration. There must be more emphasis on quality of sites. Far too often our mobile site has been out of sequence and hard to navigate. Having websites attached to partners that are incorrect is off putting, and it is also disrespectful. Worst of all it makes it difficult for potential customers to quickly log on, find a location, find the directions, and go. It has always been intended for our company to be a quick and easy alternative to fundraising. This is an issue that needs to be dealt with today and every day. Consistency must stay consistent.

Employees and Volunteers: There is far too much work to be done by just one person. Quite honestly, there is more to handle than even two, but this is a bridge/cross issue. We need to find incentive to bring on a part time employee or volunteer that will be consistent. Whether it is assistance in sales, networking, social media or other, this is imperative. This will help the two proceeding plans be successful simply by being able to relegate a little of the day to day duties that have to be done. One of the plans for bringing in volunteers has already started to be implemented by insisting on volunteering time when they become a Cause Partner. The normal, nonnegotiable fee is 10% of every donation. If they cannot pay the upfront cost of the onetime \$40 registration fee it is 15% or 20 monitored hours of volunteer time. After



the time has been accomplished in full, they will be reimbursed the 5% additional fee. This will promote a couple actions; 1.) it will help them become more involved in their own campaign, and 2.) it will help everyone in the program including the program itself obtain the ultimate goal in creating a more successful fundraising program. Creation of a job will undoubtedly lead to more success. Grooming this individual to handle the responsibility with upcoming growth will encourage that growth allowing us to create further opportunities for success. I have promoted a longtime volunteer to the title of Assistant Director of Community Cares Outreach & Entertainment. She is young but very energetic and excited about taking a lead role in the CCEP family. Madisyn Jordan has so many ideas to bring in the young generation that as much as we wish we could, we just don't understand. Success of a company will not happen alone. If it is one man's dream, then it will remain a dream. Looking into turning the Community Cares Program non-profit is a possibility, but will this build passion for what we are doing? We aspire to be a company that people want to be at, want to grow with, want to be a part of. *Presidents note: I do not ever want this to be a cliché theme, I want this to be real. I want people to work hard, but I want them to want to work hard for the good of the company.*

Professional Website and Mobile Ap: Appearance is not everything, but in business, it is a lot. We need to put our best face forward. We have been using a WIX system that leaves much to be desired. We will be looking for a setup that will turn out more professional, functional, and much more user friendly. This will be necessary due to the addition of a mobile ap. Without the ap, we will not see the production we are looking for. We have tried to make things as easy as we can, and we are starting to see results, but we are far from where we want to be. It is our goal to have our media outlets work as an extension of the Merchant Partners website, or even act as one for those who do not currently have one. We also will look for tech support with the combination to maintain functionality and keep the sites updated with all current software, and help us offer a top notch, user friendly system.

Sponsor for the Donation Dens: A little explanation before we begin. The name Donation Den is due to the Polar Bear, Nita, that we have used from the inception of the company. Polar Bear is very important to me because it was the name given to by a group of war time veterans when I rode with them. It is a name that is very important to me and I will continue to use the moniker Polar Bear. We have also created a Kids Safety fun club that we plan on rolling out in the very near future. It will be known as the **Community Cares Cub Club**. We use the Donation Dens for all the clothing and other donations that the public has shared with the community. While the Dens are necessary, we will look for someone to help us by purchasing the naming rights to one or both units we currently occupy. We have also been given the use of a 14' box truck, (The Mobile Den) and we would like to do one of two things, purchase outright this vehicle and rebuild it from the bottom up, or purchase a newer truck, with newer truck problems. Either way, we will sell logo sponsorships for the year and place the logo on a wrap for the truck we have. We will charge enough to pay for insurance, fuel and repairs. While the truck we have looks daunting when it comes to needed repair, it may be the less expensive option. This is one of the situations, due to the importance of this truck, where we will have to weigh our options due to age of truck, overall health of the vehicle, I have a retired diesel mechanic that will look at it for me. I have worked with him in the past and trust him implicitly. The Mobile Den will be used in the colder weather to pass out blankets, hoodies, coats, stocking caps, and possibly coffee and sandwiches with the CSU Club C.H.A.M.P. (Colorado Homeless Assistance with Medicine Program) Colorado State. This can be a life saving mission, reaching people who otherwise may not have nothing else.

Office w/ Store Front: We will take a book from IMPACT in Denver. They have a store front where the displaced, and those who find themselves in emergency need, can come in and grab what they need at no charge or for volunteer time. But, unlike IMPACT, I would like this shop to have a location for bike repair with donated parts, tent and air mattress repair and possibly even shower facilities with professional clothing for job hunting. We would also like to have a room for groups, and instructional life

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lessons. We would like to find volunteers to be trained in programs to be used in building a future, alcohol and drug counseling, possibly working with local programs who have licensed and documented councilors. This will be a safety center for people who find themselves in dire need of assistance. The plan would also have this a location to maintain the Mobile Donation Den to be an outreach for those who cannot visit the store front. This store will not be a thrift store. Clothing and all other life critical needs will never be sold. There will be a program put in place to prevent abuse of donations, but we will be there for a chance at survival while they work with other organizations for services we do not provide.

There has been a growing loss of life in the last few years in the winters, and it is truly unnecessary. When we go to our closets, we will all find items that we have not worn in many months or even years. This store front will give the community donor a place to drop their donations where it will truly do the most good, in the possession of the community in need. Items donated such as wall hangings, sporting equipment, stereos, home computers, will be sold to maintain shop costs and a lunch for volunteers every day.

We at Clayton Consulting & Event Planning llc. love our program and we want to make sure it becomes the easiest, most used way to guide people to the way they shop and donate to people in the community. There are a lot of the, "money for shopping," programs that are popping up. The advantage of our program is simple, we are designed for the smaller business that gets overlooked by these programs. We are committed to improving our service and increase the sales of our partners, the partners that are willing to commit to the community and the overall health of our neighbors. We will be rolling out new, enticing partnership plans.

As a company, we commit to the proceeding plans for success. We invite your opinions and ask for your partnership to help us succeed in building the community we have chosen to call home. Please call us at (970) 714-0490 if you would have interest in becoming part of a solution to problems that effect your community, our community, our home.

Warmest Regards,

Zak Clayton



President/ Founder

Clayton Consulting & Event Planning llc.



We would also like to thank our Sponsorship Partners

No matter if it as a Fundraising Partner like the companies above or as a Sponsorship Partner who stands beside us and hold us up, we need you here. Call CommunityPIF (970) 714-0490 and be a part of making a difference in the our community. **"Come Together!"**

