

DOCUMENTARY ENDOWMENT PROGRAM

AND

DONATION OVERVIEW

July 2007

**CHILDREN & CHARITY
INTERNATIONAL**



Children & Charity International

This is a request for a ONE TIME donation to the Children and Charity International Endowment*.

Children & Charity International is a first class international charity specializing in child education and development. It operates throughout the world, leveraging its assets through joint ventures and managing programs such the NASA Science and Engineering program for pre-college students in the United States. It has a very high pass through rate with 92% to 95% of its operating capital reaching the field and targeted beneficiaries.

The endowment is a new concept. It is expected to generate at least \$1 of annual operating capital for every \$1 donated. This is a singular opportunity to create a legacy with just one donation.

Please take the time to review the following material. It presents a program that is unique, rewarding and meaningful.

For larger and corporate contributors we offer enhanced packages with international/national recognition and exposure, product placement, advertising and promotion. These value packages are dependent upon size of donation and objectives of the corporate donor.

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* Endowment for the purposes of this presentation means the equity and revenue sharing participation of Children & Charity International in the For Profit Made-for-T.V. productions of Nimbus Productions Inc.

CHILDREN & CHARITY INTERNATIONAL

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CHILDREN & CHARITY INTERNATIONAL

What is Children & Charity International?

It is a registered US 501(c)3 international charity specializing in education and infrastructure support for children throughout the world. It insists that those they help must also help themselves.

Headquartered in Washington, D.C., in 12 years of operations it has built an impressive network of affiliations allowing it to highly leverage its efforts by sponsoring and administering programs funded by major organizations such as NASA, US Aid and Bread for the World. Run lean and austere (an average operating overhead of only \$5-6,000 per year), it assures that most its available capital reaches the field and its beneficiaries.

Why the need for an endowment?

- ✓ Successful charities must be able to plan and budget at least one year ahead.
- ✓ With fewer dollars available for small organizations charities must look for ways to leverage donations.
- ✓ Revenue from an endowment allows a charity to operate and grow without yearly replenishment from donations. This further enhances the charity by reducing management time focused on capital acquisition and reduces the cost of donation acquisition.
- ✓ Future donations received in addition to the endowment program can be further leveraged through the an enlarged program endowment and/or used for special projects.

What is the return on the Children & Charity Endowment?

This endowment program has several innovative features:

It produces high quality video aids to support its programs and other international children charities; and participates in the revenue stream of the Made-for-T.V. productions created from the charity shoots.

Every dollar donated to the endowment is expected to produce at least one dollar of yearly operating funds for the charity. Based upon its past performance demonstrating the ability of the charity to leverage through its joint ventures (in 2006 it leveraged its capital by a factor of 9) each *one time, one thousand dollar, donation* could result in *3 to 5 thousand dollars of perpetual, annual "in the field" work*

The ultimate benefit of course, is that literally thousands of children will mature and enter their societies with advanced educations, good health and a true sense of their worth, grateful of the chance given them by people like yourselves.

As these emerging adults succeed most reinvest in their countries, helping others as they were helped. They also have a tremendous impact on the way their countrymen view the people and the countries who helped them. This is the sure way of building self sufficiency, international understanding, and enduring goodwill.

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Background and situation:

Charities:

One of the most daunting challenges for the twenty-first century is providing small and mid-size charitable organizations with significant and sustainable income streams. As many traditional sources of capital disappear competition has intensified for the remaining available dollars.

Running a charitable concern is a complex task. Aside from delivering goods and services to the beneficiaries, the organization must pay managerial staff, build and maintain infrastructure, and develop sales, marketing and funding approaches. Charities now have a more pressing need than ever to communicate their messages effectively to the world, using the most up-to-date media technology. Even more important is the need to create renewal revenue streams that do not constantly draw on fresh donations.

Children:

Services for children require the least amount of money yet produce the most dramatic and perceptible benefits. Children quickly become adults. Early intervention greatly improves the prospects for children growing into productive world citizens. Better education, food, shelter, and care all make tremendous differences. The ripple effects spread throughout a culture and society. When these children mature and enter society as adults they become part of the solution instead of more of the same problem.

Theoretically, aid to children worldwide should be easy to fund because the stories are so compelling, the differences in their lives are almost instantaneous, and the moneys spent relatively small. Wonderful stories abound – but only for the organizations with the foresight and ability to show with video footage how the money is being spent. The days of flyers with grainy photographs of a hollow-eyed children are almost gone. The world now speaks video, and stories that need to be told are of success and enrichment.

Counterpoint to Negative Media Portrayals:

Much of what is shown on television today is negative, prurient or both. Messages saturate the airwaves that certain geographical locations are filled only with terror, violence, starvation and horror. Shots of refugee camps abound.

Emotionally, these messages make audiences apathetic and desensitized. Unfortunately, these images are also misleading or highly selective in their portrayals, leaving out much of what is good. For example, the media has portrayed Miami as a hostile, lawless environment of drugs and violence, where gangs roam unchecked and tourists risk almost certain mayhem. But the truth is that while Miami may have enclaves of urban blight, most residents live happy normal lives and nearly all tourists enjoy their anticipated holidays without disruption.

The specious media delivers negative messages. These partial truths are specifically bad for charities. Positive and uplifting news can generate long-term funding and contributions for charities. For charities it is good news that enhances donations. Throughout the world, in places the media has come to depict as “unlivable”, most people do live in relative happiness sharing joy and love. Comparatively small investments can make their lives all the happier, and the futures of their children all the brighter.

It is not only possible but essential to create productions that show the better, more typical side of humanity. These productions can be entertaining, compelling and profitable. They can generate long-term commitments for funding. There is an almost untapped market for these shows. It is possible to make money doing the right thing and provide a counterpoint to the sensationalist bulk of current news and television programming. With its agreement with Nimbus Productions Inc. Children and Charity International has ability to meet this need for inspirational, informative and culturally provocative programming while generating ongoing funds for its direct charities.

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Children & Charity International Documentary Development Plan

Children and Charity International is developing an ongoing series of documentaries showcasing the outstanding results of not only its own programs, but those of other world class, high value children charities, while participating in the profits of Made-for-T.V. productions generated from the same field shoots.

Purpose:

- ◆ To support worthy child development charities.
- ◆ To deliver positive, informative and uplifting media messages.
- ◆ To promote and develop international understanding and co-operation.
- ◆ To provide endowment level streams on ongoing, donator independent, revenue for the charities.

Method:

Produce and distribute broadcast quality documentaries, specific to television requirements, that entertain while delivering positive, inspirational messages, using the same crews and equipment needed for the charity documentaries.

Issues:

Charities:

- ▶ Most charities do not have income sources that are perpetual or independent of individual annual contributions.
- ▶ Small and medium sized charities provide the greatest amount of direct field value, yet are losing the media war with the new, super fund charities.
- ▶ High value charities such as Children & Charity International need exposure and more sophisticated tools to deliver their message to both countries of interest and supporting programs/funders.

Documentary Production:

- ▶ 80% of the cost of international theme documentaries is in acquiring the raw footage.
- ▶ Access to documentary subjects/locations can be difficult.
- ▶ Developing trust with subjects often requires “in country” relationships not usually available to a documentary producer.

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Solutions to issues:

Produce positive documentaries for and about worthwhile international children's charities. While shooting footage for these charities compile footage to produce For Profit Made-for-T.V. documentary features and series.

Benefits:

The Charity builds an ongoing source of funding through its share of the production package revenues.

The Charity gets a promotional media package needed to compete in this world.

Documentary production company has access to subject matter and locations through the charity video production.

Progress:

Initial shooting, originally scheduled for mid February 2007, was executed February 11-24 in Haiti. A four man crew shot more than 40 hours of high quality HD format footage. The production is now in Post Production editing and development. The shoot is on budget and has produced more product opportunities than expected, increasing expected Returns on Investment and ongoing revenue streams.

The first package* for Children & Charity International is presented on the following page.

* all packages: © Galen Dean Loven, 2006, all rights reserved

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First Shoot (Haiti Project) Productions

The first shoot in Haiti, generating more than 40 hours of quality raw footage, has produced more properties than initially projected. *In addition to an excellent start on documenting the works of Children & Charity International* at the Institute of Grace, the following Made For T.V. properties are now in post production:

Specials (30 - 90 formats)

Haiti - The Land of Song

A dramatic look at life in Haiti, life under hardship, and the role of song and dance in its society. The show also includes stunning footage on the 2007 Carnival celebration.

Voodoo - Enduring Resonating

A compelling examination of the Voodoo faith as practiced in Haiti. This show includes in depth interviews with Voodoo priestesses, priests, members of European Faiths, and a startling record of a modern Voodoo ceremony including animal sacrifice.

13 week Series (30 or 60 minute shows)

(The first episodes of full 13 week season series developed from sequential location shoots)

The World of Dance

This series travels the world presenting dance and song found in different cultures, their uses, applications and styles. Uplifting, visually dramatic and emotionally compelling, the audience will find itself understanding and comprehending previously distant and remote cultures as it experiences the songs of the land.

The Joy Within

What helps a family make it through the day? This series looks at this question as it explores many lands in which living conditions are hard, trying to understand the tools for survival, the motivation and moments of laughter and joy found throughout the world. Rather than focusing on media popular scenes of suffering and deprivation it looks at the moments of happiness and hope that keep families and communities alive and moving ahead towards what they perceive as better futures for themselves and their children.

Inner Strength, the Family's Heart

Despite being portrayed as the weaker sex, mothers are often the core of the family. This documentary looks at mothers throughout the world, attempting to illuminate the critical role they play in any society and methods they use to keep their families alive and together while instilling critical values in their children.

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CHILDREN & CHARITY INTERNATIONAL OFFICERS AND DIRECTORS 2006-2008

<u>Names</u>	<u>Term of Office – 3 years</u>
Rev. Marilyn James, Chairperson Children & Charity International Washington, DC 20009	January 1, 2006 – December 31, 2008
Dr. A. Segun Adebayo, Vice Chair Chair: Dept of Engineering and Applied Sciences University of the District of Columbia Washington, DC	January 1, 2006 – December 31, 2008
Mary T. Picaro-Alemu, Secretary Council for Chaplains and Military Personnel Washington, DC	January 1, 2006 – December 31, 2008
Pauline Emmanuel, Asst. Secretary Brooklyn, NY	January 1, 2006 – December 31, 2008
Anthony James, Treasurer Government of the District of Columbia Washington, DC	January 1, 2006 – December 31, 2008
Dr. Stanley Onye, Programs Director Science & Engineering Center University of the District of Columbia Washington, DC	January 1, 2006 – December 31, 2008
Ms. PJ Green-Young Howard University Washington, DC	January 1, 2006 – December 31, 2008
Mr. Teddy Walker, Sr. Prince George's County School System Annapolis, MD Affiliation: PSI and PADDCA	January 1, 2006 – December 31, 2008
Rev. Herman Raymond, International Consultant Belmont Pentecostal Church Port-of-Spain, Trinidad	January 1, 2006 – December 31, 2008

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