



Proposal for Corporate Sponsorship



Foundation Purpose & Goals

Purpose

Incorporated in 2009, The Phoenix-Wish For Our Heroes Foundation is a non-profit foundation, whose sole purpose is to grant wishes for Active-Duty military soldiers and their families. The Foundation strives to relieve burdens such as:

w Family separation
w Marital challenges
w Medical bills

w College tuition assistance
w Financial hardships
w Job placement for spouses

Goals

• **Assist as many soldiers as possible, not covered by existing charities.** There are hundreds of military charities, but they primarily focus on extreme circumstances – WIA (wounded-in-action), KIA (killed-in-action), bankruptcy, divorce, etc. The goal for our Foundation is to reward average, hard-working soldiers who do a great job every day, but don't fall into these 'extreme' categories.

• **Allocate 90% of revenues to wishes** (*leaving only 10% for operating costs*). See page 8 for details.

Phase I (October – December 2009)	Launch & Start-up: Grant 50 starter wishes (less than \$2,000 average cost), raise money through donations to build infrastructure.
Phase II (January – June 2010)	Development & Growth: Grant 50 wishes per month, 300 total. Average cost of wish \$3,500. Continue to raise money through donations.
Phase III (July – December 2010)	Maturation: Grant 100 wishes per month. Average cost of wish \$4,000. Commence larger programs: scholarships, etc.

ULTIMATE GOAL:

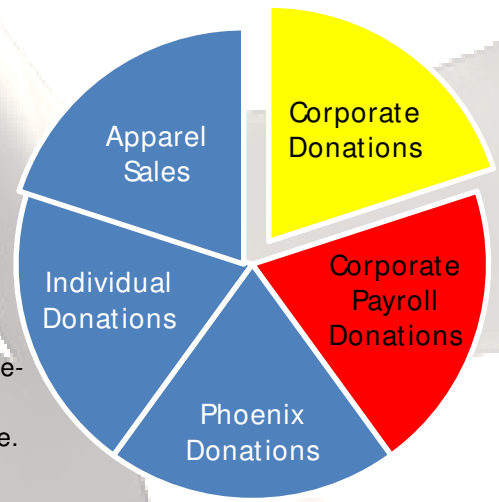
Grant one wish for every active-duty member of our United States Military!



Sources of Funding & Our Website

Sources of Funding:

- 1) Corporate Donations – Lump-sum donations by corporations
- 2) Corporate Payroll Donations – individual contributions on a monthly basis by the employees of a corporation
- 3) Phoenix Donations – Phoenix 'for-profit' companies donate 10% of pre-tax earnings.
- 4) Individual Donations – individual donations, primarily through website.
- 5) Apparel Sales – Apparel sales through the website (hats, T-shirts, bracelets, etc).



How the website works:

- 1) Log-in to www.wish4ourheroes.org



- 2) To submit a wish, simply click 'Make-A-Wish'.
- 3) Through the website, you can grant wishes in multiple ways:
 - 1) Donate toward specific wishes – View all available wishes (specific soldiers, etc), and donate toward granting that one, specific wish. 100% of the money donated toward a specific wish will go directly toward granting that wish.
 - 2) General donation to the Foundation.
 - 3) Purchase Foundation apparel.
 - 4) Volunteer
 - 5) **Corporate Sponsorship**
- 4) Other features of the website:
 - 1) Calendar of events
 - 2) President's Update
 - 3) Information on wishes already granted
 - 4) Information on Foundation Personnel



Corporate Sponsorship

Corporate sponsorships are the key to the success of our Foundation.

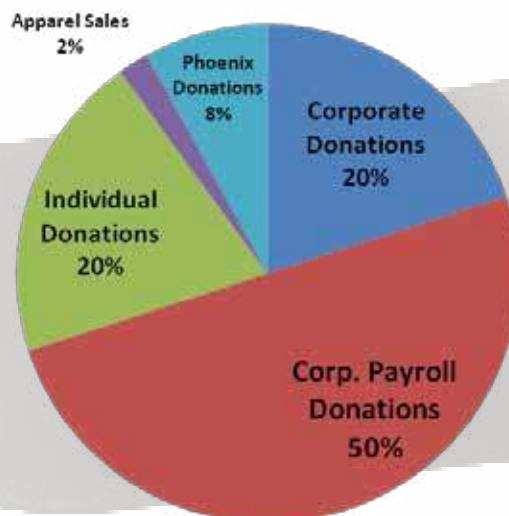
90% of total donations will be used to grant wishes, leaving only 10% of the budget for the manpower needed to grant as many wishes as possible.

Granting wishes is an enormous undertaking with substantial leg-work and infrastructure required to properly screen wishes, select wishes, and actually grant the wishes. While the Foundation will have multiple sources of funding, corporate sponsorships are the most critical to our success.

Corporate payroll donations are very important for the Foundation, as they provide consistent flows of revenue. If an employee elects to donate \$1.00 out of every paycheck, chances are the employee will continue to donate, which means our Foundation will be able to make hiring decisions and build/maintain the infrastructure necessary to grant these wishes. All other sources of revenue are inconsistent, so it is difficult to make 'infrastructure-building' decisions.

The majority of our internal work will be accomplished by volunteer labor, but it will still be necessary to have a small staff of permanent employees, as well as funding for events and promotions. Also, it is important to note that when an individual donates through the website, they are donating toward granting a 'specific' wish, so 100% of their donation is placed directly toward granting that wish, NOT the infrastructure of the Foundation.

Optimal Funding – By Source %





Types & Levels of Corporate Sponsorship

Corporate Donations Program:

Description: Lump-sum donations made by a corporations (these donations could be one-time or on-going). All donations are tax deductible to the corporation.

Corporate Sponsorship Levels

(Levels are defined as total donation amount during a 1-year period):

1) General Level - +\$250,000 in total donations

Benefits include:

- Free participation in ALL Foundation events, dinners, golf-outings, etc.
- Automatic appointment to 'Wish Committee' (selects which wishes are granted)
- Media/PR recognition (press releases, media coverage)
- Foundation website, Facebook, & Twitter recognition
- Foundation spokesperson at company events
- Foundation apparel/merchandise for company employees

2) Colonel Level - \$100,000-\$249,999 in total donations

Benefits include:

- Free participation in ALL Foundation events
- Media/PR recognition (press releases, media coverage)
- Foundation website, Facebook, and Twitter recognition
- Foundation spokesperson at company events
- Foundation apparel/merchandise for company employees

3) Captain Level - \$50,000-\$99,999 in total donations

Benefits include:

- Free participation in select Foundation events
- Media/PR recognition (press releases, media coverage)
- Foundation website, Facebook, and Twitter recognition

4) Lieutenant Level - \$0 - \$49,999 in total donations

Benefits include:

- Media/PR recognition (press releases, media coverage)
- Foundation, website and Twitter recognition



Payroll Donation Program

The Phoenix – Wish For Our Heroes payroll donation program is the most critical portion of our Foundation fundraising program. This program is an easy way for **ANY** person (regardless of income) to contribute to a worthy cause. Employees are given the option of contributing a portion of each paycheck directly to the Foundation. The donation can be as little as \$1.00, or as much as the employee chooses. All donations are at the sole discretion of the individual employee, and are **tax deductible**. Some corporations choose to do an 'Employee Match' program where they match the total donations of their employees during each period, and we welcome that participation.

PHOENIX WISH FOR OUR HEROES
DEDUCTION AUTHORIZATION FORM

☐ NEW ENROLLMENT
☐ CHANGE

LAST NAME FIRST NAME MI HOME ZIP COD OFFICE LOCATION DEPARTMENT

CHECK ONE DEDUCTION METHOD BELOW:

☐ DEDUCT A FLAT SUM OF \$ _____ FROM MY EARNINGS EACH PAY PERIOD

☐ \$1 PER PAY PERIOD ☐ \$5 PER PAY PERIOD ☐ \$25 PER PAY PERIOD
☐ \$2 PER PAY PERIOD ☐ \$10 PER PAY PERIOD ☐ \$50 PER PAY PERIOD

☐ **FAIR SHARE** HOURLY: DEDUCT ONE HOUR OF PAY/MONTH
SALARY: DEDUCT 1% OF BASE EARNINGS PER PAY PERIOD

☐ **FAIR SHARE PLUS** (DEDUCT FAIR SHARE AMOUNT + ADDITIONAL AMOUNT INDICATED PER PAY PERIOD)

I hereby voluntarily authorize my employer to deduct from my earnings each pay period, the amount indicated above, starting with the next available pay period, and to remit such amount to the PHOENIX WISH FOR OUR HEROES FOUNDATION. I understand that this authorization shall remain in effect until modified or revoked by me in writing.

EMPLOYEE SIGNATURE: _____ DATE: _____

The first deduction will commence with the first available pay period following the signing/delivery of this form. Any additional questions should be directed to HUMAN RESOURCES.

FORWARD THIS COMPLETED FORM TO HUMAN RESOURCES

If a Corporation wishes to participate in the Payroll Donation program, the following steps will occur:

Foundation rep meets Corporate leaders to discuss program specifics.

Foundation rep meets with employees at a time/location designated by Corporation.

Employees are given "Deduction Authorization" forms to fill out.

Once forms are collected, Foundation rep works with HR & Payroll departments to assist in collecting donations each pay period.



Other Types of Corporate Sponsorship

If you would like to get involved in the Foundation by other means, the following options are available:

- 1) Corporate Volunteer Programs** – The Foundation relies on volunteers all over the country to assist us in granting wishes for our active-duty military. Sponsorship for corporate volunteer activities can range from the following.
 - 1) Administrative assistance
 - 2) Events – dinners, golf tournaments, etc
 - 3) Granting wishes
 - 4) Fundraising
- 2) General Awareness** – Helping to make people aware of our Foundation helps us grant more wishes. Sending out links to our website, encouraging employees to donate, referring employees to our Facebook/Twitter sites – it all helps!
- 3) Host a Fundraising Event** - Have an idea for a fundraising event? Tell us about it! We have restaurants and country clubs donating their facilities, celebrities donating their time, and we are always open to new ideas! Let us know if you would like to host an event for Wish For Our Heroes.



Why We Need Your Help

Our goal is for 90% of all revenue/donations contributed to the Foundation to be allocated toward granting wishes. THIS ONLY LEAVES 10% TO PAY FOR INFRASTRUCTURE, MARKETING, WEBSITE, AND OTHER EXPENSES.

Here is an example of how a \$100,000 donation would be allocated:

Revenue

Corporate Donation	\$100,000
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Cost of Goods Sold (Cost of Granting Wishes)

Foundation Labor	\$5,200
Cost of Wishes Granted	\$90,000
Website Maintenance	\$1,000
Event Costs	\$1,000
TOTAL COGS:	\$97,200

Expenses

PayPal Monthly Fee	\$500
Office Supplies	\$100
Telecommunications	\$200
Marketing/Public Relations	\$1,000
General/Administrative	\$1,000
TOTAL EXPENSES:	\$2,800

As you can see, 90% of donations will be allocated directly toward granting wishes. We really need the sponsorship and assistance of our corporate friends in order to achieve our ultimate goal of granting one wish for every soldier in our United States military!

If you are interested in participating as a Corporate Sponsor, please call (317) 441-9353 or email krs@wish4ourheroes.org.



Phoenix – Wish For Our Heroes Foundation

MEDIA CONTACT

Kristen Stonecipher

Phoenix - Wish For Our Heroes Foundation

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krs@wish4ourheroes.org

www.wish4ourheroes.org

The Phoenix Group Launches Wish Foundation For Active Military

Local company sees prosperity in giving back despite weakened economy

INDIANAPOLIS, IN AND HOUSTON, TX - (NOVEMBER 2, 2009) - The Phoenix Group today launched a non-profit foundation that grants wishes for active duty Soldiers, Sailors, Marines, Airmen, and their families. The Foundation strives to relieve the burdens of family separation, re-integration for deployed soldiers, hardship circumstances, and other means of assistance not covered by existing military charities.

The Foundation is driven by an interactive website (www.wish4ourheroes.org) allowing anyone to request a wish for active duty members of our Armed Forces. The website allows ‘wish granters’ to view wishes and contribute donations. Pictures and accounts of the granted wishes are posted online to allow contributors to see the impact made in the lives of our nations’ heroes. The website also has apparel and merchandise available for purchase, and all sales benefit the wish program. The Phoenix Group’s for-profit companies will contribute 10% of pretax earnings toward the Foundation, and will give employees the option of contributing a percentage of their paychecks to the cause. The Foundation will also rely on the generosity of other corporations and individuals to grant as many wishes as possible. Many foundations focus on assisting wounded soldiers and families of deceased soldiers, but Phoenix’s foundation will focus on providing assistance and rewarding our heroes who may be experiencing other types of hardship.

“The Phoenix Group hires many former military soldiers into our various companies, and we would like to give something back to our nation’s heroes who sacrifice so much to defend our great country,” said Jeff Wells, President of Phoenix’s Wish For Our Heroes Foundation.

The Foundation is headquartered in Greenwood, IN, with a second office in Houston, TX. It is dedicated in memory of 1SG Thomas G. Wells (1933-2009), a Marine Corps veteran of the Korean and Vietnam wars, as well as all of our active duty military heroes. To learn more, volunteer, or make a donation, visit www.wish4ourheroes.org.

About Phoenix Wish For Our Heroes

Incorporated in 2009, The Phoenix-Wish For Our Heroes Foundation is a non-profit foundation created to grant wishes for Active-Duty military and their families. For more information, or to donate, visit: www.wish4ourheroes.org.



Corporate and Celebrity Endorsements

Corporate



Celebrities

- President George Bush
- Houston Texans
- Houston Rockets
- Dallas Mavericks
- Payton Manning
- Toby Keith
- Troy Aikman
- James Gandolfini
- Maria Sharapova
- Incubus
- Texas Rangers
- Mark Sanchez
- Yogi Berra
- Bob Cousy
- Nolan Ryan
- John Mellencamp
- Lance Armstrong
- Mario & Marco Andretti
- Kenny Rogers
- Mitch Daniels
- A.J. Foyt
- Helio Castroneves
- R.E.M.
- Martina McBride
- Rodney Atkins
- John Travolta
- Carlton Fisk
- Kirk Douglas
- George Foreman
- Anna Kournikova
- Tom Crean
- Dick Vitale
- Emmitt Smith
- Bernie Kosar
- Bob Feller
- Drew Brees
- Jim Caldwell
- Al Pacino
- Jude Law
- John Grisham

...and more!

Media Coverage



Corpus Christi, TX



MILITARY INDUSTRY TODAY
AN FBI NEWS SERVICE FOR MILITARY INDUSTRY PROFESSIONALS



www.wish4ourheroes.org

TOOLS FOR A DREAM

■ Soldier surprised by foundation's gift to start his own business

By Mason W. Canales
Killeen Daily Herald

Spc. Michael Hampton pulled into his driveway and was met by several large, brown boxes and a small crowd Monday night. Inside those boxes were the tools to help him accomplish his dream.

"Hey, Michael, I am Jeff, and this is Bernie (Teich)," Jeff Wells, Phoenix Wish For Our Heroes foundation president, said to Hampton as he got out of his car using a cane. "We heard about your story and that you wanted to start your own business ... so we wanted to buy you a couple of things."

Hampton's dream is to own his own garage, so he can work on cars. Phoenix Wish For Our Heroes gave Hampton a tool box, an air compressor and a \$1,000 gift card to Sears for more tools so he can accomplish that dream.

"That is crazy," Hampton said, pausing. "Wow."

"Wow," he repeated to himself later.

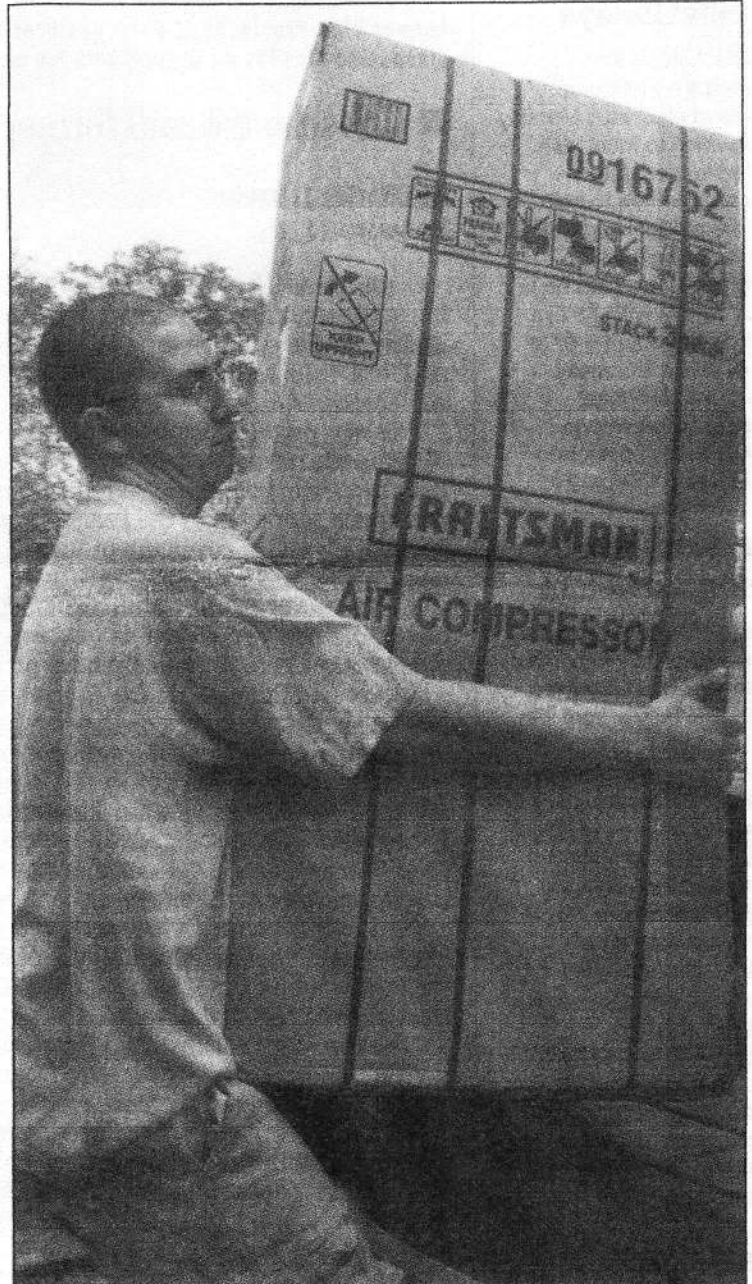
Hampton, with Bravo Company, 27th Brigade Support Battalion, 4th Brigade Combat Team, 1st Cavalry Division, was injured during combat in April in Iraq.

Hampton said he twisted his knee and dislodged his hip during a rocket attack. He then wore the other hip out walking around with the injury.

Hampton has had two surgeries, one in September and one in November. Doctors have told him he faces more surgeries and probably two years of physical therapy.

"I have the arthritis of a 90-year-old man," Hampton told Wells and Teich after talking briefly about his injury.

The gift is "critical" to Hamp-



Herald/CHRISTINA KRUSE

Spc. Ronald Nichelson helps move an air compressor from a truck for his friend Spc. Michael Hampton Monday in Killeen. Hampton was wounded in combat and now walks with a cane.

ton starting his own business, which he is hoping to operate out of a new home in Belton by January. He couldn't believe there was an organization such as Phoenix Wish for Our Heroes.

The organization started in November and works to fulfill wishes no matter how small or large for the troops,

Wells said.

Since its start, the group has granted five wishes, three of which have been to Fort Hood soldiers, said Kristen Stonecipher, the organization's marketing and communications director.

The wishes have differed

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Please see Tools, Page A3



Herald/CHRISTINA KRUSE

Spc. Michael Hampton and his wife, Celest, sit on his car after receiving several new car tools and gift certificates from the Wish for Our Heroes foundation Monday evening in Killeen. Hampton wounded his leg in combat and now walks with a cane.

Tools: It is his dream

Continued from Page A1

from moving families closer together to fixing up cars to putting food on the table, Wells said.

"There are not too many organizations like this," said Teich, the organization's spokesman.

The group's goal is to create a program where people can see who their donations go to and that is continuously helping troops, Wells said.

"We are raising money on one side of the foundation, and we want that to go right back out," Wells said.

Hampton's wife, Celest, and friends suggested Hampton's wish to the foundation,

hoping it could bring him closer to his dreams.

"I can't describe his love for cars," Celest said. "He come home and works on cars for hours."

Hampton said he remembers being in the garage with his dad shortly after he learned to walk. He can't exactly remember when he twisted his first wrench, but he can remember when he started to chase his dream.

"Since I was in high school I decided there were two things I wanted to do: to open a garage and to be in the infantry," Hampton said.

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Contact Mason W. Canales at mcanales@kdhnews.com or (254) 501-7554.

Wish For Our Heroes Grants First Wish...



On October 28, 2009, the Phoenix Wish For Our Heroes Foundation granted its first wish to SPC Rob Forrest, a soldier of 2-7 Cavalry stationed at Fort Hood (Killeen, TX). Rob, and his wife Samantha, are young parents of four: Michael (11), Nicolas (10), Jason (8), and Heather (3).

In his five and a half years as a member of the US Army, Rob has deployed three times. His first deployment in August 2003 took him to Kandahar, Afghanistan for 9 months, another deployment to Baghdad, Iraq from 2005-2006, then Baghdad again from 2007-2008. During Rob's 3 deployments, his responsibilities were to operate vehicles in combat operations. He sustained 7 separate attacks, which resulted in the destruction of his vehicles, as well as numerous other attacks. Rob was a witness to many of his fellow soldiers being wounded and sent back to the United States.

Rob and Samantha were married on February 14, 2006, in a hospital room next to their son, Michael, who underwent open heart surgery for a rare heart condition, Tachycardia Arrhythmia. Samantha suffers from several medical conditions including Diverticulitis (a rare digestive condition), non-alcohol fatty liver disease, OCD, and chronic migraines, to name a few. Due to her medical conditions, Samantha is not able to work, and daily trips to the emergency room are common. This makes it necessary for Rob's salary of \$1,400 per month to support his family of 6. Typically, on pay day, his entire paycheck is spent on groceries and bills. Despite the daily struggles of Rob and his family, Rob is very optimistic and continuously points out how lucky and fortunate his family is to have what they've been given.

Rob currently did not have a functional vehicle to drive to and from work. His 1997 Chevrolet truck was broken down, so our Foundation partnered with Precision Tune Auto Care, in Killeen, TX to fix his truck and ensure it's in good working condition. The total cost of the repairs was \$3,200. Our Foundation also bought Rob and his family \$1,000 in HEB (a large grocery store chain in Texas) gift cards to help buy groceries for the Forrest family.

***Special thanks to Kristl Evans
(pictured left), owner of Precision
Tune Auto Care in Killeen, TX.***



Wish For Our Heroes Unites Family for Holidays



Rebecca Bobick is a Staff Sergeant in the US Air Force. Currently, SSgt Bobick works at the Air Force Personnel Center at Randolph AFB, TX; Officer Accessions Branch. She was hand selected to provide assistance for the Voluntary Rated Recall Program. The program is CSAF' Rated Officer Recall Program for FY09. This program brings officers, retired and in the reserves, back on to active duty. Many of Voluntary Rated Recalled is in direct support of Operation Enduring Freedom. She has given many countless hours revamping and manually learning the process to build from scratch, a faster way to complete these individual's active duty orders and transition them to active duty. This is to enable them to complete a very important, urgent mission. She is also working to give assistance to these families - counseling them on the processes of today's Air Force. SSgt Bobick was previously stationed at Tyndall AFB, FL, for three years, working at the Non-Commissioned Officer's Academy. Prior to that, her first duty assignment was at Buckley AFB, CO.

Rebecca is also a single mother of two children; ages 5 and 7. She recently met her "soul mate" whom also has two children; ages 2 and 4. It has been a very long, tough haul combing their two families. Financially, it's been nothing they could possibly prepare for or imagine.

This will be their first Christmas to celebrate as a complete family and their wish was to be home in Wisconsin with Rebecca's family. Her youngest brother, whom was part of the 82nd Airborne Division, is finally home and she would be able to see him, something that hasn't happened in over 4 years. Additionally, her sister is scheduled to deliver a baby boy during their stay, so she hoped to meet her nephew, whom they've named Austin, after Rebecca's oldest boy. Their problem was that until they could upgrade to a larger vehicle that could safely transport all 4 children, they had no way of taking everyone to Wisconsin.

THE WISH

So...on December 12th, Jeff Wells of Phoenix Wish For Our Heroes, presented Rebecca and her family with an SUV rental, that she and her family will have for a week over the holidays. Our intention was to unite this very special family over the holidays, and give Rebecca, her fiancé, and their children some time away from home. Upon granting the wish, Rebecca thanked the Foundation and indicated how it had inspired her and her family to "pay it forward". She recently was given a new flat-screen TV, and plans to pass it on to her parents during their upcoming trip.



5th Wish Helps Wounded Hero Start His Own Business



December 14, 2009 - Specialist Michael Hampton returned home from work Monday evening and was greeted by a small crowd and several large boxes from Sears. Inside those boxes were the tools to help him achieve his dream of starting his own business: a garage to work on cars.

Hampton, of the 4th Brigade Combat Team, 1st Cavalry Division, was medevac'd from Iraq after sustaining injuries during a rocket attack. He has endured two surgeries since September, replacing both hips with prosthetics, and is facing more surgeries and years of physical therapy. Doctors have told him the arthritis pain he suffers is similar to that of a 90-year old man.

THE WISH

Hampton's wife, Celeste, and friends, contacted *Wish For Our Heroes*, hoping the Foundation could bring him closer to his dreams.

"We quickly obliged. We were very interested in this story because here's a Soldier that is facing adversity - years of medical treatment and medical discharge from the Army - yet he's focused on building a business to provide for his family," said Jeff Wells, President of *Wish For Our Heroes*.

Wells and Spokesman, Bernie Teich, delivered an industrial tool box, air compressor and a \$1,000 gift card to Sears for additional tools. "These tools are everything I need to get started," Michael said, as he struggled to hide his surprise.

Hampton's love of cars is life-long. He said he remembers being in the garage with his dad shortly after he learned to walk, and a passion for cars quickly ensued.

Michael and Celeste were married in November and are purchasing a home soon. Michael plans to open his mechanic shop at their new home as soon as possible.

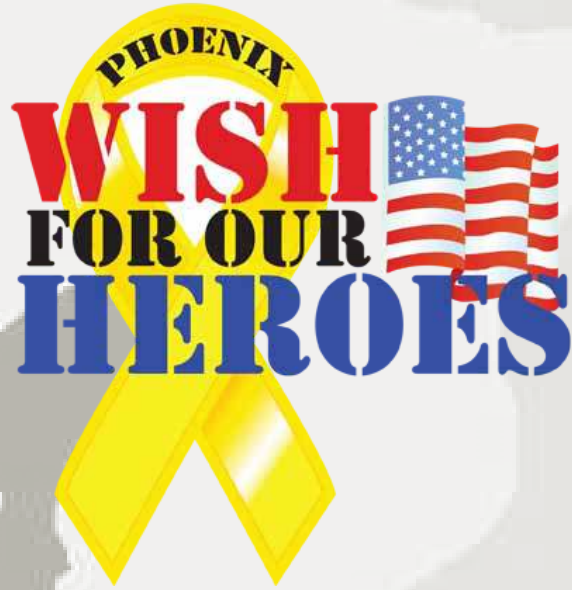


Celeste, Michael, Jeff, and Bernie.

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How can you help?

- Visit www.wish4ourheroes.org to donate, volunteer, buy official licensed apparel, and make a wish for deserving active-duty soldiers
- Follow us on Facebook and Twitter to see how you can get involved
- Refer us to a corporation willing to sponsor.
- Help us get the word out!!



How it works:

- Anyone can submit or grant a wish - just go to www.wish4ourheroes.org
- If you would like to grant a specific wish, please review the available wishes on our website. If you select a specific wish, 100% of your donation will be contributed toward the specific wish you selected.
- Encourage your company and others to contribute with corporate donations, matching programs or payroll deductions



Bernie Teich,
Foundation
Spokesperson.

