WHO WE ARE

_Taking it to the Streets_ was formed as an independent, not-for-profit, nascent marketing, advertising, fundraising, and sponsorship organization whose express objective is to leverage the key elements of “for profit” revenue generating marketing models (using television, radio, print, social media advertising, and more) to “kick start” the charitable giving of individuals for the express benefit of those in poverty nationwide.

_Taking It To the Streets_ partners with for profit corporations and businesses and non-profit philanthropic organizations to dramatically increase philanthropic investments in human needs programs for a wide range of residents living throughout the country.

_Taking it to the Streets_ is a 501(c)(3) “non profit” organization.

“Kick Starting Charitable Giving”™
MISSION STATEMENT

Taking it to the Streets specializes in generating and delivering funding that is focused on supporting basic human needs within local communities nationwide where traditional funding sources fall short.

In short, Taking it to the Streets multiplies the charitable dollars available for the benefit of those most in need of life’s basic services.

“Kick Starting Charitable Giving”™
CHALLENGES TO BE ADDRESSED

Taking it to the Streets creates a new and innovative fundraising pathway for broadening the base of support for basic human needs in communities.

The goal being to “break the cycle of poverty” for those residents most in need.

Presently, 1 in 6 individuals in this country live in poverty. Over 35% are children under the age of 14. The absolute number of individuals currently who live in poverty is the highest in our country’s history.
WHY OUR WORK MATTERS

Our Goal – Simply put, *Taking it to the Streets* “multiplies” the power of the individual philanthropic contribution.

*Taking it to the Streets* model borrows from the “for profit” business sector by investing their resources in marketing campaigns and sponsorship partnerships resulting in the multiplication of funds that can then be focused on life’s basic needs (food, shelter, and health).
“Leverage” is our basic philanthropic mantra. Conventional wisdom and processes in non-profit fundraising squanders the real and massive potential of community-based fundraising.

The cutting edge is investing in fundraising itself. Intelligent, creative, innovative, aggressive and highly leveraged fundraising dramatically multiplies the potential of charitable gifts.

Which ultimately increases the number of gifts and the total amount of funds available for basic human needs.

“Kick Starting Charitable Giving”™
HOW TAKING IT TO THE STREETS WORKS

Marketing, Advertising & Sponsorships.

We will use our 24 plus years of successful “for profit” marketing expertise to “multiply” the number of donors and amount of funds available for basic human needs.

Taking it to the Streets will be creating and developing marketing campaigns in partnership with local, regional, and national media outlets, as well as corporations and businesses, for the sole purpose to promote broad community based fundraising.

These marketing investments, as successfully used in the “for profit” business sector, will have a return on investment that is far greater than the resources extended.

Taking it to the Streets is committed to making our marketing and fundraising efforts continual and ongoing...over weeks, over months, and over years. As long as there is poverty there is need. This is our business’ purpose.

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Even with today’s 21st century proliferation of new, creative technology, and faster ways and means of reaching out and communicating, far above them all for impact is still television. Television is and continues to be the top choice for reaching and impacting the largest and broadest viewing audience.

Consider those who continually use television to grow their company, attract new customers, and brand themselves: major corporations, sporting events, contest shows (American Idol, Survivor, X Factor, etc.), political campaigns, major motion pictures, and more.

Taking it to the Streets on an ongoing basis will borrow these proven and successful marketing models for the purpose of generating community based donors resulting in the dramatic growth of charitable dollars to support proven basic needs organizations. Why re-invent the wheel when we know the paradigm works?

Initially, Taking it to the Streets will be focusing on local, regional, and national television marketing campaigns.
“Kick Starting Charitable Giving”™
REVENUE CHART

TELEVISION ADVERTISING

Encouraging/Motivating Donations (Nationwide)

TV Viewers Solicited to Become Monthly Donors

$ Raised
City #1 Local Community Foundation
City #1 Local "Poverty" Programs

$ Raised
City #2 Local Community Foundation
City #2 Local "Poverty" Programs

$ Raised
City #3 Local Community Foundation
City #3 Local "Poverty" Programs

$ Donated

"Kick Starting Charitable Giving"
PRESIDENT OBAMA’S KUDOS

“With gratitude, I want to applaud your launching of Taking it to the Streets. With our government’s ongoing financial challenges, the implementation of new, creative means of raising revenues for our fellow countrymen in need is of paramount importance.”

—President Barack Obama
FAQs

1. Will my donation to Taking it to the Streets stay in the community in which I live?
   A. Absolutely. Our promise is to have your donation stay within your greater community, as close to where you live as possible. Taking it to the Streets has strategic partnerships with Community Foundations throughout the country whom help us identify and determine the best and most effective poverty programs to support in every community.

2. What impact will my donation have?
   A. Taking it to the Streets works only with the best poverty agencies. The agencies that get the absolute “best bang for the dollar” and “make the biggest impact.”

   Our goal is to have your donation helping others within two weeks or less. As well as, to have (at least) 100% of your donated dollars reach those in need.

   Both well above all industry averages!

3. How much of my donation will actually help those suffering from poverty?
   A. At minimum, 100% of your donation will be helping out those suffering from poverty.

   As Taking it to the Streets strategic sponsorship partnerships continue to be cultivated, increased and grown, we will be able to insure well in excess of 100% to be given back to local poverty needs. Potentially 110%, 120%, 130% and even more.

   Continued on next page
FAQs

4. How does *Taking it to the Streets* percentage of their donation that actually goes to help out compare to the Top 10 national non-profit organizations?

**A.** As discussed in #3 above, *Taking it to the Street’s* goal is to be well in excess of 100%! The number one national non-profit organization, United Way, gives 84% of each donation to its programs.

The next nine national non-profit organizations (ranging from the American Red Cross, Salvation Army, and American Cancer Society) give between 71% to 86% back to those in need.

With the difference being spent on the organization’s overhead costs.

5. Why shouldn’t I just make a donation directly to a local poverty program?

**A.** Well you could make a direct donation, there is nothing wrong whatsoever in doing so. But, there are a number of reasons why making your donation with *Taking it to the Streets* would be a “better” choice.

As reflected in the earlier FAQs, *Taking it to the Street’s* top priorities are:

* To collaborate with the “All Star” non-profit groups who specialize in helping those suffering from poverty. Whereas there are certainly a number of (poverty-related) groups that do help, there are numerous that are not able to “maximize” their dollars spent. And thus, less dollars and less efficient results are achieved.

*Continued on next page*
* *Taking it to the Streets* knows how to “multiply” and “leverage” the dollars donated to us. Because of our large media presence, corporations and outside organizations want to partner with us. The benefits of these partnerships to us and our donors is that because of our partners “additional” contributions to us, we are able to donate well over 100% of each dollar we receive from our donors.

Again, we can achieve “more bang for the buck” than can an independent contribution.

In short, more dollars will go to poverty! Multiplication Philanthropy!

6. How quickly will my donation begin to make an impact?

A. *Taking it to the Street’s* goal is to have every dollar donated to be “on the streets” and “helping those in poverty” in 14 days or less.

There have been recent programs, such as the Haiti Earthquake Relief of a short while back, which took over six months from the time the donation was made until it reached the people suffering. Strong intentions, weak results.

Timing can be just as important as the amount donated.
7. Prove to me *Taking it to the Streets* is a non-profit organization?
   
   Hit the “Charities & Non Profit” button near the top of the page and follow the prompts.

   *Taking it to the Streets’* non-profit and tax exempt status can be easily verified on the IRS website.

   Our tax ID is 45-3662112. Our corporate name is TITTS, Inc.

8. How does *Taking it to the Streets* decide which poverty organizations to partner and collaborate with?

   **A.** Again, we are all long time, experienced veterans in both the for profit and non-profit worlds. We have many, many years of first-hand experience in working with and personally contributing to non-profit organizations.

   But, beyond our experiences, to add to our knowledge and wisdom, *Taking it to the Streets* will be partnering with local community foundations all over the United States. We will additionally be using their decades of successes and contacts to underwrite (and monitor) the "best and most effective" poverty programs in your local community.

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9. What is a Community Foundation?

A. Community foundations are independent registered philanthropic institutions serving geographically defined territory, typically a city or administrative area (county or region).

The six main characteristics of a community foundation are:
1. The act as grant-making foundations (e.g. give grants to support development projects)
2. Their mission broadly defined (e.g. to improve quality of life in a community)
3. Serve geographically defined communities — a city, state, region, district or province
4. Are supported by a broad range of private as well as public donors and seek philanthropic contributions primarily from inside the community
5. Are governed by multi-sectoral local boards reflecting the community
6. Build capital endowment which is an important element of sustainability

10. Besides fundraising, what else does Taking it to the Streets do?

A. That’s it. Taking it to the Streets full focus and entire business model is to raise significant dollars to help those suffering from poverty.

We are in it for the long haul. This is our ongoing, long-term mission. To drive social change to end the cycle of poverty in this country.

Continued on next page
11. How did you get President Obama to give your organization such a positive testimonial?

A. The executive team at Taking it to the Streets is comprised of seasoned and talented marketing pros. Just as we reached out to you to be part of our donor team, we reached out to the White House and waived our flag to introduce ourselves. President Obama was impressed with Taking it to the Streets and offered us his kind and encouraging words.
CONTACT INFORMATION

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