

Part IV Narrative Description of your Activity – cont.

FUTURE ACTIVITIES: Summary includes references to the Bylaws of FlipHero.

- Public charitable educational activities for FlipHero build with Social Media updates and posts made on our FlipHero Facebook page and @FlipHero or @HeroTrust on Twitter.
- Fundraising appeals will not be undertaken by HeroTrust FlipHero, Inc. until such time as a letter of exemption, and public charity status, has been received.
- Granted Exempt Public Charity status, and in response to expected press coverage highlighting the need for Home Improvement Education and the tools to plan, budget, and execute home improvement activities, FlipHero will ramp up with a two phase roll-out;

[FlipHero Bylaws Article 17 Means of Communication §1-4.]

- Phase One: Consolidation of our emerging Social Media (Facebook, Twitter, Google+) around the FlipHero brand, giving the general public a meeting place where they can come to share their designs for proper home improvement.
- Phase Two: Introduce and offer free of charge an Affiliate-sponsored **[FlipHero Bylaws Article 15 Affiliate Organizations]** Home Improvement Education **Smartsheet** (FlipHeroU Curriculum included) whereby a task-by-task tool of organization embellishes our phase one roll-out by helping organize the public discourse into task-specific learning discussions placed smartly side by side within a member's own project scope of work which they can voluntarily organize by required task. With a ready-tested online template of home improvement project planning and execution management in place, coupled with the public resource of open-source project planning activity, FlipHero will be positioned, and have the smartsheet tool necessary, to move into the next level of charitable home improvement educational support.

[FlipHero Bylaws Article 18 Property Acquisitions]

- Everybody knows that a home requires constant updating and maintenance. Moreover, with each and every home improvement project conducted, people learn. This next level of HeroTrust FlipHero, Inc. community activity necessitates the procurement of properties to serve as "campus" where HeroTrust FlipHero, Inc. home improvement charitable and educational activities can be organized and conducted.

Part IV Narrative Description of your Activity - cont.

FUTURE ACTIVITIES: Summary includes references to the Bylaws of FlipHero.

[FlipHero Bylaws Article 19 Lease Agreements]

- All HeroTrust properties will be available to the public via leases that are based on determining factors outlined in our Bylaws including: affordable-flexible lease terms and 100% of the revenues viewable in a public property ledger let in support of continuing home improvement education activities conducted at the property.

[FlipHero Bylaws Article 20 Community Service]

- It is the stated intention of HeroTrust FlipHero, Inc. to elevate the manner in which donated dollars are reported respective of donor intent, while furthering the development of sustainable education programs in concert with other local tax-exempt entities, and to deliver public charitable and educational efforts far exceeding the requirements to maintain tax-exempt status under Code §501(c)(3).
- In order to operate within the Code, and without prejudice, all mathematical equations are clearly defined in this section of our Bylaws. Additional guidelines will be adopted by public Board action according to IRS §501(c)(3) Code requirements and the FlipHero Bylaws as the need may arise.

Lastly, it is of the highest possible importance moving forward that HeroTrust FlipHero, Inc. becomes synonymous with absolute transparency that builds on what is our namesake - **HeroTrust**. For this reason, we will not undertake fundraising activities until our planned activities meet with Code approval. Starting with the first donation, we will account for each and every penny that passes through our organization with absolute public transparency. We welcome oversight and guidance to this end.

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