The meeting and strategy session (the “Meeting”) of the Board of Directors (the “Board”) of Global Paint for Charity (“GPC”) was held at Alston & Bird LLP (“A&B”) at 1201 West Peachtree Street, Atlanta, GA 30309 at 1:00 p.m. EST on January 15, 2018. Rony Delgarde, Homer Torres, Vickie Irwin, James Tompkins, Sam Tandon, Ted Williams and Cliff Stanford attended the Meeting in person. Mr. Stanford called the Meeting to order at 1:00 p.m. EST.

**Global Paint Strategy Session**

The Board conducted a strategy session which was guided and informed by the Strategy Planning Presentation attached hereto as **Exhibit A**.

Mr. Stanford prepared notes during the Meeting which are attached hereto as **Exhibit B**.

**Next Meeting Date**

The Board approved April 13, 2018 as the date of the next regularly scheduled Board meeting. There being no further business, the Board adjourned the Meeting at 5:00 p.m. EST.

/s/ John Gerl
Mr. John Gerl
Secretary of the Meeting
GLOBAL PAINTS FOR CHARITY

Strategy Plan for Non Profit

– By Sam Tandon (Copyright -- not to be used without permission)
AGENDA:

1) SWOT analysis
2) Strategy to achieve transformation
3) Realign GPC mission statement
4) Vision statement and goal setting
5) B.P & Breakeven analysis
6) Brainstorming and Call for action

---- Break -----

---- Break -----

6) Brainstorming and Call for action
S.W.O.T.

**Strengths**
Existing 501(c)3, for past 7 years  
Strong Team  
Help people lead a better life  
Recycle waste paint / save landfill

**Opportunity**
Niche market – hazardous waste  
Offer new life / business opportunity  
Fees and revenue generation  
Strong community support

**Weakness**
Image – Transparency  
High Board turnover  
Resources constraint / Funding  
Procure from others / Warehouse

**Threats**
No Commitment - donors/paint recyclers  
Economy and Govt. policy  
Pay for growth (3 yrs, fixed expenses)  
Recycle drives, sporadic – inconsistent
REALITY
Where are you now?
How is your self-assessment

GOALS
What do you want to achieve?
What are your objectives?

OBSTACLES & OPTIONS
What are the challenges and issues?
What can help you?
What options do you have?

WAY FORWARD
What else will you do?
So, what actions will you take?
Strategic Planning Cycle

1. **Goals**
   - Where do we want to go?
   - How can we improve?

2. **Mission**
   - How did we do?
   - How do we get there?

3. **Desired Outcomes**
   - How do we get there?

4. **Results**
   - How did we do?

5. **Measures & Targets**
   - How do we measure success?

6. **Strategies**
MISSION STATEMENT

Needs to be one sentence and strong focus on clear message
All media should reflect one unified brand message

Our Mission (Goodwill)
The mission of Goodwill of North Georgia is to put people to work.
VISION

Global Paints for Charity

Our vision is to give each person in developing countries and right here in the U.S. we serve the opportunity to enjoy the beauty of their shelter through every gallon of recycled paint. Through our efforts, we hope to change lives and transform communities throughout the world.
SMART GOALS

S - Specific
M - Measureable
A - Attainable
R - Relevant
T - Timely
BUSINESS PLAN

YOUR "PLANS"

THE UNIVERSE'S PLANS FOR YOU
BUSINESS PLAN - DUAL FOCUS

Donors

• Sources of funds from individual and corporate donors
• Donors are not direct Beneficiary – Convey Value that is non tangible, does not effect them directly.
• Tax benefits (may effect plans)
• Foundation and Trust – according to their agenda

Paint Donation for Charity

• Generate funds to pay for Transport costs to developing countries (that cannot afford it)
• Charge fees, Recycle and sell paint on small margins
• Programs, fund raising events
• Grants for export
• Local communities recycle drives
Since 1970, more than 200,000 nonprofits have opened in the U.S., but only 144 of them have reached $50 million in annual revenue. Most of the members of this elite group got big by doing two things. They raised the bulk of their money from a single type of funder such as corporations or government – and not, as conventional wisdom would recommend, by going after diverse sources of funding. Just as importantly, these nonprofits created professional organizations that were tailored to the needs of their primary funding sources.

-- Stanford case study
Habitat For Humanity  ---  (Website)

DONATION VALUATION GUIDE
The following list of typical Re Store items reflects a suggested range value for determining income tax deductibility. This guide is not all inclusive and may not recognize special circumstances. In all cases, donors should refer to official IRS instructions for Form 8283, Non-cash Charitable Contributions, available at www.irs.gov.

Paint:
1 Gallon  $4.00 - $5.00,
5 Gallon  $20 - $25.00

Global Paints:
1 Gallon  $28
TOTAL PAINT, GPC

Paint 2016
• Total Gallons = 34,531

Paint 2017
• Total Gallons = 45,656
BREAKEVEN ANALYSIS

Variable Expenses
- Transport of goods
- Equipment rental
- Marketing, Media
- Volunteer costs
- Logistics and packaging
- Promotions, events to raise funds
  = $50 /Yr

Fixed Costs
- Warehouse Rent – (3000 Sq.Ft) (NNN)
  $ 30/40K x 3 Years = $ 100/120 K
- Furniture
- Machinery and Equipment
- Insurance
- Truck
  = $150 /Yr

Admin, Costs
- Salary
- Expenses for office
- Travel
  = $100 K/Yr

(APROX) TOTAL COSTS = $300 K/Yr
Exhibit B
Global Paint for Charity

Mission:
Changing lives through color, a gallon of recycled paint at a time.

Vision:
A colorful world where every person thrives while promoting a sustainable, healthy, and beautiful community.

Priorities:
- Funding Plan (External Relations Cmte)
- Branding/Marketing (External Relations Cmte)
- Transparency/Credibility (Audit Cmte)
- Operations (warehouse, equipment, people, etc.)

Goals:
By April 30 (or next Board meeting):
- Create funding plan (ER)
- Create branding/marketing presentation (ER)
- Draft Audit charter for Board approval (Audit)
- Describe status/establish plan for auditable financials (Audit)
- Consider operations plan for potential donated space (Rony)