



Intellihelp
— Love Delivered —

Annual Report ²⁰²⁰

Contents

page

| | |
|----|--|
| 3 | Covid-19 Crisis |
| 4 | Our Mission |
| 5 | 2020 at a Glance |
| 6 | How it Works |
| 7 | Where we Operate |
| 8 | Who is Asking? |
| 9 | Who is Giving? |
| 10 | The Power of Connection |
| 11 | Passion & Commitment: The Intellihelp Volunteers |
| 12 | Corporate Sponsor |
| 13 | Board of Directors |
| 14 | Financials |
| 15 | A Look to the Future |
| 16 | 2021: Bigger Impacts |



Intellihelp
— Love Delivered —





Covid-19 Crisis

Poverty happens in an INSTANT.

Covid brought to light that on any day, the wrong circumstances could force anyone to be without food, medicine and survival basics.

Ron Lynch recognized early on that this could be deadly for seniors, single parent families and anyone who lives check to check. We all felt single mothers and families with small children were going to be hurting in the midst of quarantine with a sudden loss of jobs, income, and community resources.

As a former grocery CEO with survivalist instincts, Ron leveraged his network of big-hearted friends to establish a crowd-funded platform to get anyone of means in America engaged in helping anyone else, personally, with the essential supplies they needed immediately, without risking their health or dignity. The secret of Intellihelp is real Givers meeting and helping real Askers in real time. No one needs to go hungry tonight thanks to technology. We focus on economical long lasting nutrition, education around nutrition and re-employment.

Yes. It worked. Here is the fact.

The problem is here to stay. So are we.

We've initiated a global community of over 100,000 people and growing, Intellihelp is the only crowd-sourced charity for people to turn to for help from a neighbor when times get tough. We even have a division serving pets and livestock.





Our Mission

#PEACE

#CAMARADERIE

#TRUST

#LOVEDELIVERED

**Cupboard empty this afternoon?
Let an ANGEL fill it before tonight.**

**In minutes, we provide the Angel
Giver the opportunity to select
a family directly.**

**Our trained staff makes quick informed
decisions that validate need and
authenticity of the 4 asks a household
can submit in a 6 month period.**

Intellihelp offers the speed of response of UBER. The selection and convenience of your local grocer and the heart of the Red Cross. We provide fast, measured, and targeted response to folks we verify are real and in need today. It integrates driver drop offs like Instacart with reliable retailers like Walmart, Kroger, HEB and Amazon.

We discovered tens of thousands of people with ‘enough” are willing to step in and help a neighbor today who is “without”. Join. Feed. Share the love.

We are building cultural bridges that are “on fire” in the media. We believe you are actively part of the solution or passively part of the problem.

You can intervene and help vulnerable households including single-parent homes, families, multigenerational homes, and single people, including seniors and veterans in crisis.

This is the digital modern crowd-sourced solution that efficiently will be deployed during crisis globally long term.

Intellihelp restores direct social connections while providing aid, which promotes peace, trust, and camaraderie between participants. These connections also build strong social constructs that restore a sense of power and autonomy over outcomes for all involved. It is simply Uber plus the Red Cross in a faster, more economically efficient deployment.

That's Love Delivered.



2020 at a Glance

Intellihelp works on LEVERAGE. What we do is relatively simple. We raise money and utilize that cash for marketing the idea of Intellihelp to the public. This has the net effect of 10x. For every \$100k, roughly \$1 MILLION dollars of direct impact is provided by the public from “Giver household” to “Asker Household”. The mechanisms of our app, our security and our food selection criteria bring consistency and trust to both the askers, the givers and the corporate donors.



\$193k

**Cash
Donations**

\$100k

**Cash Spent
that generated**

\$1m

Direct Giving*

**Resulting
Impacts:**

2.8M

**Meals
provided**

* Direct Giving includes Givers shopping for Askers directly. This impact is not accounted for in the P&L because it occurs between the Asker and Giver. This estimate assumes \$80 per human fulfillment and \$50 per pets fulfillment.

Out of 193K funds raised in 2020, only 100K was spent on creating 3 million meals at a cash value of over \$1million dollars; the next 93K is being rolled into 2021.



How to Ask



Join Intellihelp



Submit Ask for essential items

How to Give



Join Intellihelp



Choose a family in need



Connect with that family



Shop for them TODAY

Items Not Allowed



Cash or money requests of any kind



Rent payment



Inappropriate or highly sensitive personal information



Requests for more than 15 items



Gift card requests



Links to or mentions of Venmo, cash apps, PayPal, or any cash exchange apps



Self or business promotion



Job requests

How it Works

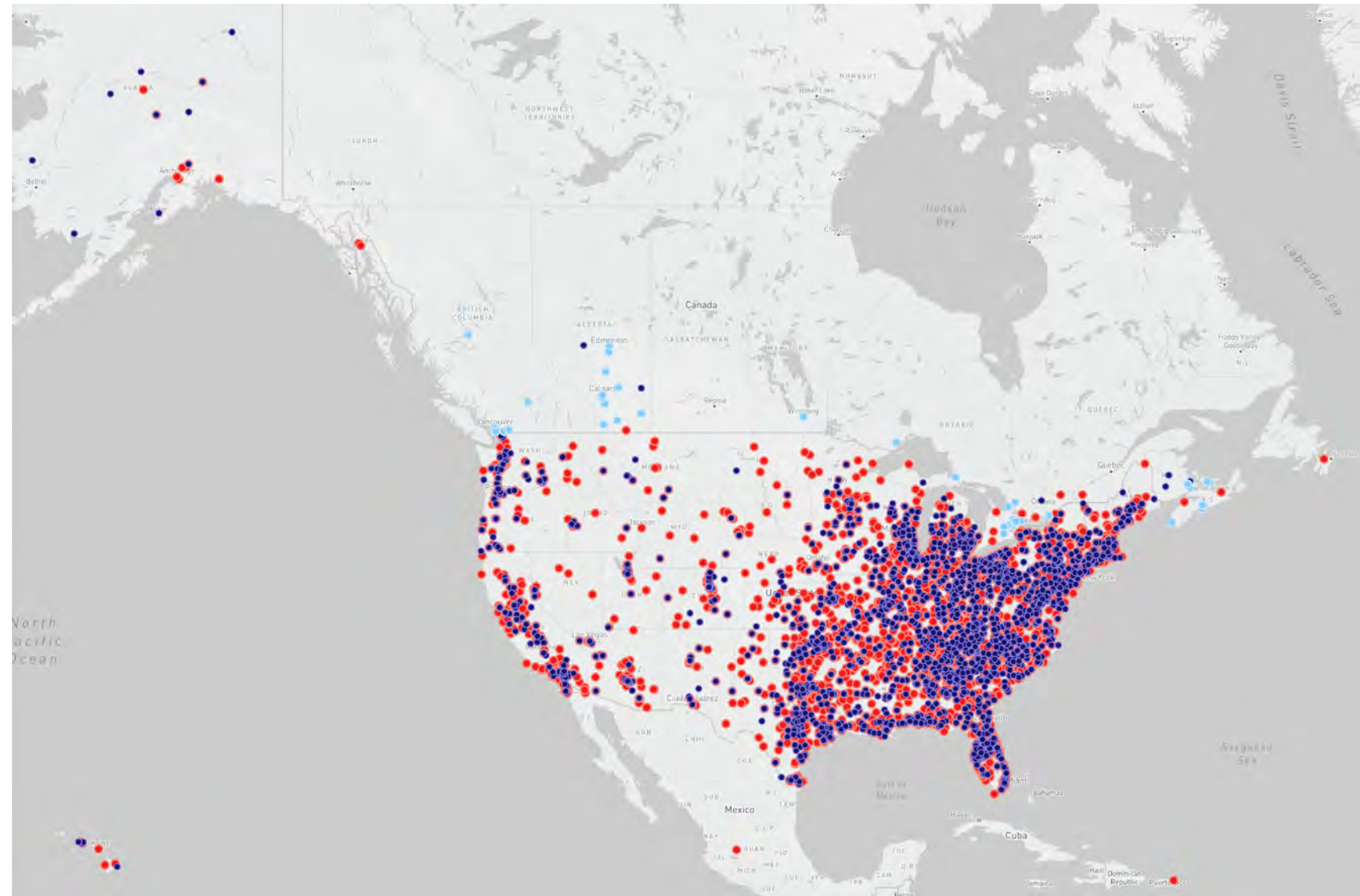
The Asker joins the group and navigates to our web app at app.intellihelp.org. They submit their Ask describing their current situation.

Volunteer moderators review for content and approve the ask to be posted to the group.

Givers choose families to help by viewing the open Asks in the group feed and coordinate with the Asker to get them help immediately!



Where we Operate



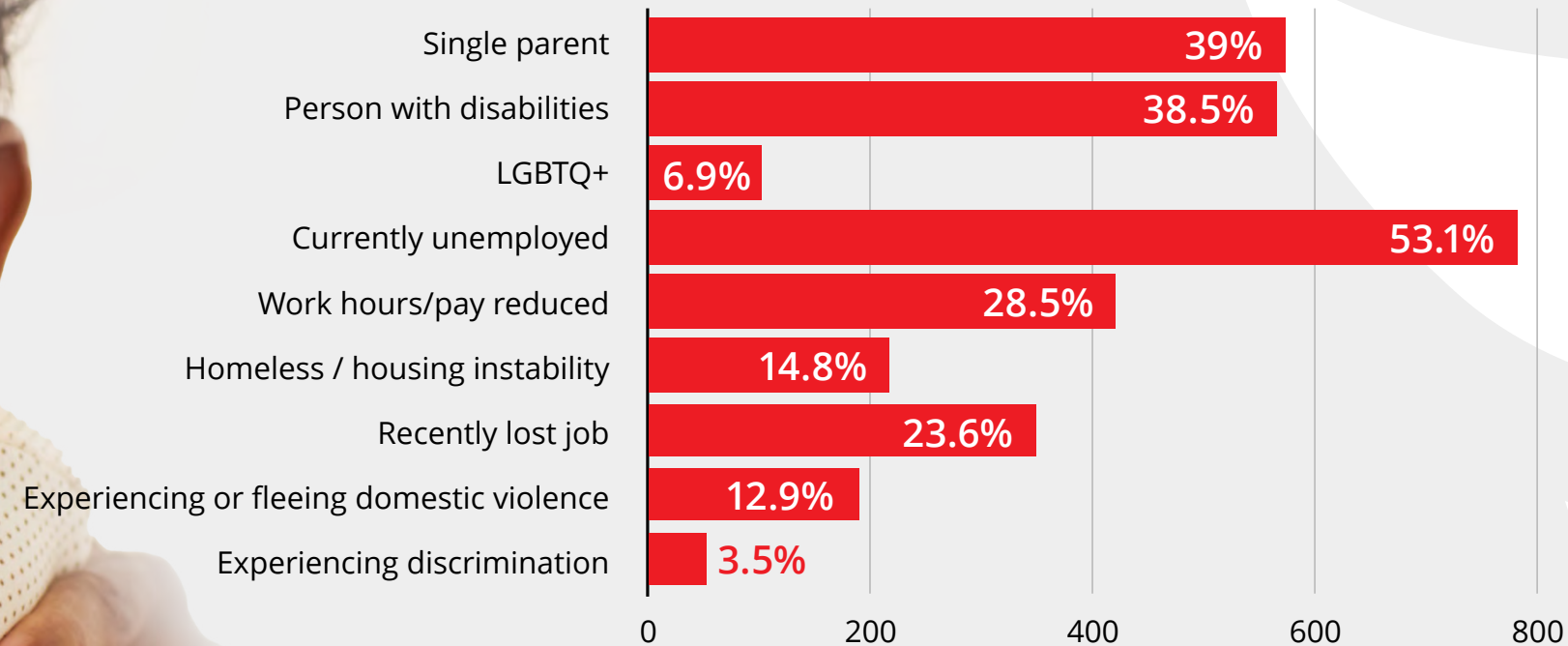
- USA
- Canada
- Pets

Intellihelp currently operates in the US and Canada and has a group focused solely on providing essentials for pets as well.

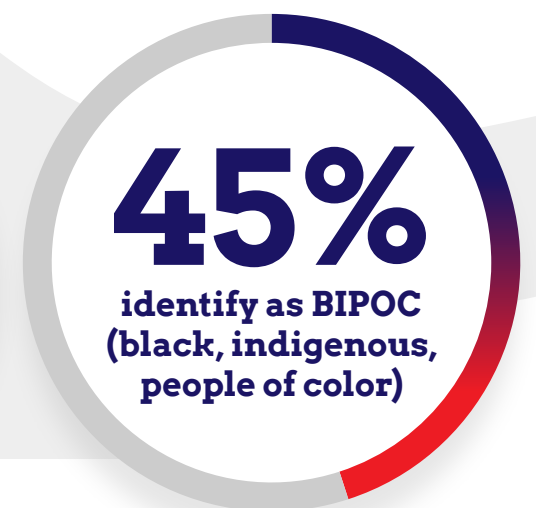
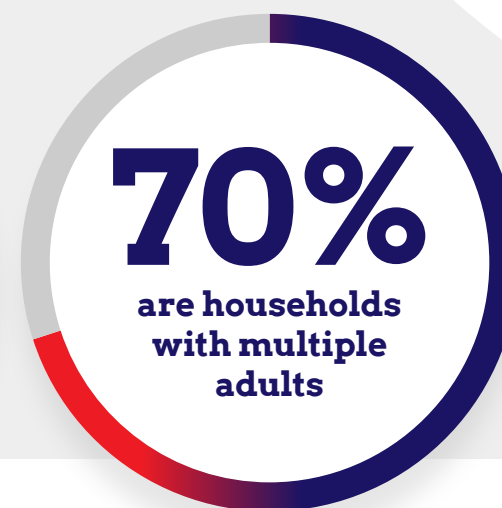
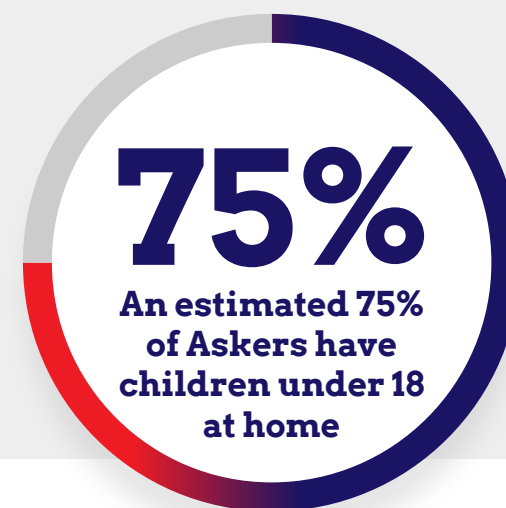




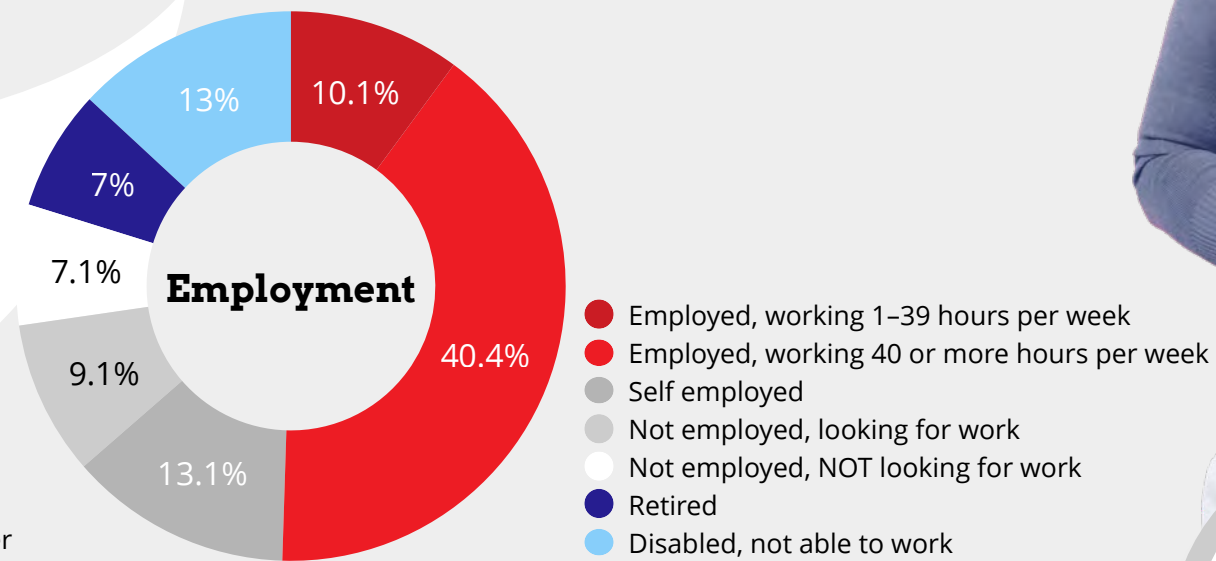
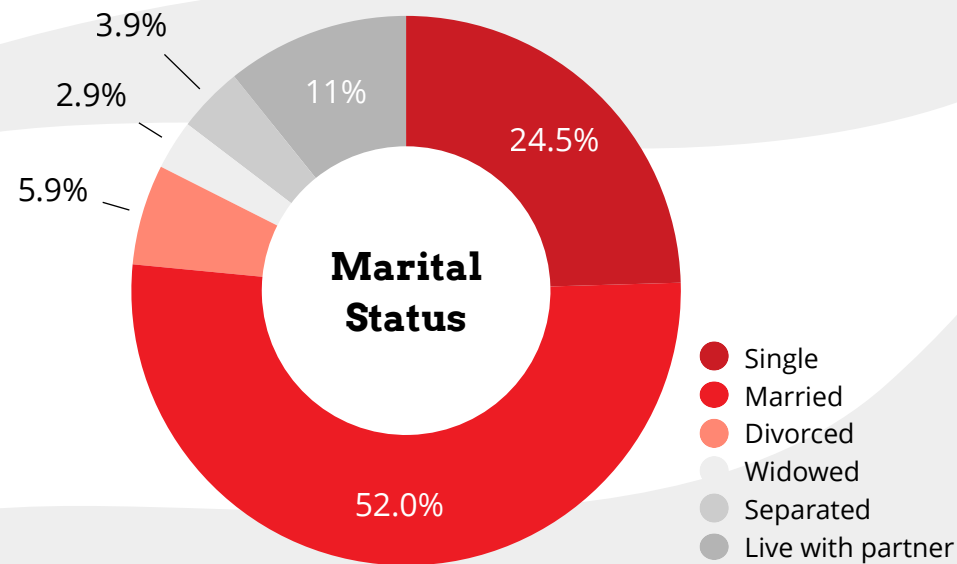
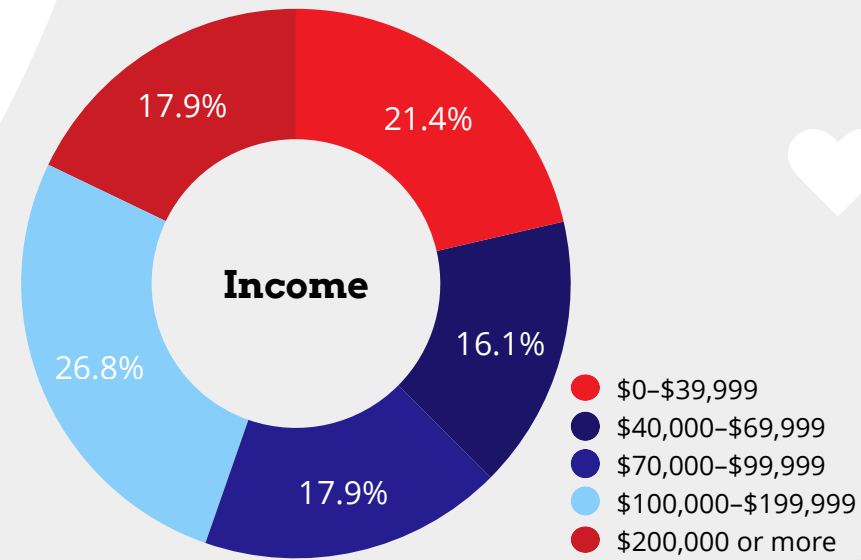
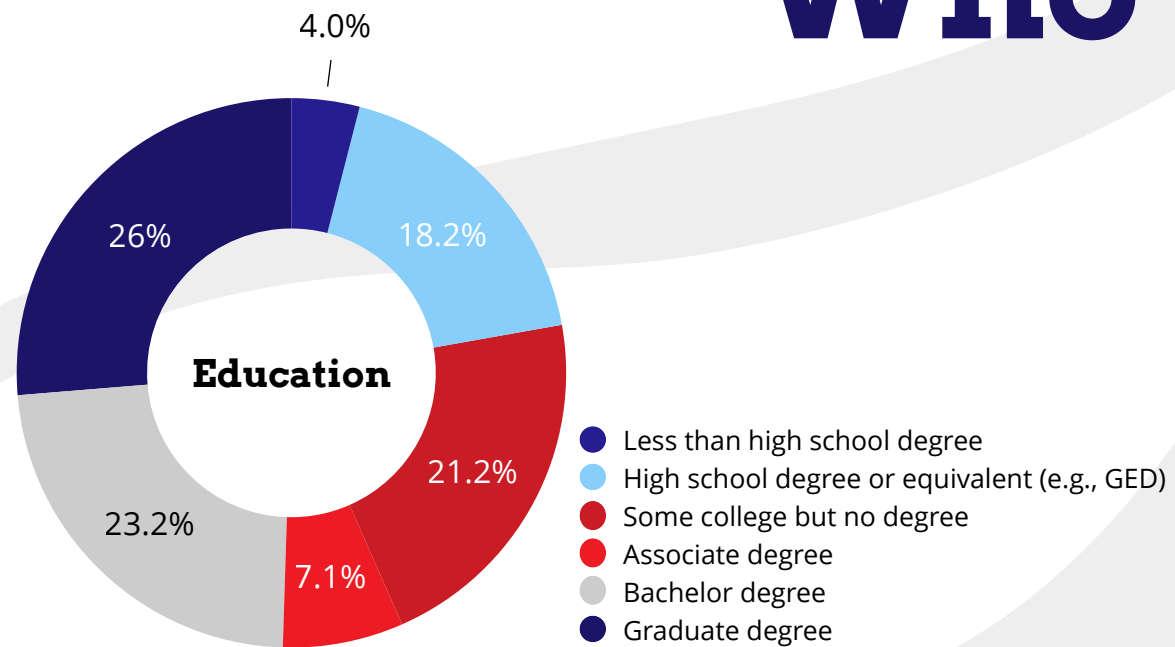
Who is Asking?



Askers are the heart and soul of the Intellihelp Community. They come to us in the toughest times of their lives to humbly ask for help from an army of Angels. They trust that we will fully embody our values to help them maintain their dignity and to be there for them when their options for help are limited.



Who is Giving?



80%
are repeat
Angels

84%
are between the
ages of 30 and 59



The Power of Connection

Olivia came to us first in December, to get help with food and diapers for her newborn boy and her 3-year-old nephew she recently took in due to her sister's murder.

Olivia and her siblings had been kicked out of their home as teens. She was homeless until the age of 22. She could not say no to this baby.

Early in 2020, shortly after the Covid shutdowns began, Olivia found out she was pregnant.

The grief, the loss, and pregnancy complications put her out of work. She was in a real bind.



Olivia fortunately found Intellihelp. There was no barrier for her to get help fast and she needed it.

Elizabeth is a Mexican native residing in Brownsville, Texas. She spent the beginning of the pandemic helping her family in Mexico, then discovered Intellihelp and Olivia.

I was drawn to her because I was with an abusive man for a long time. Here was Olivia with a child she took in, pregnant and with no support. I felt for her and admired her."

Elizabeth ordered through Sam's Club and stocked Olivia up for as long as she could. It was in December so both of her sons helped her to buy some gifts from Santa for the kids too.



Her son and daughter-in-law were inspired and chose 2 families of their own to help. One was local to them in Austin. They were able to shop and deliver the items together in person.

Elizabeth is just one shining example of the human spirit we all possess to keep neighbors fed and feeling secure.

P.S.: Olivia reached out to one of our moderators to help her pay it forward. Her rent was taken care of, her tax refund and stimulus check provided enough cushion to let her stock up a bit, so it was time to help someone else.

This is exactly the spirit of Intellihelp.

HOPE DIGNITY CONNECTION LOVE



Passion & Commitment: The Intellihelp Volunteers



Jennifer is just ONE of the many amazing Angel Volunteers we are lucky to have. She volunteers between 6–8 hours a day between rounds at the hospital where she practices pediatric medicine. On top of that, she is one of our most active Angel Givers. Her commitment to our community is astounding.



141
Volunteers

8,349
Volunteers
Hours

\$731k
in Kind
Professional
Services
donated

“I like volunteering to help connect people with Angels from all over the country and even the world to get help. It amplifies my efforts. When I give, I look for families who haven’t been helped yet because only 1 in 3 or 4 askers gets help now.”



Corporate Sponsor



CARITAS Health Solutions is an international PPE company that provides best in kind and first to market products and technologies to combat the spread of the novel coronavirus globally in high traffic areas and congregate settings areas.

CARITAS believes that people should never have to choose between freedom and safety. CARITAS, which means “charitable love” or “love of humankind”, donates **15% of their net profits** to address hunger, poverty, and improve health, educational, and economic outcomes into any country or community they operate within or sell into.

Their products allow public and private institutions and industries to operate safely at the greatest possible capacity, and provide millions of dollars worth of economic recovery opportunities for businesses and governments.



They protect international borders, get fans back in the stands, and travelers back on planes. All SAFELY.

CARITAS is our first and largest Corporate Sponsor. A portion of their sales will fund our charitable work in the USA, Canada, and abroad.

Intellihelp aids CARITAS in identifying other international organizations who are effectively addressing our priority areas (hunger, poverty, health) with the goal of scaling our impacts abroad.

Our latest global outreach efforts will include Pakistan, the Philippines, Nigeria, and Ghana!



Board of Directors



Ron Lynch

Founder/Chairman of the Board

Ron Lynch has helped 70 brands and 300 products launch and reach stellar sales. He has been the go-to strategist for GoPro, Johnson & Johnson, Samsung and built a library of household names and products. He has turned his career at the age of 54 to business plus philanthropy models, leveling the global educational playing field through technology and advising family offices on ethical investing. He teaches ethical entrepreneurship privately, writes books and films and spends free time with family, friends and dogs in the Hill Country outside Austin, TX.



Bing Howenstein

Vice Chairman of the Board & Treasurer

Bing Howenstein is a seasoned entrepreneur and founder of multiple start-ups focused on Direct-to-Consumer CPG Products. His skills in turning ideas into reality were honed in the movie business when he was a Studio based producer and writer of major films, TV movies, and series. He swapped producing movies to making products when he founded BackJoy, a back-wellness company that secured the prized #1 position on the prestigious LA Business Journal's "Fastest-Growing Private Companies" list, and #51 on the Inc. 500 — while he was the only person in the company. Bing is also the CEO of Simtec, LLC, which recently launched the revolutionary All33 brand of office chairs and is a partner in the consulting firm/venture studio DCA which helps consumer products become brands, profitably.



Terri Dauter

Secretary of the Board

Terri has one goal: Co-creating a world with YOU that supports and celebrates the health, joy, and wellbeing of all of its citizens. Her diverse background has given her a valuable perspective on effectively addressing the root causes of some of society's most troubling issues — poverty, hunger, addiction, violence, disengagement. Terri has developed, implemented and evaluated proposals, programs, and systems at institution and community levels that significantly reduced risk factors, increased protective factors, and improved outcomes for individuals and communities.

She is the CEO of Caritas Health Solutions, she leads Intellihelp Canada, chairs the Rural Resiliency Action Partnership, and sits on multiple provincial boards, committees and coalitions concerned with the health and wellbeing of its citizens.



Financials

Intellihelp Global INC

Statement of Activity

January — December 2020

| | ADMINISTRATIVE | FUNDRAISING | PROGRAM | NOT SPECIFIED | TOTAL |
|---------------------------------|---------------------|--------------------|---------------------|---------------|---------------------|
| Revenue | | | | | |
| 4000 Income | \$116.00 | \$42,697.74 | \$224,385.53 | | \$267,199.27 |
| Total Revenue | \$116.00 | \$42,697.74 | \$224,385.53 | \$0.00 | \$267,199.27 |
| Cost of Goods Sold | | | | | |
| 5000 COGS — Merchandise | | 673.98 | | | \$673.98 |
| Total Cost of Goods Sold | \$0.00 | \$673.98 | \$0.00 | \$0.00 | \$673.98 |
| GROSS PROFIT | \$116.00 | \$42,023.76 | \$224,385.53 | \$0.00 | \$266,525.29 |
| Expenditures | | | | | |
| 6000 Program Fulfillment | | | \$29,346.56 | \$0.00 | \$29,346.56 |
| 6100 Payroll Expenditures | \$7,639.08 | \$4,292.17 | \$21,155.28 | | \$33,086.53 |
| 6300 Marketing | | \$0.00 | \$55,452.57 | | \$55,452.57 |
| 6400 Professional Fees | \$22,529.75 | \$0.00 | \$36,930.00 | | \$59,459.75 |
| 6510 Software | \$3,747.86 | \$0.00 | \$545.35 | | \$4,293.21 |
| 6540 Office Supplies | | | \$1,500.00 | | \$1,500.00 |
| 6550 Bank Charges & Fees | \$31.40 | \$3,772.09 | \$276.14 | | \$4,079.63 |
| Total Expenditures | \$33,948.09 | \$8,064.26 | \$145,205.90 | \$0.00 | \$187,218.25 |
| NET OPERATING REVENUE | -\$33,832.09 | \$33,959.50 | \$79,179.63 | \$0.00 | \$79,307.04 |
| NET REVENUE | -\$33,832.09 | \$33,959.50 | \$79,179.63 | \$0.00 | \$79,307.04 |

Friday, May 07, 2021 11:44:13 AM GMT-7 — Accrual Basis



A Look to the Future

Fast direct emergency response with low waste.

Intellihelp will be the technological solution for emergency food, water, PPE and medical supplies for the globe.

It will rapidly crowd-source funding in an economically direct model that removes the high overhead and red tape management costs, including labor and extensive inventory that current providers are required to manage and refresh.

We will operate a scale-able staffing model to maintain flexibility.

Development of our 'Love Delivered App' will allow for an ongoing cash-flowing jobs model for drivers to deliver

paid conventional restaurant meals between Intelliehlp deliveries. This "Love Delivered" jobs app and program has a root cost of sub \$200k.

Intellihelp will be branding private label "Wings" survival foods like rice, beans and canned vegetables in a similar manner to generic labels of wartime rations of the mid 1970's. The quality being A grade yet the marketing informing retail consumers that an Intellihelp "Wings" branded food purchase also supports this mission globally. It is a "Do Gooder" Brand of food, in a similar model to Paul Newman's, "Newman's Own" brand.



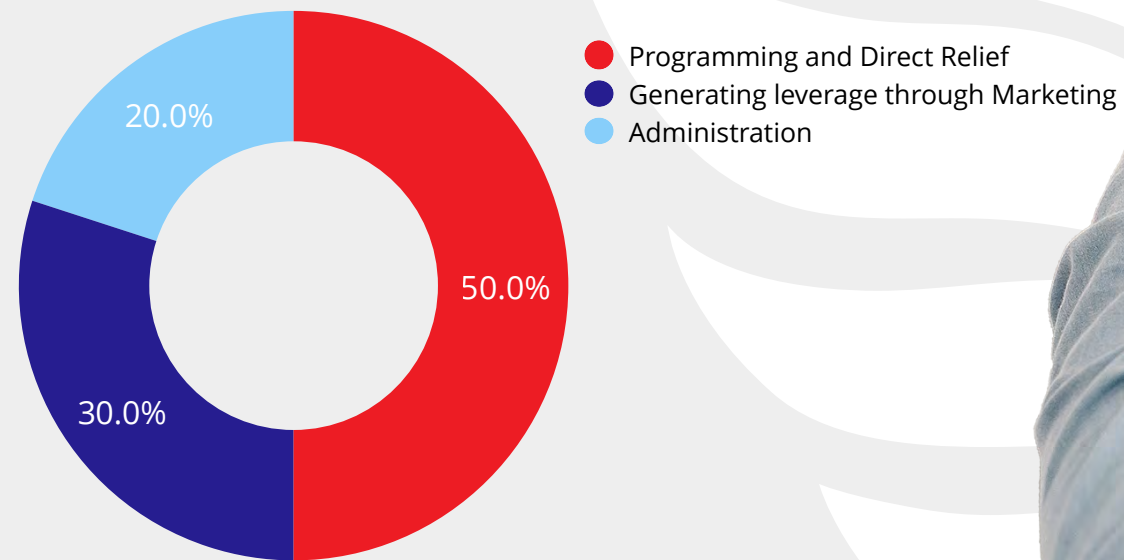
2021: Bigger Impacts

What we need to make it happen:



\$3M in funding will allow us to establish the infrastructure required to self sustain all programs moving forward. Ongoing costs will generally include logistical, marketing, and staff funds. With extensive backgrounds running successful for profit businesses, our team is committed to maintaining efficient operations and leveraging the funds we have to generate much more in relief.

How will it be used?



*For EVERY DOLLAR OF CASH DONATIONS SPENT ON MARKETING BRINGS IN AN AVERAGE OF \$10 IN REAL FOOD DONATIONS. \$100,000 in MARKETING SPEND EQUALS AN ADDITIONAL 1.2 Million Dollars in Direct Food Delivery and additional Driver Employment.





Intellihelp

— Love Delivered —

2021