



It's time to Rebuild

Together we restore communities
one credit profile at a time.

Sponsorship Media Kit



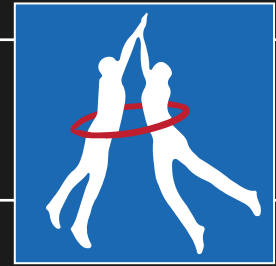
RARE VETERANS

A light blue silhouette of a person in a military salute is positioned on the left side of the page. The person's right hand is raised to their forehead in a salute. The background is a solid blue color.

NYC FREEDOM 500

A light blue silhouette of a person walking on a path towards a large key is positioned on the right side of the page. The person is carrying a briefcase. The background is a solid blue color.

Welcome to R.A.R.E



Jeff Broome
R.A.R.E. Co-founder & Vice-President



Quincy Luzunaris
R.A.R.E. Co-founder & President

A Message from the R.A.R.E. Leaders

Dear potential R.A.R.E Sponsors,

We are requesting your gracious participation in this life-changing and compelling opportunity to assist those who struggle to transition back into society—the hidden faces amongst the crowd.

Restoring America through Recovery Education (R.A.R.E.) is a non-profit foundation that provides under-served communities with the tools for success and training for long-term financial recovery. Our programs currently support Veterans and the pre/post prison population, which have the highest rate of homelessness and recidivism. Our proprietary process takes a comprehensive approach to financial empowerment through long-term support and access to cutting-edge tools that deliver financial freedom.

As a sponsor, you will receive recognition as a community leader along with a marketing platform where we will highlight your contribution to millions of consumers through our extensive media collaboration in top print, social media, television, radio, networking events, press releases and more.

The content outlined in this sponsorship media kit demonstrates the problem, solution and how your participation will change lives. We look forward to working with you to produce mutual results that will help rebuild communities—one credit profile at a time.

Thank you in advance for your careful consideration of this sponsorship package and please feel free to contact us with any questions that you have. We are more than happy to review our plans, accomplishments and core values with you in person.

Sincerely,

Quincy and Jeff

The R.A.R.E. Foundation

Rebuilding

Our partnership with the most innovative credit improvement firm, Kredit Concepts, allows us to provide expert support with building, maintaining and improving personal credit profiles. The credit improvement process works with the three major credit bureaus:

Equifax, Experian and Transunion.



Each participant will have access to their very own Credit Dispute Portal. This will allow them to stay engaged and enjoy the power of being involved in the process.




Benefits to Enrollees

- ✓ Client Dispute Portal
- ✓ Credit Score Monitoring
- ✓ Expert Credit Improvement
- ✓ Unlimited Disputes Assistance
- ✓ Credit Building Assistance
- ✓ Identity Theft Protection
- ✓ Debt Settlement Assistance
- ✓ Email Support

CLIENT PORTAL Hello, Your Name

Summary | Status | Attachments | Contact Us | Knowledge | Refer Clients | English | As of: 12/4/2015



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Bloomfield, NJ 07003

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www.kreditconcepts.com

KK Support Team is your agent

	EQUIFAX	Experian	TransUnion
Deleted:	0	0	0
Updated:	0	0	0
In Progress:	0	0	0
To be disputed:	3	3	3
So Far Verified:	0	0	0
To be verified:	0	0	0
To be re-verified:	0	0	0


All Three Bureaus

Repaired: 0%

In Progress: 0%

To be disputed: 100%

To be verified: 100%



RARE Veterans



Helping our Heroes Return

During the 21st century our nation has withstood a period of unrest including 3 wars and most recently ISIL intervention. During this time, our brave men and women have been entrusted to protect our freedom and security. However, when these soldiers return to civilian life they can struggle in many ways. It is imperative society provide them with the assistance they need.

They Protected Us. Let Us Restore Them.

Many of these veterans need our assistance. Why? While they were protecting our nation, their credit profiles were affected by the global economic downturn. Many veterans should qualify for VA Home and Business loans, but are held back because of their credit profiles. This results in many veterans struggling with stability, homelessness and hopelessness. In fact, the struggles veterans face upon their return home often lead to homelessness, addiction, depression and personal decline.

We Can do Better

- On any given night in America, **47,000 veterans are homeless**
- **1.5 million veterans are at risk** of homelessness due to poverty, lack of support networks, and dismal living conditions in overcrowded or substandard housing.
- **A 620 Credit Score is required for a VA Loan.** This is easily achieved with the RARE Veterans program.

These facts are heartbreaking and should stir the hearts of all of us. A consistent effort to help restore all veterans to our communities could be our most precious gift.

NYC Freedom 500



Unlocking Financial Freedom

Freedom 500 is dedicated to assisting “Returning Citizens” who are re-entering society after the completion of a prison sentence. Founded in 2015, RARE has been instrumental in launching the first-of-its-kind, NYC Freedom 500 program in Brooklyn, NY, which assisted 100 participants with providing financial literacy, credit improvement and debt management.

The Problem

- Nearly **59,000** people in NY State prisons
- **52,000 parolees** and **119,000 probationers**
- Nearly **230,000** often share these characteristics:
 - Lack of credit/financial education
 - Lack of work experience
 - Few vocational skills
 - Substance abuse histories



The Solution

The NYC Freedom 500 Program: How to Reduce Recidivism

75% Will be re-arrested. 60% go back to prison.

500 Enrolled 500 enrolled participants will have a better chance of successful re-entry into their communities. (100 Participants per borough)

\$31,286 Average Cost to “House” Prisoner

\$200 per participant Price per participant (50% covered by Kredit Concepts) for 6-12 months of service

25% Goal 25% success with the program (numbers are traditionally higher) 125 = 25% Success Rate based off of 500 Participants

\$3,910,750

- 125 = 25% Success Rate based off of 500 Participants
- 125 x \$31,286 (Cost to “House” Prisoner)
- Estimated Yearly Savings = \$3,910,750

Becoming a Sponsor

Your contribution will change lives

When you sponsor a R.A.R.E. enrollee, you transform lives. You provide instant relief to Veterans or returning citizens, putting them on a path toward a better future. The program takes them through a journey of credit education and economic recovery while empowering them to leverage good credit tactics to take control of their future.

Sponsorship Packages & Benefits

As a R.A.R.E. Sponsor, we highlight your contribution to our programs with a 6-month Marketing campaign along with perks and rewards, simply as a thank you for your selfless act of giving back.

Champion \$50,000 500 Enrollees	Gold \$25,000 250 Enrollees	Silver \$15,000 150 Enrollees	Star \$5,000 50 Enrollees
<ul style="list-style-type: none">• 1 Full Page Ad• 5 Email Blasts w/ Name or Logo• Press Release Prime Spot• 5 Social Media Banners• Hero Banner on RARE Website• Vendor Booth at Gala• Speaking Opportunity• 15 Gala Tickets• Name on TV and Radio Spots	<ul style="list-style-type: none">• 1/2 Page Ad• 3 Email Blasts w/ Name or Logo• Press Release Recognition• 3 Social Media Banners• Ad Spot on RARE Website• Small Vendor Booth at Gala• On Stage Opportunity• 8 Gala Tickets	<ul style="list-style-type: none">• 1/3 Page Ad• 1 Email Blast w/ Name or Logo• Press Release Recognition• 1 Social Media Banners• Ad Spot on RARE Website• Front Row Seating at Gala• 5 Gala Tickets	<ul style="list-style-type: none">• 1/8 Page Ad• Press Release Recognition• 1 Social Media Banners• Seating at Gala• 2 Gala Tickets



100% Company Match

All Sponsorships up to \$50,000 are matched by Kredit Concepts to fulfill the program's credit services. All Sponsors have the option to remain anonymous.

We Care at R.A.R.E

Making a difference in the community

R.A.R.E. and Kredit Koncepts Supporting NYC Freedom 500 and Veterans

NYC Freedom 500

Brooklyn Results Day

R.A.R.E & Kredit Koncepts partner with KCRTF and CommAlert to service 100 returning citizens for free.

R.A.R.E. Veterans

R.A.R.E & Kredit Koncepts partner with Help Is On The Way for Veterans 1024 CORP (A Johnnie Williams foundation) to service 500 Veterans for free.

Testimonies



"Before Kredit Koncepts, I couldn't get a phone in my name."
- **Antonio Cruz, Parolee**



"My credit score was bad. Now it's 700 and change. That's a good feeling. Wow, this is amazing!"
- **Kenneth Lauterbach, Parolee**



"What these guys are doing in the veteran community is unheard of. Who does this?"
- **Johnnie Williams, President**
Help Is On The Way for Veterans 1024 CORP

How to Reach Us

Direct



www.therarefoundation.org



info@therarefoundation.org



1-855-974-6379

Social Media



www.facebook.com/therarefoundation



www.twitter.com/rare_foundation



www.instagram.com/rarefoundation