

THE PLEDGING TREE FOUNDATION

Helping others to branch off in life



A Charitable Organization
(Delaware Corporation)
Registered under 501(c) (3)

An approved agency to receive donor designated funds through
United Way of Chester County, United Way of Southeastern Pennsylvania and United Way of
Delaware.

Guidelines

Effective October 1, 2009

<http://www.thepledgingtree.org>

Table of Contents

| | |
|--|----|
| MISSION STATEMENT | 2 |
| PROGRAM OBJECTIVE | 3 |
| CORPORATE STRUCTURE | 4 |
| HOW DOES THE PROGRAM WORK? | 7 |
| ENROLLMENT PROCESS | 8 |
| CONTRIBUTION AND MATCHING PROCESS | 9 |
| SOURCE OF FUNDING | 10 |
| TRAINING AND WORKSHOPS | 11 |
| BENEFITS TO ENROLLED FAMILIES | 12 |
| BENEFITS TO SPONSORS/DONORS | 13 |
| KEY SUCCESS FACTORS | 14 |
| LIST OF SPONSORS/DONORS | 15 |
| FINANCIAL EDUCATION PARTNERS | 17 |
| TERMS AND CONDITIONS | 18 |
| DISCLOSURE/DISCLAIMER & PRIVACY POLICY STATEMENT | 19 |

Mission Statement

“The Pledging Tree Foundation is a nonprofit organization whose mission is to promote disciplined savings in financially challenged families.”

For any family, the principle of disciplined saving is essential to a secure financial future. For financially challenged families, this principle takes on an even greater importance. For these families, we believe that the power of disciplined saving will remain unrealized unless and until a systematic savings approach is adopted.

The Pledging Tree Foundation (also referred to as the “Foundation” or “TPTF”) is a non-profit organization, approved by the Internal Revenue Service under section 501(c)(3), that promotes disciplined savings in financially challenged families while educating them in financial matters. The Foundation is also an approved agency to receive donor-designated funds through United Way of Chester County, , United Way of Southeastern Pennsylvania, and United Way of Delaware.

We strongly believe that, although our monetary aid to these families may not seem significant in terms of dollar value, the concept of disciplined saving itself is of great value. To bring a long-lasting impact on these families, The Pledging Tree Foundation educates families to help them improve and maintain financial well-being. The enrolled families will receive one-on-one financial counseling with certified financial planners to help and guide them throughout the entire 12 month period.

TPTF conducts frequent financial workshops on topics ranging from saving for the future to recovering from credit card debt, among many more. These workshops are open to the public including teenagers. Training materials come from different resources, including the National Endowment for Financial Education (NEFE) and Financial Planning Association of Philadelphia Tri-Area.

Program Objective

In today's world, the average American family saves less than 4% of their income, significantly less than the rate of savings during the 1950s and 1960s. It is critically important for families to save for their future. The Foundation was conceived to encourage low-income families to save more.

Thus, the Foundation's main objective is to aid families financially by promoting saving for the future. We realize that, although the monetary help may not seem substantial in terms of its amount, it nevertheless plays a vital role in cultivating the seeds for future disciplined savings.

The Foundation is funded by generous companies to support struggling families who have lower incomes than the average household. The Foundation encourages families to open savings account in order to save for a certain goal, whether it is college, retirement, or any other long-term goal. The Foundation will match dollar-for-dollar the funds contributed by the enrolled families, as per the Guidelines.

Corporate Structure

Leadership Team

Prerna Singh, President & CEO

Prerma Singh is the President, CEO and founder of The Pledging Tree Foundation. A graduate of Downingtown High School (West), Ms. Singh started the Foundation as her graduation project. Her passion to make a difference in people's lives has touched new heights. She believes that she can make a noticeable contribution by changing people lives and shaping the community where she lives.

Ms. Singh has been involved in a variety of other community service projects, notably Students in Free Enterprise, where she leads another service project called Carnegie Kitchen. In 2007, she was selected for the "Good Citizenship" award from Big Brothers Big Sisters of America. She is currently attending Carnegie Mellon University in Pittsburgh, PA to pursue a degree in business administration and engineering.

Board of Directors & Officers

To steer The Pledging Tree Foundation towards its objective, various members from different backgrounds have offered their services by joining the Board of Directors panel. This panel is comprised of:

Matthew Hammond, Chairman of the Board

Matthew Hammond is Executive Vice President of Traffic Planning & Design, Inc., a 130-member traffic engineering consulting firm with offices in Pennsylvania and New Jersey. Mr. Hammond also sits on the Board of Traffic Planning & Design and has since 2001. In 2002, he was named by Drexel University as "Young Alumnus of the Year" for his contributions to the University as well as his past philanthropic support outside of the University. Mr. Hammond graduated from Drexel University in 1999 with a bachelor's degree in Civil Engineering and currently is a licensed professional engineer in the states of Pennsylvania, New Jersey, Virginia and Delaware. Mr. Hammond lives in Downingtown with his wife Lauren and son Owen.

Lisa Newcomb, Director of Public and Media Relations & Board Member

Lisa Newcomb currently works as a National Director for the Melanoma International Foundation, in Glenmoore, Pennsylvania. She comes with over 12 years of experience in education, fundraising, event planning, training, and creative communications. She holds a Bachelor degree in Education from Messiah College, in Grantham, PA. She is a member of various professional associations such as the National Education Association, Pennsylvania State Education Association, and National Association for the Education of Young Children. Lisa currently lives with her family in Downingtown, Pennsylvania.

Tory Taylor, Chairwoman, Family Selection Committee & Board Member

Tory Taylor is currently working as a Senior Paralegal at AstraZeneca Pharmaceuticals LP, Wilmington, Delaware. Mrs. Taylor has a total of over 25 years of experience working as a paralegal for two major Philadelphia law firms, two major corporations, and finally AstraZeneca, where she has worked since 1999. She is a Phi Beta Kappa graduate of Trinity College in Hartford, Connecticut, a graduate of the former Institute for Paralegal Training, and also attended Columbia University Graduate Business School. She and her husband have three grown children. They currently live in Berwyn, Pennsylvania.

Vijay Yadav, Vice-President & Board Member

Vijay Yadav, a certified Project Management Professional, works as an IS Manager for AstraZeneca LLP, Wilmington, Delaware. Mr. Yadav has 15 years of IT experience in the pharmaceutical, insurance, and manufacturing areas. Before joining AstraZeneca, Mr. Yadav worked as a senior consultant at multiple consulting companies. He holds a master degree in Business Administration from the University of Massachusetts Amherst.

Seema Singh, Secretary & Board Member

Mrs. Seema Singh comes from a teaching background. She has taught science and mathematics to 5th grade students. Mrs. Singh also worked as an Office Administrator with Sunformix Inc. She has been actively involved in volunteer projects at various schools and has a deep interest in community work.

Andrew Romberger, Legal Advisor

Andy is an attorney with the law firm of Fox Rothschild LLP in Exton, Pennsylvania. Andy represents and counsels public/private companies and private equity funds on the selling and buying sides of mergers and stock and asset acquisition transactions. His other areas of focus are private equity funds, venture capitalists, emerging companies in equity/debt financing transactions, issuers in private and public securities offerings, public companies, and public company affiliates in ongoing reporting and compliance matters, including Sarbanes-Oxley compliance. In addition to this, Andy has numerous clients on general corporate matters and in connection with licensing and commercialization agreements. Andy is a graduate of Moravian College and Santa Clara University School of Law. Andy and his family live in Downingtown, Pennsylvania.

Family Selection Committee

Tory Taylor , Chairwoman

Prema Singh, Member

Matthew Hammond, Member

Lisa Newcomb, Member

How Does the Program Work?

- ◆ The Foundation identifies families with financially challenged status defined by the chart below.

| Family Size | Annual Income Level from all sources |
|--|---|
| 1-2 adults & 1-2 children or no children | \$40,000 |
| Every additional dependent | +\$2,500 |

- ◆ Candidate families are considered by a selection committee and, if approved, are enrolled into the program.
- ◆ The Foundation enlists sponsoring companies and individuals to pledge funds to match the savings of enrolled families.
- ◆ Once a family is approved, they are required to open a savings account with one of the banks/investment companies we have listed as sponsors.
- ◆ Each month, the enrolled family deposits any amount in their savings account and earns saving points equal to the amount saved, up to 100 points per month. Each saving point is worth 1 dollar and families can earn up to 1,200 saving points at the end of the 12-month enrollment period. The withdrawal of funds during the enrollment period results in the loss of saving points (For more detail, see Contribution and Matching Process section).
- ◆ At the end of enrollment period (twelve months), The Pledging Tree Foundation matches funds equal to the saving points earned by the enrolled family. After the completion of the enrollment period, a family's funds will no longer earn saving points and it is hoped that the family will continue saving toward their goals.
- ◆ To help ensure that the program has a meaningful, long-lasting impact on the savings habits of enrolled families, those families attend quarterly one-on-one financial counseling sessions with a certified financial planner (CFP) to help and guide them throughout the entire 12-month period. Attendance at all 4 financial counseling sessions is mandatory for enrolled families.
- ◆ To redeem points at the end of the enrollment period, families must provide a copy of their 12-month bank statement and a confirmation of their attendance at all 4 quarterly one-on-one financial counseling sessions.

Enrollment Process

Financially challenged families are identified with the aid of a Selection Committee comprised of The Pledging Tree officers and other independent members from outside organizations. Upon the review of the application by the Selection Committee of The Pledging Tree Foundation, the family's application will be either approved or rejected. If approved, the enrolled family will sign an agreement to abide by all Terms and Conditions outlined in Guideline Document of The Pledging Tree Foundation. Any violations of Terms and Conditions will automatically result in cancellation of enrollment in the Foundation.

How to apply:

Read and understand the Program Overview section on this web site or in the Guidelines Document. If you are certain that you qualify for the program, follow these steps:

Step 1: Download and complete the Enrollment Application Form from TPTF's website (Refer to Enrollment Process section on www.thepledgingtree.org)

Step 2: Send the completed application form with all the appropriate documentation of eligibility to TPTF at the address mentioned in the form.

Step 3: TPTF will review your application and will schedule a telephone interview with you. The process may take up to 1-2 months depending upon the number of applications in the queue.

If your application is approved, you will receive a welcome packet. If your application is rejected, you will receive a regret letter in the mail.

Step 4: Open a new savings account (no checking account) with the banks/credit union listed with the foundation. Once the account has been opened, send the following information/forms to TPTF:

- a. Savings Account Information.
- b. Client Liability Waiver Form (contained in the Welcome Packet)
- c. Privacy Notice Form (contained in the Welcome Packet)

Once TPTF receives the information listed above, you will officially be enrolled into the program.

During and After the Enrollment Period:

1. Keep saving every month as much as you can. Read the guidelines on withdrawal of funds.
2. During the first months of enrollment, you will be assigned a financial counselor. You need to schedule meetings with counselor for each quarter. Meet and discuss your financial situation with your counselor. Follow up with recommendations given by the financial counselor.
3. At the end of each quarter, send your bank statements for last three months along with the date and time of your meetings with the counselor.
4. At the end of enrollment period (12 months), TPTF will calculate your savings points and match the funds directly into your bank account. At the end of the enrollment period, TPTF will no longer match your savings however you should keep saving until you achieve your goal.

Any violation of the Terms and Conditions will automatically result in cancellation of enrollment in the Foundation.

Contribution and Matching Process

Once approved and enrolled, the family is then required to open a savings account with one of the banks/investment companies affiliated with the Foundation. The enrolled family may start contributing from the first day of the month after they are approved. The contribution by the enrolled family must be made any time between the first and last day of the month in order for the funds to be counted for that given month. Each month, the enrolled family can deposit any amount in their savings account and will earn one saving point for each dollar saved with a maximum of 100 points per month.

If the family is unable to make a contribution in a given month, they will not be entitled to the saving points during that month. Past contribution amounts cannot be carried over to any subsequent month. If the family is unable to contribute for three consecutive months, their enrollment in the Foundation will automatically be terminated and the family will lose all of the earned points. However, if the family wishes to reapply for participation in the Foundation, they can do so after their one-year enrollment period has concluded.

If an enrolled family withdraws money in a given month, it would lose the number of saving point' equivalent to the amount of the withdrawal (1 dollar = 1 point). In other words, during a month, a family can earn a maximum of 100 saving points, but would lose saving points equivalent to the amount of the withdrawal. Keeping this in mind, TPTF discourages families from withdrawing any funds during the enrollment period.

Examples of Scenarios

Scenario 1: If the enrolled family has earned 450 points by the end of May and deposits \$170 during June, the net points earned during June would be the maximum amount of 100 points. The net points balance as of the end of June would be calculated as follows:

$$\begin{aligned}\text{Net points balance as of the end of June} &= \text{Beginning balance} + \text{net points earned} \\ &= 450 + 100 = 550 \text{ points}\end{aligned}$$

Scenario 2: If the enrolled family has earned 550 points by the end of June and withdraws \$250 during July and deposits \$160 in the same month, the net points balance as of the end of July would be calculated as follows:

$$\begin{aligned}\text{Net points earned in July} &= \text{Deposits} - \text{Withdrawal} \\ &= 160 - 250 = -90 \text{ points (negative means net loss)}\end{aligned}$$

Net points balance as of the end of July = Beginning balance + net points earned/loss

$$= 550 - 90 = 460$$

Scenario 3: If the enrolled family has earned 460 points by the end of July and deposits \$40 during August, the net points balance as of the end of August would be calculated as follows:

Net points balance as of the end of August = Beginning balance + net points earned

$$= 460 + 40 = 500 \text{ points}$$

Source of Funding

The Foundation is funded through donations from corporate sponsors as well as individual donors. The donors can directly donate money to the Foundation or can designate donations through other charitable organizations such as United Way. The Foundation is currently working with other charitable organizations to enable designation of funds.

The foundation has different levels of partnership with business sponsors. The table below outlines the donation amounts. Families are enrolled only when the funds are appropriated in advance. Individual donors can donate any amount and the Foundation will enroll the next family once the minimum amount to sponsor one family is reached.

| Sponsorship Levels | Donation | Gift |
|---------------------------|-----------------|--|
| Platinum Partner | \$1200 | Provides one year of matching funds and financial education for an eligible family |
| Gold Partner | \$600 | Provides six months of matching funds and financial education for an eligible family |
| Silver Partner | \$100 | Provides one month of matching funds and financial education for an eligible family |
| Bronze Partner | No Minimum | Distributes a United Way contribution letter to all employees |

Training and Workshops

The Foundation aims to educate families about improving and maintaining financial well-being through training and workshops. Highly qualified financial advisors and representatives from financial institutions will conduct quarterly one-on-one financial counseling and group workshops on topics ranging from saving for the future to recovering from credit card debt and much more. The group workshops are held for everyone in the public to attend.

Benefits to Enrolled Families

Conceived for the betterment of the community, the Foundation strives to help those who are financially challenged. If you are selected to participate in this program, the aims are that you will:

- ◆ Learn to adopt a disciplined approach to saving for a better future
- ◆ Receive up to \$1,200 in one year (Terms and Conditions apply) from The Pledging Tree Foundation.
- ◆ Save money to meet long-term financial goals, such as saving for college or retirement.
- ◆ Receive free financial counseling from expert and certified financial planners.

Benefits to Sponsors/Donors

Our sponsors/donors are the primary foundation for our organization and we value their support greatly.

Your company's participation as a corporate sponsor will assist your company to:

- ◆ Fulfill its social responsibility to local communities
- ◆ Build its image in the public domain
- ◆ Raise awareness of its contributions to the welfare of the community

Your participation as an individual donor will help you to:

- ◆ Fulfill your desire to help others
- ◆ Experience a sense of identity with your local community

Tax Exemption

- ◆ Both corporate and individual donations are tax-deductible.

Key Success Factors

To measure the success of our program, we have developed and implemented four criteria for success. We measure these criteria periodically and take corrective actions to achieve the Foundation's stated objective. The key success factors are as follows:

- ◆ The monthly contribution by each enrolled family equals or exceeds \$100 during their enrollment period. The purpose of this criterion is that enrolled families benefit from receiving the maximum matching funds from our program. This can be measured by reviewing the monthly deposits made by the families.
- ◆ The monthly savings of each family equals or exceeds \$100 for a two-year period after their enrollment period has ended. The purpose of this criterion is that enrolled families have cultivated the habit of disciplined savings. This can be measured by statements that each family will provide after the program has ended.
- ◆ Each enrolled family attend at least three of the four workshop/training sessions that take place during their enrollment year. The purpose is that families are gaining knowledge to manage their successful financial futures. This can be measured by the attendance sheet.
- ◆ Since two of the four workshop/training sessions are open to the public, the percentage of public attendees at the workshops/training sessions grows by at least 10% every year. The purpose of this criterion is to engage the public more in this program in order to have a broader impact in the community. This can be measured by the attendance sheet.

List of Sponsors/Supporters

We thank the following sponsors/donors/supporters for their generosity in helping us to march towards our goal to make a difference in the lives of financially challenged families:

The Financial Planning Association – Philadelphia Tri-State Area (FPA-PTSA)



The Financial Planning Association – Philadelphia Tri-State Area (FPA-PTSA) is a not for profit corporation offering a wide variety of personal finance advice from Certified Financial Planners (CFP). As one of the three largest chapters in the United States, the FPA-PTSA consists of 1,000 active members from Philadelphia, Delaware and Southern New Jersey. For more information, please visit their website at <http://www.fpaphilly.org/>

Fox Rothschild LLP, Attorneys at Law



Fox Rothschild LLP delivers a full range of legal services--from the traditional (Litigation, Corporate, Labor and Employment) to the emerging services (Art, Intellectual Property, Tech and Venture Finance).

Over the past 100 years, the firm has grown to employ 400 lawyers in 14 offices coast to coast. And they are growing! But growth isn't their goal. Pledging clients the resources they need to succeed is what Fox Rothschild is all about. For more information, please visit their website at <http://www.foxrothschild.com/default.aspx>

Traverse Global Communications



The Traverse Global Communications is a leading Web Design/hosting company that offers services from the initial planning stage to the final execution and online testing of websites. Their website design technique focuses on major principles such as usability, consumer interaction, and style. They offer an excellent post-production support which is extremely important for critical business websites. For more information, please visit their website at <http://www.traverseglobal.com>

List of Sponsors/Supporters Continued...

Thorndale Press, Inc.



Thorndale Press is a printing service provider for small and medium businesses in the Philadelphia suburb areas. Everyday hundreds of businesses trust Thorndale Press with their print services, reinforcing the Thorndale Press tradition of industry-leading quality assurance, top-notch print reliability, cost effective prices, and innovative services. For more information, please visit their website <http://www.thorndalepress.com>

Traffic Planning and Design, Inc.



Traffic Planning and Design, Inc. (TPD) is an 125-member firm specializing in transportation engineering, including highway design, bridge design, and transportation planning. TPD is currently ranked Number 1 on the list of PA Best Places To Work and was recently ranked by Civil Engineering News magazine as the 5th Best Civil Engineering Firm To Work For in the U.S. For more information, please visit their website: <http://www.trafficpd.com/>

SKB Associates

SKB was created in 1998 to provide auditing and consulting services to the healthcare community, including insurers, providers, and vendors. Their primary focus, and continued theme, is to provide services with a higher degree of quality that could be measured in client satisfaction by delivering services on time, while exceeding client expectations. They are located at 7 Great Valley Parkway, Suite 210, Malvern PA, 19355. Phone: 856-952-5485

Sanatoga Animal Hospital



Sanatoga Animal Hospital is a family owned Veterinary facility. They strive hard to provide the best possible care for your pets. Sanatoga Animal Hospital is an accredited hospital of the American Animal Hospital Association (AAHA) and they voluntarily have their hospital evaluated by professionals who ensure that they comply with the association's high veterinary care standards. For more information, please visit their website: <http://sanatogavet.com/home.htm>

Financial Education Partners

The foundation has partnered with the following financial institutions/companies to provide the financial education.

Financial Planning Association

FINANCIAL PLANNING ASSOCIATION
Philadelphia Tri-State Chapter

The Philadelphia Tri-State Area Chapter of the Financial Planning Association (FPA – PTSA) is a non-profit organization with a mission to assist our members in their professional development. By providing continuing education and networking opportunities, the FPA – PTSA makes certain that members are up-to-date on the latest financial planning issues and techniques.

For more information, please visit their website at <http://www.fpaphilly.org>.

Keystone Federal Credit Union



Keystone Federal Credit Union is a federally-chartered credit union supervised by the National Credit Union Administration (NCUA). The Board of Directors and Committee Members are volunteers who are elected by the members. Because of its cooperative structure, Keystone is often able to charge lower interest rates on loans and pay higher dividend rates than for-profit financial institutions.

Since Keystone FCU was originally a teachers' credit union, financial literacy programs have long been a part of their tradition. Keystone is proud to be affiliated with The Pledging Tree and supports their efforts to provide financial information and education to the community.

For more information, please visit Keystone's website at www.keystonefcu.org or call them at their Downtown branch office at 610-269-5151 or their West Chester operations center at 484-356-0400.

Terms & Conditions

Eligibility

To be eligible for the Pledging Tree Foundation program, applicants must meet all of the following criteria:

1. Applicant must be a legal U.S. citizen or permanent resident alien and must be of age 21 or older. Multiple applications from the same household (same street address) will not be accepted
2. The household income from all sources must be less than or equal to \$40,000 per annum.

Enrollment

1. Enrollment shall follow the rules outlined in the “Enrollment Process” section of the Guidelines document.
2. The Foundation shall not be responsible for misdirected, incomplete or late application forms. All application forms will become the property of the Foundation and will not be returned. As required, additional information about a candidate and/or documentation may be requested by the Foundation. To qualify, applicants must provide all requested documentation and information upon the Foundation’s request.

Additional Terms & Conditions

1. All official rules and conditions detailed out in the “Contribution and Matching Process” section of the Guidelines document will be treated as the guiding document.
2. The Foundation reserves the right to interpret these rules and to make decisions in situations not covered by these rules.
3. By applying or upon enrollment, the candidate family agrees that the official rules and decisions of the Foundation shall be final in all respects.
4. Enrollment is for 12-month period only and is not renewable. No substitutions or transfers are allowed. Limit one enrollment per household per 12-month period.

Disclosure/Disclaimer Statement

The Pledging Tree Foundation is a public charitable organization. Neither The Pledging Tree Foundation nor any of its employees or associates benefits from the program. The sole purpose of this program is to aid financially challenged families. Applicants will be enrolled without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, marital status, mental or physical disability, pregnancy, military or veteran status, or any other basis prohibited by state or federal law.

Privacy Policy Statement

The Pledging Tree Foundation will not disclose, sell or rent your information to any outside third parties except when required by law or in the good-faith belief that such action is necessary in order to conform to the edicts of the law or comply with a legal process served on the foundation..