



because
I said
I would.

LOCAL LEADERS FAQ

Who will the camp be serving?

12-17 year old students: During the summer months, we will be helping youth build resiliency skills with programming in character development, social emotional learning and mental health. The camp will be designed to welcome kids from all backgrounds.

Families in bereavement: During fall, winter and spring, the property will be used for family retreats for those in bereavement after losing loved ones to cancer, domestic violence, car crashes and other tragedies. A range of mental health and social-emotional learning professionals will help design and deliver a variety of programming independently and in partnership with other nonprofits.

Community Events: Our nonprofit is committed to hosting two community events open to the public each year (Example: Fall Community Festival).

Corporate leadership retreats: We plan on hosting around a dozen corporate retreats where organizations will rent the entire property. This revenue will help us create camp scholarships for kids and families.

Weddings: As an organization focused on promises, we are excited to host around a handful of weddings where the wedding party rents the entire property.

Organization History

because I said I would.

Alex Sheen founded *because I said I would* on September 5th, 2012 after his father died of stage-four small-cell lung cancer. His father was a man of his word and Alex wanted to recognize the value of the promises his dad made. Alex's introduced the Promise Card at his father's funeral.

Promise cards help you remember the importance of honor and they hold you accountable to the promises you make. The nonprofit has distributed over 15M Promise Cards to over 178 countries and by request only.

With that origin, *because I said I would* started to make a deeper impact by focusing on programs in character development, social emotional learning and volunteerism.

becauseisaidiwould.org

Local Leaders FAQ

How many jobs will be created?

Camp *because I said I would* plans on employing up to 30 new full-time seasonal employees at the property. Additionally, we intend to keep the current number of year-round, full-time, on-site employees (4) and add three new. Lastly, this endeavor may create the need for additional remote positions. There are a lot of things we can't promise, but we do know that our operations will bring a higher level of economic impact than the current business model.

When will Camp because I said I would officially open?

The latest our nonprofit will take possession of the property is February 2023. Throughout 2023, we will continue to host lodging clients confirmed by the current owners prior to the transfer; however, these prior bookings will be reviewed on a case-by-case basis. 2023 will be a transition year focused on property development and small group pilot programs. Our goal is to be fully operational by the summer of 2024.

How is the camp going to benefit the community and this region?

Because I said I would is opening up \$25,000 in youth camper scholarships for 12-17 year olds and \$15,000 in family bereavement retreats for those living in Knox, Licking, Coshocton and Holmes counties. Our property must be an asset to the local area or else we have lost sight of our mission.

Will there be an opportunity for feedback from the community?

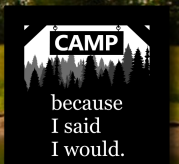
Absolutely. This is our first step to inform community leaders before the public. We wanted to be respectful of the current business owner's operations, so we based our communication timeline on certain milestones in our legal agreement.

In addition to one-on-one and small group meetings with local stakeholders, we will be hosting an informational meeting that will be open to the public. The date of this meeting will be confirmed soon, based on property availability. Again, it is important to us to be respectful of the current business owner's operations.

New Construction Plans

Depending on the success of our fundraising efforts, we plan on building a range of structures. This list is very much subject to change, but currently includes:

- 7 youth cabins
- 2 pools
- 2 multisport recreation courts
- A family activity center
- An outdoor amphitheater
- A mountain bike pump track
- Foot golf and disc golf courses
- And more!



Local Leaders FAQ

Is the charity religious or political?

Our nonprofit appreciates the role that religion and political involvement plays in society; however, we are not a religious or political organization. Additionally we are independent of corporate sponsorships. While we certainly appreciate corporate contributions, there will be no naming opportunities for corporate donors for any of our buildings. We will have an unbranded donor wall, but that will be the limit of our corporate recognition. We are interested in partnering with companies who are looking for impact, not advertising. Staying authentic to the mission of our charity is paramount to our organization.

Are there naming opportunities available for donors?

We have 40+ naming opportunities across the 92-acre property. They range from \$1,000 to \$1.5M will be announced shortly. It's important to note that some of our supporters have gone through heart wrenching tragedies. Their trust in, and emotional connection to, our organization is paramount to the success of our programs. For this reason, we are not providing naming opportunities to corporations names or foundations named after corporations. We do provide naming opportunities for family foundations, individual names, family names, company core values and other conventions.



Are the current owners moving?

Sherri & Tom Lechner will continue to live in their home and 10 acres of land attached to the property. They are excited about having our organization as their new neighbors and are looking forward to meeting the kids and families who will be visiting the property. After 21 years of ownership, they are glad the property will be used to help others.

How can I get involved?

We are looking for fundraising team leaders, nonprofit partnerships, school partnerships, professional volunteers, advisory council members and new members for our board of directors. Please contact dan@becauseisaidiwould.org to learn more about how we can make a difference together. The Founder and CEO of *because I said I would* can also be reached directly at alex@becauseisaidiwould.org.

