



**We believe the currency of the digital age is our collective time and attention, so let's spend it on worthy causes, connecting people, and empowering communities.**

## OUR STORY



Tony, Lucia, Diego & Cruz Morfin

## CONNECTING THE DOTS

This all started when husband and wife, Tony and Lucia Morfin recognized a need in their community that they refused to ignore. Lucia is the PTA President at their children's elementary school and Tony coaches their sons' soccer teams. They are also connected to a local women's shelter and a youth mentoring program. They realized the difficulty and frustration these organizations faced in raising money because the lack of funds restricted them from accomplishing their goals. Unfortunately, the traditional ways of raising money like asking for donations, selling products, and organizing events took a lot of time and effort, yet rarely generated the returns they had hoped for.

With decades of business experience, specifically, in sales and marketing, Tony and Lucia decided to reimagine the way nonprofits, organizations, and individuals (**Leaders**) raise money. They decided to develop the Uplift22 platform, which provides a new way for people to collaborate and leverage their valuable time and attention to help causes raise money. Not only that, but Uplift22 gives businesses/organizations (**Sponsors**) a superior way to share their message by building relationships with community **Leaders**, their supporters, and people (**Champions**) that care about their community. Finally, no longer is an advertisement seen as a distraction or interruption, but a welcomed message met with gratitude and appreciation, especially when benefiting a cause that positively impacts people's lives.

This is where our Uplift22 story begins, but only you can determine where it will go from this point forward. Our mantra is **EMPOWERING COMMUNITIES**, which requires people to become aware of the value of their time and attention and where they are spending it. Remember this, attention is the currency of the digital age and currency is money, so imagine the possibilities when we direct our collective attention to create something amazing. Become an **UPLIFTER** and help us to **CONNECT THE NEXT DOT**.

**Leaders** create campaigns to raise money for their worthy cause and help promote **Sponsors**.

Champions, Leaders, and Sponsors collaborating = Community Empowerment

**Sponsors** choose campaigns that align with their customers and marketing goals...Generating Gratitude & Appreciation

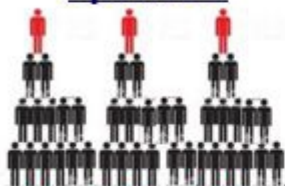
Collectively we can build a better community for all, by sharing the value of our time and attention.

People **Champion** campaigns to help **Leaders** reach their goals, learn about **Sponsors**, and improve their community.



# What makes Uplift22 unique?

## Sponsors



### **Impact Marketing**

Sponsoring campaigns gives you an opportunity to connect and impact people's lives, while getting your message out to people that care.



### **Accountability**

Leaders create campaigns with a financial and Champions goal to be reached. If the Champions goal isn't reached, then only a proportional amount of the total is paid.

## Leaders



### **Whole New Way to Fundraise**

Attention is a real currency in the digital age, so collectively we can share it to help a worthy cause and learn about a Sponsor.



### **Leaders Uplift**

Whether it's an animal rescue, community garden, educational/training program, sports program, community wellness, or any other worthy cause, they all need resources.

## Champions



### **Win-Win-Win**

Lifting one, helps to lift many. Sponsors win with recognition and growth, Leaders win with money and support to help their cause, and Champions win with a better community.



### **Community Collaboration**

Helping Leaders reach their goals creates an environment of positive community engagement, which ultimately brings the financial resources and community support needed to improve the lives of people.

# Our attention is valuable, so let's spend some of it on our communities.

Current advertising system creates many huge winners



\$45 Million/Yr



\$41 Million/Yr



\$432 Million  
Contract



\$30 Million/Yr



\$7 Million/Yr



\$87 Million/Yr

amazon.com



Google

facebook



Microsoft

TAKING IN  
**HUNDREDS** OF BILLIONS IN REVENUES

Let's create a new advertising system that benefits us all



EDUCATIONAL ACTIVITIES



Environment



Local Economy



Animals



Health



Sports Programs



**Tony Morfin**  
Co-Founder



**Lucia Morfin**  
Co-Founder



**Rose Jauregui**  
CEO



**Luis Loarca**  
CTO