

January 1, 2010

Dear Professional,

Thank you for your interest in the Capitol Management Group. We are advancing in our efforts of redefining the standards of philanthropy, especially for professional athletes by being focused solely on setting up and developing charitable foundations from their conceptual phase to implementing programs in the community. We admire that as the athlete's reputation for giving grows, that you as their voice of reason will recommend a strong foundation.

Once our alliance is built with you, an athlete can come to us and say "this is my vision of how I want my nonprofit organization to be" and we know the steps to make that vision a dream come true. In the past, I don't think enough credit was given to how hard it is to start a nonprofit organization and/or run the foundation effectively. The Capitol Management Group has proven methods put into place to ease the heavy transition of nonprofit start-up.

You maybe wondering... How do you plan to assist professional athletes?

We will look at the many trends in the nonprofit community and possibly what opportunities are out there after the initial filing of the proper tax-exempt forms. For example: how they are raising funds, not only from the athlete but also from corporate sponsors, other individuals, fund-raising events, and the whole nine yards. Then we will look at the programs they are starting, and their effectiveness, and how much they are actually attacking the root of the problem, as opposed to just doing surface help. From there, we will look at their marketing strategy, which often includes events, PR, web sites, and everything down to how does the person who answers the phone, answer the phone. We'll ask them, what kind of presence are you creating? What is the athlete doing to help you?

In closing, we're helping them understand the importance of being a role model, and we're helping them to get involved, instead of just writing a check to an organization. They're able to be hands-on, able to see a kid say, 'Am I dreaming?' They're able to see the faces of the people they assist. That's what we're giving to them." Thank you in advance for all of your help and dedication in your athletes' future or existing nonprofit organization.

Sincerely,

The Capitol Management Group