

**SAMPLE: The information in this profile is fictitious and is a representation of data that Catapult Fundraising, Inc. can provide. Actual profile data may vary based on the amount of information available.**

**CONFIDENTIAL**

**Client Individual Profile Sample**

Provided by Catapult Fundraising, Inc.

(702) 508-0101

www.catapultfr.com

**John Doe**

Estimated Income	\$1M+
Stock Value	\$50M to 100M
Real Estate Value	\$10M+
Estimated Giving Capacity over 5 years	\$5 million+
DS Rating	1-1



*John*









*Lisa and Anna*





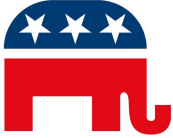

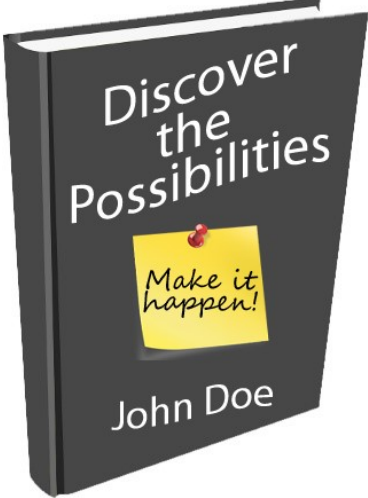

*Sara and family dog, Scout*


<b>Born</b>	John Doe was born in September 27, 1950, age 68.
<b>Marital Status</b>	<p>Married to Lisa Ruth Doe, DDS since 1977.                  Lisa Doe was born on March 15, 1955, age 63.</p> <p>Dr. Lisa Doe earned her Bachelor’s Degree from UC Irvine. She was awarded her Master’s in Public Health at UCLA and went on to graduate from UCLA School of Dentistry.</p> <p>She has had successful dental practices throughout Southern California since then. She is a Board Member of the American Board of General Dentistry.</p>
<b>Children</b>	<p>Anna Doe-Smith, age 35. Lives with her husband Francis Smith in Denver, Colorado. She is a teacher for Denver Public Schools.</p> <p>Sara Doe, age 29. Graduated from University of California Los Angeles and is pursuing an M.B.A. from Yale University.</p>

*This document may contain information that is privileged, confidential or otherwise protected from disclosure. Any review, dissemination or use of this transmission or any of its contents by persons other than the addressee is strictly prohibited.*

<p><b>Education</b></p>  	<p><b>Yale University</b> M.B.A. Graduated in 1975</p> <p><b>University of San Diego</b> B.B.A. Graduated in 1978</p>
<p><b>Military Service</b></p> 	<p><b>U.S. Navy</b> <i>Lieutenant</i> Years of Service: 1975-1978</p>
<p><b>Religion</b></p>	<p>Catholic; member of St. Basil Catholic Church in Los Angeles, CA.</p>
<p><b>Hobbies &amp; Interests</b></p> 	<p>John and Lisa are avid runners and compete often in marathons, usually supporting breast cancer awareness.</p> <p>John is fluent in Spanish and French, enjoys family trips on their yacht (valued at \$2M), photography, reading, and cycling. John is also collector of vintage arcade and pinball machines, valued at \$25,000.</p>
<p><b>Relationship with Client</b></p>	<p>Donor</p>
<p><b>Giving History with Client</b></p>	<p>\$500 annually to direct mail campaign \$1,500 total giving</p>
<p><b>Residence(s) &amp; Phone(s)</b></p>  <p><i>4030 Prado De La Mariposa</i></p>  <p><i>View from 59-206 Keawewai Place</i></p>	<p>4030 Prado De La Mariposa Calabasas, CA 91302 5 bedrooms 6 bathrooms 6,020 square feet <i>Zillow Estimated Value as of 2015: \$3,467,518</i> <i>DataQuick Estimated Value as of 2015: \$3,210,113</i></p> <p>59-206 Keawewai Place Waimea Kamuela, HI 96743 4 bedrooms 3 bathrooms 2,353 square feet <i>Zillow Estimated Value as of 2015: \$1,023,479</i> <i>DataQuick Estimated Value as of 2015: \$1,006,891</i></p>

<p><b>Business Address(es) &amp; Phone(s)</b></p> 	<p><b>Yes I Can, Inc.</b>  <i>President and CEO</i>                  Since 1998                  277 South Grand Avenue                  Los Angeles, CA 90071                  213-330-1192  <a href="mailto:John@YesICan.com">John@YesICan.com</a>  <i>Dun &amp; Bradstreet Estimated Annual Sales as of 2015: \$1,200,000</i>  <i>Total Assets: \$10,400,000</i>                      <i>Market Value: \$20,500,000</i></p> <p>Yes I Can Inc was founded by motivational speaker and best-selling author John Doe. Mr. Doe is recognized as an authority on the psychology of leadership, negotiations, organizational turnaround, and peak performance. He has held leadership positions in such companies as I Think I Can, LLC, On My Way Corporation, I Thought I Could, Read All About Us Publishing, and Discover The Possibilities. He was also one of the founding strategists in the creation of the Presidential Summit for America's Dream.</p>								
<p><b>Family Foundation</b></p>  <p>The John Doe Foundation</p>	<p><b>The John Doe Foundation</b>                  2520 W. 6<sup>th</sup> Street #712                  Los Angeles, CA 90057                  213-738-6484</p> <p>The John Doe Foundation was established in 2000. The foundation works to empower individuals and organizations to make a significant difference in the quality of life for people who are often forgotten: youth, the homeless and hungry, prisoners, the elderly, and the disabled.</p> <p>Year ended: 12/31/17                  Assets: \$8,472,006 (market value)                      Gifts received: \$16,830                  Expenditures: \$2,065,537                                      Total giving: \$1,749,303                  Qualifying distributions: \$1,749,303                  Giving activities include: \$1,749,303 for 30 grants                  High: \$1,012,236; Low: \$98</p> <p><b>Subjects</b>                  Community/economic development</p> <p><b>Population Groups</b>                  Aging, Economically disadvantaged, Children and Youth, Homeless, Disabled</p> <p><b>Officers and Directors:</b></p> <table border="0"> <tr> <td>John A. Doe, Chairperson</td> <td>Mara Jade</td> </tr> <tr> <td>Henry Walton Jones, Vice-Chairperson</td> <td>Sam Wolfram</td> </tr> <tr> <td>Marion Ravenwood, President</td> <td>Max Veers</td> </tr> <tr> <td>Callista Ming, Secretary</td> <td>Ben Solo</td> </tr> </table>	John A. Doe, Chairperson	Mara Jade	Henry Walton Jones, Vice-Chairperson	Sam Wolfram	Marion Ravenwood, President	Max Veers	Callista Ming, Secretary	Ben Solo
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<p><b>Political Affiliation</b></p> 	<p>Republican</p>
<p><b>Clubs &amp; Affiliations</b></p>	<p>Calabasas Bicycle Club – member since 1995          Rotary Club of Calabasas          National Speakers Association</p>
<p><b>Boards</b></p> 	<p>Trustee of the Universities Research Association, Inc.          Member of the Environmental, Health and Safety Committee          Director of Holdings, High Performance Materials          Board of Directors of Jazz Up Your Life, Inc.          Trustee of the Why Not You Foundation</p>
<p><b>Additional Information</b></p>  <p><i>NYT Bestseller</i></p>  <p><i>Awarded by Justice Byron White</i></p>	<p>For a number of years, John Doe has served as an advisor to business leaders. A recognized authority on the psychology of leadership, negotiations, organizational turnaround, and peak performance, he has been honored for his strategic intellect and humanitarian endeavors.</p> <p>His nonprofit John Doe Foundation provides assistance to the elderly and inner-city youth, health care for the homeless, books for prisoners, veteran’s causes, etc. Doe has directly impacted the lives of nearly 10 million people from 80 countries with his best-selling books and audiotape products, public speaking engagements, and live appearances.</p> <p>Committed to helping individuals transform the quality of their lives, Doe brings his life coaching expertise to leaders from every walk of life—from teachers and parents to presidents, political leaders, advocates for humanity, CEOs of multinational corporations, psychologists, peak performance athletes, and world-class entertainers.</p> <p>He is also an international author, award-winning speaker, chairman overseeing five private companies, and vice chairman of two companies. Doe has been honored by Accenture as one of the “Top 50 Business Intellectuals in the World,” by American Express as one of the top six business leaders in the world to coach their entrepreneurial clients, by Justice Byron White as one of the world’s “Outstanding Humanitarians,” and by the International Chamber of Commerce as one of the top ten “Outstanding People of the World.” Doe has worked with political and business leaders in diverse world communities such as South Africa, England, Cuba, Panama, Venezuela, as well as the United States.</p> <p>Doe has addressed such distinguished audiences as the British Parliament, Yale Business School, the Gorbachev Foundation’s Cold War Forum, the Presidents’ Summit for America’s Future, and the</p>

	<p>State of the World Forum. He is an internationally best-selling author with 5 books published in 14 languages.</p> <p>Highly respected as an authority on the psychology of peak performance and personal, professional, and organizational turnaround, Doe has advised and counseled Fortune 500 CEOs, world-renowned medical doctors, championship sports teams, elite athletes and coaches (including Andre Agassi and Greg Norman), and legends in entertainment (Quincy Jones and Anthony Hopkins).</p>																																	
<b>Business Colleagues</b>	<p><b>Yes I Can, Inc. Executives</b>  John Seward  Elizabeth Bennett  Charles Hamilton</p>																																	
<p><b>Giving History</b></p>  <p><i>Ribbon cutting at United Medical Center</i></p>	<p><b>Charitable Giving</b></p> <table border="1"> <tr> <td>Junior League</td> <td>\$2,500</td> <td>2017</td> </tr> <tr> <td>Collegiate Golf Championship (J. Doe founded)</td> <td>\$50,000-\$100,000</td> <td>2017</td> </tr> <tr> <td>Pathways, Home Health and Hospice</td> <td>\$25,000</td> <td>2016</td> </tr> <tr> <td>Hope for Kids</td> <td>\$15,000</td> <td>2016</td> </tr> <tr> <td>State Prison System of California</td> <td>\$14,600</td> <td>2016</td> </tr> <tr> <td>St. Basil Catholic Church</td> <td>\$30,000</td> <td>2015</td> </tr> <tr> <td>St. Basil Catholic Church</td> <td>\$30,000</td> <td>2015</td> </tr> <tr> <td>Children Need Your Help (Pledge, \$50k per year)</td> <td>\$500,000</td> <td>2014</td> </tr> <tr> <td>North Hawaii Community Hospital, Kamuela, HI (Pledge; payable over 1 year)</td> <td>\$5,000,000</td> <td>2014</td> </tr> <tr> <td>Yale University (Cumulative giving)</td> <td>\$8,000,000</td> <td>2014</td> </tr> <tr> <td>UCLA School of Dentistry</td> <td>\$25,000</td> <td>2014</td> </tr> </table> <p><b>Political Giving</b>  \$253,500k in Combined Political Giving (mostly Republican)</p>	Junior League	\$2,500	2017	Collegiate Golf Championship (J. Doe founded)	\$50,000-\$100,000	2017	Pathways, Home Health and Hospice	\$25,000	2016	Hope for Kids	\$15,000	2016	State Prison System of California	\$14,600	2016	St. Basil Catholic Church	\$30,000	2015	St. Basil Catholic Church	\$30,000	2015	Children Need Your Help (Pledge, \$50k per year)	\$500,000	2014	North Hawaii Community Hospital, Kamuela, HI (Pledge; payable over 1 year)	\$5,000,000	2014	Yale University (Cumulative giving)	\$8,000,000	2014	UCLA School of Dentistry	\$25,000	2014
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