

Attachment to Form 1023  
Application for Recognition of Exemption

Team U, Inc.  
34 West 33rd Street, 2nd Floor  
New York, NY 10001  
Employer ID #: 46-1468197

**Part II, Line 1**

Certification of the Articles of Incorporation filed with the State of New York can be found in Exhibit A.

**Part II, Line 5**

Bylaws adopted. Please see Exhibit B

**Part IV**

**Introduction**

Team U, Inc., a public benefit nonprofit corporation (the "Corporation"), was incorporated as a nonprofit corporation in the State of New York on November 28th, 2012. A true and correct copy of the Corporation's Article of Incorporation, certified by the New York Secretary of State, and a copy of the Corporation's Bylaws are attached hereto as Exhibit A and Exhibit B, respectively.

The Corporation was organized exclusively for charitable purposes. Specifically, the Corporation seeks to advance and promote the virtues of a healthful lifestyle within the context athletic endeavors; in doing so, mobilizing support and advocating for global health and poverty issues, among other causes.

**Past Activities**

The Corporation began activities at Princeton University in the fall of 2011. Pursuant to its mission of promoting fitness and a healthful lifestyle, the Corporation has undertaken efforts to recruit students to run in support of important causes. Since its inception, the Corporation has registered over 300 runners to run half marathons - many of whom were first time participants. In April 2013 Team U won the "Team UP Participation Award" and "Team UP Competitive Award" at the Unite Half Marathon, representing the largest and most competitive team. The Corporation has provided training support for runners along the way.

Through its work on advocacy and awareness, the Corporation mobilized over 300 students, and the students chose to fundraise over \$25,000 for Shoe4Africa, a 501(c)(3)

approved charity that is building a children's hospital in Africa. Such charities that the Corporation's participants may fundraise for or make distributions to are outlined in Exhibit C, and pursuant to the Articles of Incorporation.

Pursuant to the goal of creating globally aware citizens, the Corporation has also organized various educational and awareness events on campus, such as co-sponsoring the "Global Poverty and Effective Philanthropy" event which brought Peter Singer and Will Crouch to speak to students about these pressing issues.

The Corporation has been awarded the *Alberto Santos-Dumont Award* from Princeton University. The award recognizes those that make unique and positive contributions to campus life.

### **Current Activities**

#### *Collegiate Mobilization [65%]*

Through the vehicle of an intercollegiate-based fundraising endurance team, the Corporation is able to both encourage healthy exercise habits in young adults and the general public while advocating for global health and poverty. The Corporation takes the traditional fundraising endurance team model and adapts it to the college campus. Using a college-based model allows the Corporation to tap into an existing network and community, and leveraging the utility for an effective impact. Through this, the Corporation makes an impact on the level of the individual, the campus community, and the world.

The Corporation impacts the individual in that it promotes the virtues of the healthful and fitness-oriented lifestyle while empowering individuals through participation in endurance sports and other related activities; providing the means for participants as well. The Corporation impacts communities through the inspiration, awareness, and education about important causes such as global health and poverty. The Corporation impacts the world through the support and advocacy endurance events galvanize for such causes.

In order to formalize the collegiate student groups, an application with a memorandum of understanding will be instituted. Such will constitute the terms which the group can the brand and promotional material of the Corporation. Certain expectations, such as a quarterly report of activities, will be expected, along with a declaration that the organization has engaged properly as agreed upon in the original founding terms. Furthermore, the student groups are expected to conduct various activities throughout the year, including an endurance event such as a half marathon to the benefit of a 501(c)(3) approved organization effectively addressing the cause of global health or poverty, among other acceptable causes as indicated in Exhibit C.

And though this is not the most financially burdensome element to the organization, this activity requires a large focus to attend.

*Educational Awareness Events [20%]*

Pursuant to the purposes of the Corporation, the Corporation supports and organizes educational events about leading healthful lifestyles. In addition, the Corporation organizes awareness events focusing on the issues of global health and poverty, among other appropriate causes. Such activities include bringing speakers to campus communities and the public at large to discuss the aforementioned issues.

*Endurance Events [15%]*

Pursuant to the goal of utilizing fitness-related events to promote a healthful lifestyle and advocate for such causes like global health and poverty, the Corporation partners and works with organizations to develop endurance races (among other fitness events) to advocate and support such charitable causes.

**Future Plans**

In addition to continuing to expand its reach across the country, the Corporation seeks to develop a strong network of students advocating on behalf of issues such as global health and poverty. Furthermore, the organization seeks to create an intercollegiate race for both students and alumni to promote awareness and mobilize support for such causes.

The Corporation specifically plans on organization a conference to promote the virtues of a healthful lifestyle within the conference of giving back to the world and mobilizing support for important cause. The Corporation will center this conference around the power of endurance sports to make a difference in one's own life – through a healthy lifestyle, in one's community – through inspiration and empowerment, and in the world – through mobilizing support for important causes.

**Part V, Line 1a**

Below are the list of six names which the titles, and addresses of all officers, directors, and trustees.

**Name:** Joe Benun

**Title:** Founder & CEO

**Address:** 34 West 33rd Street, 2nd Floor  
New York, NY 10001-3304

**Compensation:** None

**Name:** Anthony Caponiti

**Title:** Board Member & Treasurer

**Address:** 3240 Wilson Blvd, Suite 210  
Arlington, VA 22201-4429

**Compensation:** None

**Name:** Charlie Fortin  
**Title:** Vice President  
**Address:** 4438 East Brookhaven Drive, NE  
Atlanta, GA 30319-1008  
**Compensation:** None

**Name:** Lisa Herschbach  
**Title:** Board Member  
**Address:** 9 Burton Avenue  
Hopewell, NJ 08525-1501  
**Compensation:** None

**Name:** Michele Redrow  
**Title:** Board Member  
**Address:** 101 South Marion Ave  
Wenonah, NJ 08090-1926  
**Compensation:** None

**Name:** Shubhro Saha  
**Title:** Secretary & Board Member  
**Address:** Mailbox 4905 Frist Center  
Princeton, NJ 08544-0001  
**Compensation:** None

### **Part V, Line 3a**

Below are the names, qualifications, and duties of the officers and directors. There Corporation does not currently have any compensated employees or compensated contractors.

Joe Benun – *Founder & CEO*

**Qualification:** Joe is from Oakhurst, NJ a town on the Jersey Shore. He is a student at Princeton University and the founder of Team U. Separately, as a personal trainer, coach, and race director, he works with various charitable organizations to raise funds and awareness about their respective causes. He sits on the board of Music is Medicine, a 501(c)(3) nonprofit organization.

**Hours and duties:** The duties of Mr. Benun are outlined in Exhibit B of the Corporation's bylaws. Hours vary depending on the circumstances at hand, and have included 15-20 hours per week.

Anthony Caponiti – *Treasurer & Board Member*

**Qualification:** Anthony is the Co-Founder and Partner of Activ8Social, a sports & lifestyle digital marketing agency. While leading up the agency, Anthony has developed various technology and media platforms including FanScore.com and HashtagSports.com. Prior to Activ8Social, Anthony co-founded StarBurbs, a startup focused on syndicating sports social

media content, after beginning his professional career at IBM as a Strategy & Change Consultant. Anthony graduated from the Goizueta Business School at Emory University where he was a captain of the NCAA track & field team. He is now an avid marathoner and intramural sports enthusiast. Anthony is originally from the Washington, DC area and currently resides in NYC in the heart of Silicon Alley.

**Hours worked and duties:** The duties of Mr. Caponiti are outlined in Exhibit B of the Corporation's bylaws. Hours vary depending on the circumstances at hand, and may include 2-3 hours per week.

Charlie Fortin – *Vice President*

**Qualification:** Charlie is an undergraduate student at Princeton University pursuing a pre-med track, majoring in East Asian Studies, and completing a certificate in Global Health and Health Policy. In addition to heavily involved in the Corporation since its inception, he has performed epidemiological research in pediatric trauma at Children's National Medical Center in Washington, DC and interned at an HIV foundation and orphanage in New Delhi, India. As part of his dedication to alleviating poverty and improving health around the world, he has raised funds for such causes through endurance sports.

**Hours worked and duties:** The duties of Mr. Fortin are outlined in Exhibit B of the Corporation's bylaws. Hours vary depending on the circumstances at hand, and may include 5-7 hours per week.

Lisa Herschbach – *Board Member*

**Qualification:** Lisa resides in Hopewell, NJ, with her two kids, two dogs, and husband Ian. She is the Associate Dean of the College and Director of the McGraw Center at Princeton University. She also serves as the Academic Athletic Fellow for the women's lacrosse team. Lisa is a marathon runner, an assistant coach for Girls on the Run of NJ, and an outdoor and fitness enthusiast. Previously, she was the Dean of Wilson College at Princeton. Lisa graduated from Stanford, received a Ph.D from Harvard in the History of Science, and has taught at Harvard, University College London, and NJIT/Rutgers.

**Hours worked and duties:** The duties of Ms. Herschbach are outlined in Exhibit B of the Corporation's bylaws. Hours vary depending on the circumstances at hand, and may include 1-2 hours per week.

Michele Redrow – *Board Member*

**Qualification:** Michele is co-owner of Carson Group International, a corporate events management firm that she founded with her husband, Larry, more than 25 years ago. In 2005 they introduced CGI Racing, the endurance sports management division. CGI Racing owns and produces races including the Unite Half Marathon at Rutgers, one of the largest half marathons on the East Coast, and the New Jersey State Triathlon, one of the top 10 largest triathlons in the Nation. Michele was named one of the Philadelphia Business Journal's "40 under 40" in 1999. She graduated from Cabrini College and serves on the Board for USA Triathlon and is the Chairperson of the Women's Commission for the Mid Atlantic Region. Michele, a long-time multisport athlete, resides in N.J. with her husband and three children.

**Hours worked and duties:** The duties of Ms. Redrow are outlined in Exhibit B of the Corporation's bylaws. Hours vary depending on the circumstances at hand, and may include 1-2 hours per week.

Shubhro Saha – *Secretary & Board Member*

**Qualification:** Shubhro is a runner and triathlete from Avon, Connecticut. He is a junior at Princeton University studying Operations Research and Financial Engineering. A computer science wiz, Shubhro has developed hacks ranging from rich web applications to talking computers. He is the co-founder and CEO of Panther Logic, an industry intelligence company for businesses. He most recently interned at AppNexus, developing network simulations for the company's advertising exchange. Shubhro has been published in the New Journal of Chemistry and the Huffington Post.

**Hours worked and duties:** The duties of Mr. Saha are outlined in Exhibit B of the Corporation's bylaws. Hours vary depending on the circumstances at hand, and may include 3-4 hours per week.

**Part V, Line 5a**

The conflict of interest policy is found in Exhibit D, also as Article 9 in the Corporation Bylaws.

**Part VI, Line 1a**

Pursuant to the Corporations' purpose and as indicated in the Narrative section, the Corporation promotes fitness and a healthy lifestyle and the Corporation provides the means for individuals to participate in activities promoting such healthy lifestyle. Included are the means of transportation, and other particular considerations surrounding each event.

**Part VI, Line 1b**

Pursuant to the Corporations' purpose and as stated in the Narrative section, the Corporation's support and collegiate mobilization model may lead to such funds to be distributed.

**Part VIII, Line 4a**

Mail, email, phone, and personal solicitations: The Corporation will solicit donors, including relevant industry personal and such contacts as may be appropriate.

Foundation grant and government grant solicitations: In identifying the relevant foundation and governmental grant programs, the Corporation may seek to apply for such funds as deemed appropriate; with a particular focus on grants for the promotion of healthful lifestyles or global issues.

Website: The Organization will include a button on its website to donate.

Other: The organization may hold such endurance events whereby proceeds raise funds. Through selling apparel, the organization can both raise funds and spread awareness about as well.

All such fundraising activities will be in accordance with the relevant federal and state statutes.

**Part VIII, Line 4c**

The Corporation is not under any contracts with any organizations to fundraise. In order to mobilize support and advocate for causes such as global health and poverty, however, participants in the Corporation's events or campaigns may choose to fundraise for such causes. As indicated in the narrative section, participants on the intercollegiate fundraising endurance team may choose to support such approved charities like Shoe4Africa, by reaching out to friends and family to support a charity they personally believe in.

Fundraising does not take place in the capacity of employees, volunteers, officers, or board members of the Corporation. And while the Corporation itself does not fundraise – it advocates and encourages persons participating in the Corporation's events to do so, with respect to the charities endorsed by the Board pursuant to Exhibit C.

**Part VIII, Line 4d**

The Corporation will conduct fundraising on its own behalf throughout the United States, with a focus on NY and NJ sources. As indicated in Part VIII 4c, and the narrative section, the Corporation itself will not fundraise for another organization, though participants in events may choose to reach out to friends and families to support causes they believe in. Other organizations will not fundraise for the Corporation.

**Part VIII, Line 13b**

Should participants in Corporation events wish to support a particular cause or issue endorsed by the Board and pursuant to the Corporation's purposes, the Corporation may distribute funds to such approved organizations that participants choose to support. These distributions to other organizations are pursuant to the Corporation's efforts mobilize support and advocate for such causes.

**Part VIII, Line 13d**

As outlined in the Narrative Section and the above questions, the Corporation maintains no contractual relationship with any particular organization. Any relationships are to the

extent that the Board endorses the distribution of funds to a particular charity, as indicated in Exhibit C.

**Part VIII, Line 13e**

Records of any distributions are kept within the Corporation's books, and to further transparency, records are can be made accessible online for those who wish to examine.

**Part VIII, Line 13f**

Please refer to Exhibit C.

**Part VIII, Line 13g**

Annually, the Board shall indicate to continue its approval of such organizations in line with the criteria set forth in Exhibit C and as may be amended by the Board.

**Part IX, Line 15**

- Current Year
  - o The Corporation has not made any grants or distributions the current year.
- 7/1/13 – 6/30/14 (projected)
  - o \$5,200: Distributions to 501c3-approved organizations as indicated in the narrative section and Exhibit C.
  - o \$300: Grants for those to participate in fitness-related Corporation fitness campaigns, as per the narrative section, leading people to live healthful lifestyles.
- 7/1/14 – 6/30/15 (projected)
  - o \$9,000: Distributions to 501c3-approved organizations as indicated in the narrative section and Exhibit C.
  - o \$500: Grants for those to participate in fitness-related Corporation fitness campaigns, as per the narrative section, leading people to live healthful lifestyles.

**Part IX, Line 23**

- Current Year
  - o The Corporation has not made any expenses not otherwise classified during the current year.
- 7/1/13 – 6/30/14 (projected)
  - o \$1,224: Semi-annual tshirt Campaign the Corporation launched, to raise awareness about the issues of global health and poverty, while mobilizing college students.



- \$500: Additional material for collegiate mobilization and recruitment of an estimated five main activities that promote a healthful lifestyle, such as half marathon campaigns.
- \$2,500: The Corporation is organizing its first annual conference, as describe in the narrative section.
- 7/1/14 – 6/30/15 (projected)
  - \$3,000: A continuation of the tshirt campaign.
  - \$2,000: Additional material for collegiate mobilization and recruitment of an estimated 20 main activities promoting a healthful lifestyle, such as half marathons.
  - \$8,000: The Corporation expects large growth at what would be the second annual conference.