

Exhibit C

Board Endorsement

Section 1. Board Approval

To distribute funds or encourage participants to support a particular cause or 501(c)(3) approved charity, such engagement must be strictly pursuant to the Corporation's purposes. In addition, matters must be evaluated, investigated, and approved through the processes outlined in Section 2 and 3 of this Article.

Section 2. Selection Process.

- a. Initiation and Investigation By Exploratory Committee.** The Exploratory Committee (as formed in Article 5 section 2 of the Corporation's bylaws) must investigate and evaluate the prospective charity with the criteria outlined in Section 3.
- b. Exploratory Committee Approval.** The Exploratory Committee must unanimously support approval of the prospective charity.
- c. Presentation to Board.** The Exploratory Committee must present its findings and reasoning to the remainder of the board as to why such a charity is fit to be supported by participants in the Corporation's campaigns or events.
- d. Board Approval.** The Board must approve the charity by a three-fourths supermajority.
- e. Conflict of Interest Provision.** Any conflict of interest shall be subject to the policy outlined in Article 9 of the Corporation's bylaws.

Section 3. Criteria The criteria and standards in evaluating such charities include:

a. Accountability

1. Operates strictly under the rules outlined by the IRS as a 501(c)(3) approved organization
2. Willingness to comply with the criteria herein.

b. Impact and Effectiveness

1. Prospective charity's program expenses effectively address the purposes of the organization.
2. The prospective charity has demonstrated that such activities conducted have measurable impact.
3. Percentage of overhead costs in relation to total expenses is kept at or below standard industry levels.

c. Accessibility and Transparency

1. Ease of contact with organization leader such as Executive Director or CEO.

2. Willingness to cooperate with the investigation by the Exploratory Committee.

Section 4. Amendment This process may be amended or in any other way changed by the Board at meetings when deemed necessary or as may be required by the relevant federal and state statutes.