



## NON-PROFIT, RETAIL AND PREFERRED CUSTOMER PROGRAM

JavaFit is proud to launch the JavaFit Gives Back Program designed specifically to assist non-profit organizations to help them raise money for their causes and be able to reach their goals and dreams. **Non-profits accepted into the program will be granted life time Executive Status and all qualification requirements will be waived forever.**

We are confident that with this program and the help of our affiliate network we can help legitimate non-profits obtain some of the necessary funds required to spread the wonderful caring work each organization strives to give.

**The power of the JavaFit Gives Back program is derived through its direct tie to our Preferred Customer Program.** Our Preferred Customer Program's web interface is undergoing an entire re-vamp. The updated site will be easier to engage Preferred Customers and simplify the purchase of coffee. We will make it obvious that becoming a Preferred Customer will not only provide them with the best coffee they have ever tasted, but this simple every day activity is all they have to do to donate to a worthy cause. The new Preferred Site will make it evident to our customers that they are not being brought in to recruit or join a network. **Our goal is for both the non-profits and the Preferred Customers to be put at ease and to be open and excited about all the possibilities and benefits that can be made available via the JavaFit Gives Back Program.**

Our wish is to convey our genuine desire to assist all those who wish to participate in The JavaFit Gives Back Program. There is no hidden agenda. Our goal in launching this exciting program is to encourage the true spirit of giving. **One of the mainstays of our Culture at Javafit is exemplified in the following simple statement: If we utilize team work, everyone can benefit and reach their goals.**

### ■ How does a Non-Profit Organization participate in the JavaFit Gives Back Program?

- 1. The Non-Profit must be sponsored by a JavaFit active affiliate.** To sponsor a non-profit into the network the sponsor must fill out the form posted in your back office. Although not required to do any recruiting to benefit from this program, once approved by Javafit, the non-profit has all the rights of any affiliate including the right to sponsor others into the network. The sponsor will cause the form to be faxed or e-mailed to JavaFit's customer service department. Information provided via the form will allow JavaFit to determine that the non-profit is legitimate. The non-profit's acceptance into the program will be determined at JavaFit's sole discretion. The form will also allow the sponsor to designate where the non-profit will be placed in the sponsor's binary organization.

Once approved, the non-profit will be placed in the Binary and a notification letter will be sent to the sponsor. Additionally a welcome letter will be sent to the non-profit outlining some basic program details.

**3. The non-profit will be placed in the network with the rank of Executive.**

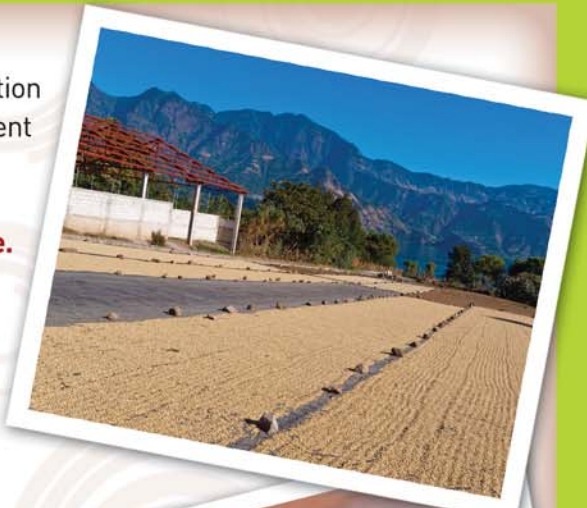
A program specific non-profit welcome kit complete with "how to" information will be included. The company will send a limited number of samples to the non-profit to get them started and we are hopeful that the sponsor will be able to assist in providing the non-profit with necessary samples to help them succeed prior to their enrollment. Additional product is always available for purchase in the non-profit's back office to allow them to buy direct for people who want to purchase and donate coffee to help their cause.

**4. All PV and Sponsorship requirements will be waived for the non-profit.**

They will not be required to make any monthly purchases. For the non-profit to benefit from the JavaFit Gives Back Non-Profit Program they must simply build a Preferred Customer business.

**5. 100% of the \$20 preferred customer fee will be donated back to the Non-Profit Entity.**

**6. Preferred Customers can provide additional benefits for the non-profit by signing up for auto ship programs. *If the Preferred Customer signs up for autoship additional monies will be donated to the non-profit.***



**Other information:**

**We are creating a marketing kit to help sponsors and non-profits better run the program.**

**The Sponsor will play a key role in helping the JavaFit Gives Back Program become a success.** The sponsor will need to identify and train one to several champions within the non-profit, depending on the size of the organization, to maximize the benefits that are available through the program.

Please contact **your sponsor** for additional information.

