

The Beeotto

Hand 'n' Hand

Community Trust Funds

Beeotto understands the financial hardships faced by Main Street businesses the past year and a half. Shops were closed, little or no income, and savings have been depleted. Businesses are still reeling from the pandemic. Some won't survive, while others have already gone under.

The stakes are high.

Without healthy Mom & Pops, there is no prosperity on Main Street—be it urban, suburban, or in true Small Town USA. And without economic stability on Main, neighborhoods fall apart, communities become unrecognizable, and some literally vanish. We're talking about the areas where most of us live, and the people who are in trouble are our neighbors.

At *Beeotto*, we don't know how many businesses we can help keep afloat, but we know we can help some, and we believe it's our shared responsibility to do what we can.

As part of our neighborhood outreach, in each DMA we'll be asking Members to give a little extra per billing cycle, and *Beeotto* will match whatever amounts are donated. Even a \$5 contribution each month can result in hundreds of thousands of dollars of rescue funding. (Keep in mind, our national target market is 30 million independent small business owners!)

The funds raised in each community (neighborhood) will stay in that community to assist those with the greatest needs—whether they're Members of *Beeotto* or not. In each community we will establish *Beeotto Hand 'n' Hand Trust Fund* accounts to hold all contributions. The funds will be locally managed by a committee of Members, outside merchants (who we hope will join the *Beeotto Family*), several neighbors, and a representative from *Beeotto*. But the Hand 'n' Hand Funds will be driven solely from the bottom up, with communities themselves making the final decisions as to what they perceive are the best small-business uses for funding in their localities. It's up to them!

Beeotto can't save every small business, but we'll save some!

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