

AthletePAL

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Section 1

Introduction to AthletePAL

AthletePAL is one of the 10 important pieces of The Elease Project. AthletePAL is comprised of three parts. (Part one) This ministry supports youth football, basketball, and baseball leagues, and gets youth better equipment, teaching tools, videos, and covers their fees to play with financial assistance. Many children cannot afford the above items and are in need of teaching tools and videos that teach the fundamentals that camps teach. The young athletes are also taught how to apply their sound fundamental sports backgrounds into business. (Part two) AthletePAL teaches athletes how to have a defense and an offense not just in sports, but in their personal life. These defensive and offensive components also aid them in their recruiting process and in their future business life when their sports career is over. They are not only taught about good grades and academics but how to monetize their skills outside of sports. They are taught how to protect themselves in the recruiting process and how to choose a college based on 15 categories. They are given tools on how to pick a career and are taught elite studying techniques so they can balance their career with their sports life. Our goal is to provide, to educate, and to protect these kids so they make smart decisions and advance themselves in the world of sports and in life, including their business life. (Part three) Part three will be the most important part of AthletePAL. There are many coaches and athletes that have reached the top in their sport. Many of

them felt invincible when they reached their peak. It is very easy to fall when on top. Everyone wants your autograph, you are worshiped and adored by thousands, if not millions. Pretty girls throw themselves at the successful athletes or coaches. When this happens and they let their guard down and they forget about God, then tragedy usually strikes due to this temptation. AthletePAL and it's program will teach men how to keep their guard up, protect themselves and their family relationships, give them accountability partners to talk to so they don't go astray, and most importantly, represent God 24 hours a day every day of the week and year. A preacher once said, "In life every decision you make is like sports!" You either get yourself on God's team when making choices or the devils team. If one's actions are that of the devil, then the person will fall from the grace and the protection of God. This allows the devil to win. In life one must have an offense, which is your talents and God-given abilities, and a defense which protects the athlete/coach/player from destroying their lives. In sports you cannot win without both an offense and a defense. AthletePAL will bring in former and current players/coaches that were at the top of their game that fell all the way down due to no defense and protection from the devil by God. These athletes are Tiger Woods (Golf), OJ Simpson (Football), Kobe Bryant (Basketball), Michael Vick (Football), Pete Rose (Baseball), Lance Armstrong (Cyclist), Marion Jones (Track), Jim Tressell (Football), Lenny Dykstra (Baseball), and Hugh Freeze (Football Coach). All of these men and women have a great story that we can all benefit from. They were all with great parents and due to richness, fame, and fortune lost almost everything which is their credibility. AthletePAL will bring these people in as speakers and provide a platform so that not only can they return to greatness by being a part of AthletePAL by helping others but also they can have a great rest of their life honoring God with these new actions. We are all human. We all can fall from grace and get addicted to different things. Most of these people, including Keith who created AthletePAL, had a great upbringing. These people were and still are for the most part good people, were raised by wonderful parents, but yet had a small period in life that took them down almost to the bottom. Keith would like to honor these people for their accomplishments, give them a platform to help others, and provide an accountability partner relationship with each of them. When adults, athletes, and children see these powerful men and women

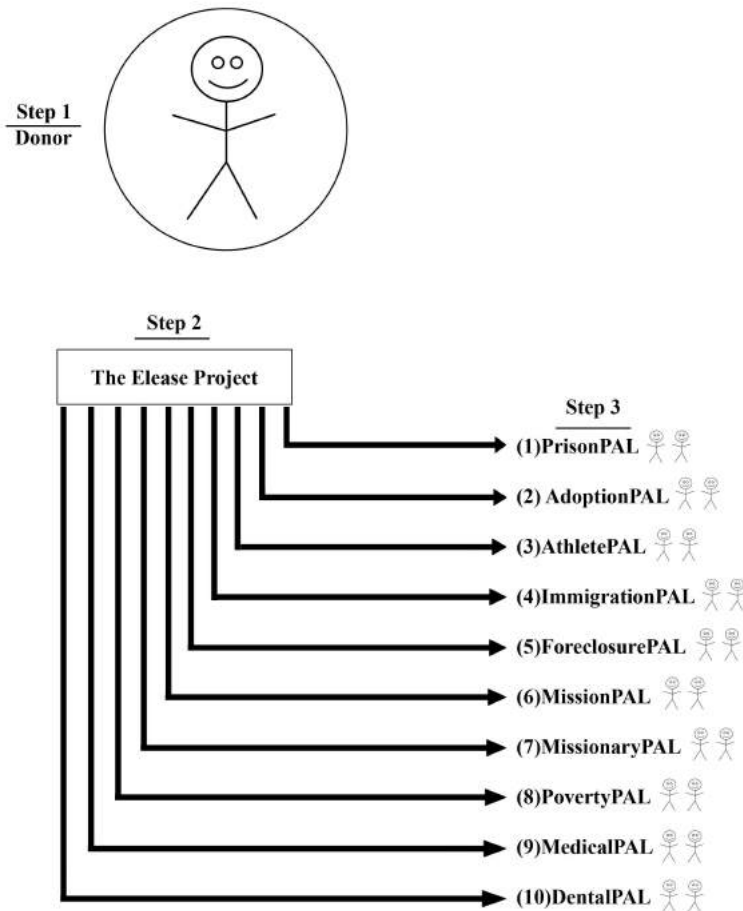
on stage, then they will see that if it could happen to the best it could happen to any of us. I want these men and women remembered for what they do in the next part of their life. Like many AthletePAL is also going to bring in great mentors for people in the same situation but yet they have stayed faithful even though it was so tough. These people are Tony Dungy, Peyton Manning, Archie Manning, Danny Wuerffel, Bobby Bowden, Mark Richt, and Kirk Warner. These gentlemen have tremendous stories of overcoming temptation's and surviving all of the problems of the fame and fortune. It took five hurricanes, a home foreclosure, a wife deported, and cancer to get Keith Hatchett back on track. We all fall short but Keith wants to help the greatest that have temporarily fallen and all of you that struggle with addictions and temptations each day. Together we can honor God and be known as servants of the Lord and spend eternity in heaven with him after we do great works on earth to honor him until death. May God bless all of you and these great athletes, players, and coaches listed above.

Section 2

The Ten PALS Structure

The ten PALS (section) of The Elesee Project are unique in structure. When Keith Hatchett researched the wealthy people of the United States and how they fund charities, he found an unusual problem in that the donor had to say no to many charities each year and yes to only one or two. This is a problem and an uncomfortable problem as most people hate to say no to charities.

The Elesee Project was designed to help with this problem. Now a potential donor can donate to The Elesee Project and their money is equally divided into ten categories. The following diagram/flowchart demonstrates the process and lists the ten individual categories.



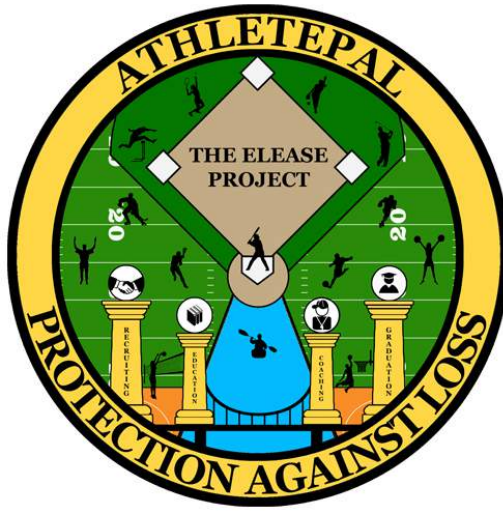
We Believe that "One" donation to the Elesee Project (helping those in desperate need of help), can benefit many in all ten areas of need.



Section 3

AthletePAL Beta Test

Welcome to AthletePAL. This programs beta test will launch in New Orleans, Louisiana under the direction of Ivan Hinson. Mr. Hinson already guides and mentors in his life hundreds of youth football players and athletes. Our beta test will guide young men through their athletic beginning's all the way through the recruitment process. Our beta test will also address the needs in the area of equipment and education. Danny Wuerffel has a foundation in New Orleans, Louisiana that has been very successful in restoring New Orleans from Hurricane Katrina. In addition, it also helps mentor the young men and athletes in the New Orleans area. AthletePAL's beta test will hope to partner with Danny Wuerffel and his foundation to get our beta test launched. Our goal is to use Mr. Wuerffel's status as a star athlete to bring in as speakers these famous athletes, players, coaches, and mentors. This is a much needed program that will branch out into other cities after the New Orleans, Louisiana beta test becomes successful.



Section 4

AthletePAL Budget/Use of Funds

AthletePAL Contributions 2018

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Building Cost	275K	25K	25K	25K	25K	25K	25K	25K	25K	25K	25K	25K
Salary	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Insurance	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Other Benefits	500	500	500	500	500	500	500	500	500	500	500	500
Travel	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Other Direct Expenses	450	450	450	450	450	450	450	450	450	450	450	450
Special Events	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Print Shop	500	500	500	500	500	500	500	500	500	500	500	500
Overhead/Utilities	800	800	800	800	800	800	800	800	800	800	800	800
Bank Fees	12	12	12	12	12	12	12	12	12	12	12	12
Accounting	200	200	200	200	200	200	200	200	200	200	200	200
Equipment Costs	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K
Video Costs	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000
Contributions	313962	63962	63962	63962	63962	63962	63962	63962	63962	63962	63962	63962
Total Annual Contributions	1,017,544											

AthletePAL Contributions 2019

Contribution	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Building Cost	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K
Salary	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Insurance	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Other Benefits	500	500	500	500	500	500	500	500	500	500	500	500
Travel	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Other Direct Expenses	450	450	450	450	450	450	450	450	450	450	450	450
Special Events	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Print Shop	500	500	500	500	500	500	500	500	500	500	500	500
Overhead/Utilities	800	800	800	800	800	800	800	800	800	800	800	800
Bank Fees	12	12	12	12	12	12	12	12	12	12	12	12
Accounting	200	200	200	200	200	200	200	200	200	200	200	200
Equipment Costs	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K
Video Costs	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000
Contributions	58962	58962	58962	58962	58962	58962	58962	58962	58962	58962	58962	58962
Total Annual Contributions	707,544											

AthletePAL Contributions 2020

Contribution	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Building Cost	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K
Salary	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Insurance	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Other Benefits	500	500	500	500	500	500	500	500	500	500	500	500
Travel	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Other Direct Expenses	450	450	450	450	450	450	450	450	450	450	450	450
Special Events	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
Print Shop	500	500	500	500	500	500	500	500	500	500	500	500
Overhead/ Utilities	800	800	800	800	800	800	800	800	800	800	800	800
Bank Fees	12	12	12	12	12	12	12	12	12	12	12	12
Accounting	200	200	200	200	200	200	200	200	200	200	200	200
Equipment Costs	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K	20K
Video Costs	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000
Contributions	58962	58962	58962	58962	58962	58962	58962	58962	58962	58962	58962	58962
Total Annual Contributions	707,544											

AthletePAL 3 Year Total Contributions

Year	Contributions
2018	1,017,544
2019	707,544
2020	707,544
Grand Total	2,432,632



Section 5

AthletePAL Board of Directors

Ivan Hinson - Board Member

Keith Hatchett - Board Member

Brent Spechler - Board Member