



# THE SPIRIT OF EXIT:

## Dollar-for-Dollar Matching Program

A portion of every transaction fee received by EXIT Realty Corp. is applied to its charitable fund in the country where it was generated and is distributed through The Spirit of EXIT Dollar-for-Dollar Matching Program. Through the Program, EXIT Realty's involvement with charities can potentially reach every community where an EXIT office exists. This document describes how The Spirit of EXIT Dollar-for-Dollar Matching Program ("the Program") works.

An EXIT Associate in good standing who wants to spearhead a fundraising initiative ("you") can work in conjunction with a local, approved, registered 501(c)(3) charity in the U.S. or a CRA registered charity in Canada (the "charity") to raise funds for a specific project or initiative and submit an application to EXIT Realty Corp. International (ERCI) for those funds to be matched dollar-for-dollar from ERCI's pool of funds. There are many worthy causes around the world but since our charitable fund exists because of transactions closed in the U.S. and Canada, our mandate is that the funds be spent in the U.S. and Canada through our separate U.S. and Canadian funds.

### HERE'S HOW IT WORKS:

1. You contact a representative from your local charity to determine the immediate needs of that organization and to offer to raise funds toward a specific initiative. Together, you decide on a plan of action including the amount of money to be raised locally by EXIT, ideas for fundraising and the date by which the funds will be fully collected. The funds must be raised by EXIT Realty Associates (not by the charity) through efforts involving the community at large. Sponsorship opportunities will be considered if the opportunity involves active involvement by EXIT Associates in the sponsored initiative.
2. You then take your fundraising plan (the "initiative") to your Regional Owner or Franchisee for review.
3. You complete a "Spirit of EXIT Dollar-for-Dollar Matching Program Request for Funds" form which is available for download from the Resource Center and have it signed by your Regional Owner or Franchisee. The information requested on the form includes:
  - a. The name and code of the Region and Franchise.
  - b. Your name and contact information as the person responsible for the initiative.
  - c. The name of the initiative.
  - d. The details of the charity (one charity per application) including the name and contact information of the charity representative.
  - e. The date(s) the fundraising will take place. Please note that ERCI requires the complete application at least 2 (two) weeks prior to the start of fundraising, and fundraising should take place over no more than six (6) months.
  - f. The amount of the funds committed to be raised locally by EXIT Associates which are requested to be matched by ERCI.
  - g. The signature of your Regional Owner or Franchisee.
  - h. Proof that the charity is a registered U.S. or Canadian charity in good standing.

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**4.** You submit the Request for Funds form copying your Regional Owner or Franchisee to the Spirit of EXIT's email address at [charity@exitrealty.com](mailto:charity@exitrealty.com) at least two (2) weeks prior to the start of fundraising, along with:

- a. Proof that the charity is registered and in good standing. If you, as the EXIT Associate, either established, head or are on the board of directors of the charity, someone other than you, ideally the charity's treasurer or auditor, should be the one to communicate regarding the charity's confirmation of funds raised and donated by EXIT Associates.
- b. A completed Spirit of EXIT Dollar-for-Dollar Initiative Details document explaining why that particular charity was chosen, the details of the initiative, the needs it will address, specifically how you plan to raise the funds and how you plan to promote the initiative. This form includes a release so ERCI can use it in whole or in part for promotional purposes.

By being named as the person responsible for the initiative, you commit to regular communication with ERCI and the charity. You are expected to promote the approved initiative publicly and include the details of ERCI's match commitment. You also agree that any publicity or promotional collateral that includes the EXIT marks will be submitted for approval by ERCI's Graphics Department and will clearly describe that "EXIT Realty Corp. International", not simply "EXIT Realty", is the entity matching the funds. You should make it clear to the charity that matching funds are not guaranteed by ERCI until the request has been approved. If the request is not approved, you should feel free to continue your association with the charity and fundraise independently on their behalf.

Each request for matching funds will be weighed on its own merits by ERCI who will take into consideration such factors as the track record of the charity, the amount of money requested to be matched, the feasibility of the initiative and the community in which the charity is located. While every effort will be made to approve all requests for matching funds, ERCI reserves the right to require changes to a request and to approve or deny any request for matching funds for any reason at its sole discretion.

Only requests for matching funds submitted to [charity@exitrealty.com](mailto:charity@exitrealty.com) on a Spirit of EXIT Dollar-for-Dollar Matching Program Request for Funds form (along with the required supporting documentation) will be considered for approval. Please allow one week for the approval process. An Associate or office is eligible for an approved match up to twice per calendar year.

ERCI will notify you and your Regional Owner or Franchisee by email whether or not the request for matching funds has been approved.

Upon conclusion of the approved initiative, you should advise ERCI by email to [charity@exitrealty.com](mailto:charity@exitrealty.com) copying your Regional Owner or Franchisee that the raised funds have been paid to the charity. Please note that in the event the funds raised during the initiative exceed the amount approved to be matched by ERCI, only the approved amount will be matched. Along with this notification, ERCI requires:

- a. Proof by way of letter and official receipt from the charity that the net funds raised and donated by EXIT Associates have been paid. The efforts of the EXIT Associates and the amount of money raised and donated by them must be clearly differentiated from the amount of money raised by anyone else involved in the initiative, including the charity itself, in the charity's supporting documents to complete the match.
- b. At least two high resolution photos in jpg or png format (individual files; not a collage or embedded in a flyer), of the funds being raised.
- c. A write-up in Word or email form describing the details and success of the initiative.
- d. Releases on a form acceptable to ERCI signed by anyone submitting photos or write-ups so that ERCI may use these submissions and publicize the initiative as it sees fit.

Upon receipt of the proof that the funds have been received by the charity, all other required documentation and a review of the initiative, ERCI will initiate the release of the matching funds which will be paid directly to the charity within thirty (30) days. Please note that if the required documentation is not received within thirty (30) days following the conclusion of the approved initiative, ERCI will consider the initiative incomplete and will return the committed funds to its pool.

The Spirit of EXIT Dollar-for-Dollar Matching Program is intended to be a win/win for everyone involved: the charity, you, the EXIT Associates working hard to raise funds, your community, your brokerage, your Region and ERCI. To that end, the more closely we can work together, the more notice and information you can provide, the better the quality of the photos and write-ups, etc. the more effectively we can promote your involvement, both before and after the initiative. Thank you for your participation.

Questions about The Spirit of EXIT Dollar-for-Dollar Matching Program should be directed to the Spirit of EXIT's email address at [charity@exitrealty.com](mailto:charity@exitrealty.com).

