

# THE KINFOLK SOCIETY ARTICLE OF FORMATION

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This document is confidential.

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## **Vision/Mission Statement and Goals**

**A. Vision Statement** *The Kinfolk Society is committed to being a foundation to at-risk youth by providing a hub of resources that will solidify successful adulthood.*

### **B. Goals and Objectives**

*The in-depth transitional life skills offered by THE KINFOLK SOCIETY, includes but is not limited to*

1. *Nutrition*
2. *Hygiene*
3. *Finances*
4. *Document Completion*
5. *Laws and Policy*
6. *Mental and Physical Health*

*THE KINFOLK SOCIETY will provide a continual support system to the at-risk youth upon completion of our program to ensure a positive outcome long-term.*

### **C. Keys to Success**

*In order for The Kinfolk Society to succeed, we must remain dedicated and relentless to our mission. Our Keys to Success are going to be Brand Personality and Honest Determination. We will develop connections to resources and a thorough screening process*

## **Company Summary**

### **A. Company Background**

*Originally named Let Me Love You, The Kinfolk Society emerged in October 2020 out of a pursuit for change, and a desire for actions to speak louder than words. The idea was developed by founders Peppur Triplett and Chanel Wells after they decided they can do so much more to change the world around them.*

### **B. Resources, Facilities and Equipment**

*THE KINFOLK SOCIETY connects with other nonprofit and for-profit companies to obtain resources needed for individuals **and** families needing assistance in beginning a new chapter in their lives.*

*We rely on knowledge and network connections obtained in our database to provide services specific to the unique situations of those in need.*

### **C. Marketing Methods**

*The THE KINFOLK SOCIETY Foundation utilizes social media outlets, partnerships, and fundraising events to create awareness, promote our cause and services, encourage memberships and recurring donations as well as to engage volunteers.*

*We use our marketing methods to bring causes and problems to cultural prominence which puts pressure on opinion leaders, politicians, and ordinary people to create social and political changes that address THE KINFOLK SOCIETY Foundation causes.*

*The THE KINFOLK SOCIETY marketing strategy is to implement a wide variety of market methods to target donors and well as invoke community interest. We want to attract interest from large sums of public donors using social media worthy events and incentives. We want to also maintain a brand image of community family and accessibility so will also be very involved in at risk community events.*

### **D. Management and Organization**

#### **Founders -**

*Peppur Triplett ~ Co-President & Director of Personnel*

*Chanel Wells ~ Co-President & Director of Development*

#### **Management Team -**

*Carey Hayes ~ Director of Marketing and Relations*

#### **2022 Board Members –**

*TBA*

### **Salary Determination**

*Once better measures of mission fulfillment are developed and actively implemented, THE KINFOLK SOCIETY will be able to structure CEO compensation in ways that provide appropriate incentives to managers who successfully advance the missions of nonprofit organizations, while respecting the full legal and ethical implications of the non distribution constraint.*

*Our current estimate salary determination is as follows and is subject to change:*

### **Salary Determination**

*President Salary is set as 50,000 or 1.6% Of revenue costs before deduction*

*Director Salary is set as 38,000 or 1.2% of revenue cost before deductions*

*Salaries are to be approved and evaluated at the end of the physical year by board members.*

*All employee salaries are to be deduced based on comparable work duties and experience.*

### **E. Ownership Structure**

*THE KINFOLK SOCIETY operates as a 501c(3) Non-Profit Organization*

### **F. Social Responsibility**

*THE KINFOLK SOCIETY has a social responsibility to maintain transparency, accountability and full disclosure on all operations. We will produce a well implemented code of ethics and remain in compliance with moral and legal codes of conduct. All financial account reporting with be made public including, but not limited to; salaries, program costs and charitable contributions.*

### **G. Internal Analysis**

***Here at THE KINFOLK SOCIETY we believe that knowing your weaknesses is your biggest strength. Being that we are a new company we have a lot to learn and intend to focus our efforts on improving productivity, fundraising techniques, management skills and knowledge of how to better serve the community.***

## Products and/or Services

The THE KINFOLK SOCIETY Organization offers services that include but are not limited to:

- *Life Skills Education*
- *Advocacy*
- *Basics of life financial assistance*
- *Clothing and clothing resources*
- *Food and food resources*
- *Job seeking assistance*
- *Housing Resources*
- *College Application assistance*
- *Emotional Support*
- *Medical resources*
- *Transportation Assistance*
- *Lifestyle Makeovers*

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## Performance Standards

THE KINFOLK SOCIETY currently measures our performance on short term case completion. As THE KINFOLK SOCIETY continues to grow we will adjust our goal point accordingly.

Our goal is to become listed on the current top industry performance guide by attaining the performance level in the guidelines as set:

- **IRS Tax Status:** Charity Navigator rates organizations registered as 501(c) (3) public charities that file a Form 990 with the Internal Revenue Service. 501(c)(3)s are tax-exempt and eligible to receive tax-deductible contributions, meaning that their earnings don't benefit private individuals, their activities can't be substantially used to influence legislation, and they don't participate in political campaigns or political endorsements. We don't rate 501(c)(4) organizations, organizations exempt from filing the Form 990, private foundations, or organizations that file the Form 990-EZ.
- **Revenue:** Charity Navigator rates charities generating at least \$1 million in revenue for two consecutive years.
- **Length of Operations:** Charity Navigator rates organizations that have been in existence for at least seven years, with corresponding Forms 990.
- **Location:** Charity Navigator rates charities based in the U.S. and registered with the IRS, but the scope of a charity's work can be international.

- **Public Support:** *The charity must have at least \$500,000 in public support, which must account for at least 40% of the organization's total revenue for at least two consecutive years. Public support is defined as the combination of gifts, grants, contributions and membership fees from donors, foundations, and corporations.*
- **Fundraising Expenses:** *Charity Navigator rates organizations with at least 1% of its expenses allocated to fundraising for three consecutive years. Charities depending on the public for support fundraise to sustain their operations.*
- **Administrative Expenses:** *The charity must have at least 1% of its expenses allocated to administrative expense for three consecutive years. Administrative expenses include things such as the cost of general legal services, accounting, office management, and human resources.*

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## **Financial Plan**

### **A. Financial Projections**

*The KINFOLKS will be funded through donors and grants. Our first goal for before launch is to raise \$5,000 that will be used to assist with our first case management. Current financial estimates are still under development and will be determined as we calculate resource cost vs funding.*

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