



## GLOSSARY OF TERMS

**Affiliate Marketing:** is a method of promoting businesses in which an affiliate is rewarded from placing products in suites. In this case the reward is exposure to high net worth visitors to Chateaux du Monde. Also, all items and products used in charitable events are sponsored. For example, at all Charitable Estates, the wines served are Brunello label. Large order purchasing gives Chateaux du Monde scale of economy.

**Benefactor:** A financial supporter of foundations and charities. A benefactor is someone who aids a cause, institution, or person, especially with a gift of money. In the case of Private Family Foundations, this is often the Matriarch and/or Patriarch of the family.

**Charitable Estate:** Chateaux du Monde — The Charitable Estate is Real Estate utilized for charitable purposes. The real estate is used in creating our unique and culturally authentic Estate Experience. The Estate, is the first of twelve culturally authentic estate properties worldwide. By utilizing, The Charitable Estate a charitable organization can leverage funds received from Private Family Foundations to create a more effective process of raising sustainable gifts than their monetary total.

**Charitable Return on Investment:** (CROI) Using funds donated to leverage them and create more impact and financial reward to the Charity receiving them than their monetary total. Using the Chateaux du Monde model, this is done through increased fund raising capability through the ability to auction usage of CDM estate properties around the globe, increased contribution levels as a result of providing an unrivaled and unforgettable experience, combined with improved communications related to Foundation activity and charity impact, and retention of their top tier donor base and an expected associated increase in future donations.

**Charitable Support:** Personal, financial and social contributions to Charitable organizations. Chateaux du Monde was founded to assist Foundations and influential donors find ways to harness the power of the multiplier effect so that their contributions increase in value as they find their way to the charitable organizations.

**CDM Estate Experience:** "Bonding a cause to an Authentic Cultural Experience." An act of giving, usually through a charity auction process, earns a stay at an exceptional Chateaux du Monde authentic cultural charitable estate, for an unrivaled and unforgettable experience.

**Finding a Way™ :** Applies to the multiple ways that Chateaux du Monde assists Foundations, Donors, Charities and our world through application of our tools for strategic philanthropy, and the educational support of The Center for Change & Education.



**Give it Twice:** See Twice Gifted.

**Investment Donation:** The Foundation investment is \$5,000,000. For the life of the partnership, the investment will earn appreciation on that property, currently estimated to be 12%. The return of the principle investment and appreciation will occur at the dissolution of the partnership. The investment thereby becomes a donation for the life of the partnership.

**Legacy:** Foundations define as part of their guiding principles to ensure that their Benefactor's values are reflected in the day-to-day procedures of the Foundation. Their legacy is a part of a strategic approach to giving and part of the planning for the distribution of the Foundation's assets.

An important aspect of legacy is the lasting impact the Foundation's bequests can make throughout the world. Creating and leaving a legacy also ensures the continuation of the Benefactor's and/or Foundation's names and history.

For a charity, legacy is thought of in terms of expectancy: bookable gifts, unitrusts, gift annuities, a bequest, or a donor who gives, with a son or daughter who also is now giving. So, sustained legacy and stewardship is a priority for charities, and is the prime focus of much of their staff.

**Leverage:** Chateaux du Monde offers Foundations the opportunity to help their charities generate usable funds greater than their investment amount by many times: the cumulative rate of return on the gift is far greater than the initial amount given to the charities. The method for this is:

- A foundation becomes an Investor in Chateaux du Monde's 'The Charitable Estate' and receives 4 weeks (12 suites per week) of access to the Chateaux du Monde Estate.
- The foundation then donates their allocated time to their favorite charities.
- The Charities can then auction, Host, support Charitable Special Projects this Estate Experience to its top influential donors to raise funds for the designated charity.
- The donor gets an unparalleled experience that can, in turn, translate into future giving via continued donations and referrals to other community leaders and financially influential donors, thereby providing further leverage on the original monies donated.

Investment Leverage: For the investing Private Family Foundation, there is leverage in:

- Shared ownership of the real estate property
- Shared expenses on all estate services and amenities
- Leveraged investing to raise charitable funding for their designated charities
- Leverage awareness for the Foundation, the Donor and the Charities

The term also applies in a non-monetary sense to the significantly increased effect of what Private Family Foundations are accomplishing and the goals their charities are able to reach with the increased support.



## GLOSSARY OF TERMS *(continued)*

**Paradigm shift:** A radical change in somebody's basic assumptions about or approach to something, or how something is accomplished:

**Chateaux du Monde;** is the first investment in a real estate platform that supports the direct fundraising efforts of its investing Foundation. The total usage of the estate by charities is a radical change or paradigm shift.

**The Center for Change & Education;** seeks to affect paradigm shift by creating the environment wherein influential people can gather to associate and create new ideas with the intent of fostering social adaptation, one person at a time. The Center for Change & Education will expose a Foundation's guests to experts and thought leaders (they might not otherwise have access to) from various disciplines to help them gain critical knowledge, support and connections that will assist in bringing about humanitarian, community and personal change through the uniqueness of the venue, the experience and the curriculum. Guests will receive information, advice, research, the extraordinary venue for discussion, and solution and program development for some of the world's most vexing problems. Founded for the purpose of expanding Charitable Support through education and thought development, the Center strives to impact our global community by using leadership to lever change in the world.

**Social Engineering:** The process by which you influence and/or affect change in the society. There is more to charity than just giving. Charities now have the responsibility for engineering results. This paradigm needs to shift to all members of humanity becoming responsible for social engineering. This responsibility includes financial, emotional, spiritual and social giving. Leveraged investments provide the ability to create a level of economy whereby the society can gain more. Chateaux du Monde is already engineering the work force process: the foundation gives an experience to the top tier donor, the donor gives to the charity, and the charity provides services for the multitude of needs of society. Chateaux du Monde gives to the foundation, donor and the charity the tools to provide this social stewardship and engineering.

**Strategic Philanthropy:** Strategic thinking about fund raising or creative philanthropy/fund raising to create increased and sustained donorship. It is also a process of changed thinking and behavior, especially with regard to major issues that affect both human beings and the planet at large. It is more efficient and productive work and an approach to fund raising strategies with better communication about planning and tactical implementation. Strategic philanthropy includes active engagement by donors in the charity process, focused financial commitment, a focus on solving a social problem (not treating the symptom), identifying measurable outcomes and holding charities to meeting those outcomes.





## GLOSSARY OF TERMS *(continued)*

The Chateaux du Monde model of strategic philanthropy is a set of unique experiences that improve communications, sets aside competing demands, and fosters a necessary collaboration between Foundations, Charities and influential Donors. This is accomplished through nurturing communication and the development of 'once in a life-time' cultural experiences and creative events aimed at increasing and sustaining charitable donations.

**Synchronicity:** The coincidence of events that seem related, but are not obviously caused one by the other. The term was first used in this sense in the work of the psychologist Carl Jung. When you combine extraordinary people and experiences, you have the environment and opportunity for synchronicity to occur. Essentially, issues and ideas can impact people, who can, in turn, initiate real change to align the work of some with the needs of others.

**The Center for Change & Education:** The Center for Change & Education works through Chateaux du Monde to create intimate experiences for change by an investment in leadership. The Center for Change & Education (CFCE) introduces a Foundation's guests to experts and thought leaders from various disciplines to help them gain critical knowledge, support and connections that will assist in bringing about humanitarian, community and personal change through the uniqueness of the venue, the experience and the curriculum. CFCE creates the environment wherein influential people can gather to associate and create new ideas with the intent of fostering social change, one person at a time. Founded for the purpose of expanding Charitable Support through education and thought development, CFCE strives to impact our global community by using leadership to lever change in the world.

**Top Tier Donors:** Financially influential donors who are often Community Leaders, and have the resources and vision to be great philanthropists. Most are entrepreneurs and have the leadership ability, the passion to create institutions and the commitment to serving others. Philanthropic leadership is often just a natural extension of their success in business service.

**Twice Gifted:** The Foundation has the opportunity to "Give it Twice": The foundation gives their investment donation to Chateaux du Monde, which leverages the funds for the designated charity/charities. At the dissolution of the partnership, Chateaux du Monde returns the foundation's initial Investment, which can then be gifted again to the Foundation's designated charity/charities.