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BROCHURE: Mulligan® brand tax receipts

About Good-Heart

We are nonprofit people...just like you!

Kathy Kramer has been a nonprofit fundraiser for more than 20 years. Her professional passion is to "help those who cannot help themselves," whether through international relief efforts; to at-risk individuals, particularly children; or through animal welfare causes. Prior to her career in the nonprofit sector, she applied her expertise in corporate America.

Donovan Jones joined his grant-writing talents with Kathy's in 2010. His professional passion is service to the causes of disease prevention; homelessness; and veterans' services.

"Asking for money is difficult. That's why we developed a product and service that will make fundraising at charity events as successful and simple as possible."



([click on picture](#) to learn more about the Mulligan® brand tax receipt)

Good-Heart Charity Brands®

We are a Washington nonprofit corporation focusing on developing alternate revenue streams to support the work of nonprofit organizations. We support the following causes with the revenues from the Mulligan® brand and our other endeavors:

- the support of Christian missions around the world;
- the advocacy and protection of at-risk infants and children;
- provisions of charity to the homeless and at-risk women;
- the humane and conscionable treatment of animals and the environment;
- the operation of afterschool programs for children and adolescents;
- acts of humanity for the betterment of mankind.

Good-Heart Charity Brands® is the exclusive administrator of the Mulligan® brand, Do-Over® brand and Mulligans® game trademarks.

What Is The Mulligan® brand

The Mulligan® brand helps nonprofits raise more money for their valuable causes. The Mulligan® brand is not just the privilege to retake a shot. It is the proper receipting of a contribution that has been given to an Exempt Nonprofit by a generous donor.

Why are Mulligan® brand tax receipts and substantiations needed? The IRS requires proper receipting of all charitable deductions (The Records to Keep section of IRS Publication 526). If the contributor does not receive a tax receipt at or after the charity golf tournament, the donor's generous contribution cannot be claimed a tax deduction.

It's a donation!

The act of selling a mulligan is a solicitation for a charitable donation. Once received, and if large enough, the IRS requires nonprofits to provide a substantiation and receipt. On the other side of the transaction, the donor is required to have a bona fide receipt to deduct the mulligan donation on their taxes. Using authentic Mulligan® brand tax receipts is so easy--and the right thing to do!

It's an opportunity!

The Mulligan® is a terrific way to engage your donors and open doors to additional giving.

A free raffle prize comes with each order (minimum order of 72 tax receipts, please). Donors can use the pull-off tabs on the bottom of their Mulligan® to enter into the raffle prize drawing.

To raise extra funds, each charity tournament gets its own Free Mulligan® store. Share in the revenues on items that golfers need. The merchandise is sales tax-free, because it is part of a qualifying fundraising event (RCW 82.04.3651). Good-Heart fully administers your event store so you have no costs and nothing extra to do. The nonprofit is sent its store profits at the close of the fundraising event.

It's a trademark issue!

The Mulligan® is a federal registered trademark. As the administrators of the Mulligan®, Do-Over®, Redo™ and other trademark brands, Good-Heart is obligated to defend the integrity of those marks, or else they can be diluted and lost. When a charity solicits a donor by offering to sell a "mulligan," the issuance of a tax receipt is the subsequent and expected action to this charitable transaction. The Mulligan® brand is the trademark of tax receipts. Mulligan® brand tax receipts are made with replication countermeasures, and convey tax-deductibility per IRS requirements--a significant and unique value for both the charity and donor.

It's exclusive!

Mulligan® brand tax receipts can be used by the following exempt organizations: 501(c)3 charities, hospitals or academia; qualifying 501(c)10 and 501(c)19 nonprofit organizations; 501(c)4 firehouses; service or fraternal organization benevolent funds; churches; and government agencies. Entities apart from the above group can use Mulligan® brand tax receipts if they are supporting one of the above organizations.

Mulligan® brand tax receipts are shipped only to exempt organizations, are made with replication countermeasures, and convey tax-deductibility per IRS requirements--a significant and unique value for both the charity and donor.

It's proven to work!

Offering Mulligan® brand tax receipts increases donations. Nonetheless, try to order what you believe can be reasonably used. You may offer any leftover Mulligan® brand tax receipts to donors throughout the calendar year, at different events (regardless of the event date printed on the Mulligan®), as long as it is within the same calendar year.

EXAMPLE - Your Custom Proof

Choose Your Mulligan®

Your Mulligan® brand tax receipt order is custom printed in white ink, uniquely serialized, and includes a holographic artifact--these are its replication countermeasures.

There is no minimum. However, we request an order close to 72 tax receipts to receive the free raffle prize.

Pick and choose from our various designs. Next, choose the dollar value(s) and remember to provide the name and EIN (Employer Identification Number) of the charity, when approving the proof.



Program Details

Costs

The list prices of Mulligan® brand tax receipts are 15% the face value-not much considering the benefits that are part of the full fundraising program, including free online store, raffle prizes and golfer gifts, added value for the donors, and additional revenues for your cause. The entire program is designed so that when your event is over, you should have a significant increase in donations and no additional cost to your charity.

Mulligan® brand tax receipts are cash equivalents, and need to be tracked to prove delivery. The shipping charge for your Mulligan® brand tax receipt order is \$8.50 regardless of delivery location.

Discounts

Your discounts for Mulligan® brand tax receipts are currently 33% to 66%.

Available Discounts

Discount	Face Value	Price	Discounted Price
33%	\$5	75¢	50¢
66%	\$10	\$1.50	50¢
33%	\$20	\$3.00	\$2
33%	\$50	\$7.50	\$5
33%	\$100	\$15.00	\$10

Consignment Agreement

A consignment program is available for your Mulligan® brand tax receipts- a valid credit card is required to engage the consignment agreement. Only the \$8.50 shipping charge for your Mulligan® brand receipts is required in advance. Balances are due 10 days after the event.

Returns Are Allowed

Unused Mulligan® brand receipts may be returned for refunds (less a print charge of \$.10 and a record keeping, reporting and destruction charge of \$.25 per returned receipt).

Free Raffle Prize

We want to help you seize the opportunity to engage your event attendees and incentivize them to support your cause. You have two choices when purchasing close to 72 or more Mulligan® brand tax receipts: (1) the Hedge Fund Trading Strategies paperback compilation or (2) a 7-count flower-shaped pack of golf balls (80 Hardness).



Free Online Event Store

Why not invite event golfers to buy necessities like tees, golf balls and team caps from your organization? Profit dollars from the items needed to play in your golf event should be supporting your cause.

Now...it will! Good-Heart provides your charity with its own free online event store. You have no outlay for inventories, and nothing to do after the customer makes their purchase! Good-Heart does all of the work for you.

Online Store Revenue Amounts

	18 count Wood Tees	12 count Golf Balls	18 count Golf Balls	Team Caps (4 colors)
Market Value	\$1.25	\$14.00	\$21.00	\$9.15
List Price	\$1.79	\$19.99	\$29.99	\$12.99
Profit	\$.54	\$5.99	\$8.99	\$3.84
Your Charity's 60% per unit Revenue Split				
60%	\$.32	\$3.59	\$5.39	\$2.30



([click on picture](#) above to go to a sample store)

Plus, event donors purchasing items from your nonprofit's online store will pay no sales tax, and enjoy a tax deduction in the amount of the profit your store earns for its cause!

Mulligan® brand products come with their own tax-deductible receipts, naming your nonprofit as beneficiary!

Low Cost Participant Gifts

Mulligan® brand golf balls are available at a low cost of \$1.00 each, for your nonprofit to give as gifts to event golfers. The ball is synthetic rubber/ Surlyn® (hardness of 80). There is no minimum. Balls are packed loose.



There is a small shipping charge of the exact costs (no handling markups). These items are not part of the Mulligan® consignment program and need to be purchased prior to shipping.

Return Policy

Custom Printed Mulligan® brand, DO-OVER® brand and REDO™ brand tax receipt products

If an organization is unable to use all of its custom-printed tax receipt products, the organization may return them for a refund, under the following condition and fees.

- The custom-printed tax receipt and substantiation products must be mailed insured and postage paid in a manner that proves delivery.
- The tax receipt and substantiation products will be destroyed and your organization will receive your purchase price, less the costs of their initial printing (\$.10) and of their subsequent record keeping, reporting and destruction (\$.25).

**Please note: Custom printed tax receipt and substantiation products cannot be transferred for use to another nonprofit organization. Those unused tax receipt products must be destroyed, as they are a cash-equivalent and represent conveyance of tax-deductibility.*

If your organization has participated in the Consignment Program, please refer to your Consignment Agreement for applicable terms.

RETURN ADDRESS FOR PROCESSING:

Good-Heart Charity Brands
1311 S. Westcliff Place, #606
Spokane, WA 99224

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