



# Inspired Life Centers presents

## Social Capital Funding Program

Inspired Life Centers' Social Capital Funding program is designed to leverage the Social Value of a project. Historically, Social Value might have been driven by a moral philosophy or charitable cause. However, as a more "holistic" perspective of economics has evolved that measure human and environmental costs, Social Value has taken on new meaning.

What traditionally might be done because "it is the right thing to do" is now encouraged because it makes sense economically, socially and environmentally. No longer do we measure results in terms of just profits. Even now traditional debt and equity sources are underwriting debt and equity opportunities and either require or provide incentives for the projects that offer the added value proposition of a measurable Social Value.

Typically a charity, nonprofit or government might sponsor a project of Social Value. However, just as the term Social Value has taken on an expanded meaning, the line between profit and nonprofit or charitable and commercial pursuits has blurred as well. Today's new capital is not only socially responsible, but traditional "for profit" commercial activity is increasingly recognizing the value of contributing a percentage of operating revenue to an internal nonprofit corporate or institutional charity

that compliments its name and product brands in the marketplace.

As our world economy and community is changing, Inspired Life Centers is perfectly positioned to capitalize on those changes and facilitate the evolution taking place in our financial, social and environmental infrastructure. The primary factors that distinguish Inspired Life Centers from other faith-based organizations, charities, churches and nonprofits are its:

1. 30-year operating history and experience as a 501(c)(3)
2. Corporate governance that is open to change and flexibility
3. Authority granted in the firm's 1977 IRS Letter of Determination
4. Life and "raison d'être" perspectives
5. Dual IRS status as a faith-based and public-charity organization
6. Project funding experience
7. Authority and capacity to sponsor and incubate other charities, auxiliaries and Charitable Investment Trusts.

The above seven factors comprise the ingredients that make up our "secret sauce" used to develop

and structure Social Capital products for individuals, organizations and other nonprofits.

Our Social Capital products and services include:

1. Advocacy and education of the social capital concepts, structure and strategies
2. 501(c)(3) sponsorship, incubation and strategic tools for social entrepreneurs and social capitalists
3. Income Growth strategies
4. Social Lending and Investing
5. Retirement and Legacy solutions

In summary, Inspired Life Centers' "unique selling or value proposition" is that unlike the traditional organizational formats (corporations, LLCs, partnerships, trusts, etc.), Inspired Life Centers has a social-capital model that expands the capital sources, lowers capital costs and enables a sponsor to retain more ownership and control of his "baby" and its growth and performance.

Additional information regarding Social Investing and Inspired Life Centers' capital mission and goals can be found at [www.LifeResourcesInstitute.org](http://www.LifeResourcesInstitute.org) and the following links: Goals and Investment Criteria.

## Why work with Inspired Life Centers, Inc.?

For anybody wanting to start a social enterprise, access social capital or simply shift their life from success to significance, it is important to experience the support of a resource organization that values you and your:

1. Social enterprise, philanthropic or compassionate vision and objectives.
2. Self-determination, creativity and capacity for social responsibility and the greater good.
3. Desire for freedom in achieving your self-determined goals and objectives.
4. Need to expand and lower your social capital resources and costs while retaining your desired ownership and control.
5. Role as a Social Entrepreneur or Social Capitalist.
6. Desire to create a legacy.
7. Pursuit of more love, joy, peace, prosperity and health in your life.

# Frequently Asked Questions

## 1. What is socially responsible investing?

Socially responsible investing describes an investment strategy which combines the intentions to maximize both financial return and social good. In general, socially responsible investors favor corporate practices which are environmentally responsible, support workplace diversity, and increase product safety and quality. The origins of the concept date back to the 17th Century.

For example, as focus on global warming and its environmental impact heightens, more people are

committed to living “greener” lives. Corporations are also taking notice with many businesses implementing “greener” practices, including waste reduction and recycling efforts. Every day, there is news of this growing trend including “green” products and “green” businesses. Individuals can also make a difference by investing in companies who follow environmentally friendly practices. Green investing is one of the many opportunities investors have to implement a socially responsible investment strategy.

## 2. What is Inspired Life Centers’ Perspective?

We believe that socially responsible investing starts with Inspired Investing: an attitude about money that arises out of an Inspired Life. 21st Century investing is more about ‘coming from the heart’ v. the ‘greed is good’ attitudes born out of the 1970s that has resulted in a meltdown of our U.S. and world capital markets. Our debt-based economy and materialistic lifestyle is unsustainable. The good news is that nothing new needs to be created; only a going back to the ‘wisdom of the ages’ that speaks of living a simple, healthy,

balanced life. It is a balanced life that is the precursor to financial wellness in our pursuit of happiness. Gary Scott, a world-renowned entrepreneur and investment publisher defines Inspired Investing as: Better Living in Balance. His *7 Laws for Everlasting Wealth* reflect the core values and beliefs of Inspired Life Centers, Inc. and its various auxiliaries and sponsored-charities such as Life Resources Institute. Successful socially responsible investing is a fruit of a balanced or Inspired Life and seeds the growing trend of Compassionate Capitalism.

## 3. What exactly is Inspired Life Centers’ capital program?

The elevator speech is that Inspired Life Centers’ Social Capital funding Program expands the sources and lowers the cost of capital for an owner wanting more

project ownership and control (including investment retirement and legacy funding strategies).

## 4. What is a Charitable Investment Trust?

A Charitable Investment Trust is a form of ownership or sub-entity sponsored under the tax number and authority of Inspired Life Centers as a 501(c)(3), tax exempt faith-based public charity. The primary benefit of this arrangement is that the client does not have to go through the time, expense and learning curve to obtain

a 501(c)(3) status with still only a portion of privilege granted under Inspired Life Centers’ 1977 IRS letter of determination. The client is able to stay focused on the core business and benefit from inspired life Centers’ nonprofit history and capital funding experience.

## 5. Is a Charitable Investment Trust difficult to manage?

No. The Inspired Life Centers structure is much more simple to administrate. Further, it is simpler and easier to stay in compliance with IRS regulations than 'going it

alone'. After a certain incubation period a Charitable Investment Trust may want to obtain its own nonprofit status

## 6. What kind of assets does Inspired Life Centers accept or work with?

Certainly income and assets that can easily be converted to cash or monetized make things easy. However, there are other resources that can factor into the Social Value

proposition such as data, people and communication networks.

## 7. What is Inspired Life Centers' unique selling proposition?

The Inspired Life Centers Social Capital Funding Program expands capital sources, lowers capital costs and provides more ownership and control to the project sponsor or individual. Inspired Life Centers' unique

ability is in the knowledge of how to achieve these exclusive and proprietary capital funding solutions to Inspired Life Centers; and, access nontraditional sources of capital for qualified projects and investors.

## 8. What are the typical objections or resistance?

If the 'elevator speech' (which is very conventional) is kept simple and Inspired Life Centers' formal process is followed, terminology and concepts that can sometimes be confusing and misunderstood can be avoided. About the only 'pushback' might be someone not wanting to take the time to understand the Social

Capital Funding Program and change with the times. The result for them is that they simply continue to pay more in capital costs, unknowingly and unnecessarily, and increasingly cede competitive advantage to those who offer more Social Value in the market place.

## 9. How does the Inspired Life Centers structure work for survivors?

Given proper preparations, the continuity of life, ownership and control under the original Charitable Trust mandates are more assured of survival than the

typical business organization. An Inspired Life Centers organization is designed to be sustainable in perpetuity.

***A Significant Life is a  
Life of Compassion***

***Inspired Life Centers***

138 East 12300 South, C-152  
Draper, Utah 84040

***Greg Johnson***

Greg@GregCJohnson.com

Personal Cell: (801) 878-7421