



CONVOY OF HOPE®



TV PUBLIC SERVICE CAMPAIGN

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ABOUT CONVOY OF HOPE

Convoy of Hope is a nonprofit organization with a driving passion to feed the world through children's feeding initiatives, community outreaches, and disaster response.

Convoy of Hope's Disaster Relief team is consistently among the first to respond to disasters at home and around the world. This team is highly regarded for its scalable response and distribution model, which utilizes several warehouses, a specialized disaster response fleet, and a highly trained team of staff and volunteers to respond to disasters quickly and effectively.

Learn more at convoyofhope.org.



Learn more about Convoy of Hope

CONVOYOFHOPE.ORG



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Dear Public Service Director,

When the unexpected happens and disaster strikes, people are often caught off guard.

"I never thought it would happen to me."

"We didn't expect it to be this bad."

"I wish we were better prepared."

Preparedness is vital for millions of people at risk of being affected by a disaster. It requires thinking through scenarios, anticipating potential needs and taking practical action towards preparing for those needs. And while you can't prepare for everything, there are simple steps families can take to better prepare themselves for whatever storm comes their way. A family that is well prepared is more resilient to a disaster and better equipped to help those around them.

Convoy of Hope is a 501(c)(3), nonprofit organization with a driving passion to feed the world through children's initiatives, community outreaches, and disaster response. Our Disaster Relief team is consistently among the first to respond to disasters at home and around the world. This team is highly regarded for its scalable response and distribution model, which utilizes several warehouses, a specialized disaster response fleet and a highly trained team of staff and volunteers to respond to disasters quickly and effectively.

We hope you will help inform your viewers about the power of preparedness by airing the PSA **"Got It" (:60, :30, :30)**. This PSA stresses the importance of preparing for a natural disaster and highlights Convoy of Hope's free disaster preparedness guide which helps families develop a communication plan, determine an evacuation route and prepare for unexpected catastrophes. Also available is the PSA **"Into the Storm" (:30)** which demonstrates how Convoy of Hope helps those in need during disaster emergencies and crises. These PSAs also encourage audiences to visit convoy.org/prepare for more information. **While very timely for Disaster Preparedness month in September, these PSAs have no end date for use.**

Thank you in advance for your support of this public service campaign.

Sincerely,

Ethan Forhertz

Vice President - Public Engagement - National Spokesperson

TV PSA SCRIPTS

"Got It" (:60)

MUSIC UP AND UNDER

NARRATOR V/O: Bottles and formula?

MAN O/C: Got it.

NARRATOR V/O: Extra diapers?

MAN O/C: Not making that mistake again. Got it.

NARRATOR V/O: Extra set of clothes?

MAN O/C: So many extra sets. Got it.

NARRATOR V/O: A three-day supply of nonperishable food for each person in your household in case the power goes out?

MAN O/C: Uhhh...

NARRATOR V/O: You may be prepared for a lot of situations but a natural disaster might not be one of them. Convoy of Hope's free disaster preparedness guide can help make sure you and your family are ready when disaster strikes. The guide will help you develop a communication plan, determine an evacuation route and prepare for unexpected catastrophes. Visit convoy.org/prepare to download the guide and learn how you and your family can stay safe if the unexpected happens. Convoy of Hope. Providing hope in every storm.

MAN O/C: I don't think all that's gonna fit in there.

FADE SOUND AND PICTURE OUT

TV PSA SCRIPTS

"Into the Storm" (:30)

MUSIC UP AND UNDER

RADIO V/O: The governor has declared a state of emergency. An evacuation is now underway as the storm approaches. The National Weather Service has issued a warning as it monitors...

NARRATOR V/O: Convoy of Hope is ready to help you prepare for the next storm. Visit convoy.org/prepare.

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/convoy>

No End Date For Use

"Got It" (:60, :30)

"Got It – ALT" (:30)

"Into the Storm" (:30)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at stthomas@c360m.com
or by phone at (212) 624-9186.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

CONVOY OF HOPE
330 S PATTERSON AVE
SPRINGFIELD, MO 65802

Date: 08/17/2020
Employer ID number: 68-0051386
Form 990/990EZ/990-N required: No
Person to contact: Name: Harold J Fodor
ID number: 1011001
Telephone: 877-829-5500

Dear Applicant:

In your letter dated August 5, 2020, you requested a reclassification of foundation status as a public charity.

Our records indicate you are tax exempt under IRC Section 501(c)(3). You're currently classified as a public charity described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in IRC Sections 509(a)(1) and 170(b)(1)(A)(i) and updated our records.

Because your tax-exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under IRC Section 501(c)(3).

This letter could help resolve questions on your foundation status. Keep it for your records.

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

