

Breaking the Cycle of Hardship

Veteran and civilian families in financial distress often leads to children that become at-risk of repeating this cycle of hardship. These children that are in danger of significant emotional and psychological damage. We believe that all veterans and civilians deserve support in their drive to become self-sufficient; delivered in an environment that fosters a positive self-image and high self-esteem.

A self-sufficient family is a fundamental aspect of a parent's ability to provide his or her child with a feeling of security and optimism. Lack of transportation, training, skills and/or financial resources leads to anxiety, stress and worse, which can profoundly affect the ability to develop the self-confidence necessary to succeed. We intend to break this cycle of hardship by providing support in these areas.



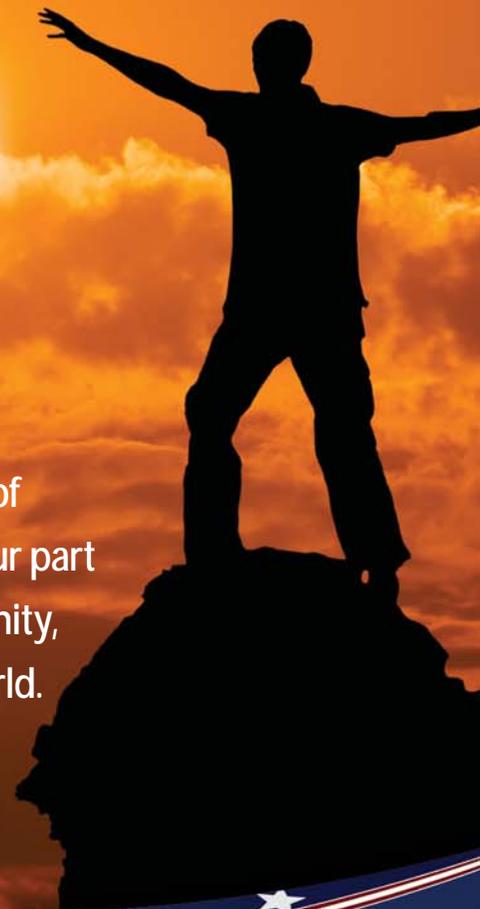


Some alarming statistics

- 12.3% of American households (with more than 13 million children) were food insecure in 2016, including 4.9% with very low food security.¹
- In 2016, 40 million Americans, including 13 million children lived below the federal poverty level. Households bringing in twice the federal poverty level are still considered low income.²
- On a single night in January 2017, 40,056 veterans were experiencing homelessness in the US.³
- On a single night in January 2017, roughly 38% of homeless veterans were living in locations unfit for human habitation.⁴
- About 9% of homeless people are veterans.⁵

Many negative aspects of life can lead our brothers and sisters to poverty and possibly homelessness. Most of these burdens can be overcome with proper training and guidance, including both job skills and life skills.

By breaking the cycle of hardship, we can do our part to elevate our community, the nation and the world.



Empowering One Family at a Time

The Erik Foundation intends to help veteran and civilian families with transportation, education, life skills training, housing and medical assistance, with an emphasis on those suffering from PTSD. We intend to partner with transportation providers and local charities in their efforts to assist veteran and civilian families in achieving their goals. We want to create an environment that helps eliminate other risk factors that so often lead to families failing to become self-sufficient. Providing these families the ability to become self-sufficient is the primary goal of this organization. We believe that helping families stay together and break the cycle of hardship is the best possible scenario for these families and teaches important lessons about life and self-sufficiency.

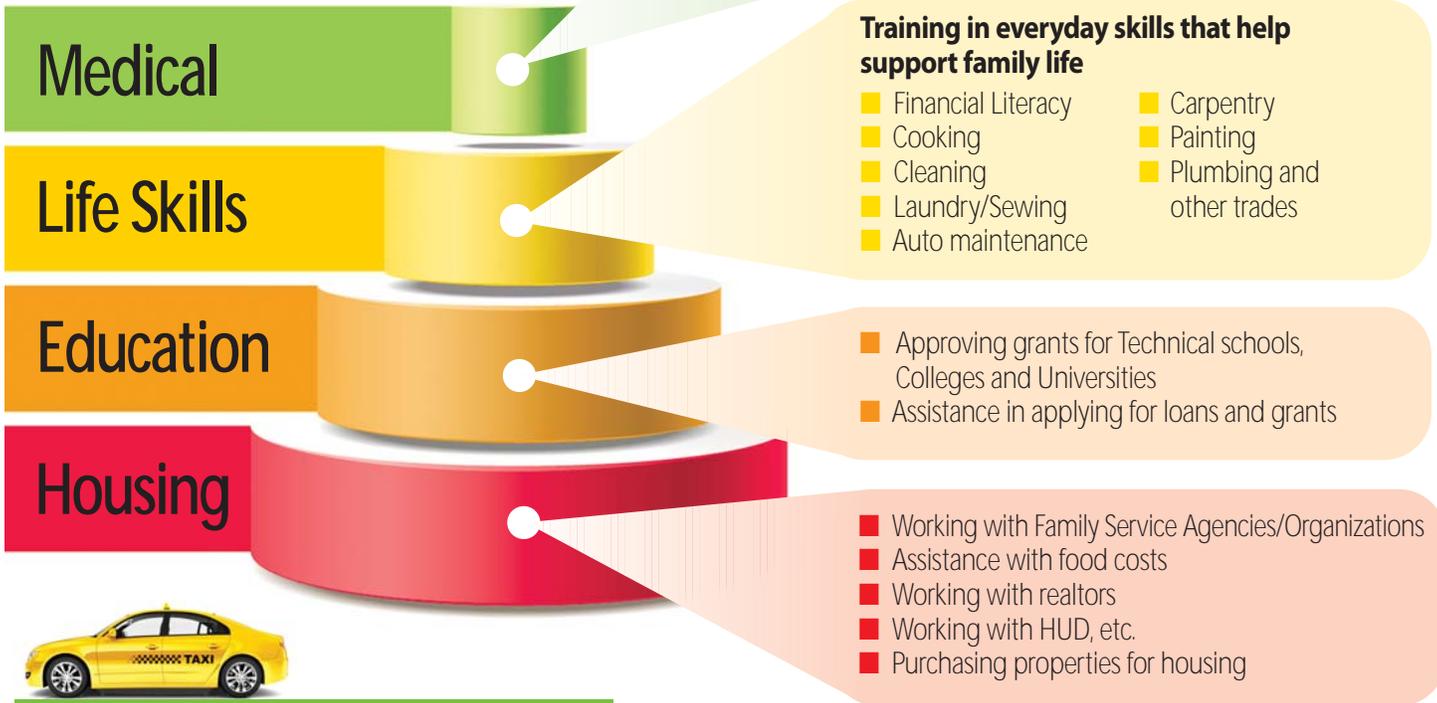


"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."

Mark Twain



We will partner with local charities that provide services listed below. We believe a **key** component is to overcome the transportation gap so prevalent in financially stressed families.



We believe that supporting the family structure allows the brilliance of individual gifts to shine.

Goals of The Erik Foundation

We will help you do this.

- To serve American families with the help of Americans
- To show how we can support each other with teamwork
- To implement transportation, housing, training and other programs to aid families in need
- To become as self-sufficient as possible and minimize the dependence on annual donations

When you believe in your purpose, you can work through obstacles, overcome disappointments and endure hardships.

We will help you do this.



Objectives of The Erik Foundation

- Produce the "Erik" line of products and aggressively pursue licensing opportunities in an effort to provide the foundation with a sustainable income
- Partner with charities/organizations to provide transportation, housing, education, life skills, and medical care with an emphasis on helping PTSD sufferers
- Phase 1 - Implement business and marketing initiatives
- Phase 2 - Begin charitable programs and produce media presentations to drive licensing
- Phase 3 - Provide robust charitable programs through licensing income



Board games, toys, children's books and the power of licensing

- The Toy Association claims that non-digital games and puzzles sales grew 23% to \$2.02 billion in 2016. Dolls grew 11% to \$2.90 billion in 2016.⁶
- IBISWorld reports that the children's book publishing industry generated \$2 billion in revenue in 2017 and has grown an average of .9% annually for the last 5 years.⁷
- In 2016, npd.com reports that 52% of all licensed product purchases for children up to age 14 were driven by the child's request.⁸

- In 2016, npd.com reports that 29% of all licensed products were bought for kids ages 3 to 5, making this age group the primary driver of licensed unit sales.⁹
- Dora the Explorer generated \$330 million in licensed merchandise sales and remains one of the top selling entertainment licensed properties 14 years after her introduction.¹⁰
- In 2013, Disney alone generated nearly \$41 billion in global retail sales of licensed merchandise based on characters.¹¹
- Mattel's Monster High became a \$1 billion dollar (annually) brand in licensing revenue in less than three years from introduction.¹²



**Together
We Can Light
up America!**

The Erik Foundation
PO Box 1231
West Chester PA 19380
484-999-1070
www.theerikfoundation.org
support@theerikfoundation.org