

THE TRIAD EDUCATION PROMISE

Strategic Partnership Blueprint, Legal
Framework, and Stakeholder Registry



Campaign Name:
The Triad Education Promise

Fund Name:
The Tri-County Educational Excellence Trust

Lead Convener & Fiscal Sponsor:
The Commission for Global Ministries

Technology & Manufacturing Partner:
Ziki International Holding Company, Inc.

Joint Trust Stewards:
Key Regional Philanthropic Foundations

Target Timeline:
3-Year Execution Phase (2026–2029)



I. INTRODUCTORY LETTER TO REGIONAL FOUNDATIONS

To the Leadership and Boards of Trustees of the Philanthropic Foundations of the Piedmont Triad, The Commission for Global Ministries, alongside a cross-sector coalition of municipal leaders, educators, corporate executives, and faith communities, invites your institution to step into a historic role. We are launching The Triad Education Promise, a targeted three-year mobilization to eradicate educational inequities and structural poverty within the Title 1 school ecosystems of Forsyth County, Guilford County, and High Point.

Traditional philanthropy is facing unprecedented strain. To break the cycle of donor fatigue, **we have engineered an innovative social-entrepreneurship engine that funds a \$300,000,000 endowment through the commercial deployment of a specialized, patented Rearview Mirror, alongside a hybrid retail model for student supplies.**

We do not ask your foundation to grant your own corpus capital to this initiative. Instead, we invite you to serve as a Joint Steward and Fiduciary Custodian of The Tri-County Educational Excellence Trust. By serving as a co-steward, your foundation provides the ironclad institutional credibility, financial oversight, and structural transparency required to assure corporate CEOs, municipal governments, and institutional investors that every dollar generated is protected and deployed with precision.

The enclosed blueprint outlines our financial architecture, marketing strategy, community collection models, and a foundational Memorandum of Understanding (MOU). We request an initial meeting with your leadership team to discuss formalizing this joint stewardship alliance and shaping the future of the Piedmont Triad.

In Shared Purpose,
The Commission for Global Ministries
On behalf of The Triad Education Promise Coalition

SUMMARY

II. EXECUTIVE SUMMARY

The Triad Education Promise is a three-year strategic mobilization designed to permanently eliminate educational inequities and eradicate generational poverty across Forsyth County, Guilford County, and the city of High Point.

By dismantling traditional institutional silos, the Commission for Global Ministries has convened a powerful coalition of local and county governments, global corporations, faith-based institutions, educators, media networks, and grassroots influencers.

The goal of this campaign is to capitalize The Tri-County Educational Excellence Trust with a \$300,000,000 endowment over a strict three-year period. This fund bypasses unreliable philanthropic donation cycles by deploying a highly secure, dual-revenue social entrepreneurship model:

- The regional and commercial scale of a patented, specialized Rearview Mirror.
- A dual-channel (physical and online) retail merchandise store supporting the Free Mobile School Supplies Initiative.

III. MISSION & CORE GOALS

Mission Statement

To build an unshakeable bridge of regional equity over the next three years, ensuring every Title 1 student, teacher, and family across Forsyth, Guilford, and High Point possesses the materials, infrastructure, and community support required to achieve lifelong educational and economic excellence.

3-Year Campaign Goals

Capitalize the Trust: Secure \$300,000,000 in net funding within 36 months.

Support Title 1 Schools:

Deliver wrap-around resources to 100% of designated Title 1 public schools within the three-county footprint.

Achieve Total Resource Equity:

Launch a self-sustaining physical and digital retail ecosystem that funds continuous student supply drops.

Boost Retention:

Increase Title 1 educator retention rates by 25% via targeted economic incentives and infrastructure upgrades.



IV. DUAL-ENGINE FINANCIAL & FUNDING MODEL

Revenue Engine 1: The Patented Rearview Mirror

The primary driver of the \$300,000,000 endowment is the sale of a specialized, patented Rearview Mirror.

Initial Target Sales Price: \$275.00

Production, Management & Admin Fee: \$85.00 (Paid to Ziki International Holding Company, Inc. for manufacturing, overhead, and patent management).

Note: For this initial presentation, actual production costs will be finalized prior to contract execution, but the initial baseline is set to yield a massive net margin.

Item Amount

Initial Retail Price: \$275.00

Ziki International Production, Management & Admin Fee: \$85.00

Net Capital Contribution to Educational Trust: \$190.00

Revenue Engine 2: The Free Mobile School Supplies Store

The Free Mobile School Supplies Initiative operates alongside the school year via an innovative hybrid business model. It consists of a physical brick-and-mortar store and a centralized online marketplace.

The store sells high-demand merchandise to the general public.

85% of all net surplus generated from sales is directly contributed into the Trust.

The remaining funds reinvest into restocking free supplies for Title 1 students and scaling the logistics fleet.

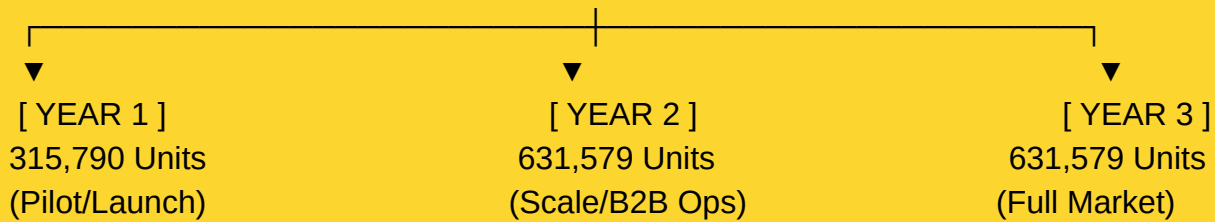


V. THREE-YEAR ROADMAP TO \$300 MILLION

Given the combined population of the Piedmont Triad (anchored by over 900,000 residents in Forsyth and Guilford counties alone), achieving our target is mathematically viable through structured community mobilization.

To hit the \$300,000,000 goal strictly from mirror sales, the campaign must distribute 1,578,948 units over three years ($\$300,000,000 / \190 net profit per mirror).

TOTAL 3-YEAR TARGET: 1,578,948 UNITS



Multi-Sector Procurement Strategies

To hit these volume targets, different stakeholder groups facilitate the purchase of the Rearview Mirror through distinct, high-impact channels:

Corporations & Businesses: Facilitate large-scale, tax-deductible B2B procurement orders. Companies can purchase mirrors in bulk to upgrade corporate vehicle fleets, distribute them as employee wellness benefits, or gift them to clients as a signature corporate social responsibility (CSR) initiative.

City & County Governments: Facilitate infrastructure-level purchasing by integrating the specialized mirror technology directly into municipal transit fleets, school buses, county work vehicles, and emergency responder units.

Faith-Based Communities: Facilitate micro-distribution networks. Churches, mosques, and temples will launch coordinated congregational purchase drives, utilizing dedicated Sundays or weekend campaigns to secure individual orders from thousands of families simultaneously.

Individuals & Influencers: Facilitate widespread public adoption. Digital media specialists and influencers will drive consumer traffic through the online store via viral marketing, utilizing the mirror as a status-driven symbol of community advancement and safe driving.

VI. ROBUST MARKETING STRATEGY

To drive the purchase of 1.57 million mirror units and achieve complete community saturation, the campaign will deploy a multi-tiered marketing framework.

1. The "Looking Forward" Media Campaign

Media Specialist Network: Regional television network affiliates, local radio hosts, and print journalists will run coordinated weekly segments highlighting Title 1 success stories funded by the Trust.

Corporate CSR Integration: High-visibility PR toolkits will be given to participating businesses, framing the specialized rearview mirror as a regional symbol of ethical corporate citizenship.

2. Digital Influencer & Grassroots Mobilization

Influencer Ambassadorships: Piedmont Triad content creators and regional figures will champion the mirror via unboxing videos and safety reviews, linking the product to regional pride.

Viral Accountability Metrics: A live digital dashboard will track regional sales, fostering a healthy, gamified philanthropic competition among Forsyth County, Guilford County, and High Point.

3. Experiential & Event Marketing

High-Impact Pop-Ups: Dedicated marketing pavilions will be placed at major local activities, concerts, races, and sports games to sell merchandise and offer live demonstrations of the mirror technology.

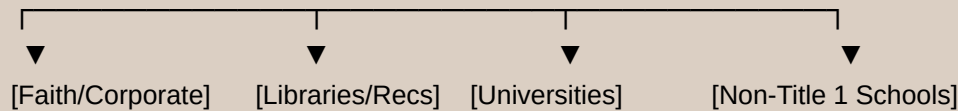
Faith & Civic Toolkits: Clerics and community leaders will be supplied with presentation slides, bulletin inserts, and digital assets to introduce the campaign directly to their circles of influence.



VII. THE "BROTHER'S KEEPER" SUPPLIES COLLECTION MODEL

To ensure a continuous supply of physical inventory and foster deep civic responsibility, the campaign features an innovative first-10-days supply drive running every month of the school year.

[MONTH'S FIRST 10 DAYS: REGIONAL DROP-OFFS] —> Logistics Sort
—> Free Mobile Store / Distribution



Strategic Collection Points

During the first ten days of each month, dedicated supply bins and mobile trucks will collect materials across a diverse network of regional locations:

- **Faith-Based Sites & Local Businesses:** Act as trusted neighborhood collection hubs for congregations and local workforces.
- **Public Libraries & Recreation Centers:** High-traffic municipal centers allowing families to drop off donations during routine daily schedules.
- **Universities & Major Events:** Collecting materials during collegiate drives, large concerts, regional races, and athletic games.

Non-Title 1 Schools ("Brother's Keeper" Initiative): A cornerstone program structured within schools that possess greater resources. This serves as an active educational framework, teaching students with means to look out for their peers, cultivate genuine empathy, and act as their brothers' and sisters' keepers.



VIII. FINANCIAL ACCOUNTABILITY & AUDIT GUIDELINES

To ensure absolute fiscal integrity, protect stakeholder interests, and guarantee the maximum deployment of capital to classrooms, strict financial guardrails govern the relationship between the Trust, Ziki International, and retail operations.

1. Joint Foundation Stewardship

Independent Oversight: Reputable, established philanthropic foundations in the Piedmont Triad region will hold joint stewardship of the Trust.

Fiduciary Separation: These foundations act as an objective custodial shield, ensuring endowment capital is securely insulated, professionally managed, and separate from active operational expenditures.

2. Auditing & Reporting Rigor Third-Party Quarterly

Auditing: An independent, certified public accounting (CPA) firm will perform quarterly audits of all transactions, unit volume verifications, and retail surpluses.

Escrow Account Structure: Gross revenues from mirror sales (\$275 per unit) will flow into an independent escrow account. The \$190 net portion will be transferred directly to the Trust, while the \$85 production/admin fee will be distributed to Ziki International only upon verified product manufacturing and shipment.

Public Transparency Dashboard: Annual financial reports, overhead breakdowns, and impact data will be published transparently to maintain trust with public and corporate stakeholders.



IX. Memorandum of Understanding (MOU)

The following structural terms establish the operating, transactional, and collaborative framework among the primary coordinating entities.

1. Parties & Purpose

This Memorandum of Understanding ("MOU") is entered into by and among:

- The Commission for Global Ministries (Lead Convener & Fiscal Sponsor)
- Ziki International Holding Company, Inc. (Technology & Manufacturing Partner)
- The Designated Co-Steward Regional Foundations (Joint Fund Custodians)

The purpose of this agreement is to define the roles, financial splits, and governance structures for the launch, marketing, and capitalization phase of The Triad Education Promise and The Tri-County Educational Excellence Trust.

2. General Provisions & Operational Intent

Non-Binding Intention: The parties acknowledge that this MOU outlines a cooperative baseline framework. While it signals a binding intent to execute the campaign collectively, it will be finalized into definitive, binding contracts following the determination of final manufacturing costs.

Term & Duration: This MOU covers the initial 3-year execution phase (2026–2029) and will remain active unless modified in writing by mutual consent of all signing parties.

3. Allocation of Capital & Financial Custody

- Gross Unit Revenue Split: Out of every specialized Rearview Mirror unit sold at the baseline retail price of \$275.00, capital shall be systematically routed through an independent escrow system as follows:
 - a. \$190.00 (Net Margin) shall be deposited directly into the Tri-County Educational Excellence Trust account.
 - b. \$85.00 (Production & Management Fee) shall be allocated to Ziki International Holding Company, Inc.
- Cost Determinations: The \$85.00 per-unit allocation represents a fixed maximum cap payable to Ziki International to fully absorb all product manufacturing, supply chain, international logistics, administrative fees, and patent overhead. The final baseline cost of production will be audited and verified before formal product deployment.
- Joint Foundation Custodianship: The designated regional philanthropic foundations shall hold strict joint stewardship of the Trust fund. These co-stewards possess full fiduciary authority to protect, insulate, and invest the capital, ensuring that distributions strictly fund the four primary campaign pillars.
- Retail Store Surplus Allocation: It is mutually agreed that the Free Mobile School Supplies Initiative store (physical and online) will function as a supporting revenue arm. Exactly 85% of all net surplus generated from retail operations will be transferred into the Trust on a monthly basis, with the remaining 15% restricted to internal inventory restocking and logistics overhead.

4. Responsibilities of Coordinating Entities

- The Commission for Global Ministries shall manage community outreach, synchronize faith-based and civic networks, direct the monthly "Brother's Keeper" supply collections, and serve as the programmatic anchor for the Mobile Supplies Fleet.
- Ziki International Holding Company, Inc. shall hold absolute responsibility for patent verification, manufacturing quality control, global logistics, retail product fulfillment, and delivery confirmation to B2B and B2C purchasers.
- The Co-Steward Foundations shall govern the financial baseline of the endowment, coordinate independent third-party quarterly CPA audits, and ensure transparent financial reporting is made available to municipal, corporate, and community partners.

X. PIEDMONT TRIAD KEY STAKEHOLDER REGISTRY (ALL LEVELS)

This verified roster maps out the precise, cross-sector entities across Forsyth County, Guilford County, and High Point to be engaged for presentation, governance, and procurement.

1. Target Institutional Foundations (Joint Stewardship Candidates)

- The Winston-Salem Foundation (Key structural partner for Forsyth County endowment governance)
- The Community Foundation of Greater Greensboro (Key structural partner for Guilford County endowment governance)
- The High Point Community Foundation (Crucial anchor for the High Point municipality municipal footprint)
- The Z. Smith Reynolds Foundation (Winston-Salem based; built for statewide and systemic education policy equity)

2. County & City Government Stakeholders (Fleet Fleet Fleet Procurement & Logistics)

- Forsyth County Board of Commissioners & County Manager
- Guilford County Board of Commissioners & County Manager
- City of Winston-Salem: Mayor, City Council, and Director of Transportation
- City of Greensboro: Mayor, City Council, and Greensboro Transit Agency (GTA) Leadership
- City of High Point: Mayor, City Council, and Municipal Fleet Management

3. Educational Leadership (Implementation & "Brother's Keeper" Alignment)

- Winston-Salem/Forsyth County Schools (WS/FCS): Superintendent, Board of Education, and Title 1 Directors
- Guilford County Schools (GCS): Superintendent, Board of Education, and Title 1 Program Managers
- Non-Title 1 Public & Private Institutions: (Targeted for "Brother's Keeper" supply drives)
- Forsyth: Mount Tabor High, Reagan High, West Forsyth High, Forsyth Country Day School
- Guilford: Northwest Guilford High, Northern Guilford High, Page High, Greensboro Day School
- Higher Education Integration: (Drop-off sites, student mentors, and analytics support)
- Wake Forest University, Winston-Salem State University (WSSU), UNC Greensboro (UNCG), North Carolina A&T State University, High Point University (HPU).

4. Corporate & Entrepreneurial Sectors (Bulk B2B Procurement Partners)

- Major Health Systems: Atrium Health Wake Forest Baptist, Novant Health, Cone Health (Greensboro/High Point)
- Banking & Financial Anchors: Truist Financial (Regional HQ), Bank of America (Triad Regional Divisions)
- Logistics & Commerce: FedEx Express (Piedmont Triad International Airport Hub), Volvo Trucks North America (Greensboro HQ)
- Retail & Manufacturing: Hanesbrands Inc. (Winston-Salem), Reynolds American, High Point Furniture Market Authority (Accessing global corporate spaces)
- Chambers of Commerce: Greater Winston-Salem Inc., Greensboro Chamber of Commerce, Business High Point-Chamber of Commerce

5. Faith-Based Organizations & Cleric Networks (Distribution & Trust Hubs)

- The Commission for Global Ministries (Lead Interdenominational Convener)
- Piedmont Triad Pastors Coalition / Clergy Alliances (Representing multi-ethnic, multi-faith congregations)
- Interfaith Greensboro & Forsyth County Ministerial Associations
- Major Regional Faith Centers: (Serving as initial 10-day physical supply drop-off hubs)

6. Media Specialists & Grassroots Influencers (Public Amplification)

- Television Broadcast Affiliates: WXII 12 (NBC), WGHP Fox 8 (High Point), WFMY News 2 (Greensboro), Spectrum News Triad
- Print & Digital Media: Winston-Salem Journal, Greensboro News & Record, Triad Business Journal
- Grassroots & Digital Content Creators: Regional Triad lifestyle, parent, and education micro-influencers to drive online store adoption.

