

CookingHub Foundation Proceeds Allocation Policy

Effective Date: 7/26/2024

Purpose

This policy establishes guidelines for the fair and transparent allocation of CookingHub Foundation's (CHF) proceeds.

Sources of Proceeds

Proceeds designated for distribution under this policy are generated from the following sources:

- **Operation of www.cookinghub.com**
 - Advertising sales
 - Income from content, e.g., live cooking classes, video classes, eBooks, and other
 - Other sales and sales commission
- **Donations**
 - Include income from fundraising activities as well as donations from those who can donate: individuals, companies, and endowments.
 - **Most common:** General fundraising and donations
 - **Less common:** Donations towards operational expenses (donors can optionally donate strictly towards foundations' operational expenses—if this option is available, it will always be a secondary option clearly stating this fact).
- **Grants**
 - Foundations and government grants

Proceeds Designated to Hunger-Fighting Organizations

Categories that are not included generate proceeds solely for the operation of the CHF Foundation, which allows our existence and mission fulfillment.

Most fundraisers focus on fighting hunger, resulting in the following distribution: 75% of the proceeds are distributed to hunger-fighting charities, 20% go to CHF operations, and the remaining 5% go to the CHF investment account to secure the organization's future.

Donors who deeply believe in our mission and want us to grow faster and generate even greater proceeds to make a bigger difference in the fight against hunger will be allowed to donate solely to our operations in selected fundraisers. This means that 95% of the donation will go to our operations, and the remaining amount will go to our investment account. Please note that this option will only be available if our foundation lacks resources to cover

operational expenses. It will be a secondary option; the primary option will always be the one mentioned above.

OT - one-time donations, R - recurring donations.

A portion of the CHF proceeds designated to hunger-fighting organizations that have established partnerships with CHF follows:

- **Advertising—Direct Ad Sales:** 45% will be donated to the hunger-fighting organizations, with the remaining 45% allocated to operational expenses and 10% to the investment account.
- **Live Classes** - 45% will be donated to hunger-fighting organizations, with the remaining 45% allocated to operational expenses and 10% to the investment account.
- **Video - Recorded Classes** - 45% will be donated to hunger-fighting organizations, with the remaining 45% allocated to operational expenses and 10% to the investment account.
- **eBooks** - 45% will be donated to hunger-fighting organizations, with the remaining 45% allocated to operational expenses and 10% to the investment account.
- **Contributions - Public (OT & R)** - 75% will be donated to hunger-fighting organizations, with the remaining 20% allocated to operational expenses and 5% to the investment account.
- **Contributions - Corporate (OT & R)** - 75% will be donated to hunger-fighting organizations, with the remaining 20% allocated to operational expenses and 5% to the investment account.
- **Contributions - Endowment (OT & R)** - 75% will be donated to hunger-fighting organizations, with the remaining 20% allocated to operational expenses and 5% to the investment account.
- **Fundraising - Online (OT & R)** - 75% will be donated to hunger-fighting organizations, with the remaining 20% allocated to operational expenses and 5% to the investment account.
- **Fundraising - Events (OT & R)** - 75% will be donated to hunger-fighting organizations, with the remaining 20% allocated to operational expenses and 5% to the investment account.

Official Partners

Proceeds shall be distributed to official partners of the CookingHub Foundation. The current list of partners is maintained and published on the foundation's website:

www.cookinghub.com/cookinghub-foundation

Even Distribution

Designated proceeds shall be distributed evenly amongst all official partners.

www.cookinghub.com/cookinghub-foundation

Distribution Schedule

Proceeds shall be paid out to partner organizations once a cumulative total of \$10,000 of the designated proceeds is reached. Payment will occur within 30 business days of reaching this threshold.

If the \$10,000 threshold is not met in a calendar year, designated proceeds for that year shall be paid out to partner organizations by March 30th of the following calendar year.

The distribution schedule can be modified as a courtesy to our official partner based on their request.

Review and Updates

This policy shall be reviewed annually by the Board of Directors. Changes or amendments require approval by a majority vote of the Board. Any updates to the policy will be reflected on the Foundation's website.

Alignment with the Foundation's Mission

The distribution of proceeds aligns with the CookingHub Foundation's mission. Allocation decisions and any policy modifications shall prioritize the Foundation's commitment to addressing hunger.

CERTIFICATION

I, Maggie Marie Slepickova Grove, Secretary of the CookingHub Foundation, hereby certify that the foregoing policy was duly adopted by the Board of Directors at a meeting held on 7/26/2024.

Maggie Marie Slepickova Grove
Maggie Marie Slepickova Grove (Aug 12, 2024 16:32 CDT)

08/12/24

Maggie Marie Slepickova Grove - Secretary