



Company Background

How it started

In early 2008, Jaclyn Foutz learned that her longtime friend, Kindra McLennan, had been diagnosed with a rare form of cervical cancer. Not knowing how to help Kindra, who lived 1,500 miles away, Jaclyn did what anyone thirty-something would do: she turned to Google®. Her search turned up various websites listing ways to help support and encourage a friend through cancer, and of those, some even suggested fundraising ideas. Realizing that they couldn't be there to hold Kindra's hand through the chemotherapy and radiation, Jaclyn and her friends decided to raise money for Kindra and her husband to relieve the financial burden associated with her cancer treatment. Jaclyn found websites suggesting fundraising options, but all seemed too local and small in scope to have the kind of impact she and her friends wanted. At the time, Jaclyn's husband, Ryan Foutz, his brother, Matt Foutz, and Ryan's childhood friend, Steve Bever, owned a wholesale jewelry company. They donated turquoise beads, and Jaclyn and her friends sold turquoise necklaces in support of Kindra. They sold the necklaces in-person to friends, relatives and coworkers, and by e-mail to people in Kindra's support network all across the country.

The project was a huge success; they sold 350 necklaces and raised over \$7,000. They were inspired by the breadth of Kindra's network of friends and the willingness of complete strangers to buy the necklaces.

Initially, Kindra refused to take handouts from her friends and family; however, when she knew her friends and family were receiving a necklace in return for their monetary donation, her concerns were alleviated. And, when she saw everyone from her best friend to her chemotherapy nurse wearing the necklaces, she felt an emotional support as great as the financial support she received from the purchase.

After extensive research, Jaclyn and Ryan learned that there were no resources available to do what they did on a larger, commercial scale. They found companies selling products in an effort to raise money for non-profits, foundations or research institutions, but none raised money directly for individuals during their time of need.

During their research process, they were astonished to learn about the financial burden that individuals suffering from an illness often face. For breast cancer alone, it is estimated that out-of-pocket expenditures and lost-income costs for women with insurance coverage average \$1,455.00 per month. The majority of those out-of-pocket costs are related to co-

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payments, hospitalizations and specialist visits. In 2006, twenty five percent of cancer patients reported to use all or most of their savings dealing with cancer. Approximately fifty percent of all personal bankruptcies filed in the United States are filed due to medical expenses. Also, research has found that there is a strong connection between emotional support and healthcare outcomes. They found these statistics astounding; there was a better way to aid individuals and enhance the benefits of strong support networks.

Through all of this, Jaclyn, Ryan, Matt and Steve saw firsthand the power of the humanitarian spirit and how that spirit connects us all. It was from this experience that Human Tribe Project was born.

Why we are not a non-profit

Jaclyn, Ryan, Matt and Steve initially tried to incorporate Human Tribe Project as a non-profit organization but tax regulations wouldn't allow it. Ultimately, however, they embraced the for-profit model as one that is more efficient and self-sustaining and ultimately would allow more money to be given to Beneficiaries. Human Tribe Project does not depend on donations; it does not require annual fundraisers or solicitations; it is not overseen by a regulatory committee. Instead, Human Tribe Project is a for-profit business founded on and driven by the humanitarian spirit.

Jaclyn, Ryan, Matt and Steve often discuss the benefits of an economic model where for-profit businesses would consider the social needs of the community along with their bottom line. They never imagined that Kindra's tragedy would be the catalyst for creating this business model, but the outpouring of support for Kindra in her time of need inspired us all.

Human Tribe Project is operated by people who believe in the intrinsic goodness of human beings and it is designed to show the world what good things can be done when it is harnessed in a collective voice.

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Company Bios

Jaclyn Foutz

Jaclyn is the managing member and general counsel for Human Tribe Project. Before leaving corporate America to pursue her passion with Human Tribe Project, Jaclyn worked at the law firm of Gallagher & Kennedy, PA, the United States Senate, the Arizona Supreme Court and Gap, Inc. She received her J.D. from the College of Law at Arizona State University and her B.S.B.A. from the University of Arizona. Jaclyn and Ryan live among family and friends in Phoenix, Arizona. Jaclyn is an active volunteer with Big Brothers Big Sisters and has worked locally with Crisis Nursery and the Children's Law Center. Her goal is to create a legacy for her dear friend Kindra McLennan by facilitating fundraising efforts for friends and families in crisis.



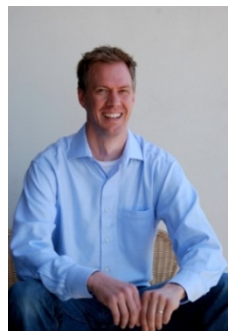
Ryan Foutz

Ryan conceived the concept for Human Tribe Project and handles long-range planning and management. Ryan founded Sterling Turquoise, Ltd., an international wholesale jewelry business, which he successfully managed for the past seven years. He has a B.A. degree in English from University of Arizona. Ryan is a native of Phoenix, Arizona. He and Jaclyn met in college but waited ten years to reconnect and get married. He is an active volunteer with Big Brothers Big Sisters.



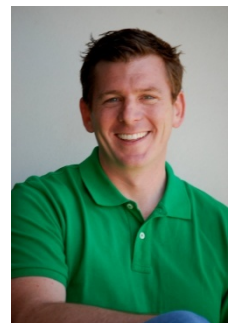
Matt Foutz

Matt is the marketing manager for Human Tribe Project. Before joining the Human Tribe Project team, he managed a corporate team in the United States and abroad for Case Logic, Inc. Matt has owned a stake in Sterling Turquoise, Ltd. since its founding, and has been acting as the marketing manager for the past six years. He has a B.S. degree in Public Relations from Northern Arizona University. Matt and his wife have two children and live in Phoenix, Arizona.



Steve Bever

Steve is Human Tribe Project's design guru. Steve worked for a Fortune 500 company for five years and is an owner and manager of Sterling Turquoise, Ltd. He attended Northern Arizona University and has a degree in Fire Science. Steve and Ryan have been close friends since high school where they met in Freshman English class. Steve and his wife are grammar school sweethearts and live with their three children in Phoenix, Arizona.



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Human Tribe Project is a closely held company owned by the above founders and several friends and family members. All are very important to Jaclyn, Ryan, Matt and Steve and all are dedicated to the concept and benefit of Human Tribe Project.

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Dedication

Human Tribe Project is dedicated to the memory of Kindra Marie McLennan. Kindra passed away on January 2, 2009, after an eight-month battle with a rare and aggressive form of cancer. She ultimately lost the fight, but her struggle inspired this company and the idea that we are all members of individual tribes that unify to support a loved one in a time of crisis and that together – bound by the humanitarian spirit – we are all part of a larger Human tribe.

After being diagnosed in April 2008, Kindra chronicled her cancer journey through a blog, now available for public view at www.kindramclennan.com. She wrote with humor, describing all aspects of her experience including her initial scan, chemotherapy, radiation, surgery and side effects, with hope and laughter. She initially wrote to keep her friends and family informed, but in the end, her blog acted as an inspiration to everyone who read it and served as a vehicle to give and receive support during her time of crisis. Her blog touched all who read it, and was even the subject of a front-page article in the Chicago Tribune, available [here](#).

During her treatment, Kindra's friends came together to raise money to help Kindra and her husband with her ever-increasing medical bills. Kindra refused to take handouts from her loved ones, so her friends sold handmade necklaces in her honor and gave all proceeds to Kindra. Not only were her friends and family able to raise approximately \$10,000, but Kindra could see their love and support in every necklace that was worn. She once commented how meaningful it was for her to see her chemo nurses wearing her necklaces in the cancer center.

Kindra was one of the most inspiring, loving and kindhearted people to ever walk this earth. She had an infectious smile and a joy for life. She could find the positive in any situation and had a way of making everyone she encountered feel like he or she was the most important person on earth. She was a wife, a daughter, a sister, a therapist and the best friend you could ever imagine. Kindra passed away shortly after celebrating her 30th birthday with friends and family in Las Vegas, Nevada. Her life was cut short, but the positive effect she had on those of us that remain is everlasting. Commenting on Kindra's blog posts, her friends have said the following:

"If ever a person lived life to its fullest and tasted all of its joys, it is you. You bring warmth and laughter to each person you meet."

"Not a dark cloud, always sunshine when people are around you, Kindra."

"You will always represent sunshine, love and all that is good in the world."

"How lucky are we to know you...your positive attitude, infectious sense of fun and loving spirit are truly one of a kind."

"We are all better people for having had you in our lives."

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"Your inner and outer beauty shines and has ever since the first day I met you."

"Thank you for coming into our lives and sharing your warmth, compassion, laughter, and genuine friendship with us. You have always reminded us what it means to truly live life to its fullest."

It is our hope to continue Kindra's legacy through this website and enable tribes everywhere to quickly and easily support a loved one in a time of crisis. We are all connected; we are all members of the Human tribe.

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