



We have projected annual revenue from individual Social Legacy Network (SLN) subscription fees and business and professional service provider membership fees generated by our 10 partner's local nonprofits. We project the number of new members and businesses to increase by 25 percent each year and to get 70 percent yearly renewals in both categories. For data for an individual partner, delete the last digit in each line.

New SLN subscriptions for year 1 (12 months), after a free three-month trial, based on the promotional activities of our partnership group and their local affiliates, employees, volunteers and members.	300,000		
300,000 new SLN subscriptions x \$48 per year	\$14,400,000		
25,000 businesses x \$96 per year	\$2,400,000		
Total revenue	\$16,800,000		
Distribution to local partner entities, 75 percent	\$12,600,000		
Balance of distributions, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
Overhead, state partners, 2 percent		0.02	\$336,000
Overhead, program developers, 2 percent		0.02	\$336,000
Partnership state office, 2 percent		0.02	\$288,000
Partnership state affiliate, 3 percent		0.03	\$504,000
Partner share of ownership, 3 percent		0.03	\$504,000
People of America Foundation, 3 percent		0.03	\$504,000
Program developers, 7 percent		0.07	\$1,176,000
Totals		0.25	\$4,152,000
Total SLN subscriptions for year 2	585,000		
585,000 SLN subscriptions x \$48 per year	\$28,080,000		
Total businesses for year 2	48,750		
48,750 businesses x \$96 per year	\$4,680,000		
Distribution to local entities, 75 percent	\$24,570,000		
Distribution to state partners, 10 percent	\$3,276,000		
Total SLN subscriptions for year 3	878,250		
878,250 SLN subscriptions x \$48 per year	\$42,156,000		
Total businesses for year 3	95,063		
95,063 businesses x \$96 per year	\$9,126,048		
Distribution to local entities, 75 percent	\$38,461,536		
Distribution to state partners, 10 percent	\$5,128,205		

Note: We selected data from the State of Maryland to create this graphic. In the 2020 Census, Maryland's population (ranked 18th in the nation) was 6,177,000 (rounded off for convenience). Our target population, ages 20 to 74, is 4,238,000. Using a seven percent participation rate, we have 297,000 individuals living in 24 counties. In the Maryland high schools, 88,000 students could be using this program at no cost for one or two years. Maryland has 618,000 small businesses, and a 4 percent participation rate gives us 25,000 members. The state is also home to 31,000 nonprofit organizations that employ nearly 280,000 people.