



OPERATIONAL AGREEMENT

(NON PROFIT)

REVISED. 2020

PARTIES

This Operating Agreement ("Agreement"), is made and entered into, by, and between Gold Mind Marketing - cloud based marketing firm represented by Andre Lloyd(Signee) and the Ark of Refuge, Inc. (Administrator) located at 9702 International Boulevard Oakland California 94603.

TERMS AND CONDITIONS

- TERM

The term of this operational agreement will be perpetual and continue to operate in existence of its dissolution by its members under the visions of state and federal laws regarding dissolutions of Corporations. Attached to this agreement are signee provided price charts, brochures or addenda.

- PURPOSE

The Ark of Refuge is an urban sustenance program catering to (ages 16 through 24) as well as Domestic Violence Victims. Interception equals change will exist and operate as a brother / sister organization to the Ark of Refuge in relation to the following services; Street Outreach, food distribution, crisis transportation as well as 24-hour emergency dispatch. All matters relevant to the successful performance of the associated programs are duly noted by each organization on a coagulated Escalation Matrix.

- MANAGEMENT

This Operational Agreement will be managed and operated by its members. Members being administrator and Signee. Both members of this agreement will have the rights, powers and Authority to cancel this agreement at any given time..

Andre Lloyd
PRINT NAME

Andre Lloyd
SIGNATURE

1-12-2023
DATE

LESLIE WEST
PRINT NAME

SIGNATURE

1/13/2023
DATE

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ► _____	Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name and address (optional)
6 City, state, and ZIP code		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
				-				-	
or									
Employer identification number									
					-				

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ► *Andre Lloyd*

Date ► 01/07/2023

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

DIRECT DEPOSIT AUTHORIZATION FORM

I hereby authorize The Ark of Refuge (*company name*) to send credit entries, as well as appropriate debit and adjustment entries, to my account indicated below. These deposits may be made electronically or by any other commercially accepted method.

Personal information

Name: Andre Lloyd

Address: 2410 Greenwood Drive

City Lindenwold, State New Jersey, Zip Code 08021.

Social Security #: N/A

Financial Institution Information

Name: Greenwood Bank

Branch: _____

Address: 3500 Lenox Road NE

City Atlanta, State Georgia, Zip Code 30326.

Transit #: 125109019

Account #: 335101657849

Type of account: ☒ Checking account ☐ Savings account

Please attach a voided check for each bank account to which funds should be deposited (if necessary).

This authorization will remain in effect until revoked by me in writing.

Andre Lloyd Name

Andre Lloyd Signature

01/08/2023 Date



GOLDMIND

M A R K E T I N G

BREAKDOWN

**PRECISE
TARGETING**



**HIGHER
ENGAGEMENT**



**LOWER
COST-PER-
CLICK**

WELL-MANAGED CAMPAIGNS INCREASE VIRALITY WHILE ALSO COSTING LESS

ADVERTISING LABOR FEE

ONE PLATFORM

30 DAYS	3 MONTHS	6 MONTHS	12 MONTHS
\$400	\$1000	\$1900	\$2600

KEY PERFORMANCE INDICATORS

— Clients often mistakenly measure the success of their campaigns on the amount of views generated.

A deeper dive shows that the true success of social media advertisements is measured via the metrics displayed.

Listed in order of importance

CLICK-THROUGH RATE (CTR)

The number clicks that your ad receives divided by the number of times your ad is shown.

COST PER CLICK (CPC)

The amount you pay for each click on your ad.

IMPRESSIONS

The number of times your ad was seen by a potential customer.

VIEWS

On YouTube, a view is counted when someone watches more than 30 seconds of your video ad (*or the duration if it's shorter than 30 seconds*) or interacts with the ad, whichever comes first.

COMMON MISCONCEPTIONS



Simply paying to reach a wider audience without the correct approach is very inefficient and costly.



“Boost” and “Promote” features on social media are NOT recommended.

RANDOM TARGETS

Targeting a city, age group, gender and keywords is the bare minimum. This leads to “random targeting.”

EMPTY VIEWS

Random targeting occurs when your content is being shared with audiences who may or may not be in your target demographic. This process accumulates views but earns a low return on investment and raises advertising costs.

SET IT AND FORGET IT

Re-optimization is an automated feature that allows campaigns to operate via artificial intelligence. Though user-friendly, this reverts back to random targets. Therefore, managers should routinely supervise campaigns in order to make changes when necessary.

CASE STUDIES

CASE STUDY #1

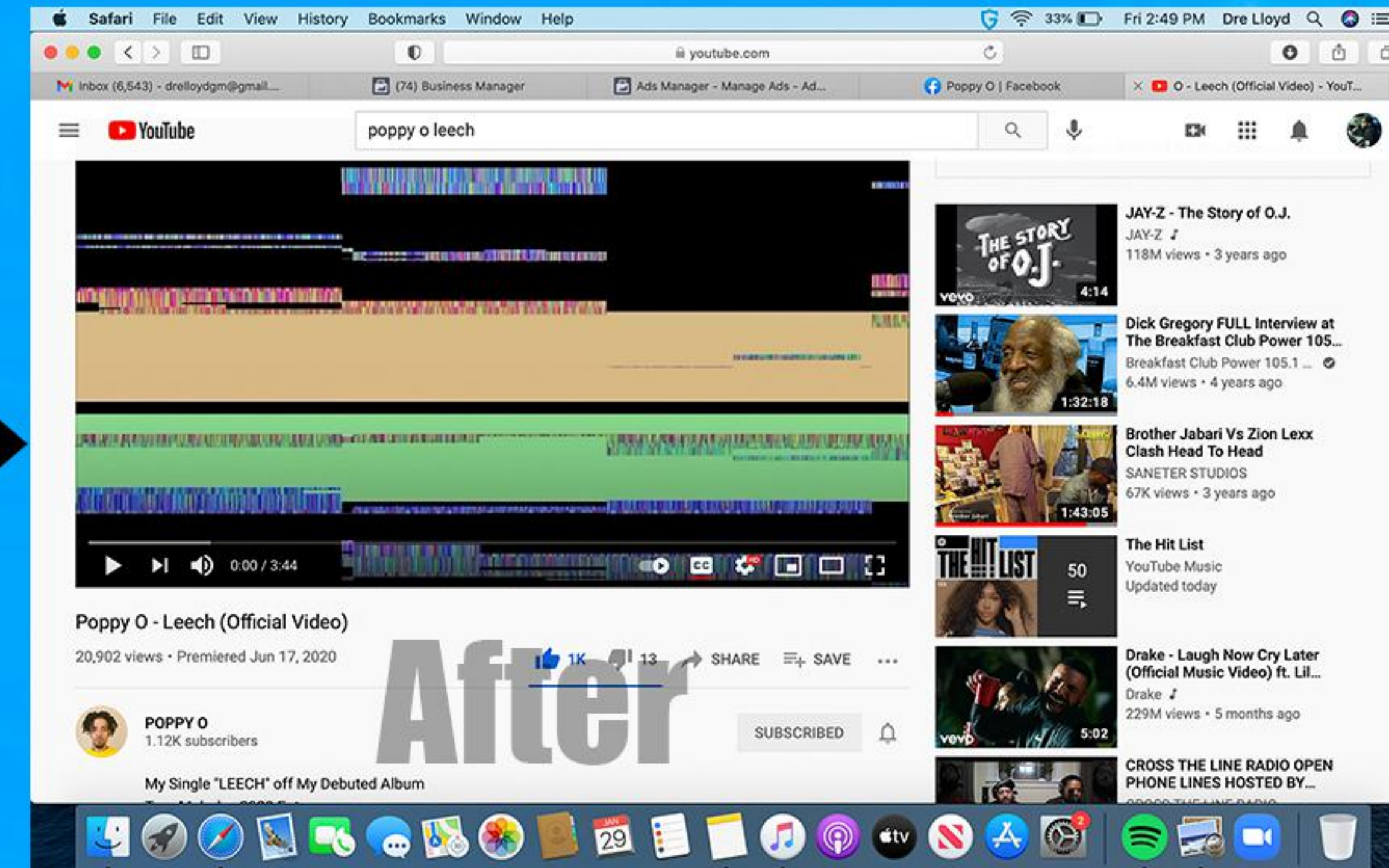
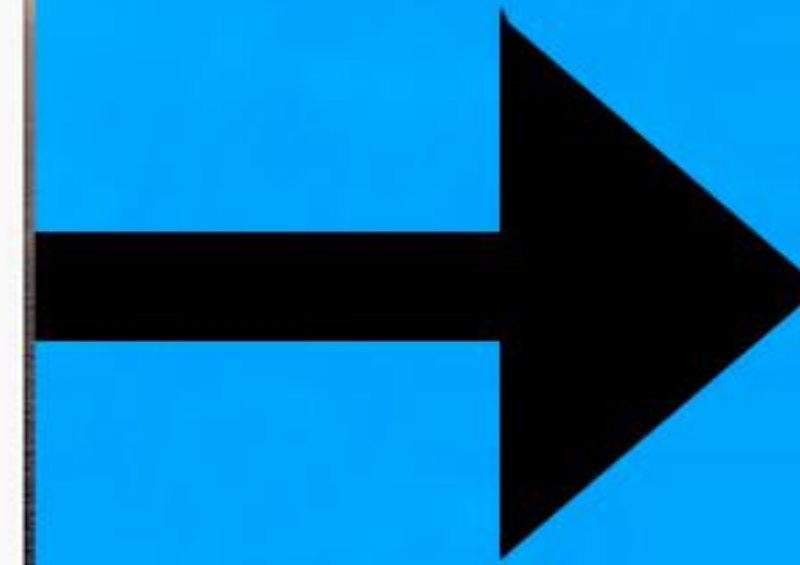
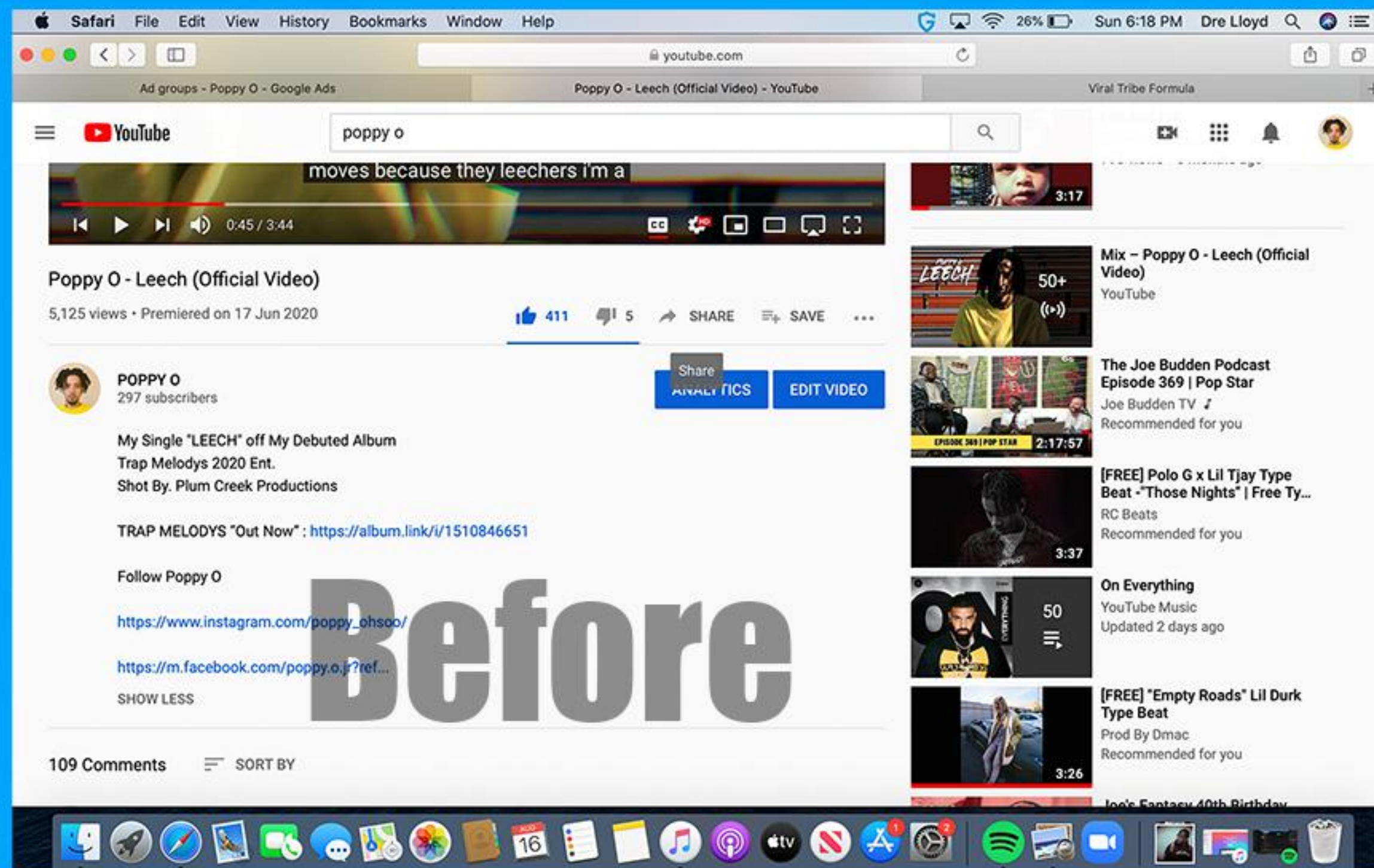


POPPY O

Results
350k+ Views 8k+ Likes 300+ Comments
331 More Subscribers On Youtube
11k+ Youtube Views
400+ More YT Likes
50+ Youtube Comments 8k+ Spotify Streams

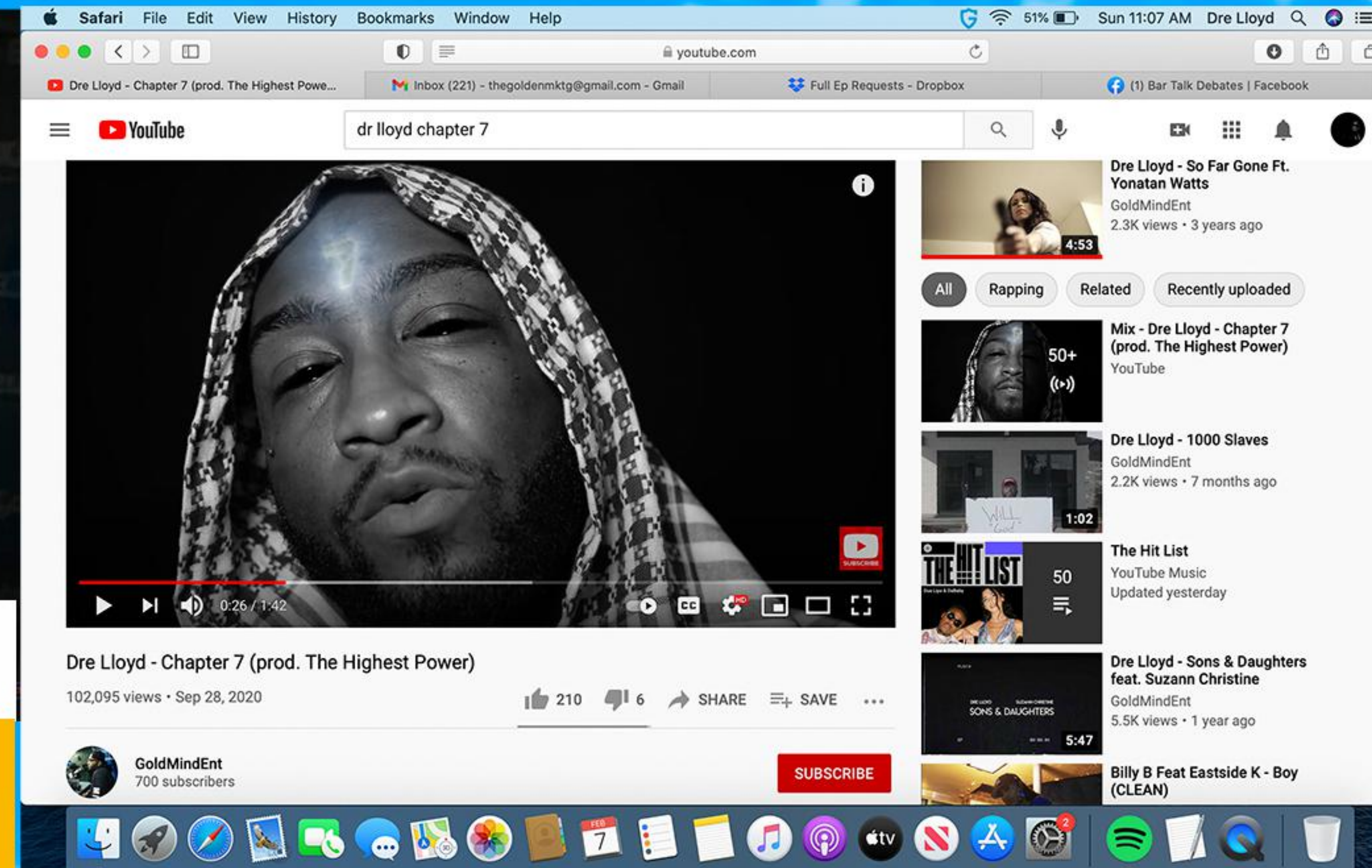
<input type="checkbox"/>		Ad Set Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Leech Asia Test	4,209 ThruPlays	17,250	49,571	\$0.01 Cost per Thr...	\$34.79	Oct 4, 2020	Sep 16, 2020 19 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Leech Test 2	6,902 ThruPlays	33,791	96,204	\$0.01 Cost per Thr...	\$51.72	Oct 15, 2020	Sep 15, 2020 30 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Leech City Opt	5,901 ThruPlays	15,036	26,334	\$0.01 Cost per Thr...	\$60.55	Oct 14, 2020	Sep 14, 2020 30 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Leech Phillipines Defined	30,950 ThruPlays	35,987	178,560	\$0.003 Cost per Thr...	\$103.57	Oct 4, 2020	Sep 6, 2020 29 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Poppy O Lookalike	12,595 ThruPlays	31,985	48,901	\$0.01 Cost per Thr...	\$119.13	Oct 4, 2020	Aug 30, 2020 35 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Facebook T Pain Defined Haiti/Mexico/DR/C...	6,115 ThruPlays	33,034	82,773	\$0.01 Cost per Thr...	\$35.11	Oct 4, 2020	Aug 30, 2020 35 days
<input type="checkbox"/>	<input checked="" type="checkbox"/>	FB Real Estate/Future Mexico/DR/Brazil/Colo...	8,403	48,482	109,054	\$0.01	\$44.55	Oct 4, 2020	Aug 30, 2020
		> Results from 25 ad sets ⓘ	115,836 ThruPlays	411,867 People	1,112,837 Total	\$0.01 Cost per Thru...	\$694.54 Total Spent		

CASE STUDIES



DRE LLOYD

Went from 600 - 700 Subscribers in 30 Days
Went from 0 views - 102,095 views in 30 Days



Our Advertising Platforms



YOUTUBE



INSTAGRAM



FACEBOOK



SNAPCHAT



TIKTOK