



## Breaking the Cycle of Hardship

Veteran and civilian families in financial distress often leads to children that become at-risk of repeating this cycle of hardship. These children that are in danger of significant emotional and psychological damage. We believe that all veterans and civilians deserve support in their drive to become self-sufficient; delivered in an environment that fosters a positive self-image and high self-esteem.

A self-sufficient family is a fundamental aspect of a parent's ability to provide his or her child with a feeling of security and optimism. Lack of transportation, training, skills and/or financial resources leads to anxiety, stress and worse, which can profoundly affect the ability to develop the self-confidence necessary to succeed. We intend to break this cycle of hardship by providing support in these areas.



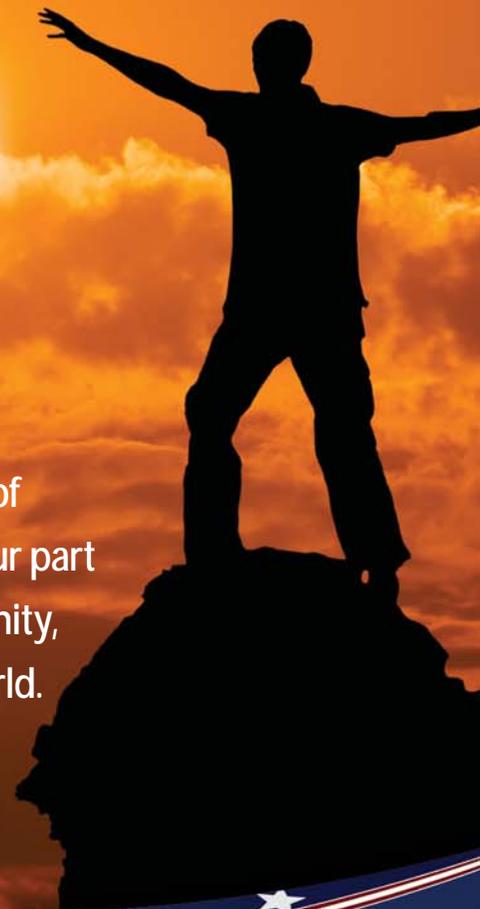


## Some alarming statistics

- 15.8 million American children lived in food insecure households in 2012<sup>1</sup>
- In 2013, 14.7 million American children (approx. 20%) lived in poverty<sup>2</sup>
- The National Alliance to End Homelessness estimated that from 2009 to 2014, 37% of the homeless population was comprised of families<sup>3</sup>
- In 2004, 24 million US jobs (one-fifth of all jobs) did not keep a family of four out of poverty<sup>4</sup>
- About 9% of homeless people are veterans<sup>5</sup>

Many negative aspects of life can lead our brothers and sisters to poverty and possibly homelessness. Most of these burdens can be overcome with proper training and guidance, including both job skills and life skills.

By breaking the cycle of hardship, we can do our part to elevate our community, the nation and the world.



## Empowering One Family at a Time

The Erik Foundation intends to help veteran and civilian families with transportation, education, life skills training, housing and medical assistance, with an emphasis on those suffering from PTSD. We intend to partner with transportation providers and local charities in their efforts to assist veteran and civilian families in achieving their goals. We want to create an environment that helps eliminate other risk factors that so often lead to families failing to become self-sufficient. Providing these families the ability to become self-sufficient is the primary goal of this organization. We believe that helping families stay together and break the cycle of hardship is the best possible scenario for these families and teaches important lessons about life and self-sufficiency.

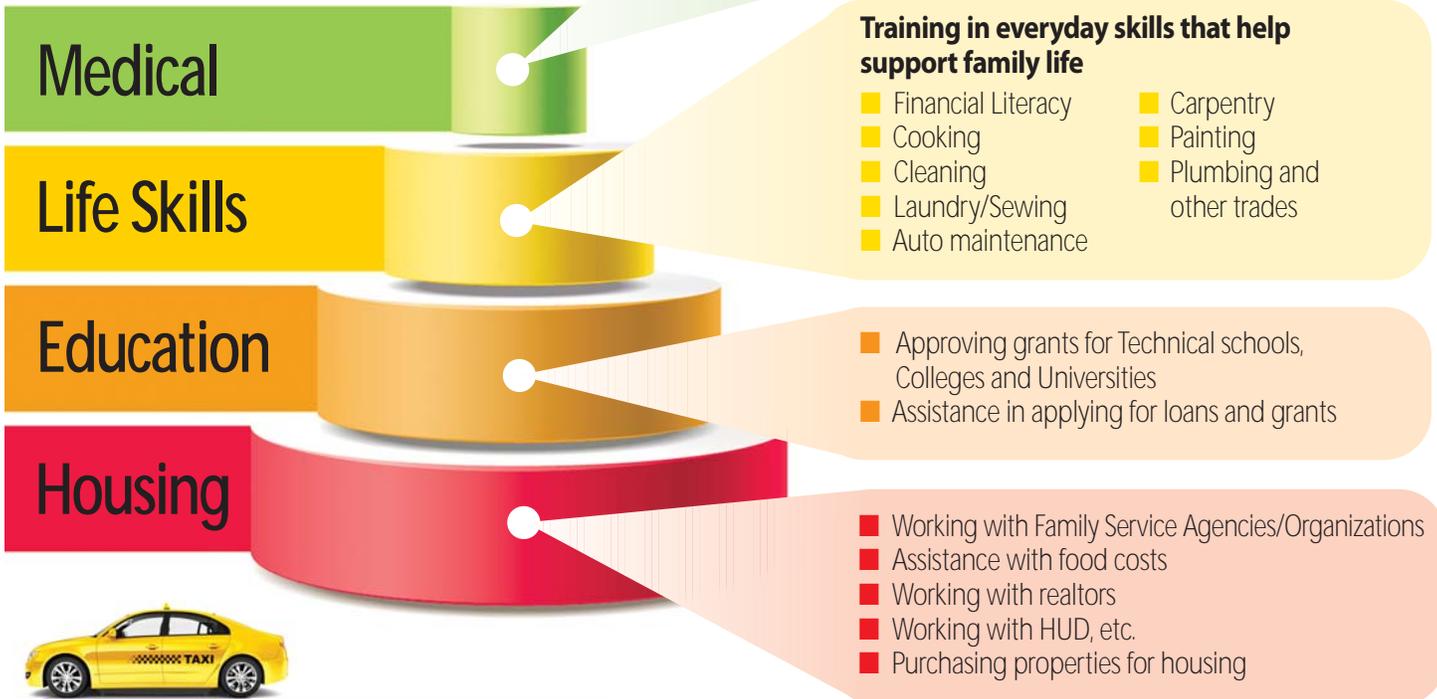


***"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."***

Mark Twain



We will partner with local charities that provide services listed below. We believe a **key** component is to overcome the transportation gap so prevalent in financially stressed families.



We believe that supporting the family structure allows the brilliance of individual gifts to shine.

### Goals of The Erik Foundation

*We will help you do this.*

- To serve American families with the help of Americans
- To show how we can support each other with teamwork
- To implement transportation, housing, training and other programs to aid families in need
- To become as self-sufficient as possible and minimize the dependence on annual donations

*When you believe in your purpose, you can work through obstacles, overcome disappointments and endure hardships.*

***We will help you do this.***





## Objectives of The Erik Foundation

- Produce the "Erik" line of products and aggressively pursue licensing opportunities in an effort to provide the foundation with a sustainable income
- Partner with charities/organizations to provide transportation, housing, education, life skills, and medical care with an emphasis on helping PTSD sufferers
- Phase 1 - Implement business and marketing initiatives
- Phase 2 - Begin charitable programs and produce media presentations to drive licensing
- Phase 3 - Provide robust charitable programs through licensing income



### Board games, Children's books and licensing statistics

- The Toy Industries Association claims that non-digital games and puzzles generated \$1.29 billion in sales in 2013 and grew 10% to \$1.42 billion in 2014<sup>6</sup>
- The hobby game market has grown 15% in 2014, the sixth consecutive year of growth and is 2.25 times as large as in 2008<sup>7</sup>
- Sales of games & puzzles increased in 2014 by 8% and licensed toys were 31% of total industry sales, up 7% over 2013<sup>8</sup>
- Children's books sales generated over \$1.5 billion in 2013 and nearly \$2 billion in 2014<sup>9</sup>
  - Paperbacks accounted for over \$500 million<sup>9</sup>
- Dora the Explorer generated \$330 million in licensed merchandise sales and remains one of the top selling entertainment licensed properties 14 years after her introduction<sup>10</sup>
- In 2013, Disney alone generated nearly \$41 billion in global retail sales of licensed merchandise based on characters<sup>11</sup>
- Mattel's Monster High became a \$1 billion dollar (annually) brand in licensing revenue in less than three years from introduction<sup>12</sup>



**Together  
We Can Light  
up America!**

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