A bracelet. YOU. And a plan to end human trafficking, child poverty and abuse.
Dear VALUED Benefactors & Collaborators:

Thank you for the time you are investing in consideration of partnering with LETS. We hope the following Strategic Plan Overview will provide helpful information regarding our history, leadership, direction and how you can help play a significant role in helping thousands more women, men, and families throughout the world.

LETS is seeking partners and collaborators to expand essential preventative education and community changing manufacturing models into communities in crisis globally - both in developing and developed countries. Our proven solution is effective across cultures and is already reducing human trafficking, child poverty and abuse. With your help we believe there will come a day when no child is born into a crisis situation.

We are an open, flexible, highly principled and compassionate organization and we look forward to discussing how we can work together.

If you are an individual or represent an organization that feels impassioned by our cause and wish to get involved please contact us.

Sincerely,

Kristin Van Wey
Founder & CEO
Executive Summary

LETS is changing the face of individuals and communities in crisis through preventative education, proven tools, self-sustaining employment and manufacturing models. The end goal of any LETS initiative is to empower life choices and prevent children being born into situations where they are victims of poverty, abuse or trafficking. Founded in Jackson, Tennessee and honed in communities in crisis in the US and Haiti, LETS is impacting thousands of lives globally.

This overview provides insight into the vision, mission and operations of LETS including:

- The LETS Leadership Team
- A brief history of LETS
- The LETS Solution: a self-sustaining strategy to end human trafficking, child poverty, and abuse
- The LETS Strategic Plan Overview
- Partnering with LETS
Kristin Van Wey
**Founder & CEO • Kristin@LETSempower.org**
Kristin is an internationally recognized leader, educator, speaker and trainer in innovative approaches to wellbeing and has helped thousands experience insights, understanding and remarkable results. With 30 years of professional experience in health, energy medicine and energy psychology, Kristin is one of the leading voices on the use of essential oils. Her humanitarian efforts have brought hope and empowerment to communities in crisis and she's dedicated to partnering with others to serve communities globally. Kristin is passionate about family and has been blessed with her incredibly supportive husband, Shane, seven children and four grandchildren.

Lee Eddleman, CPA, MBA
**Treasurer and CFO • Lee@LETSempower.org**
Lee leads the accounting division of Eddleman & Eddleman, LLC, an accounting, investment advisory, and venture capital firm owned by her and her husband. Together they and their team serve clients throughout the United States. She has comprehensive experience with consumer, manufacturing, and corporate accounting and tax. Lee also teaches as an adjunct professor of accounting for the University of Memphis at Lambuth.

Heather Wade
**Board Member & Assistant Chief Operations Officer • Heather@LETSempower.org**
With over 10 years of experience as a business coach and a top direct sales leader, Heather has become a thought leader in her industry. Her mission to bring wellness and sustainability to communities has come alive through her humanitarian work in Haiti, where her husband, Aaron, and her older children have been able to give back hope to those around them. Heather has six children and resides in Utah with her husband.

Adrian Eddleman
**Board Member and Chief Strategic Officer • Adrian@LETSempower.org**
The Founder and Chief Investment Officer for Eddleman & Eddleman, LLC, Adrian also heads Eddleman Venture Capital and advises numerous high profile businesses. An adjunct professor for over a decade, he currently also serves on the Boards of Winsome Truth, Inc., and Regenerative Health Management Inc., in addition to LETS. He's occasionally sought by media for both his political and economic commentary with clients featured in Kiplinger's Magazine and elsewhere.
In 2013, wellness speaker and educator Kristin Van Wey began her service work in Haiti, focusing on improving health conditions for the local population through education and essential oils. Early on, Kristin became aware of some serious risks to the youth in the community at large. She noticed a significantly higher than expected number of orphanages and also discovered that four out of every five orphans actually had at least one living parent. Kristin also observed a correlation between this orphan anomaly and sex and human trafficking and she wondered if there could be a common solution. The big question in her mind was: where were all these orphaned and trafficked children coming from?

Upon investigation, Kristin discovered the higher incidence of orphan children could be attributed to a combination of poverty, lack of reproductive education and job scarcity. Many of the Haitian women, both single and married, didn’t want to conceive, but they were simply unaware of how to manage their fertility. Children were being born to families with no means to provide for them, putting them at great risk of starvation, sex trafficking, being sold for labor, given away or orphaned.

Kristin established that it was imperative to work with preventative core issues that were devastating the entire country and not just the symptoms. She was inspired to develop and implement what she believed were the primary solutions to poverty and trafficking.

In 2016, Kristin’s vision resulted in a comprehensive and duplicable pilot project that has been developed and refined in the field in Haiti. Her solution uses preventative education as the primary driver for change. She developed a face-to-face learning program that teaches fundamental and essential fertility, health and wellbeing concepts in a clear, engaging and simple way that works across cultures. One important aspect to the success of the training is the Lunar Essential Tracker System (“LETS”) Bracelet. The bracelet helps girls and women of childbearing age conceptualize and track their most fertile days without wifi and apps, which are often not as accurate or consistently available in many communities. To further create positive impact Kristin developed manufacturing partnerships with communities in crisis to produce the bracelets. The bracelets are all carefully manufactured by hand, employing local artisans. This work creates local jobs and generates resources for food, shelter and healthcare so that children and families can live self-reliant, dignified lives.
Kristin officially founded LETS in 2018 to bring this powerful, world changing work under one umbrella. Since then LETS has further developed both the education and the manufacturing capacities to streamline delivery, reach more communities and affect change.

LETS is also a voice for promoting preventative education as a viable solution to human trafficking, child poverty and abuse.

Thousands of LETS bracelets have been distributed with comprehensive family planning and health education both to developing and developed countries. People living in communities in crisis are now employed in satisfying and steady jobs. Most importantly, we are seeing adults and young people making educated decisions about intimacy, their health and their futures and fewer children are falling prey to trafficking, poverty and abuse. Furthermore, in Haiti, dozens of Restaveks (trafficked children) have returned home. And, excitement is growing.

LETS has educated communities in Haiti, Uganda, Kenya, Bangladesh, Dominican Republic, Egypt, Germany, England, Australia and elsewhere. LETS is a 501(c) 3 non-profit organization and is fully formed with an active board and leadership in place to execute on a larger scale. An entire program, we’ve titled Master Communities, can be self-funded after the initial investment, and is being launched in communities globally.

Now it’s time for the next step... and we want YOU to be a part of it.
The LETS Solution to reducing human trafficking, child poverty and abuse

VISION
A world without human trafficking, child poverty and abuse.

MISSION
To prevent pain and provide hope. To empower individuals to make informed decisions about their family planning, health and wellbeing and uplift communities in crisis through education and self-sustaining employment. This work will prevent unplanned and unwanted pregnancies, increase quality of life and end human trafficking, child poverty and abuse.

The LETS Model

1. GENERATE
   Generate sustainable jobs in education and the sourcing and manufacturing of LETS bracelets in developing countries, increasing community living standards and purpose.

2. PREVENT
   Prevent unplanned pregnancies and increase quality of life through essential fertility, health and wellbeing education and tools such as the LETS bracelet.

3. IMPACT
   Impact rates of human trafficking, child poverty and abuse as children will only be born into households that have the capacity to provide for them.

4. ENLIGHTEN
   Enlighten people about the LETS preventative solution to human trafficking, child poverty and abuse. Work together to bring light to those in crisis and change the future together.
The LETS Process for Impact

**Impacting Communities**
- **ACTION**: Offer education, sourcing and bracelet manufacturing opportunities in developing countries
- **EFFECT**: Jobs & increased standard of living

**Impacting Lives**
- **ACTION**: Preventative education about fertility, health & wellbeing supported by tools
- **EFFECT**: Reduction in unplanned pregnancies & increased quality of life

**Impacting Global Trends**
- **ACTION**: Fewer children born into unsupportive environments
- **EFFECT**: Reduction in human trafficking, child poverty & abuse

LETS Impact
LETS is expanding rapidly and impacting communities across the globe in both developed and undeveloped countries.
Values

The company, its leadership, and staff will continually strive to uphold and recognize core moral values including, but not limited to:

- Transparency, integrity and honesty in all business, client, donor, staff and community engagement.
- A culture of collaboration and excellence.
- The responsibility to endow others with education that will empower them to make choices that will improve their future and the futures of those around them.
- The complete appreciation for the sanctity of all human life, without discrimination for any reason.
- The stewardship of one’s self, family and property.
- The rights, liberties, and freedoms granted by God to the individual to make any choices available so long as those choices do not infringe upon the rights, liberties, and freedoms of another.

LETS Strategic Plan

Overarching Objectives

- That no child is conceived in a situation where they are at risk of trafficking, poverty and abuse.
- Educate and empower individuals about essential fertility, health and wellbeing so that individuals and families can make informed decisions about family planning and their health and wellbeing. This will result in:
  - General reduction in birth rates.
  - Marked reduction in unplanned and unwanted children.
  - Marked reduction in abortion rates.
- Develop safe, respectful and sustainable master communities, manufacturing capacities and jobs in communities in crisis to give individuals employed the resources and training to fundamentally change their lives for the better.
- Promote and advocate for the LETS preventative solution to human trafficking, child poverty and abuse to raise the profile of the issues related to unplanned and unwanted pregnancies and lack of education in health and wellbeing. Promote effective approaches to improving the quality of life and empowering decision making.
LETS Essential Preventative Education

Overview

The LETS Training Program is a revolutionary education initiative aimed at empowering families in crisis worldwide by addressing the universal root causes of poverty, abuse and human trafficking: unplanned and unwanted children born into households that cannot support them.

Its unique face-to-face, targeted approach, educates and encourages women, men, and youth to make informed choices about their fertility, health, wellbeing and life in general. We have found that the more people understand and put into practice this essential information, the less likely they are to have unplanned and unwanted children. They are also more likely to plan carefully for the children they do feel that they can support.

One important aspect to the success of the training is the Lunar Essential Tracker ("LETS") Bracelet, which helps girls and women of childbearing age conceptualize and track their most fertile days with their partner. The bracelet materials are manufactured by hand, employing artisans in LETS Master Community Centers in communities in developing countries.

The LETS Training Program five module training includes detailed and duplicable information on fertility essentials and how to foster a healthy body, healthy mind, healthy spirit and healthy environment. The program trains in-need communities with this vital information in a simple and non-threatening format with consistent follow up. It is designed to inform and empower, regardless of educational level, with the aim of normalizing crucial conversations between family and partners and facilitating generational change.

LETS actively trains instructors online and face-to-face to deliver the program, both in the United States and overseas. LETS also trains passionate, indigenous teachers in the specific developing communities it has the capacity to focus on. These instructors bring local expertise which increases the penetration of the program, breaks down cultural barriers and builds community relationships and rapport. These facilitators teach a series of classes to women, men and youth, allowing for follow-up and heightened retention rates. LETS provides ongoing support to instructors to magnify their efforts.
Strategies

- Increase the number of certified LETS instructors of the LETS Training Program.

- Establish education and training partnerships (see Partnerships) to work together to bring the LETS Training Program to communities at risk of high numbers of unplanned and/or unwanted children and human trafficking, child poverty and abuse in developing countries.

- Establish education and training partnerships (see Partnerships) in developed countries to increase knowledge and reduce shame and unplanned and unwanted pregnancies.

- Continue to teach the LETS Training Program directly to communities in crisis.

- Increase sales and profile of Lunar Essential Tracker bracelets in developed countries.

- Expand the LETS Training Program into other languages.
Tactics

- Continue to refine and deliver the online LETS Instructor Training. Seek feedback for continuous improvement.
- Deliver the LETS Instructor training face-to-face when appropriate.
- Identify and invest in key focus communities for direct training by certified LETS Instructors.
- Promote the LETS Training Program and LETS Instructor training via an active and growing social media presence.
- Promote the LETS Instructor training in community and government organizations as part of the general content about the LETS solution.
- Identify and connect with potential education partners both in the United States and overseas to train more people in essential fertility, health and wellbeing and change lives globally.
- Promote the Build a Bracelet Kits and supporting content for use in community groups, friendship groups and as part of programs teaching about women’s and men’s health.
- Invest in social media campaigns to sell more LETS Lunar Essential Tracker Bracelets to provide an essential tool for purchasers to track their cycle and to donate bracelets and essential training in fertility, health and wellbeing to the communities LETS works with.
- Support LETS Instructors with a robust online training program and support following certification.
- Analyse and report on the impact of LETS Instructors globally through the LETS Instructor online feedback mechanism.
- Expand the LETS Training Program into several languages.
Overview

LETS has developed another form of intervention for communities that are particularly at risk of human trafficking, child poverty and abuse. In partnership with other committed organizations LETS develops Master Community Centers for the production of Lunar Essential Tracker Bracelets in these communities. This innovative solution educates and provides jobs, direction, resources and purpose for individuals and their families.

The Master Communities Program is split into three departments: sourcing, manufacturing and education.

Sourcing Department

LETS aims to source a majority of materials for bracelet production locally, with a view of supporting local industry and further improving the quality of life for all within the community and surrounding areas. Materials are sourced from local farmers, who grow and harvest our majok seed. In addition, local artisans collect trash that will be made into beautiful paper beads. The clay and lava beads are sourced in Haiti and the Dominican Republic to be used as our aromatic ovulation beads.

Manufacturing Department

We train and employ local artisans to create each bracelet by hand. These staff are employed ethically and receive on the job support and training. They learn to cut, roll and seal paper beads then place the other colored beads in the proper order of the menstrual cycle. They sort by color and prepare the majok seeds to be used on the wire wraps. At LETS we are committed to ensuring that our bracelets from these communities, are lovingly created and have a story that’s full of hope, rather than turning to potentially cheaper and less impactful manufacturing methods.

Education Department

Our education staff undergo rigorous and thorough training to understand then teach all five modules of our training program. They take the training to communities and individuals who receive regular and consistent training on fertility, health and wellbeing. Our staff follow up with class and survey participants in their homes to track results and offer support. They are responsible for tracking and recording results for our survey that we believe will be instrumental in expanding global solutions. Our experience is that this solution has greater impact on these communities given that hope and direction
is tangible and individuals and their families feel confident about planning for their future and supporting children.

Master Communities Integration
This sourcing, manufacturing and education solution can also work alongside other existing programs that intervene and enact positive change. We are seeking partnerships with organizations that can see the value in this approach and who wish to work together in a powerful way.

Strategies

- Support the current Master Community Centers in Haiti and streamline operations and staff support.
- Seek and develop sustainable partnerships in developing countries that are particularly at risk of human trafficking, child poverty and abuse.
- Ensure all Master Community Centers are adequately resourced and project managed to ensure the safety, security and efficiency of all staff.
- Build local networks to source materials for the LETS Bracelets and support the producers of the materials.
- Develop robust distribution networks of the LETS Bracelets.
- Seek investment in additional Master Community Centers.
- Provide consistent employment and thereby discretionary income fostering more opportunities for formal education, higher overall national education rates, and increased wages.

Tactics

- Identify and connect with like minded potential partners who share the same vision and have existing or planned infrastructure that is complementary to the LETS Master Communities Program.
- Develop a select number of these partnerships with a view to launch Master Community Centers in countries other than Haiti.
- Refine and continue to develop the LETS partnership model to streamline communications and partnership expectations in the future.
• Continue to record and develop detailed and standardized business processes relating to the operations of the Master Community Centers, distribution and sourcing and supporting local resources including farmers.

• Supply these business processes to potential partners for collaborative purposes.

• Seek outside sustained investment in existing and new Master Community Centers.

• Micro invest into the communities in which we operate, providing additional jobs and resources.

Promotion / Advocacy Division

Overview

LETS is dedicated to raising awareness of human trafficking, child poverty and abuse globally and the value of the LETS preventative solution. LETS also actively collaborates with other organizations to present and foster integrated solutions to both preventing and alleviating the suffering related to trafficking, poverty and abuse. LETS believes that promotion and education of the current situation is vital in both developed and developing countries as women are still having unplanned and unwanted pregnancies, there's still a very high rate of abortion globally and millions of children are at risk of significant suffering and pain. LETS is both an advocate and an active collaborator in this intervention.

Strategies

• Actively promote and educate the public and key decision makers in the United States and abroad about trafficking, fertility, the menstrual cycle and health and wellbeing.

• Engage in opportunities to promote and detail the LETS solution to human trafficking, child poverty and abuse.

• Seek out potential partners who have a similar mission to prevent and intervene in human trafficking, child poverty and abuse and work together on joint communications and promotions initiatives.

• Seek out potential partners who advocate for menstrual cycle, health and wellbeing awareness and work together on joint communications and promotions initiatives.

• Seek out prominent and influential people to advocate for the LETS solution to human trafficking, child poverty and abuse.
Tactics

- Seek out opportunities to engage with national and local media in the United States to promote and detail the LETS solution to human trafficking, child poverty and abuse.
- Seek out opportunities present and speak at targeted conferences and events and build further collaborations and networks resulting from this engagement.
- Promote the LETS Bracelet as a tool for all women and couples to track their menstrual cycles and understand the woman’s cycle.
- Seek out media engagement and communications collaborations that feature discussions about fertility, the menstrual cycle and health and wellbeing.
- Provide clear and well supported information about the LETS solution to human trafficking, child poverty and abuse via LETS channels including the website and social media.

Partner with LETS

LETS is seeking partnerships with individuals and organizations that wish to make both small and large-scale, sustainable differences in the world. Together we can reduce the amount of human trafficking, poverty and abuse. We are seeking the following partnerships but are also open to collaboration on partnerships that will serve the vision of both of our ventures. See also our existing partnerships and supporters.

LETS Partnership Model

The LETS Partnership Model provides education and skills, job creation and community outreach for targeted communities in developing countries. Job creation empowers community members as they increase their education and skills. Education in essential fertility, health and wellbeing is also provided to these communities through community educational outreach. This approach fundamentally transforms these communities, saves lives and reduces human trafficking, child poverty and abuse. In one generation we can totally shift the current state of tragedy.
Partnership – Four Tier Approach

LETS can deliver education and/or sustainable employment options to communities, which will boost living standards and quality of life, for both the employee and the community. We have the capacity to source, facilitate and manage small-to-medium scale manufacturing and distribution outlets, which we call Master Community Centers, for LETS Lunar Essential Trackers in targeted developing countries.

The launch into each community will require conversations and strategy sessions between the LETS organization, community leaders, and the partner organization to assess local resources, assets and the best plan of implementation.

We’ve defined **four tiers of partnership engagement** and are open to discussions and collaboration on how this will work with your organization. As our end goal is saving lives, preventing trauma and increasing self-sustainability, we are flexible and open to your ideas. These partnership options have been fully modelled and further details can be provided when you get in touch with LETS.

**L**
**LIBERATE**
3 department partnership

**E**
**ENRICH**
2 department partnership

**T**
**TRAIN**
Online education & training partnership

**S**
**SUPPORT**
Custom partnerships- including donor & education
**LIBERATE – Tier 1**

- Your organization or community pays for initial set up costs, supplemented by existing infrastructure such as already having a community center or storage building etc. The exact cost will be determined following consultation.

- LETS assigns a project manager to work alongside your organization in partnership.

- LETS hires, trains and pays all staff after initial launch, creating a self-sustaining program.

- Implementation of all three LETS departments: Education, Manufacturing and Sourcing.

- Staff will be chosen from community members, who will be trained and employed as certified LETS Instructors. They will be capable of training the community in essential fertility, health and wellbeing, essential oils and conducting follow up training and support.

- We will manage and work with staff and leadership of manufacturing and raw materials departments.

- 50% of the bracelets manufactured will be left in your community to be distributed by the LETS Instructors.

- In addition, LETS will sell up to 50% of the locally manufactured bracelets in the global market, which provides the revenues for all future salaries and costs in most cases.

**ENRICH – Tier 2**

- Your organization or community pays for initial set up costs, supplemented by existing infrastructure such as already having a community center or storage building etc. Exact cost will be determined upon communication.

- LETS hires and pays all staff creating a self-sustaining program.

- Implementation of two departments: Education and either Manufacturing or Sourcing.

- Staff will be chosen from community members, who will be trained and employed as certified LETS Instructors. They will be capable of training the community in essential fertility, health and wellbeing, essential oils and conducting follow up training and support.

- We will manage and work with staff and leadership of manufacturing and sourcing departments.

- If manufacturing, 50% of the bracelets manufactured will be left in your community to be distributed by the LETS Instructors.

- In addition, LETS will sell up to 50% of the locally manufactured bracelets in the global market, which provides the revenues for all future salaries and costs in most cases.
**TRAIN – Tier 3**

- Become certified as a LETS Instructor. Online course available for:
  - 1 enrollment - $499
  - 2 enrollments - $399 each
  - 3-5 enrollments - $299 each
  - 5 or more enrollments - $250 each

- Access to all materials in the train the trainer program, including the printable workbook, online training and supporting materials for teaching in the field.

- Access to the bracelets at a 50% discount, which can be used for distribution in your community.

- Access to purchase the 5 module flip charts.

- You can purchase a la cart options for additional training online or on the ground in your community.

- Access to our education department staff via the online course forum.

- You are responsible for all tracking and trainings in your community.

- Non-compete clause for resell and/or manufacturing of the LETS bracelets, flip charts or course materials.

- Agree to personal use of the course materials or with teams in the developing world. All others agree to become certified themselves. Group rates are available.

**SUPPORT – Tier 4**

- You can help us fund our global projects with finances, resources and/or infrastructure.

- Develop an education partnership - see below.

- Add your brilliance to the solution.
Partnership – Education

We are looking for partners to join with us to deliver our LETS Training Program to the world as part of our tier 4, support model. The LETS Training Program provides essential fertility, health and wellbeing training to women, men and families in developed or developing countries in a clear and proven format.

The LETS Training Program:

• Is fully supported by online training for instructors including materials and online support.

• Covers basic essential education that has been proven to transform individuals and communities including:
  - The menstrual cycle, reproduction and pregnancy.
  - Puberty, the changes in male and female bodies and an explanation of male and female reproductive parts.
  - Menopause and infertility.
  - When to have a baby.
  - How to foster respect and responsibility for choices.
  - The impact from lack of responsibility and awareness including poverty, teen and unplanned pregnancy, diminished education, reduced choice and in some cases labor and sex trafficking.
  - Practical ways to foster a healthy body, mind, spirit and environment in easy to teach individual modules.
  - Use of therapeutic essential oils for natural health and prevention.
  - Physical and emotional preparation for international travel and service trip work.

Financials

We commit to wise stewardship of all donated resources and to use them with integrity and in line with our vision and mission as an organization. We consider all funds a sacred trust and use them with the same efficiency, effectiveness, and wisdom that we apply to the funds we also donate.

We are a trusted 501(c)3 non-profit organization proud to be spearheading preventative education, training and tools to fundamentally alter many lives and reduce human trafficking, child poverty and abuse.
“I have the audacity to believe that people everywhere can have three meals a day for their bodies, education and culture of their minds, and dignity, equality, and freedom for their spirits.” — Dr. Martin Luther King, Jr.

We are passionate about stopping pain even before it begins. We believe in human dignity and the power of education to change lives. We stand alongside those we educate and give them hope for their futures. We give jobs and self-respect to people in crisis communities that would have been lost to poverty and neglect. We do all of this because we know it works and your help, partnership and investment will help us take this to more communities in crisis. Your investment will also impact the lives of youth in developed countries, reduce ignorance and empower respect. Will you join us in becoming part of the solution?