



ALCOR LIFE EXTENSION FOUNDATION

7895 E. Acoma Dr. #110, Scottsdale, AZ 85260-6916
(480) 905-1906 or (877) 462-5267 (877-GO ALCOR) • Fax (480) 922-9027 • www.alcor.org

To: *General Public*
From: Patrick Harris, Sr.
Date: November 30, 2021
Subject: **Alcor's 50th Birthday – Donor Challenge**

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A non-profit,
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Corporation

I have worked diligently with Alcor's Board and my leadership team to develop our 2022 roadmap prioritizing Alcor's strategic investments. Alcor's mission statement ([LINK](#)):

To save lives through the following prioritized principles:

1. *Maintain the current patients in biostasis.*
2. *Place current and future members into biostasis (when and if needed).*
3. *Eventually restore to health and reintegrate into society all patients in Alcor's care.*
4. *Fund research into developing more cost effective and reliable means for 1-3 above.*
5. *Provide public education as a means of fostering growth to support the goals of 1, 2, 3, 4 above.*

Alcor's longstanding Mission will be implemented and fulfilled by focusing on three (3) strategic pillars; **Research, Education, and Growth**. These three pillars guide Alcor's Board and my decision-making as we develop strategies, and each one supports the next.

Investing in Research leads to discoveries and innovations, which supports Education. Investing in Education raises public awareness and acceptance of cryonics, supporting Growth. Investing in Growth increases fiscal resources and attracts high caliber people, thus supporting Research capabilities. These strategic pillars are the basic foundation underlying Alcor's Mission.



I am confident Alcor's foundational pillars, in conjunction with our strategic roadmap, will lead to unprecedented growth in FY2022. We are investing in strategic initiatives to take Alcor to the next level, and I am very optimistic about the future.

Alcor has a lot of work ahead of us to achieve our Mission. I am hopeful everyone will enter the **Donor Challenge!** As you consider your pledge, please forward this to your friends. If you wish to "throw down the gauntlet," I look forward to speaking with you. Thank you for supporting the most aspirational and noble goal in history.

Respectfully,

A handwritten signature in blue ink that reads "Patrick Harris, Sr.".

Patrick Harris, Sr.
President & CEO
Alcor Life Extension Foundation

Enter Alcor's 50th Anniversary Donor Challenge!

Alcor was incorporated on February 23, 1972, which means our **50th Anniversary** is next year! To mark this historic event, new strategic initiatives will be announced on our anniversary.

November 30, 2021 is Giving Tuesday, which is touted as a "*global generosity movement unleashing the power of people and organizations to transform their communities and the world.*" Transforming communities and the world is a hallmark of cryonics. Each year, charitable organizations compete for Giving Tuesday donations, providing many opportunities to generously support non-profits. Rather than ask for financial support, Alcor wants to **earn** your contribution by running a **Donor Challenge**!

Alcor's **Donor Challenge** focuses on growing membership and awareness of cryonics. Entering the Challenge is easy, and the rules are simple:

Entry:

- Choose a **Pledge Level** from the table below
- Send an email to Donate@Alcor.org and register your **Pledge Level**
- Your pledge must be submitted **by February 22, 2022**

Rules:

- 1) On **February 23, 2022**, Alcor will announce the FY2022 strategies
- 2) Each month during 2022, Alcor will report the current **Member Count**
- 3) When the **Member Count** reaches your **Pledge Level**, Alcor will contact you for your donation
- 4) All Donors will receive a Commemorative Lapel Pin* and be part of the **50th Anniversary Club**
- 5) **The Donor Challenge ends on December 31, 2022**

Pledge Level	Member Count	50 th Anniversary Club
\$100	1500	1500 Club
\$500	1550	1550 Club
\$1,000	1600	1600 Club
\$5,000	1650	1650 Club
\$10,000	1700	1700 Club
\$50,000	1800	1800 Club
\$100,000	1900	1900 Club
\$500,000	2000	Half-Century Club
\$1,000,000	*2255	Millionaires Club
> \$1,000,000	"CEO Gauntlet"	President's Club



*Commemorative Lapel Pin
 Design subject to change

Alcor is a non-profit, federally tax-exempt, 501(c)(3) corporation. Your donation may be tax-deductible. Please speak with a tax professional regarding your taxable income. Alcor's Federal Tax I.D. Number is 23-7154039.

***Updated January 5, 2022, based on 2021 year-end Member Count**

Questions & Answers

Why is Alcor running a Donor Challenge instead of just asking for donations?

- Alcor's CEO, Patrick Harris, wants Donors to challenge him and his team to **earn** your donation.

Why is Alcor's Donor Challenge focused on membership growth instead of something like research?

- A lot of research, innovation, and development is required to support our Mission, all of which requires funding. Growth of membership is foundational to funding mission-critical objectives.

How will Alcor determine the Member Count at the end of each month?

- Alcor will count the number of *active, signed** membership agreements. If a member becomes a patient, they will be removed from the Member Count. (**including e-signatures*)

Do I need to be an Alcor member to enter the Donor Challenge?

- No, entry into the Donor Challenge is not limited to Alcor members. We've established criteria for entry, and if someone meets the criteria, they can participate, so long as they:
 - Want to enter the Donor Challenge, and
 - Choose a Pledge Level

So practically anyone can enter the Donor Challenge. May I share Patrick's letter, the Donor Challenge, and these Questions & Answers with others?

- Yes! We encourage you to share this with your family, friends, colleagues, acquaintances, and random people you meet at the grocery store.

How do I enter Alcor's Donor Challenge?

- Choose a pledge level of \$100 or more and send an email to Donate@Alcor.org. Alcor will register your pledge and your **50th Anniversary Club Level**.

If I pledge at a certain level and that level is not reached, will I still be a part of the Club associated with my pledge level?

- Yes. If you pledge \$1,000 and Alcor does not reach 1600 members next year, you will automatically be part of the **1600 Club**. Likewise, if you pledge at the Millionaire's Club level and we fall short, you will still be in the **Millionaires Club**.

What if I pledge \$10,000 so I can be part of the 1700 Club, but I fall on hard economic times, and I can only donate \$1,000?

- Unexpected things happen to everyone, and we will work with you. If you pledge at a higher level but can only donate at a lower level, you will be in the Club corresponding to your actual donation.

If I pledge \$500,000 to be in the Half-Century Club and Alcor does not reach 2000 members, how much will my donation be next year?

- If you pledge \$500,000 and we reach the milestone of 1500 members, Alcor will only ask you to donate at the Pledge Level we **earned**. (Example: You pledge \$500,000, Member Count reaches 1500, we ask you to donate \$100)

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What is the "CEO Gauntlet" and the President's Club?

- If you pledge more than \$1,000,000, you "**throw down the gauntlet**" and **directly challenge Alcor's CEO**. You choose a custom Pledge and Member Count greater than *2255, and Patrick will let you know if he accepts your challenge. If he picks up your "gauntlet," you will qualify for Alcor's 50th Anniversary President's Club.

The Millionaire's Club has a weird Member Count of *2255. Is that a typo?

- No, that's not a typo. In 1985, Alcor gained 27 members when its roster grew from 44 to 71, a growth rate of ~ 61.36%. Member Count reached *1397 by the end of FY2021. To surpass Alcor's highest historical growth rate, Member Count will need to increase by *856 people, capturing a growth rate of ~ **61.42%**. The *2255 Member Count represents the achievement of Alcor's most significant growth rate in its 50-year history.

What are Alcor's historical gains/losses in total members and growth rates?

- See the table below

Year	Member Count	Count Change	% Change	Year	Member Count	Count Change	% Change	Year	Member Count	Count Change	% Change
2021	*1397	66	4.96%	2005	786	89	12.77%	1988	111	11	11.00%
2020	1331	44	3.42%	2004	697	36	5.45%	1987	100	15	17.65%
2019	1287	51	4.13%	2003	661	50	8.18%	1986	85	14	19.72%
2018	1236	93	8.14%	2002	611	56	10.09%	1985	71	27	61.36%
2017	1143	27	2.42%	2001	555	39	7.56%	1984	44	15	51.72%
2016	1116	62	5.88%	2000	516	41	8.63%	1983	29	1	3.57%
2015	1054	44	4.36%	1999	475	24	5.32%	1982	28	4	16.67%
2014	1010	39	4.02%	1998	451	21	4.88%	1981	24	(1)	-4.00%
2013	971	(9)	-0.92%	1997	430	29	7.23%	1980	25	2	8.70%
2012	980	23	2.40%	1996	401	34	9.26%	1979	23	4	21.05%
2011	957	25	2.68%	1995	367	13	3.67%	1978	19	4	26.67%
2010	932	24	2.64%	1994	354	(15)	-4.07%	1977	15	3	25.00%
2009	908	34	3.89%	1993	369	27	7.89%	1976	12	Unknown	Unknown
2008	874	42	5.05%	1992	342	70	25.74%	1975	Unknown	Unknown	Unknown
2007	832	11	1.34%	1991	272	84	44.68%	1974	Unknown	Unknown	Unknown
2006	821	35	4.45%	1990	188	43	29.66%	1973	Unknown	Unknown	Unknown
<i>*Actual</i>				1989	145	34	30.63%	1972	5	N/A	N/A

Wait a minute. In Alcor's 50-year history, there's never been more than an increase of 93 members?

- That's correct. Yearly Member Count increases topped 70, only three times in Alcor's 50-year history, and the current record is an increase of 93 members in 2018.

If Member Count reached *1397 in FY2021, then you know Alcor needs to break a record by increasing Member Count by *103 before the first \$100 Pledge Level is reached, right?

- Yes, that's why we call it a Donor "**Challenge**," and we aim to **earn** every dollar you pledge.

If history is the best predictor of future performance, and Patrick sets growth targets so high, how will you achieve any of the Pledge Levels?

- We have new "top secret" strategic initiatives and changes we will reveal on Alcor's Birthday. Patrick is confident our strategies will lead to unprecedented growth. We're excited, and we want you to be excited, so we invite you to challenge Alcor, or "throw down the gauntlet" and challenge Patrick directly.

Will you let me know what these "top secret" strategies are before I pledge?

- No, they are top secret until Alcor's 50th Birthday on February 23, 2022.

What if I decide to wait until after the strategies are revealed?

- You can only enter the Donor Challenge until February 22, 2022, right before our strategies are announced. Of course, you're always welcome to donate to Alcor anytime, including after the close of the Donor Challenge.

Common sense suggests Alcor will need a marketing budget to achieve that level of growth. Did the Board approve any spending to hire an advertising firm?

- No, there is no budget to hire an advertising firm.

You understand that by waiting until February 23 to launch these "top secret" strategies, Alcor is losing almost two months in 2022 to reach new membership goals, right?

- Patrick will announce his strategies on Alcor's 50th Birthday, but he believes donors are at an unfair disadvantage by not knowing what we will launch. He is happy to take an almost two-month "handicap" to level the playing field.

If membership grows as much as Patrick thinks, Alcor will need additional people to support business operations. Has the Board approved additional headcount for 2022?

- No, there is no new headcount in the budget. While Alcor doesn't have any current plans to hire more people, that could change depending on how much membership grows next year and how many pledges we **earn**.

Besides the Commemorative Lapel Pin, are there other benefits to being part of a specific Club Level?

- While nothing is currently planned, there might be specific communications, involvement, or events for different Club level members in the future. Some suggestions for club benefits have been shared with Alcor and we are reviewing submitted ideas.

Is the Donor Challenge tax-deductible?

- Alcor is a federally tax-exempt, 501(c)(3) corporation, and your donation may be tax-deductible. Any time you want to review Alcor's tax status, you can visit the IRS's website at <https://apps.irs.gov/app/eos/> and enter our EIN 23-7154039. Donations may be tax-deductible if they are made before the close of the tax year. Alcor cannot give tax advice, so we encourage you to speak with a tax professional regarding your donation and taxable income.

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If I have more questions about the Donor Challenge or am ready to make my pledge, who do I contact?

- Please send an email to Donate@Alcor.org, and a member of Alcor's team will get back to you as soon as possible.

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