

## 2018 Policy Plan



ECHO Connection  
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ECHO Connection is non-profit corporation designated as a charity by the IRS under the tax code 501(c)3. Our EIN number is 81-4542024.

### OUR MISSION

ECHO Connection's mission is to guide those who are seeking the therapeutic effects of cannabinoids through its comprehensive programs of Education, Collaboration, and Hope.

#### **Education: Learn about the medical benefits of cannabinoids.**

ECHO is creating the world's largest library of scientific research and research surrounding cannabinoid education.

Research is categorized by health condition and links directly to peer-reviewed journals. Additionally, educational articles based on studies and research are regularly published.

It is no coincidence that education comes first. Without education around cannabinoids, the other programs cannot exist.

#### **COLLABORATION Join a Growing Cannabinoid Community**

ECHO hosts a global online community for individuals and cannabis-friendly doctors to exchange advice, motivation, and lifelong experiences around cannabinoids.

My ECHO Connection ([my.echoconnection.org](http://my.echoconnection.org)) is a safe environment where community members can ask questions, share information, and gain mutual understanding toward each individual's health journey.

#### **HOPE. Providing relief to families suffering from serious medical conditions**

ECHO provides special case children and families with donated cannabidiol (CBD) products as well as financial assistance on a case-by-case basis, which is made possible by generous donors.

The healing properties of cannabinoids have brought hope to a number of families that had previously felt helpless. When an individual with serious health issues is given access to CBD products that work, their lives are profoundly changed.

"He is doing amazing with the CBD oil! We haven't noticed a single seizure since starting whereas with just the medication he was on (Trileptal) he was still having them." - Kiana Algire, mother of 2-

This journey can be a very lonely one. However, one piece of information or even one phone number can truly be a family's first glimmer of hope. "Every time we get a case of a child who is written off by the medical establishment...and we see them develop into a human being that has a life, you can't ask for more." - Doctor Kathleen Smith, Family Practice Physician of an ECHO Family.



### **ECHO Leadership**

ECHO Connection is governed by a board of directors. Members of the board are expert in Nonprofit management, Marketing and Branding, Project Management and Cannabis Advocacy. The board meets six times a year. The Board develops policy and direction for the organization, approves the annual strategic plan, secures and manages financial resources of the organization and ensures that the mission of the organization is appropriately implemented.

#### **Andrea Barnes, President and CEO**

Andrea joined the ECHO Board as President and was subsequently named CEO. Andrea is a social entrepreneur and nonprofit veteran with over 30 years' experience leading local, national and international causes. She has experience in managing international charitable operations while ensuring that all charitable laws and regulations are followed. An expert in raising money and developing corporate social impact programs, she is eager and excited to support ECHO's mission of changing lives. She has a BA and MFA from the University of Utah.

#### **Wayne Moorehead, Vice President**

Wayne serves ECHO Connection as Vice President. Equipped with advanced marketing and brand strategy knowledge, Wayne has applied his expertise and passion to help companies define, communicate, and activate their brands. A former CMO for a large publicly-traded organization, Wayne brings a depth of experience in marketing and branding. With more than a decade of agency and private client experience, he brings a unique perspective and actionable insights to every initiative, including ECHO. He holds an MBA from the Marriott School of Business.

#### **Brian Higuera, Secretary/Treasurer**

A devoted husband and father, Brian introduced CBD oil into the regimen of his special needs daughter to help her have a better quality of life. Since then, Brian has become a CBD advocate and is often put into contact with other parents seeking help for children with epilepsy or autism. Together with his wife, Damaris, Brian is dedicated to raising awareness of CBD's profound potential and impacting cannabinoid policies by sharing his daughter's story across various media outlets within the U.S. and around the world. He continues to attend conventions and city council meetings to share their story and advocate for cannabinoids and serves ECHO as Secretary/Treasurer.

Andrea Barnes receives a salary for her work as CEO. The other trustees receive a small stipend for their monthly service.

### **Financial Management**

**ECHO Connection** is deeply committed to outstanding stewardship of contributed funds. We seek to not only meet but exceed the standards set by all groups that monitor the nonprofit sector. As an independent corporation, ECHO maintains independent financial records and bank accounts. We employ Levitzacks Certified Public Accountants to file our 990 forms with the IRS.



All members of the board are signators on the US Bank Account. Any change to the organization's banking policy requires unanimous action by all directors.

The Executive Director and President has the authority to approve expenditures up to \$5,000. Expenditures over \$5,000 require majority board approval.

### **Financial Overview**

ECHO was established at the close of 2016. Financials for 2017 are available by separate document listed on this website.

### **Securing Support for our ECHO Mission**

ECHO Connection seeks broad support from a variety of donors including corporate support, individual donors, social media among other sources. In our first year of operation, ECHO Connection welcomed the support of over 800 donors and 2018 looks to expand the donor base. Donors contribute through outright gifts, gifts made through our website, through social media campaigns and co-branding campaigns including point of sale purchases.

ECHO Connection's mission is expanding outside the borders of the United States to support families in Mexico and South America as well as the European Union and Canada. As the organization expands, we will seek registration as a recognized charity so that donors in various countries may make tax-advantaged contributions where allowed.

To contribute directly through our website, please follow this secure link. [Donate Now](#).

**Use of Funds:** Currently, MJNA is our largest donor and has pledged to fully underwrite the administrative expenses of the organization which include salaries, office and fundraising expenses. All other contributed funds are directed to our mission of alleviating suffering through the donation of CBD products, medical grants, maintaining our on-line community and educational research and informative article publication.