

Mark Sanford
Governor



Marcia S. Adams
Director

Lotta's Copy

State of South Carolina
Department of Motor Vehicles

August 12, 2008

Ms. Catherine Wellen
Vice-President
Faith in Teaching, Inc.
788 W. Dr. Martin Luther King, Jr. Blvd.
Seffner, Florida 33584

Dear Ms. Wellen:

We are in receipt of your application as a sponsoring organization for the South Carolina "I Believe" license plate authorized in our last legislative session.

Since the legislature did not designate a specific sponsoring organization for this plate, the State will be issuing the "I Believe" plate as a general issue plate. What that means is that the plate will be sold for the regular registration fee, plus an additional fee to recoup the agency's cost for producing the plate.

Given that this plate will be released as a general issue plate authorized by the Legislature, we are not accepting applications from organizations as plate sponsors.

Thank you for your inquiry. We are enclosing your original application materials.

Sincerely,
Marcia S. Adams
Marcia S. Adams
Executive Director

Enc:/application materials
msa/ld

IMPORTANT MESSAGE			
FOR _____		DATE <u>8-20-08</u> TIME <u>9:49</u> A.M. P.M.	
M <u>Catherine Wellen</u>			
OF <u>Faith in Teaching, Inc</u>			
PHONE/ MOBILE <u>(813) 643-2904</u>			
TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CAME TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	RUSH	<input type="checkbox"/>
RETURNED YOUR CALL	<input type="checkbox"/>	SPECIAL ATTENTION	<input type="checkbox"/>
MESSAGE _____			

FAITH IN TEACHING, INC.

*788 West Dr. Martin Luther King, Jr., Boulevard
Seffner, Florida 33584
Phone 813 643 2904
Fax 813 643 1391*

July 29, 2008

Tisha Dickerson
South Carolina Department of Motor Vehicles
PO Box 1498
Blythewood, SC 29016-0038

RECEIVED

AUG 06 2008

SCDMV
Vehicle Services Administration

Dear Ms. Dickerson:

Faith In Teaching, Inc., (FIT), an Orlando based 501(c)(3) non profit corporation, was founded by two mothers who want to give children of all faiths the opportunity to pursue a faith based education. We developed the "I BELIEVE" specialty license plate in 2007 to fund scholarships and grants for faith based educational projects and schools throughout the country.

This is a request for the Division of Motor Vehicles to review the following items required and if found to be in order, recommend that the department consider the issuance of an I BELIEVE specialty license plate. **Attached you will find:**

1. Application form RG-504-A
2. Internal Revenue Service letter indicating Not For Profit 501(c)(3) status
3. Artwork - Hard copy and diskette in graphic format
4. Marketing Plan

If this application is approved, Faith In Teaching, Inc., authorizes the use of our copyrighted material for the I BELIEVE license plate to the Department of Motor Vehicles for the purpose of manufacturing the I BELIEVE specialty license plate.

We believe this license plate is necessary to:

Provide needed funding to faith based schools, and for programs, projects, grants, scholarships and the like to promote spiritual and moral education to children in South Carolina.

Please contact me at our Tampa office with any questions at (813) 643-2904. We look forward to working with you and appreciate your consideration of this application.

Sincerely,



Catherine Wellen
Vice President
Faith In Teaching, Inc.



South Carolina Department of Motor Vehicles
Application for Approval of Organizational Specialty Plate

RG-504A
(Rev. 05/07)
pg. 1

Thank you for your request for a new Non-Profit Organization Specialty License Plate. SC Code of Law, Section 56-3-8000 requires that an organization applying for approval of a specialty license plate must be a non-profit organization certified as a 501(c)(3), 501(c)(7), or 501(c)(8) organization by the Federal Internal Revenue Service. The organization must have maintained that certification continuously for at least five years prior to the date on this application. Organizations making application must also meet the guidelines detailed on the reverse side of this application.

Part I Organization Information

Faith In Teaching, Inc.

26-1233870

Name of Organization

Tax ID number

Our mission is to fund scholarships and grants for faith based schools and education projects.

Mission of Organization

N/A

2000

www.FaithInTeaching.org

Number of Organization
Members in SC

Estimated number of Plates
To Be Sold First Year

Organization Website address

Florida

Has plate been proposed in other state(s)? Yes ☒ No ☐

If Yes, in which state(s) has the plate been proposed?

N/A

None

What is the annual sales volume of this plate nationwide?

In which states is the plate currently being sold?

Drivers in South Carolina would purchase the license plate to support faith based schools and projects.

Why would South Carolinians want to purchase this plate?

\$50.00

To support faith based schools and projects in SC

Suggested additional fee to be charged for plate (in
addition to regular plate registration fee)

For what purpose will the funds earned from these
fees be used?

Can this plate be purchased by the general public? Yes ☒ No ☐

If No, please list documentation that must be provided by the purchaser in order to qualify for the plate.

Does this plate carry a symbol that is trademarked or copyrighted? Yes ☒ No ☐

If yes, sponsoring organization must provide permission to use the symbol from the holder of the trademark or copyright.

Part II Organization Contact Information

Catherine Wellen

Vice President

813 643 2904

Name of Authorized Organization Contact

Title

Telephone Number

788 West Dr. Martin Luther King, Jr., Boulevard, Seffner, Florida 33584

IBelieveTag@aol.com

Address/City/State/ZIP

Email Address

Signature

Cath J. Wellen

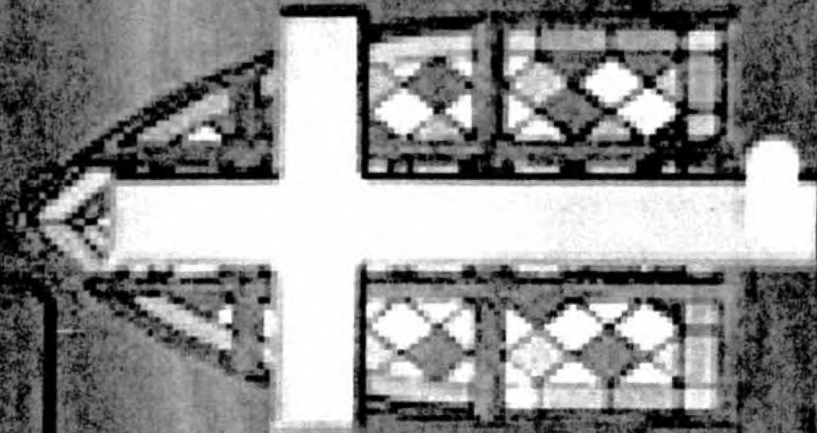
7/29/08

Date

FLORIDA

SAMPLE

I BELIEVE



FAITH IN TEACHING, INC.
788 West Dr. Martin Luther King, Jr., Boulevard
Seffner, FL 33584

**“I BELIEVE”
SPECIALTY LICENSE PLATE**

Marketing Plan

Submitted to the South Carolina
DIVISION OF MOTOR VEHICLES
Blythewood, SC

"I have always said, and will always say, that studious perusal of the sacred volume will make us better citizens."

THOMAS JEFFERSON

PURPOSE

Faith based schools are committed to developing the mind as well as the moral character of our children. Because faith based schools do not receive public funding that sustains other schools, parents who make this choice must pay tuition and fees to meet the entire budget of the school. Many families simply can not afford the choice to send one or more children to a faith based school, even when they would like their children to benefit from this moral and spiritual development.

More than 90% of parent paid tuition and fees go directly to teachers' salaries, leaving less than 10% to pay for everything else such as materials, programs, technology, after-school programs, maintenance, utilities, facilities, etc. Because there is precious little money left for financial aid or scholarships, many South Carolina families simply can not afford this choice due to the financial burden, whether they can not afford tuition for one child, or could not afford it for a second or third child. The "I Believe" plate will tear down the financial wall for South Carolina families that would choose, but simply can not afford, an education that includes mental, spiritual and moral development.

Faith In Teaching, Inc., supports South Carolina children and is committed to making sure that any South Carolina family choosing to send a child to school to learn and also develop morally and spiritually can do so, even if they could not otherwise afford such an education. Faith In Teaching, Inc., will use funds from the "I Believe" specialty plate to provide financial resources to schools throughout the state providing moral and spiritual

development to children. There is no plate competing with or providing this service to South Carolina children and families.

Moral and spiritual development has been completely extracted from America's education system. Harvard was founded in 1636 by vote of the Massachusetts Bay Colony, and referred to as "the school of the prophets" for its focus on theology and producing clergy. From George Washington and Thomas Jefferson, to John Kennedy and Ronald Reagan, American Presidents have stressed the importance of faith in teaching and it having a role in every American's life:

Whereas it is the duty of all Nations to acknowledge the providence of Almighty God, to obey His will, to be grateful for His benefits, and humbly to implore His protection and favor.

**GEORGE WASHINGTON,
Establishing Thanksgiving, 1789**

With a good conscience our only sure reward, with history the final judge of our deeds, let us go forth to lead the land we love, asking His blessing and His help, but knowing that here on earth God's work must truly be our own.

**JOHN F. KENNEDY,
Inaugural Address to America, 1961**

...to believe that together, with God's help, we can and will resolve the problems which now confront us.

**RONALD REAGAN,
1st Inaugural Address, 1981**

Faith In Teaching will allow South Carolina families who voluntarily make the choice, to help put moral and spiritual values

back into their children's and grandchildren's education.
Supporting the "I Believe" plate is supporting South Carolina's children.

SHORT TERM MARKETING AND PROMOTION

- ❖ A professional press release for all print, TV, radio and electronic media, with detailed information on availability of the "I Believe" plate, fact sheet, and contact spokesperson for media questions.
- ❖ Direct mail to existing motor vehicle owners with tag renewal forms, particularly 5 year metal plate renewals.
- ❖ Feature articles on introduction of the "I Believe" plate for media markets around the state as part of aggressive media effort, including features articles on initial grants made from plate revenues.
- ❖ Contact individual schools for immediate promotion in weekly publications to parents.
- ❖ Direct mail to existing constituent mailing list.
- ❖ Direct contact to each county tax collector's office and provide them highly visible models, mobiles, posters and promotion materials.
- ❖ Web based promotions and presence, including a link for easy plate purchase.

LONG TERM MARKETING AND PROMOTION

- ❖ Promote the “I Believe” plate to schools and religious congregations during religious holiday periods as an important message supporting our children.
- ❖ Prominent recognition in weekly school and church newsletters and publications following grants or assistance made directly from “I Believe” funds.
- ❖ Promotion in publications distributed by major religious institutions and religious organizations with existing state wide circulations and constituency.
- ❖ Promotion at auto dealerships owned and managed by those supportive of the “I Believe” plate who will promote it to new and used auto purchasers requiring license plates.
- ❖ Participation and sponsorship of key charitable events.
- ❖ Billboard advertising in major markets, including use of celebrity endorsements.
- ❖ Allow existing outdoor display and other advertisers and businesses to use the “I Believe” logo on their own display advertising.
- ❖ Promotion through all corporations and organizations wanting to include “I Believe” flyers in their monthly billings, newsletters and publications.
- ❖ Placement in monthly utility billing notices.
- ❖ Sponsorship of religious radio and TV programming.

- ❖ Celebrity promotion as a part of the overall strategy and marketing efforts in major media.
- ❖ Develop PSA announcements to promote plate during religious holidays and high profile events, highlighting how the “I Believe” plate benefits children throughout South Carolina.
- ❖ Sponsorship of children’s sport leagues and other family based programs.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JAN 09 2008**

FAITH IN TEACHING INC
120 E ROBINSON ST
ORLANDO, FL 32801

Employer Identification Number:
26-1233870
DLS:
17053323318017
Contact Person:
JACOB A McDONALD ID# 31649
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
December 12, 2007
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2011
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

-2-

FAITH IN TEACHING INC

sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Publication 4221-PC
Statute Extension

Letter 1045 (DO/CG)