



**BENJAMIN & EDITH SPAULDING DESCENDANTS ASSOCIATION,
INCORPORATED (BEDSA, Inc.)**

And

**BENJAMIN & EDITH SPAULDING DESCENDANTS FOUNDATION,
INCORPORATED (BEDSF, Inc.)**

NATIONAL FAMILY LETTER

April 30, 2008

Dear Family Members,

It is my pleasure to take this opportunity to share some information on the state of the family with respect to the activities of the family for-profit association, established in 2003, and the family non-profit foundation, established in 1997. The members of the Board of Directors (BODs) of the Benjamin and Edith Spaulding Descendants Association (formerly known as the Permanent Reunion Planning Committee, established at the 2000 reunion in Atlanta, GA) decided that it would be beneficial to conduct a family business meeting in the years between reunions in order to focus entirely on family initiatives, projects, and challenges. The first family business meeting was held July 29 and 30, 2005 at the Sheraton Imperial Hotel and Convention Center in Raleigh, NC. During this meeting, a Strategic Business Plan for the family was developed. The plan identified strategies to sustain the unity of the family, build upon our family heritage, and develop a vision for the future. The plan was officially adopted by the family association BODs on October 22, 2005. A copy of the plan can be obtained from the family website at www.spauldingfamily.com.

Following our practice of holding national family business meetings in years between reunions, we held our second national family business meeting August 4, 2007 at the North Carolina Mutual Insurance Company building in Durham, NC. Meetings of the family association and foundation are held three times per year and includes the national family business meetings held between reunions. The activities and initiatives of the family association and foundation are managed by a combined Board of Directors. A copy of meeting minutes can be found on the family website under "For-profit Corporation". Minutes for meetings prior to the establishment of the family association are also contained on the family website. Some of the significant recent activities and initiatives of the family association and foundation that I would like to bring to your attention include the following:

- Establishment of a relationship with Duke University that has resulted in the conducting of two very productive health fairs at the 2002 and 2006 family reunions as a part of our Family Health Network. This initiative has also resulted in updating our family pedigree to over 5,000 family descendants, which brings us up to 11 generations of family members, in some cases, since we have been documenting Benjamin and Edith Spaulding descendants, 1773-1862.
- Developed a family directory that contains over 1000 family units which has been automated to facilitate contacting family members by e-mail in addition to postal mail delivery. Our plan is to have a hard copy of the family directory for sale at the 2008 reunion which will be our 14th national bi-annual family reunion where family members from across the country come together.
- Established a regional organization structure for implementing family goals and objectives headed by a Regional Director with a structure that parallels the national BODs organizational structure. Regional organizations are located in the following parts of the country: North Atlantic; Mid-Atlantic; DC Metro Area; South Atlantic; South;

- Mid-West; South West; and West Coast. The family regional organizations are beginning to develop into successful mechanisms for improving communications and outreach to family members via the use of e-mail, regional meetings, locally planned activities, and fellowship.
- Since 2002, the family reunion permanent committee, which has now become the family association, has centrally managed the conducting of family reunions so that lessons learned and residual monies are passed on from reunion to reunion. Our family reunions have reached convention size and require a lot of experience in negotiating favorable hotel contracts, crafting informative correspondence that covers all necessary information regarding attending a family reunion, establishing a budget and living within the budget, so that our 24-year reputation of conducting successful family reunions and paying our bills on time will not be marred, etc. Due to the length of time required to negotiate hotel contracts, the family association has implemented a plan of action where we have started to negotiate hotel contracts 4 years in advance of a family reunion. We have also begun to identify the location of future family reunions 10 to 12 years in advance. For your information, the 2010 reunion will be held in Raleigh, NC at the Hilton North Raleigh Hotel. The local reunion planning committees are still responsible for handling and planning activities and events at the various reunions.
- Established a family awards program where family members are officially recognized for their contributions to the family. Because we must totally rely upon volunteers the only way we can presently recognize the contributions of family members is through the presenting of awards. Family association activities are open to all family members who are interested in assisting in the achievement of family goals and objectives. The dream of the national family association is to one day be able to employ a full-time staff to manage the day to day operations of the family association and foundation.
- Implemented the giving of scholarships to family members from funds generated from various family association fund raising initiatives. Also, we are putting in place a plan of action under the family foundation where tax deductions can be taken for funds donated for purposes of scholarships and other educational, literary, charitable, or scientific purposes. Since the 2004 reunion, we have given out 6 two year scholarships to family members from association funds.
- Established a family website, www.spauldingfamily.com that contains information regarding family activities, history, programs, etc. The website has been in existence since 2002 and has had over 16,000 hits. The website is being maintained by Cousin Henry Horne and he can be contacted by e-mail at hhomehds@sbcglobal.net if you desire to have family information placed on the website.

The aforementioned is a summary of some of the activities/initiatives of the family association and foundation. Information regarding other activities/initiatives can be found by reviewing the minutes of prior family association/foundation meetings.

New Initiative: Charitable Gifting Program. In keeping with the vision for the family as contained in our Strategic Business Plan, adopted October 22, 2005, I am very pleased to announce that our family association (BESDA, Inc. which is our for-profit organization) and the family foundation (BESDF, Inc. which is our family non-profit organization) have established a relationship with the North Carolina Mutual Life Insurance Company. The Company was co-founded by members of our family and we have a long history of family involvement. For the past two years, North Carolina Mutual has been hosting our family association/foundation meetings in their building. We are currently investigating obtaining office space in their building and looking into obtaining their assistance with marketing, correspondence and production resources to better reach out to family members and take advantage of the size and potential of the family.

An initiative has been approved by the BODs of the family foundation, with a view towards generating revenue and increasing our ability to help one another and the community at-large. That initiative is the Charitable Gifting Program. This program is designed to build and improve the financial strength of families with life insurance products, services and programs as well as spread the word about financial literacy. The program is designed to create life insurance endowment funds for organizations and institutions through life insurance. The Benjamin and Edith Spaulding Descendants Foundation Charitable Gifting Program will allow members and supporters to make substantial tax-deductible gift to the foundation, starting at \$25,000, to enhance the financial base and ensure continued economic growth for the family foundation. In certain circumstances, the gift can start at \$10,000 and the maximum gift amount is \$1,000,000. The family foundation will be the owner and irrevocable beneficiary of each life insurance policy purchased.

Additionally, the foundation will receive from North Carolina Mutual a sponsorship fee of \$50.00 for each participating family member. The fee will be paid to the foundation for each participating family member whether for a charitable gift or for personal needs. So if you decide to purchase a life insurance policy for personal needs, the family foundation will still receive the \$50.00 fee to assist with foundation programs. However, the policy premium amount will not be tax-deductible.

North Carolina Mutual will assist with the promotion of the program. Our contact with the company will be through Mr. Avie Lester, (800) 647-2114, ext. 226, and Dr. Kimberly Williams Moore, Head of Public Affairs and External Relations, ext. 294. Mr. Lester will serve as the program coordinator and the family foundation has recruited and approved Cousin Thurston Spaulding (703) 549-7331 to serve as our General Agent. Thurston and Mr. Lester will both be participating in the family business meeting at the 2008 reunion and available during the family business fair and networking session to answer questions and take applications for program participation. I have enclosed with this letter a brochure highlighting the program with a reply card, a list of frequently asked questions, and premium examples of a \$25,000 life insurance gift.

Insurance for children and youth can be purchased and used as a charitable gift to the BESDF Endowment Fund. The criterion for juvenile insurance is that it must be written on the life of a person who is not yet considered an adult for life insurance purposes. In most places, this includes anyone who is under the age of 15, such as a grand child, etc. The reason to purchase a juvenile policy would be for the death benefit and to build the policy's cash or loan value in order to help support the Endowment. If the life insurance policy is split, the portion of the policy for personal use will not be tax-deductible.

In closing, the Board of Directors of our family association and foundation, which is a combined board covering both organizations, have been working hard to fulfill the mission, vision and goals contained in our family strategic business plan. Our family is very large and consists of many family members who are well educated, reasonably well off, and in position to make significant contributions to the family-at-large, our community, and the global world. In order to sustain the unity of the family, build upon our heritage that made our family unique, we, the members of the present generation, must come up with creative ways to grow our family financially and expand opportunities. Our participation in the North Carolina Mutual Charitable Gifting Program is a wonderful opportunity to support NCM and help our foundation raise funds for scholarships and other needed initiatives. For example, establishing an organization within the family with paid staff members that are dedicated to managing and facilitating the implementation of goals and objectives identified in the family strategic plan would be one initiative. It is time for the members of our generation to create our own legacy that builds upon the heritage of our ancestors. If you are interested in working to achieve some of the goals identified in our family strategic business plan or have ideas or concerns about the future of the family, attending the family business meeting at the 2008 reunion is your opportunity to have input in the crafting of a plan of action.

Sincerely,

Cc:
BESDA, Inc./BESDF, Inc. BODs
Avie Lester, NCMLI Co., Affinity Group Coordinator
Thurston Spaulding, Charitable Gifting, Family General Agent
Milton Campbell, NCMLI Co. Family POC

Vincent Spaulding, R.A.
President, BESDA, Inc. &
BESDF, Inc.
vspauld@comcast.net

BOARD OF DIRECTORS

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Sadie Graham

Beth Spaulding

Brooke Spaulding

Arlene Jackson

Ellis Spaulding

Faye Batiste

Valeria N. Peacock

Elizabeth Spaulding Alexander

Emanuel Yeoman

Gina Sammons

REGIONAL ORGANIZATIONS

Lynette Spaulding, *Regional Director*

North Atlantic: NY, NJ, CT

Neil Campbell, *Regional Director*

Mid-Atlantic: NJ, PA, DE

Helena Slade/Carrie Thompson

Regional Directors,

DC Metro Area: DC, VA, MD

Milton Campbell, *Regional Director*

South Atlantic: NC, SC

Dallas and Shirley Smith,

Regional Directors,

South: GA, AL, TN

Henry Horne, *Regional Director*

Mid-West: MI, OH, WI, MN, IL, IN

Douglas and Aubra Gaston,

Regional Directors,

South West: AZ

Bernard Spaulding: *Regional Director*

West Coast: CA

