



PROPOSAL FOR: Partner School / Organization



WellXcel Health Course

Dear Directors,

Welcome to the Family!

It is with great pleasure and excitement that I extend my warmest welcome to the Reach-In Now™ Community. We are thrilled to have you join us in our mission to promote holistic health and wellness among education systems, empowering students, athletes, and the professionals that support them.

At Reach-In Now™ we understand the importance of nurturing both the physical and mental well-being of our youth. Through our comprehensive health curriculum, we aim to empower students to make informed choices about their health, build lifelong healthy habits, and unlock their full potential, and peak performance.

What sets RIN™ WellXcel apart is its carefully crafted blend of evidence-based health education and innovative technologies which caters to the unique needs of students and athletes. Our curriculum covers a wide range of topics, including nutrition, exercise, stress management, mental health awareness, and more. With engaging content, interactive activities, and expert insights, we are confident that our program will inspire, educate, and support the entire **PARTNER** Community on their wellness journey.

Your commitment to the well-being of your students and athletes aligns perfectly with our values, and we are confident that together we can make a meaningful impact. To kickstart our partnership, our team will be reaching out to discuss the implementation plan, offer training to your educators and coaches, and provide all the necessary resources to ensure a smooth integration of RIN™ WellXcel into your curriculum.

If you have any questions or require assistance, please do not hesitate to contact us. Thank you for entrusting us with the privilege of contributing to the well-being of The **PARTNER** Community.

Sincerely,

Bianca D. McCall

Reach-In Now™



Company: Reach-In Now™

Program: WellXcel Health Course

CEO | Founder: Bianca D. McCall, LMFT

CAO Partner | Paradigm Learning Systems: Steve Boynton

CTO Partner | iRel8: Dion Gonzales, Jeff Dorchester

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Reach-In Now™ with a Purpose

While many institutions have wellness initiatives in place, and static resource directories- The activation of mental health services are wildly underutilized due to fear, stigma, and the conditions of which we are still misinformed about mental health, which leads to poor self-identification and help-seeking behavior.

From a commercial perspective, this type of mental health culture threatens the psychological safety of the school community and is linked to dramatic losses in motivation, performance, productivity, negative impact on outcomes, and revenue.

From a human perspective, social-emotional programming which falls well short of the goals and intentions of schools, links to alarming increases in violence against self and others, and the *preventable* loss of life. The question is, how do we curve what the Centers for Disease Control (CDC) accounts the highest rates of mental health crises in reporting history (2023)?

Historically, we are taught to wait for people to reach – OUT assuming they know how and when they are in crisis. The Solution is **Reach-In Now™**

Parent Company to Reach-In Now™, is a clinical practice, Desert Rose Counseling Group (DR), organized in June of 2011. In 2013, during the aftermath of a well-documented economic crisis in the U.S., Founder & Licensed Clinical Therapist, Bianca D. McCall developed the WellXcel curriculum which was implemented in patient programs, and supporting workforce in healthcare and behavioral health sectors, in the State of Nevada. In 12 years of practice, more than 10,000 individuals and families were served, producing positive outcomes of reduced utilization of emergency services, improved self-management, self-concept, and mood.

- 70% reduction in (hospital) readmission within 30 days of discharge
- 80% reduction in gaps in continuum of care, evidenced by 80% of clients made it to a follow up appointment within three days of discharge.
- 60% reported a reduction in suicidality (thoughts, threats, and attempts)
- 100% suicides were prevented, from qualitative data for up to 1 year post discharge.

Such outcomes led to the expansion of service area, service programs, and technologies.

Reach-In Now™ is a health-tech company, established in response to the novel coronavirus pandemic which has contributed to the highest rates of mental health crises, we've ever seen. At the heart of most communities, are education systems which have been significantly impacted. Each stakeholder group is in crisis- the national steering committee for youth and adolescent mental health declares a National State of Emergency in October of 2021, the education workforce experiences unprecedented resignation and teacher shortages affecting the infrastructure of the entire system. Communities are increasingly siloed and facing barriers to accessing viable resources to support their families. Reach-In Now™ was formed to offer a more comprehensive solution, without overburdening a system in crisis, and making it the responsibility of those in need to know what has never been shown to them.

From 2020-2023 Reach-In Now™ scaled its database to more than 20,000 program participants. Education, healthcare, and sports associations who received RIN™ WellXcel Course training curriculum report:

- 10% reduction in absenteeism (student body, faculty, and staff)
- 10% reduction in experiences of anxiety and stress (student body)
- 20% improved quality of work-life (faculty, and staff)
- 10% increased retention (faculty, and staff)

- 60% improved perception of psychological safety on campus
- 10% increase of willingness to reach out when feeling overwhelmed (student body)
- 50% increase of confidence identifying when a student is in crisis (faculty, and staff)

Mission

The Mission of Reach-In Now™ is to cultivate psychological safety and prevent critical incidents on campus. We achieve this by developing programs to improve self-identification, self-talk, and help-seeking behavior, by providing a comprehensive course framework which can be infused into existing curriculum, leverages innovative technologies, and supports the mental health needs of the ecosystem's three major stakeholder groups. In education systems, students, professionals, and student families which make up the community.

Curriculum

Reach-In Now™ WellXcel - is a supplemental health course, which can be tailored for each of the three major stakeholder groups in your system. RIN™ curriculum considers experiential learning approaches to enhance long term impact and retention of learning goals.

Student-Athletes

RIN™ WellXcel is a 56 Hour Course; broken down into (28) 3–5-minute pre-recorded, weekly lessons. In addition, Student-Athletes are required to complete weekly assignments which include analytical review of content, engagement in chats, and reflective self-reporting (mood, perception, and behavior).



Professionals

The WellXcel Health Course- PRO is tailored for the professionals who work with vulnerable populations, are prone to experiences of Empathy-Based Stress, and may be at risk for Compassion Fatigue. This is a certificate program, which can supplement workforce development and Continuing Education Units for professionals in Public Education, Health, Safety, and Sports.

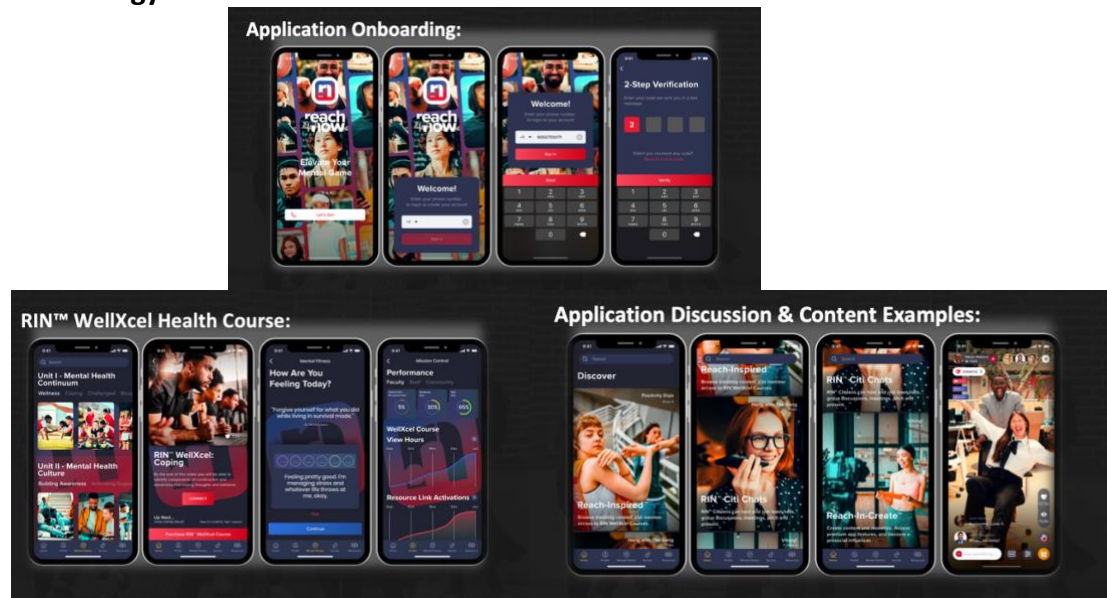
RIN™ WellXcel - PRO is a 16 Hour Professional Development Course; broken down into (12) 30-minute, pre-recorded lessons. In addition, WellXcel certification requires a minimum of one hour of community engagement, each month under contract, on the provided digital platform. Community engagement is explained in the Professional and Administrative Responsibilities Page.

Student Families

The WellXcel Health Course- COM is tailored for student families and supportive community members, involved, and invested in the organization's mental health culture. This is a certificate program, which can supplement program participation requirements, workforce development and Continuing Education Units for professionals in Public Education, Health, Safety, and Sports.

RIN™ WellXcel - COM is a 3 Hour Foundations Course; broken down into (12) 15-minute, pre-recorded lessons.

Technology – March 2024!



Partnerships

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1.702.209.0459 |
HELLO@REACHINNOW.COM
WWW.REACHINNOW.COM

Reach-In Now™ welcomes the opportunity to partner and strategically collaborate with organizations needing psychological health-related content and delivery solutions, and with those looking to add supplemental health programming to their existing curriculum.

Reach-In Now™ is growing a holistic ecosystem of Champion Partners:





Bianca D. McCall, LMFT is the Founder & President of Reach-In Now™. She is a retired professional women's basketball player, international keynote and TEDx Speaker, Licensed Clinical Therapist who has 25 years professional experience in behavioral health, with a specialization in emergency mental health action planning. She is a Workforce Development and Certification Specialist for the University of Nevada, Reno Centers for Substance Abuse Technologies (CASAT). McCall is 11 years a healthcare CEO, and is the Founder & President of the health-tech startup company, Reach-In Now™

Bianca holds membership with the American Association of Suicidologists and is certified to conduct psychological autopsies. She is a Best Practice Reviewer and Lived Experience Advisory Committee Member with the National Suicide Prevention Resource Center. Bianca is a subject matter expert in mental health, whose curriculum is used in National Strategies through 2030.



Siska Concannon our Sr. Executive Advisor is a global strategic advisor specializing in business strategy, operations, and market development with close to 20 years' experience across a variety of industries and new markets including, Investment Banking, Manufacturing, Sports Media & Social Influencer Management. For the past 8 years she has specialized in marketing strategy, development, and business intelligence management in the online gambling industry, both locally in the US as well as international markets. Originating from Australia, her career has taken her to the UK, Asia, Europe, and North America, and who not too long ago hung up her own athletic career to focus on her professional one.



Heather Parisi is a Sr. Project Manager for Reach-In Now™, who comes with 25 years' experience in product development, manufacturing, supply chain and quality assurance. Heather's organizational expertise provides meticulous preparation throughout the development cycle and creates organization and clarity through the chaos. Her entrepreneurial spirit guided her to launch two humanitarian endeavors. Flip2BFit and Fitness for Africa. Inspired by her athleticism and her own healthy lifestyle, Heather introduced Flip2BFit, a board game blending strategy, exercise, and evidence-based experience to create a new PE offering accredited with all PE Curriculums throughout the US. Heather's philanthropic spirit found the culmination of her dream in Uganda. Establishing a small nursery and primary school with a mission statement to bring a healthier lifestyle to world communities. As a certified life coach Heather continues to empower individuals to live their best life.



Rachael Brinker serves as the CFO for Reach-In-Now™. She brings 17 years of experience in variance functions of Corporate Finance, including several leadership roles for organizations ranging from technology start-ups to multi-billion-dollar global manufacturing companies. She has led a wide range of initiatives to both grow top line revenue and to streamline internal processes to reduce costs.

Rachael holds a bachelor's degree from Ohio University, and an MBA from the University of Chicago Booth School of Business with concentrations in Finance, Economics, Entrepreneurship, and Strategic Management.



Steve Boynton is the Chief Curriculum Consultant for Reach-In Now™. He is an educational innovator, curriculum designer and systems design expert. He has expertise in proficiency education systems and student growth models. Steve is a published author and international speaker on education design and implementation.



Brent Johnson is a Sr. Advisor for Reach-In Now™ Marketing and PR. Brent is a 20-year entertainment industry veteran that has business affairs, music industry, film industry and entertainment marketing senior executive experience that spans across many areas of the entertainment business. Brent's past stops include Edmonds Entertainment, Fireworks Entertainment, A&M Records, Sony Music, Universal, The Cafe Film Group and many others. Brent is an honors thesis graduate of St. Mary's University School of Law in San Antonio, TX and melds a legal sensibility with a creative eye to create a base of consulting expertise. ONE Entertainment under his leadership has had the largest gross earnings in the last three years and added larger and larger deals to its resume in more than nine countries on four continents with the largest entertainment companies in the world and the largest key entertainment figures.



RIN™ SCHOOL PARTNER AGREEMENT

THIS PARTNER AGREEMENT (the “Agreement”) between _____,
at _____, _____, _____ its successors and assigns
(the “Partner”), and Reach-In Now™ (“RIN”), mutually agree to enter into this
Agreement (“Agreement”), commencing on the _____ day of _____ in the
year _____ and concluding on the _____ day of _____ in the year
_____ ; with two (2) potential one (1) year extensions the terms and conditions
of which are set forth herein:

Authorized Representative for The Partner: _____

Payer: _____

Billing Address: _____

Payer Phone No.: () -

Payer Email: _____

RECITALS:

RIN is in the business of providing educational health curriculum and resources for education, healthcare, and sports programs via digital platforms. The Partner is in

the business of providing educational services to school students. RIN and Partner desire to enter into this Agreement wherein RIN agrees to provide Partner with enrollment pricing on its current course offerings in exchange for Partner's agreement to purchase RIN enrollments.

AGREEMENT:

For valuable consideration, The Parties agree as follows:

1. **PRICE:** During the term of this Agreement, refer to Partner School Pricing schedule.
2. **TERM:** This Agreement shall commence upon the date first above written and shall continue in effect until the anniversary of the 1st year's enrollments, thereafter the agreement will automatically renew for another school year unless the Partner School provides notice 30 days prior to the anniversary date of the agreement. In case of an annual price increase RIN will provide 60 days advance notice prior to the annual renewal date of the agreement.
3. **TERMINATION:** If either party defaults in the performance of any material provision of this Agreement, then the non-defaulting party may give written notice to the defaulting party that if the default is not cured within thirty (30) days this Agreement shall be terminated. If the non-defaulting party gives such notice and the default is not cured during the thirty (30) day period, then this Agreement shall automatically terminate at the end of the period. The termination of this Agreement shall not relieve a party from liability for a prior breach of this Agreement. Reach-In Now™ reserves the right to disenroll any student in its sole discretion for failure to comply with student policies and procedures.

4. **PAYMENT TERMS:** Partners are invoiced prior to the start. Invoice payment is due upon receipt and are to be paid directly to Reach-In Now LLC
5. **REFUNDS:** RIN does not issue monetary refunds to Partners.
6. **CANCELLATION:** RIN cannot offer refunds for cancellations. Courses may be transferred to another student within 30 days of purchase, with notification to the RIN Project Manager.
7. **INTELLECTUAL PROPERTY:** The Parties agree that neither party has any rights whatsoever in or to any trademarks, trade names, logos and other intellectual property of the other party and shall not use or cause or allow others to use the same or any variations thereof without the prior express written permissions of the other party.
8. **DISCLAIMER OF WARRANTIES:** Except as set forth in RIN's most recent price guide and/or an active enrollment agreement, RIN makes no warranties or representations concerning the courses, services, or any results to be achieved through the use of the RIN curriculum, and specifically, gives no assurance or warranty that the RIN courses or services shall satisfy any educational requirements of The Partner or its students. Except as specifically set forth in this Agreement, RIN's most recent price guide or any RIN enrollment agreement, RIN expressly disclaims all warranties or representations, expressed or implied, with respect to the subject matter of this Agreement or its obligations to The Partner or Partner's students hereunder, including any and all implied warranties of merchantability, quality, fitness for a particular purpose, non-infringement and title, and all warranties arising from a course of dealing, usage, or trade practice.
INDEMNIFICATION: Each party agrees to indemnify, defend and hold harmless the other party and its officers, directors, employees, shareholders, agents, legal representatives, affiliates, subsidiaries, successors, and

permitted assigns from and against any liabilities, demands, causes of action, suits, costs and expenses, including cost of defense, settlement and reasonable attorneys' fee (collectively "Liabilities") which any or all of them may suffer to the extent such are caused by the breach of this Agreement or the negligent or willful acts or omissions of such party.

9. **DAMAGES LIMITATION:** Liability arising under this Agreement shall be limited to direct, objectively measurable damages. Neither party shall have any liability to the other party or to any third party, for any incidental, punitive, indirect or consequential damages, including, without limitation, lost profits, loss of data, interruption of business, or costs of procurement of substitute goods, whether arising under a theory of contract, tort (including negligence) strict liability of Reach-In Now™ under the Agreement shall not exceed the total amounts paid to Reach-In Now™ by The Partner.
10. **INDEPENDENT CONTRACTORS:** RIN and Partner are independent contractors. Neither party is an agent, partner or in a joint venture with the other. Each party is solely responsible for all financial obligations associated with its own business and any independent dealings with students.
11. **REGISTRATION/ENROLLMENT OF STUDENTS:** Students will be enrolled in the RIN™ WellXcel Course and if assigned, stakeholder groups will be enrolled in the applicable RIN™ WellXcel Courses on a schedule that is mutually agreed upon by RIN and the Partner.
12. **SURVIVAL:** All payment obligations of The Partner and the provisions of Sections 1,3,4,7,8, and 9-13 shall survive the termination of this Agreement for any reason. All other rights and obligations of The Parties shall cease upon termination of this Agreement.
13. **MISCELLANEOUS:** The Section headings used in this Agreement are solely for convenience of reference and are not to be considered in construing or

interpreting this Agreement. This Agreement constitutes the entire agreement between the Parties and supersedes any prior oral or written agreements regarding the same subject matter. This Agreement shall be construed according to the laws of the state of Nevada without regard to its choice of law rules. This Agreement may only be amended by a written instrument signed by both Parties. This Agreement shall be binding upon and inure to the benefit of the Parties hereto and their successors and permitted assigns. Neither party may assign substantially all such party's assets or a majority of the voting power of such party's capital stock, and further accepted that RIN may assign its rights and obligations under this Agreement to one or more of its affiliates. Any waiver by either party of any provision or condition of this Agreement shall be construed or deemed to be a waiver of any other provision or condition of this Agreement nor a waiver of a subsequent breach of the same provision or condition, unless such waiver is expressed in writing and signed by the party to be bound. This Agreement may be executed in two counterparts and such counterparts shall constitute one instrument. The company will perform periodic maintenance to keep its platforms up to date and content remains relevant. The Partner will be notified in advance. A scanned transmission of an executed and electronic signature page shall have the same force and effect as an original signature page.

IN WITNESS WHEREOF, The Parties have caused this Agreement to be executed by their duly authorized representatives or officers as of the Effective Date.

Authorized Representative Name: _____

Title: _____

Authorized Representative Signature: _____

Date: _____

Payer: _____

Bianca D. McCall

Founder & President

_____ Date: _____

Reach-In Now™ LLC



WellXcel Health Course

Partner Pricing for RIN™ WellXcel Health Course

Standard Onboarding Fees – Due at Signup

\$3000 One-Time School Set Up Fee
\$1200 Annual Support & Hosting Fees
Includes 1-45 Min. In-Person Keynote / In-Service

RIN™ WellXcel Health Course- YOU

Option 1: \$30 per student per month (10)
Option 2: \$240 per student per schoolyear
Volume Pricing Available*

RIN™ WellXcel Health Course- PRO

Option 1: \$50 per professional per month (10)
Option 2: \$375 per professional per schoolyear
Volume Pricing Available*

RIN™ WellXcel Health Course- COM

UNLIMITED, FREE with purchase of WellXcel-YOU and/or WellXcel- PRO

Additional Services & Content

\$500 per month (10) Virtual Consulting Services. Max 4 HRS per month, 40 HRS per contract

- Mental Health Campaign Consulting
- Program Implementation & Support
- Emergency Mental Health / Critical Incident Response

\$20 per person per month, up to 250 people – Data Package, Anonymous Data Reports

- Aggregated Mental Health Data
- Location Data; and
- User Behavior Analytics (UBA)

Teacher and Administrative Responsibilities

What to Expect

Teachers and Administrators of our partner schools will be fully trained during the onboarding process. Full support continues for the duration of our partnership, with our designated success managers operating as a part of your team.

Basic Partner School Teacher Requirements

- Participates in training and professional development.
- Operational knowledge of the internet, digital applications, and web-related technologies
- Work closely with School Counselors and School Manager for student success
- Lead discussions and debrief after in-class videos are shown.
- Ensure students are completing required assignments.
- Grading based on participation in discussions and completion of assignments.

Basic Administrative Responsibilities

- Participates in training and professional development.
- Operational knowledge of the internet, digital applications, and web-related technologies
- Provide list of student email addresses to facilitate app registration.
- Ensure RIN™ logos appear on school's website and digital collateral.
- Coordinate orders for RIN™ materials
- Responsible for payment coordination according to schedule
- Responsible for teacher oversight and accountability
- Work regularly with School Counselor and School Manager for routine program audits (data packages available)
- Communicate with School Counselor and School Manager on any flags for student engagement.
- Coordinate platform and scheduling for professional training
- Work with Parents to promote program and assist with platform and scheduling for RIN™ WellXcel- COM Course
- Coordinate school participation in creating and submitting program testimonials.
- Work with School Manager at the end of the academic year to close out courses and process paperwork for completed students.