

## FRANCHISE DISCLOSURE DOCUMENT

Coaching Matters, LLC  
A Wyoming limited liability company  
1603 Capitol Avenue Suite 413 C1165  
Cheyenne, WY 82001  
402-680-5029  
mbahun@fundraisingu.net  
[www.fundraisingu.net](http://www.fundraisingu.net)



FUNDRAISING UNIVERSITY

The franchised business is to operate a fundraising company under the trade name “Fundraising University”.

The total investment necessary to begin operation of a Fundraising University franchise for a single territory is \$79,550 to \$84,027. This includes \$77,350 to \$77,717 that must be paid to the franchisor or affiliate. The total investment necessary to begin operation of two to ten territories is \$129,550 to \$374,027. This includes \$127,350 to \$357,717 that must be paid to the franchisor.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

The terms of your contract will govern your franchise relationship. Don’t rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as “*A Consumer’s Guide to Buying a Franchise*,” which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC- HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW. Washington, D.C. 20580. You can also visit the FTC’s home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance date: March 25, 2025, as amended, ~~September 23~~December 17, 2025

In addition to Gross Sales information, we collected data on Cost of Goods Sold (“COGS”) for the 2024 calendar year. COGS includes the school split, shipping of fundraiser goods, and fundraiser product costs. These figures reflect historical averages across all franchisee-reported fundraisers in 2024.

<b>Product Category</b>	<b>Average COGS (%)</b>
\$30 Products and Donation-Based Fundraisers	70.91%
Products Priced Under \$30	72.20%

These figures are presented separately because beginning in 2026, only \$30 products will be offered in our system.

These figures are based on historical results from the system for 2024. They represent averages only and do not reflect other expenses (such as marketing, royalties, labor, or general operating costs). ~~Your actual results may differ significantly. We do not guarantee that you will achieve similar results.~~

Other than the preceding financial performance representation, Coaching Matters, LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor’s management by contacting Michael Charles Bahun, 1525 South Higley Road, Suite 104 PMB 1221, Gilbert Arizona 85296, and 402-680-5029, the Federal Trade Commission, and the appropriate state regulatory agencies.

**Item 20  
OUTLETS AND FRANCHISEE INFORMATION**

**Table 1  
Systemwide Outlet Summary  
For years 2022 to 2024**

<b>Column 1 Outlet Type</b>	<b>Column 2 Year</b>	<b>Column 3 Outlets at the Start of the Year</b>	<b>Column 4 Outlets at the End of the Year</b>	<b>Column 5 Net Change</b>
Franchised	2022	34	50	+16
	2023	50	59	+9
	2024	59	51	-8

## MARYLAND ADDENDUM TO DISCLOSURE DOCUMENT

In the State of Maryland only, this Disclosure Document is amended as follows:

The following is added to Item 5:

~~Based upon the franchisor's financial condition, the~~ The Maryland Securities Commissioner has required a financial assurance. Therefore, ~~all initial fees and payments owed by franchisees shall be deferred until~~ we secured a surety bond in the amount of \$110,000 from Atlantic Specialty Insurance Company. A copy of the bond is on file at the ~~franchisor completes its pre-opening obligations under the franchise agreement.~~ Maryland Securities Commissioner's office, 200 St. Paul Place, Baltimore, MD 21202-2020.

The following is added to Item 11:

You may obtain an accounting of advertising expenditures by the Brand Fund by making a written request to us.

The following is added to Item 17:

The general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

This franchise agreement provides that disputes are resolved through arbitration. A Maryland franchise regulation states that it is an unfair or deceptive trade practice to require a franchisee to waive its right to file a lawsuit in Maryland claiming a violation of the Maryland Franchise Law. In light of the Federal Arbitration Act, there is some dispute as to whether this forum selection requirement is legally enforceable.

Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within 3 years after the grant of the franchise.

The Franchise Agreement provides for termination upon bankruptcy of the franchisee. This provision may not be enforceable under federal bankruptcy law.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

## MINNESOTA ADDENDUM TO DISCLOSURE DOCUMENT

In the State of Minnesota only, this Disclosure Document is amended as follows:

- ~~Item 5 and Item 7 shall be amended by the addition of the following: Payment of the initial franchise fee shall be deferred until the franchisor has completed its pre-opening obligations to the franchisee and the franchisee has opened for business.~~
- Item 5 is amended to state:

The Minnesota Commerce Department has required a financial assurance. Therefore, we secured a surety bond in the amount of \$110,000 from Atlantic Specialty Insurance Company. A copy of the bond is on file at the Minnesota Commerce Department, 85 7th Place East, Suite 280 Saint Paul, Minnesota.

- Minnesota Statutes, Section 80C.21 and Minnesota Rules 2860.4400(J) prohibit the franchisor from requiring litigation to be conducted outside Minnesota, requiring waiver of a jury trial, or requiring the franchisee to consent to liquidated damages, termination penalties or judgment notes. In addition, nothing in the Franchise Disclosure Document or agreement(s) can abrogate or reduce (1) any of the franchisee's rights as provided for in Minnesota Statutes, Chapter 80C or (2) franchisee's rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.
- With respect to franchises governed by Minnesota law, the franchisor will comply with Minnesota Statutes, Section 80C.14, Subd. 3-5, which require (except in certain specified cases) (1) that a franchisee be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the franchise agreement and (2) that consent to the transfer of the franchise will not be unreasonably withheld.
- The franchisor will protect the franchisee's rights to use the trademarks, service marks, trade names, logotypes or other commercial symbols or indemnify the franchisee from any loss, costs or expenses arising out of any claim, suit or demand regarding the use of the name.
- Minnesota considers it unfair to not protect the franchisee's right to use the trademarks. Refer to Minnesota Statutes, Section 80C.12, Subd. 1(g).
- Minnesota Rules 2860.4400(D) prohibits a franchisor from requiring a franchisee to assent to a general release.
- The franchisee cannot consent to the franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. See Minn. Rules 2860.4400J. Also, a court will determine if a bond is required.
- The Limitations of Claims section must comply with Minnesota Statutes, Section 80C.17, Subd. 5, which states "No action may be commenced pursuant to this Section more than three years after the cause of action accrues."

**EXHIBIT I  
RECEIPT**

This disclosure document summarizes certain provisions of the franchise agreement and other information in plain language. Read this disclosure document and all agreements carefully.

If Coaching Matters, LLC offers you a franchise, it must provide this disclosure document to you 14 calendar-days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale. New York requires that you be given this disclosure document at the earlier of the first personal meeting or 10 business days before the execution of any franchise or other agreement, or payment of any consideration that relates to the franchise relationship.

If Coaching Matters, LLC does not deliver this disclosure document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580, and any applicable state agency (which are listed in Exhibit A).

The name, principal business address, and telephone number of each franchise seller offering the franchise is:

Name	Principal Business Address	Telephone Number
Michael Charles Bahun	1525 South Higley Road, Suite 104 PMB 1221, Gilbert, Arizona 85296	402-680-5029
Michael Effinger	1525 South Higley Road, Suite 104 PMB 1221, Gilbert, Arizona 85296	402-680-5029
Steven Shannon	1525 South Higley Road, Suite 104 PMB 1221, Gilbert, Arizona 85296	402-680-5029

Issuance Date: March 25, 2025, as amended, ~~September 23~~ December 17, 2025

I received a disclosure document dated March 25, 2025, as amended, ~~September 23~~ December 17, 2025 that included the following Exhibits:

- A. State Administrators and Agents for Service of Process
- B. Franchise Agreement
- C. Form of General Release
- D. Financial Statements
- E. Operating Manual Table of Contents
- F. Franchised Outlets
- G. State Addenda
- H. Fundraising Activity Overview
- State Effective Dates
- I. Receipt

Date Received: \_\_\_\_\_  
(If other than date signed)

DATE: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Address: \_\_\_\_\_

City, State: \_\_\_\_\_

\_\_\_\_\_  
(Signature of recipient)

**Keep This Copy For Your Records**

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Date Received: \_\_\_\_\_  
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DATE: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Address: \_\_\_\_\_

City, State: \_\_\_\_\_

\_\_\_\_\_  
(Signature of recipient)

**Return this copy to us.**

**Coaching Matters, LLC, 1603 Capitol Avenue Suite 413 C1165, Cheyenne, WY 82001**