



RE: Tim Logsdon Employee Assistance Fund

With the rise in natural disasters over recent years, PL Marketing (“PLM”) knows that some employees will be significantly impacted by these events from time to time and wants to help. PLM has created the Tim Logsdon Employee Assistance Fund (the “Fund”) to provide assistance to employees who have been impacted by a federally declared disaster or emergency.

The Fund is described in this memo and provides tax-free payments for eligible expenses that employees incur due to a federally declared disaster or emergency. Unless anticipated levels of employee need suggest otherwise, PLM will contribute \$10,000 to the Fund each calendar year. Employees can also contribute to the Fund through payroll deduction, and PLM will match employee contributions at a rate of \$.30 for every \$1.00 donated. Any unused amounts in the Fund at the end of a calendar year will roll over to the following year.

1. Will assistance payments be taxable income (e.g. wages) to me?

No. Any assistance payments you receive under from the Fund are intended to be “qualified disaster relief payments” under Section 139 of the Internal Revenue Code (the “Code”). A qualified disaster (i) a federally-declared disaster, including a presidentially-declared disaster such as a hurricane, wildfire or emergency, (ii) a disaster that results from an accident of a common carrier such as a plane crash, (iii) a disaster that is a terroristic or military act, or (iv) any other qualified disaster under Internal Revenue Code Section 139(c).

Qualified disaster relief payments are excluded from an individual’s gross income. This means that the assistance payments are not reported on an employee’s W-2 and not subject to income or employment tax withholding. The payments are also excluded from taxation under most state laws.

Payments made by the Fund are only available for reasonable and necessary personal, family, living or funeral expenses that have been incurred as a result of a qualified disaster. Only expenses that will not be reimbursed by insurance or otherwise qualify for assistance through the Fund. In addition, COVID-19 related expenses are not eligible for reimbursement by the Fund.



2. Can employees contribute money to the Fund to assist other employees impacted by a federally declared disaster or emergency?

Yes. PLM employees can contribute to the Fund, but an employee cannot designate who will receive any amount the employee contributes. Employee contributions made to the Fund are not tax deductible as charitable donations because the Fund is not a formal charity. PLM will match employee contributions at a rate of \$.30 for every \$1.00 donated.

3. Who is eligible to apply for assistance payments?

PLM employees who meet all of the following criteria are eligible to apply for assistance payments from the Fund:

- The employee must be actively employed by PLM, or on a paid or unpaid leave, short-term disability, or using paid time off when the application is submitted.
- The employee has been employed by PLM for 90 days.
- The employee must have incurred an eligible expense (described below in #4) as a result of the qualified disaster.

Officers and directors of PLM are not eligible to receive assistance from the Fund. Members of the selection committee are also ineligible.

Note that if you are awarded an assistance payment from the Fund, you are not required to remain employed with PLM for any certain period of time in order to keep it.

4. What expenses can be paid by the Fund?

Qualified Disaster Assistance

The following expenses incurred due to a qualified disaster can be paid for employees who have a financial need for assistance up to the maximum limits described for each type of expense. However, even if an employee requests the maximum assistance available, the Fund does not guarantee that any employee will be awarded the maximum amount.

- Medical expenses of the employee, the employee's spouse or dependent(s) incurred due to the disaster that are not paid by insurance or other relief grants (up to \$2,000).



- Expenses incurred for the repair or rehabilitation of the employee's personal residence or its contents due to the impact of a disaster (up to \$2,000).
- Temporary living expenses due to disruption and/or displacement from the employee's primary residence, including costs for housing, food, clothing, and transportation incurred while displaced. Displacement can result from an evacuation order, inhabitability, or loss of access to the residence caused by the disaster (up to \$1,000).
- Funeral or cremation expenses for the funeral of an employee, or his or her spouse or dependent(s) who dies as a result of the disaster (up to \$500).
- Psychological counseling due to the effect of the disaster on the employee's mental health or the mental health of the employee's spouse or dependent(s) (up to \$150).

Note that the Fund cannot provide wage replacement and cannot pay mortgage or rent payments, car payments, ordinary utilities or grocery costs the employee would have if the qualified disaster had not occurred. In addition, the Fund will not reimburse COVID-19 related expenses.

PLM may pay additional expenses or limit expenses that can be paid at any time in its discretion or in response to any IRS guidance. Employees can apply for expenses they have already incurred or reasonably anticipate incurring. However, no expenses will be reimbursed that were incurred prior to the date this Fund was created.

5. Do I have to have a certain amount of expenses before I can seek assistance?

Yes. An employee is only eligible to receive a payment if the employee has at least \$300 in expenses due to a qualified disaster.

6. Is there a maximum amount of assistance I can receive from the Fund?

Yes. The maximum amount any single employee can receive from the Fund is \$5,000. Because qualified disasters usually affect a large number of people, the Fund must be able to help as many employees as possible when a need arises.

7. Do I have to provide receipts?

You are not required to provide receipts with your application. But PLM can request copies of your receipts at any time.



You are required to provide reasonable estimates of your expenses and certify that the amount you have requested does not exceed your actual expenses. If there is a reason to believe that the expenses requested to be paid are not true, no payment will be made by the Fund.

8. How do I apply for assistance payments?

PLM has created an application that you can fill out to request assistance. The application requires you to list your eligible expenses and certify that your expenses will not be reimbursed by insurance or otherwise. The Fund has established a committee to administer the Fund and review applications for assistance.

9. Are employees allowed to apply for assistance multiple times?

Yes. Employees may submit additional applications for assistance if they have additional expenses due to a federally declared disaster or emergency after submitting an initial application.

10. If I am awarded an assistance payment, how and when will I receive it?

Employees will be notified if their application is approved. Approved assistance payments will be paid by check or direct deposit as soon as possible, and generally within two weeks of approval of an application.

11. What if I receive an assistance payment and my expenses are later reimbursed by insurance or another source?

You should inform Lauren Fleming in PLM's Human Resources Department. Similarly, you should contact Lauren Fleming if you applied for assistance for anticipated expenses that you did not end up incurring. You will either be asked to return the amount of the assistance payment that was reimbursed, or the amount will be treated as taxable wages and reported on your Form W-2 for the year the amount was paid to you.

12. Who do I contact with questions about the Fund?

Please contact Lauren Fleming, Human Resources Department at (513) 589-4774 with any questions. Although PLM intends to continue the Fund indefinitely, PLM reserves the right, in its sole discretion, to modify, amend and/or terminate the Fund at any time.