GUIDING THE WISE INC

Guiding
The Wise Inc.

Affordable Preventive Health
& Wellness Since 2014



WHO WE ARE

Florida-based 501(c)(3) nonprofit founded in 2014

Delivering **affordable, value-based** preventive health and wellness for low- to moderate-income households and underserved communities

Virtual and in-person services priced **25–75% below market rates**

Six wellness pillars organize our services



Founder & CEO:
Antonaa' Roberts



Learn more
guidingthewise.org
info@guidingthewise.org

OUR SIX-PILLAR WELLNESS MODEL

We focus on six key areas to support healthier lives and stronger communities.



FROM ONLINE ACCESS TO LOCAL GUIDE ZONE MEMBERSHIP

Public Page

- Explore Guiding The Wise online resources and benefits
- Online access for everyone

Florida Resident Page

- Affordable wellness plans for Florida residents
- Plans starting as low as $0/month as of Jan 1, 2027
- Early enrollment through www.guidingthewise.org/enroll

REMINDER: If you are in FLORIDA but not in an active county, your benefits and support will be limited until we GO LIVE in your county.

Active Guide Zone County

- Enhanced benefits, programs, services, events, and community support
- Access to in-person and online services
- Regional Coordinator support
- Local meetups and workshops may be available

The active Guide Zone adds a local layer of support, connection, and expanded benefits.

Affordable Wellness Plans

for Florida Residents

Plans starting as low as

$0 /month

as of Jan 1, 2027

Designed to maximize accessibility for all Floridians

Supporting healthier communities across Florida

SIGN UP NOW!

Early Open Enrollment Applications

www.guidingthewise.org/enroll



INTRODUCING
GUIDE ZONES

Our County Membership Model

Counties in Florida that are fully integrated gain access to a **local** **Guide Zone**

GUIDE ZONE: A county based membership club with **enhanced benefits, programs, services, events, and community support**

Each Guide Zone is led by a **Regional Coordinator** who drives member engagement, education, wellness, service coordination, and quality standards

Guide Zones may include **in-person meetups, workshops,** and additional support initiatives

ATTENTION! IMPORTANT

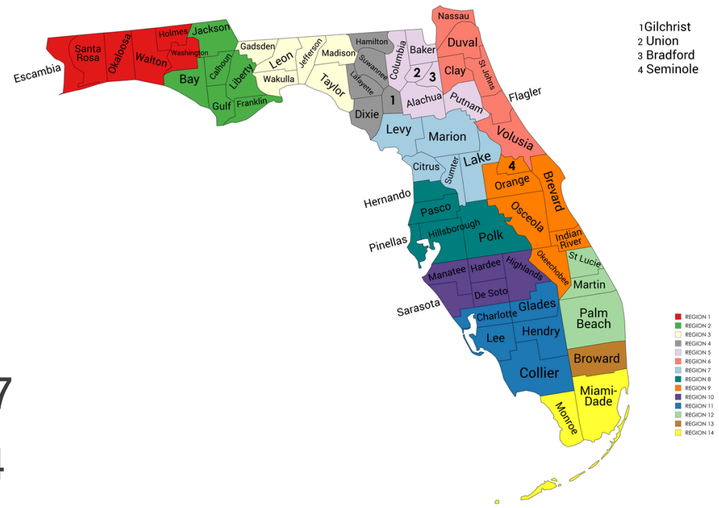
Only Guide Zones will have access to in-person services! Everyone else can enjoy the online benefits!



GUIDE ZONES
EXPANSION & BENEFITS PLAN

ROLL OUT ROADMAP

- **2027** Hillsborough County
- **2028** Region 8 full
- **2029** Region 9
- **2030** Region 10
- **2031** Region 11
- **2032** Region 12
- **2033** Region 13
- **2034** Region 14
- **2035** Regions 5–7
- **2036** Regions 1–4



GUIDE ZONE BENEFITS

Access to a designated county landing page and a county social group

Regional Coordinator support ensuring quality and engagement

An enhanced program curriculum that also includes additional discounts and in-person meet up's and services

Local community events and workshops

FREE Success Supervising- A hybrid support role combining customer service, resource coordination, goal setting, and accountability coaching.

GTW GUIDING THE WISE INC

10-YEAR

GUIDE ZONE INTEGRATION GOALS

PROJECTED ROLLOUT PLAN BY YEAR (COUNTY/REGION ACTIVATION)

2027	Hillsborough County(1)	Minimum: 1,000 TPL
2028	Region 8 full (5)	Minimum: 5,000 TPL
2029	Region 9 (11)	Minimum: 11,000 TPL
2030	Region 10 (16)	Minimum: 16,000 TPL
2031	Region 11 (21)	Minimum: 21,000 TPL
2032	Region 12 (24)	Minimum: 24,000 TPL
2033	Region 13 (25)	Minimum: 25,000 TPL
2034	Region 14 (27)	Minimum: 27,000 TPL
2035	Regions 5–7 (44)	Minimum: 44,000 TPL
2036	Regions 1–4 (67)	Minimum: 67,000 TPL

Every activated county creates a new local membership community.

Goal: integrate all Florida counties into the Guide Zone network over 10 years.
()= The total amount of counties that will be active that fiscal year

Each active GUIDE ZONE should secure a minimum of 1,000 active lives!
TPL= Total Projected Lives that will be enrolled into a GUIDE ZONE!

GUIDE ZONE
MEMBERSHIP BENEFITS

This is a sample benefit grid with a few services listed . Please visit the PLANS page to view the full benefit grid for the available plans.

BENEFIT	PUBLIC PAGE	FLORIDA RESIDENT	ACTIVE GUIDE ZONE COUNTY
Online resources and benefits	✓	✓	✓
Affordable wellness plans	–	✓	✓
County landing page & County social group	–	–	✓
FREE Success Supervising	–	–	✓
Fitness Plans	– $29.99	– $0-19.99	$0-9.99
Online Courses	– $0-$50	– 50-100% off	50-100% off
1-on-1 Nutrition Counseling	– $89/session	– $79/session	$65-75/session
Enhanced curriculum w/ In-person meetups	–	–	✓
Local community events and workshops	–	–	✓
Fitness Classes	– $5-$19.99	– 50-100% off	50-100% off

Success Supervising: A hybrid role combining customer service, resource coordination, goal setting, and accountability coaching.

Active Guide Zones add local support, expanded benefits, and community connection.

GET INVOLVED & LEARN MORE

Join Guiding The Wise to build healthier communities **together**

EXPLORE PLANS	Visit **www.guidingthewise.org/plans** for affordable wellness plan options
FIND YOUR GUIDE ZONE	Check if your county has an **active Guide Zone at** **www.guidingthewise.org/guidezones**
DONATE | SUPPORT OUR CAUSE	If you'd like to support our cause and help us further our mission, please visit our donation page: **www.guidingthewise.org/donate**
PARTNER WITH US	If you are a business interested in partnering with us, please email: **development@guidingthewise.org**

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Founder & CEO
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