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2011 GRANT AWARDS

P&G Alumni Foundation granted eight (8) awards to charitable organizations around the world totaling \$75,000 as a result of our CY2011 grant cycle. Individual grants ranged from \$7,000 - \$15,000. Also, a \$10,000 tribute gift to P&G's Safe Drinking Water was made in memory of Mr. Smale.

1. Aiducation International Schweiz, Kenya-\$9,000
2. Center for Great Neighborhoods, Covington, KY-\$7,000
3. Charlotte Community Foundation, Charlotte County, Florida-\$10,000
4. Greater Austin First Tee, Austin,Texas-\$10,000
5. Mercy Neighborhood Ministries, Cincinnati-\$7,000
6. Restavek Freedom Foundation, Haiti-\$15,000
7. Sathi Heads Held High, India-\$7,000
8. Zimkids Orphan Trust, Zimbabwe-\$10,000

GRANT RECIPIENTS OVERVIEW

Aiducation International Schweiz, Kenya-\$9,000

(http://www.aiducation.org/en/Content/Static/About_us/Our_Team/Kenyan-Chapter.html):

Aiducation International (AI) has a clear and transparent focus and is a unique player in today's NGO market. It only invests in education. AI believes education is the most effective strategy to realize potential, and each scholarship donated is invested into education only. AI scholars are selected for their potential to positively impact their society at the economic social, and political level. As they contribute to building a better Kenyan society, they multiply the impact and shift it from an individual to a social (regional and even national) Level. Consequently, supporting high potential students has not only a short-term impact but also a mid- long-term impact. The short-term impact is the increase of high potential students financially able to complete high school. AI controls this through progress reports on the academic performance of each scholar and extracurricular activities and special achievements. The mid-long-term impact can only be seen several years after our scholars' graduation from high school. Through mentorship academies AI is building a network for students that will allow it to follow their long-term development and contribution to the economic, social and political development of Kenya. While each scholar receives a secondary school scholarship, he or she also becomes part of an exclusive network. Yearly mentorship academies allow the students to meet and learn from high profile speakers, from young professionals and from their peers. Workshops and discussions sensitize the scholars to use their talent and potential to make Kenya a better



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place. The Alumni Network grant will help fund provide three mentorship academies in 2012. Each academy will be attended by 100 bright and financially dependent Kenyan secondary school students, all scholars in merit-based scholarship program. Bringing those high-potentials together in their holidays creates an opportunity for them to get to know each other and to learn from experts in the field of economy, entrepreneurship, politics and social sciences. AI has held 4 academies since December 2009, the most recent financed in part with a previous grant from the P&G Alumni Network. The new grant will enable AI to pay for the accommodations, food and travel expenses of scholars and invited guest speakers. The support of the P&G Alumni Network will facilitate raising the other half of the required funds to implement the Mentorship Academies in 2012.

Center for Great Neighborhoods, Covington, KY-\$7,000 (<http://www.greatneighborhoods.org>): The Center for Great Neighborhoods of Covington (CGN) is a non-profit community-based organization serving Covington, Kentucky. The Center offers a number of innovative programs that foster healthy families, youth and neighborhoods, in the areas of: neighborhood and housing development, youth development and community arts. The arts are a vital ingredient for a healthy community and a key component in our community building agenda. CGN developed Art by Covington's Future Enterprises to serve as a microenterprise arts-based catalyst for economic and social development for youth in Covington in 2006. Art by Covington's Future Enterprises benefits the community by engaging at-risk youth in positive, skill-building arts activities during after-school hours, ultimately resulting in improved school performance, increased self-confidence and development of positive future and career goals. Youth create artwork with professional artists, seek markets to sell their work and receive a commission or service fee for their work. Along the way, youth learn how to become entrepreneurs as they receive training in defining a business, creating a plan, and marketing a service and promoting a product. Students are involved in all aspects of the business. Each student team must create a business plan for the business they plan to create and promote. They receive on-the-job training in art technique and skills from professional artists. Local business professionals provide training to strengthen students' workplace skills and help them develop business and marketing plans. Two years ago the program hired a professional photographer introduced the youth to event photography and through this business, they were contracted by the Covington Neighborhood Collaborative (CNC) to create the 2011 Historic Covington Calendar. New ventures such as Photo Booths and videos, in addition to the current event photography and screen-printing businesses, are in the planning stages. The program demonstrates the positive economic development role the arts can play in the community. With Covington's high dropout rate, CGN is engaging teens in entrepreneurial business ventures, paving the way to graduation, and college. The Center for Great

neighborhoods will utilize its grant from Alumni Network to increase its capacity to serve more youth by purchasing additional digital media technology. This includes four Canon Rebel DSLR cameras with HD movie capacity, memory cards and Lavalier Wireless Microphones, Final Cut editing software and a MacBook Pro.

Charlotte Community Foundation, Charlotte County, Florida-\$10,000

(<https://www.charlottecommunityfoundation.org/>): The Charlotte Community Foundation (CCF) has been a part of the community for more than 20 years. CCF is the only organization of its type focused exclusively on Charlotte County, Florida whose purpose is to encourage public and private philanthropy, enhance the capacity of the County's nonprofit organizations, support projects that offer unique solutions to area needs, and improve the quality of life for residents of Charlotte County. CCF engages the community in giving and through philanthropy; the organization protects community assets with responsible administrative, fund development and investment management. CCF's goal is to be the facilitator of philanthropy and the organization of choice for donors of Charlotte County. It has a wide reach because it is the only organization offering business education and training in collaborating, marketing, and fundraising. CCF developed the Nonprofit Network (NPN) to provide business education, skills and resources to nonprofits requiring support to build capacity so they operate more efficiently and effectively while improving quality of performance. It offers seminars and workshops, a resource library, and electronic resources to improve business knowledge and skills. The grant will help CCF expand its current programs and capitalize upon and multiply local human resources in the community by recruiting skilled professionals into action and using their years of experience to support the nonprofit community helping them improve business skills through business education and accessing other grants. These resources will bring 1) best practices from the business world that emphasize successful application of practices to create success and avoid failures, 2) allow the seeds of the idea to be planted and results to be proven so other grants can be sought and achieved, and 3) establish a track record of successes.

Greater Austin First Tee, Austin, Texas-\$10,000 (<http://www.thefirstteeaustin.org>): The mission of The First Tee is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values, and promote healthy choices through the Game of Golf. An impressive 98% percent of the students who stay in The First Tee program for two years graduate from high school. The average 4-year graduation rate in Austin is 76%; the graduation rate is even lower in the economically disadvantaged schools The First Tee primarily serves. The First Tee owns and operates the golf course facility that is home to its programs. First Tee proposes to use P&G Alumni Network grant to help expand its National School Program to reach additional economically disadvantaged

students in three selected district middle schools. The First Tee program teaches young people life skills that allow them to face challenges at home, school, and play in a constructive manner. The skills they learn include problem solving, goal setting, time management, controlling one's emotions, working well with others, and improving relationships with family and community. By helping kids develop an internal value system that supports positive decision-making, the National School Program helps students make and achieve their goals. While First Tee hopes that the National School Program participants will develop a lifelong love of golf, the ultimate goal is to help them learn, grow, and develop into tomorrow's productive citizens armed with the skills needed to face life's everyday challenges. In the end, they are empowering themselves to create and seek positive opportunities, especially economic opportunities that may have once seemed out of reach.

Mercy Neighborhood Ministries, Cincinnati-\$7,000 (<http://www.mercyneighborhoodministries.org/>):

Mercy Neighborhood Ministries (MNM) is a non-profit organization serving disadvantaged adults, youth and seniors in the near-eastern neighborhoods of Cincinnati. It has an eighteen-year history of successfully transitioning women from dependency on welfare to self-sufficiency through work as home care aides. It has developed a proven program of ongoing training in workplace and life skills, access to supportive services and mentoring that make up the long term investment required for women of generational poverty to successfully enter and stay in the workforce. MNM has been providing home care for vulnerable senior citizens since 1993 and the position of Home Care Aide is the fastest growing job in the market, with 1,952 new jobs expected in Cincinnati over the next five years. MNM has developed **My Pathway to a Health Career** to create economic empowerment in the lives of some of our community's most disadvantaged members: undereducated, unemployed mothers. Through the Home Care Aide Training program, the women are not only trained and certified to become employable as home care aides; they are also challenged, in addition, to complete their basic educational requirements and pursue further technical training along the healthcare pathway. In this way they can advance along the path of economic empowerment to attaining self-sufficiency for themselves and for their families. By increasing the number of competent and caring home care aides in the work force, our elderly neighbors will be able to "age in place" as desired. In **My Pathway to a Health Career**, low-income women seeking self-sufficiency for themselves and their families through meaningful employment are introduced into a progressive workforce training, employment and job retention support. MNM will use its Alumni Network grant for training equipment, supplies and materials it needs to grow this program.

Restavek Freedom Foundation, Haiti-\$15,000 (<http://www.restavekfreedom.org/>): The mission of Restavek Freedom Foundation (RFF) is to end child slavery in our lifetime. Restavek refers to the 300,000 children of poor, rural Haitian families who are sent to stay with and work as unpaid domestic servants for less poor, urban families. Parents send their child away with the hope that in return for the child's labor, the host family will provide the child with food and shelter and send the child to school. RFF assumes that if poor Haitian families could improve their economic conditions, they would be less likely to send their children into Restavek. In partnership with Haitian Education and Relief (HEAR), RFF is building a Community Center in Port Salut to provide advancement opportunities through education and raise awareness on the dangers of sending children into Restavek. Consistent with the P&G Alumni Network focus on economic empowerment, this Community Center in Port Salut will provide educational and job readiness programs that will equip poor, rural Haitians to participate in the formal economy. RFF expects to serve 600-1000 residents who will have an opportunity for advancement through the following programs: an agricultural program, English classes, hospitality training program, literacy (Creole/French) classes, and a computer education program. Skills attained through this Community Center will allow residents of Port Salut to have a competitive edge to secure jobs that will move them towards financial stability. The Community Center in Port Salut will also provide workforce development programs while also engaging the community in dialogue that will reduce the risk of poor, rural children from being sent into the Restavek system. RFF will use the grant funds to equip a Computer Lab in the Community Center in Port Salut and hire a Computer Education Instructor. There is limited access to computers in Port Salut and in some programs; twenty people reportedly share one computer. RFF anticipates that this will be a highly desired program through which they can serve 600 students a year.

Sathi Heads Held High, India-\$7,000 (<http://www.head-held-high.org/>): Sathi started in 1992 in Raichur, Karnataka, India and runs two programs. The first and original program aims to rescue lost or orphan children living on train stations and unite them with their real or foster families. A second program called Head Heal High (HHH), started in 2010, trains illiterate to semi literate youth to become English-speaking call centre executives and gives them jobs in rural call centers. Sathi partnered with the Head Held High Foundation in 2010 to start the Head Held High program. The foundation aims to make a difference by enabling and empowering the rural youth through breakthrough training, imparting employable skills and ensuring livelihood. In a nutshell, the goal is to enable rural youth to live with their 'Head Held High'. Inclusion for HHH is broad in its sense as it creates opportunities for women, bridges the digital divide that India today faces, creates a growth ladder by which up skilled opportunities are created (rural domestic and international BPO) and it creates job opportunities at the door step of the youth, not forcing them to migrate to cities, leading

to other downstream effects including environmental sustainability, education, gender equality and economic well-being. The opportunities to create such wide scale growth are also spurring first generation entrepreneurship with the “Head Held High” foundation being such an example of social entrepreneurship. Funds from a P&G Alumni Network grant will be used to train 50 extremely poor, illiterate/semi-literate adults over a period of 12 months to convert them into trained knowledge workers capable of specific marketable skills for BPO sector. Students will be chosen from what is the bottom of the bottom of pyramid as they are adult, unskilled labor earning barely INR 10-20 (USD 0.25-.50) per day. Since, on average, each student supports a family of 8 dependents, the program has potential to uplift 200 people out of poverty into relatively dignified life. The students pay back the training money over next one year and that money is recycled to train 25 more student.

Zimkids Orphan Trust, Zimbabwe-\$10,000 (<http://zimkids.com/>): Zimkids Orphan Trust (Zimkids) is among the most innovative and cost-effective programs developed to support children in sub-Saharan Africa orphaned by the AIDS epidemic, and to help them build viable futures. Zimkids mission is to create a self-sustaining, neighborhood-based program that will provide artistic, recreational and educational opportunities as well as medical assistance for orphans and help provide them with the tools essential for self-reliance. It is a goal to not only provide a safety net for this group of neediest orphans in Africa, but to train them to move beyond dependency and build better futures for themselves and their community through skills and entrepreneurship development. Zimkids has spent almost two years analyzing the generally dim business environment in the city of Bulawayo and developed plans for three business projects: a market garden, a small egg and poultry business, and a community computer training center and internet café. All three are designed to simultaneously generate income for its activities, train the older children in basic business skills and provide them with solid, supervised experience. The infrastructure for all three projects is already in place since the City Council of Bulawayo donated 2.5 acres and they have built a multi-room resource center, with the labor provided largely by their Seniors (those from our group who have reached the age of 18) as part of a skills-development plan.

Zimkids will use its grant for an Internet Café and Computer Training Center, having already trained both its Seniors and our Elders (those between 15 and 19 years of age) in basic computer operations. This project will educate young people in entrepreneurship and provide them with marketable skills essential to convert that entrepreneurial spirit into sustainable business activities, while at the same time providing income for their Trust. In addition, it will be one step further in shaping Zimkids Orphan Trust into a sustainable, self-supporting entity. Zimkids will use the grant money specifically to purchase computers and ancillary equipment, along with solar panels and batteries to power.