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2012 GRANT AWARDS

P&G Alumni Foundation granted eight (8) awards to charitable organizations around the world totaling \$80,000 as a result of our CY2012 grant cycle. Individual grants ranged from \$5,000 - \$15,000.

1. American University Bulgaria, Blagoevgrad Bulgaria-\$10,000
2. Beyond Relief Foundation, Haiti-\$15,000
3. Charlotte Community Foundation, Charlotte County, Florida-\$5,000
4. Dos Pueblos Engineering Academy, Goleta, California-\$10,000
5. Elements Foundation, Haryana, India-\$10,000
6. Fundacion Cambio Creativo, Colon, Panama-\$15,000
7. SCORE, Cincinnati, Ohio-\$10,000
8. Young Enterprise, United Kingdom-\$5,000

GRANT RECIPIENTS OVERVIEW

American University Bulgaria, Blagoevgrad Bulgaria-\$10,000: The American University in Bulgaria (AUBG) is a private American-style liberal arts university located in Blagoevgrad, Bulgaria. The University has assumed a unique and critical educational role in the dynamic region of Southeastern Europe through its emphasis on preparing students for leadership, community involvement, careers, and advanced study. AUBG is recognized as a premier Bulgarian and regional institution of higher education. The continued economic growth in Bulgaria, Eastern Europe and former Soviet states depends increasingly on entrepreneurs, small businesses and their ideas. Yet skills to take these ideas to the marketplace are not being widely taught at the university-level in the region. To respond to this need, the American University in Bulgaria (AUBG) and the Junior Achievement Program (JA) joined forces in 2011 to create the Enterprise Startup Program at AUBG with two main objectives: to raise the overall popularity of entrepreneurship among students and to give relevant skills and networking opportunities to a small number of students who are selected on the basis of their business ideas and commitment to them. The Enterprise Startup Program enables university undergraduate students to focus on their passion, to learn and develop formal entrepreneurial, business and managerial skills, to draw from real-life experience and practitioners, and to find out methods to bring their ideas to the market. At the conclusion of the nearly year-long program, students get a competitive opportunity to present their business plans to a panel comprising business leaders and entrepreneurs. The grant from the P&G Alumni Foundation will be used to directly fund program materials and activities. These activities currently target 20-25 students who participate in the program and create 5-7 student



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companies with minimum of 3 members per team. Funding from the P&G Philanthropy Program will allow AUBG to expand its activities and include more students, more real-world instructors/speakers and more training content. www.aubg.bg

Beyond Relief Foundation, Haiti-\$15,000: Beyond Relief established a trade school in St. Louis du Nord, a small city in the northwest zone of Haiti. This area is the most impoverished in Haiti, the poorest country in the western hemisphere. The school provides skills training in plumbing, electricity, and art; the school also offers students the opportunity to learn English (which can lead to employment as interpreters). Completion of the training program results in students being certified by the government in their field of study. Beyond Relief will use a P&G Alumni Foundation grant to provide computer skills training to young adults to obtain work through use of those skills or to use those skills to manage their own businesses. Computer training classes will include basic business education, such as inventory management, to better enable business success. This program will work hand in hand with the other trade skill courses being offered so that students will have the skills to perform a trade and the computer skills to then manage a business. Grant funds will be used to purchase 25 laptop computers and Microsoft Office software. Once funding for these items is committed, Beyond Relief has individuals and organizations that are committed to provide funding for other necessary equipment, equipment set-up, and a professor's salary through in-kind and cash donations. www.GoBeyondRelief.org

Charlotte Community Foundation, Charlotte County, Florida-\$5,000: 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. CCF offers seminars and workshops, a resource library, and

electronic resources to improve business knowledge and skills. The P&G Alumni Foundation awarded CFF a grant in 2011 that would help them expand their current programming including expansion of affinity groups to build relationships and awareness of options to reduce areas of overlap, create synergistic opportunities, and address unmet and under served area needs.

CFF has now approached the Alumni Foundation for additional funding focused on the role and work of four affinity groups initiated with our earlier funding: Employment, Education, Food and One-Stop which are designed to help non-profit organizations increase their capacity by improving access to services and support in delivering results. The additional funding will be focused on the Education Anytime project designed to increase knowledge, skills and build economic empowerment through website development, marketing and outreach materials and a volunteer coach to travel to schools, libraries and other relevant locations. This project will improve access to educational resources in science and math to public schools, after school programs, libraries and non-profit organizations. CCF will partner in particular with the nationally acclaimed Khan Academy which provides high quality videos and exercises for K-12 mathematics to bring these materials to the public schools. Education Anytime will increase the capacity of educational providers to deliver educational technology using seasoned coaches and creating access for young people and adults that have limited or no internet access.

www.charlottecommunityfoundation.org

Dos Pueblos Engineering Academy, Goleta, California-\$10,000: The Dos Pueblos Engineering Academy provides a four-year, project-based education to public high school students in science, technology, engineering, and math with the integration of art and design aesthetics. The Engineering Academy has developed a unique approach to involve all students in its business operations and to provide hands-on entrepreneurial experience. Its Art of Engineering curriculum is designed to engage students in solving real-world engineering problems. The approach is team-based and business-oriented, so that graduates are well prepared to achieve their goals of pursuing higher education and making significant contributions to the workplace and society. During their senior year, Engineering Academy students participate in the Capstone Project: designing and building a high-performance robot for the international FIRST Robotics Competition. In six weeks, the students apply skills learned in the Academy to design, build, and program a robot from the ground up. The Engineering Academy operates like a small engineering business that is run by students. Most of the purchasing, marketing, accounting, presentation, grant writing, public relations, and information technology management responsibilities are handled by students. Students learn about various aspects of operating a small business and about leadership, teamwork, communication, and

decision-making. Few high schools, or even universities, offer this type of opportunity for firsthand business and entrepreneurial experience. The Dos Pueblos Engineering grant will be used to help purchase the robotics parts and materials. <http://www.dpeaf.dpengiengineering.org/>

Elements Foundation, Haryana, India-\$10,000: Elements mission is to bridge the gap between academic learning and the corporate world by making youth employable through employability training and mentoring. Elements provides employability training to underserved youth from urban and suburban areas in North and North Central India. Working with partner companies, Elements designs a customized course, then mobilizes and trains candidates. Included in the training are business skills, communications skills and human resources. Most jobs are in the starting salary range of INR 6000-8000 (\$US 110-146) per month, with salaries typically doubling in 3 years. Generally, each of those employed, remit about 30% of their income back to their families - most of which is used for education and health of the remaining members of the family. 30-50% of beneficiaries are women who feel much more empowered after the course and the job. Elements commits to placing at least 75% of each trainee group, and tracks their employment for one year to ensure the trainees continue to work in one of the partner companies. The entire intervention is absolutely free of cost to the trainees. The P&G Alumni Foundation grant will allow Elements to enroll a dozen more companies as sponsors for trainee groups. Elements is already doing employability interventions in various cities and outskirts of cities under the aegis of World Bank and State Governments. Elements plans to take this intervention from sub-urban areas deeper into the villages, to more youths and their families. India has 638,365 villages where 60% of its population lives. The grant will also used to hire additional trainers, recruit and mobilize students and develop and make job placements. www.elementsakademia.com

Fundacion Cambio Creativo, Colon, Panama-\$15,000: Cambio Creativo is a community center and grassroots educational platform that promotes economic development through critical thinking, leadership, communication, and professional skills training. Cambio Creativo facilitates workshops for youth in the marginalized community of Coco Solo, Colon Province, Panama. Cambio also facilitates daily study hall sessions to help youth with their homework and/or improve their reading and writing skills. More youth have access to educational opportunities and are building valuable skill-sets that will empower them individually and their community as a whole. Cambio is also establishing a program whereby Coco Solo's youth can learn communication and organization skills necessary to run their educational platform by themselves. The youth will gain valuable work experience and an income, through their involvement in the program as paid interns. Cambio Creativo will use a grant from the



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P&G Alumni Foundation to expand educational and job opportunities by establishing a computer lab and a Computer Literacy Program. Developing computer skills is as important as a high-school degree, if not more so, to secure employment in urban areas. In Panama's Colon Province where Coco Solo is located, there is an abundance of call centers and administrative employment opportunities due to the proximity of the Panama Canal, neighboring ports, and the Colon Free Trade Zone with job opportunities that require computer skills. The P&G Alumni Foundation grant will provide funding to renovate an available room into the computer lab, purchase the equipment, train the staff to get the lab started, and fund other start-up costs. The computer lab will offer free computer classes and have open lab hours with teachers available to provide computer classes, monthly workshops and help youth with homework. www.cambiocreativo.org

SCORE, Cincinnati, Ohio-\$10,000: Greater Cincinnati SCORE has been dedicated to small business growth and development since its inception in 1964. The mission of Greater Cincinnati/Northern Kentucky SCORE is to grow successful small businesses, creating jobs one business at a time. SCORE pursues its goals through economic development, business education and entrepreneurship. The hallmark of SCORE's services is free one-on-one counseling meetings where goals and objectives for a new start-up or existing business is worked on with a counselor/mentor. These meetings cover such topics as business plans, funding options, basic marketing plans and financial projections aimed at providing the client with the knowledge to make the right business decisions. Other programs and activities include a series of small business seminars, access to the SCORE resource library and access to email mentoring. To meet the need for more in depth training in Marketing, Business Plan Development/Implementation and use of Social Media, SCORE plans to offer a new seminar program for those in business whose objective is threefold: retain and grow business clients, create and increase job opportunities in the Greater Cincinnati area, and contribute to local economic development. The P&G Alumni Foundation grant will be used to fund production and implementation of the seminars, expand the seminar marketing campaign, and to develop a new Webinar series on advanced marketing topics. In addition, funds would be used to support seminars on social media and business planning. www.scoreworks.org

Young Enterprise, United Kingdom -\$5,000: Young Enterprise (YE) is the UK's largest business and enterprise education charity inspiring young people to learn and succeed through enterprise and entrepreneurship. YE offers a range of programs for young people aged 4-25, and all of their programs are based on the principle of "learning by doing." Some programs, such as the flagship Company Programme, offer students direct experience of business and entrepreneurship by enabling

them to set up and run their own real-life company. The UK has the second highest level of youth unemployment in all of Europe with 925,000 young people aged 18-24 years unemployed. YE's project aims to grow participation in Surrey in its flagship Company Programme among the state/public school sector. Within the Company Programme, up to 25 students aged 15-19 years set up and run their own business for an academic year, supported by a volunteer business adviser recruited from the local business community. Students elect a board of directors, raise share capital, register with YE to insure their company, market and finance a real product or service of their own choice and sell it to the public. In Surrey, 40 out of 117 schools and colleges participated in the Company Programme in the academic year 2011/12, with over 900 students running 71 student companies supported by 70 volunteers. YE plans to establish the Company Programme in four new schools, and in particular, would seek to engage those serving the County's more deprived areas, and who have found participation in the program prohibitive due to cost. YE will use the P&G Alumni Foundation grant to: Help recruit four new state schools into the Programme, enabling each to run one company of between 6- 25 students; cover the cost of program materials, and enable student participation in additional activities such as trade fairs, workshops and competitions; train a link teacher/s at each participating school to support the Programme, and provide on-going support as required; and recruit, check, and train a minimum number of volunteers as business advisors. www.young-enterprise.org.uk