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## 2010 GRANT AWARDS & PRIOR

**Acción Emprendedora Chile- Award of \$10,000:** Acción Emprendedora ("AE") is a nonprofit organization founded in 2002 with a mission to help microentrepreneurs overcome poverty through more effective business practices. AE is dedicated to the development of the small business sector in areas of high social impact and pursues this goal by providing microentrepreneurs with business training, technical assistance, and support in obtaining financing. AE's primary program is a comprehensive microenterprise training course provided to Chilean microentrepreneurs. This three-month course consists of business modules focusing on production, marketing, law, accounting, human resources, and general management. Consistent with its mission and in response to the onset of easy and convenient digital marketing tools, AE seeks to incorporate digital expertise into its suite of business education products. A Digital Marketing Course will be a new course offering for Accion Emprendedora. The focus of the course will be employing digital tools such as the Microsoft Office suite of products as well as digital marketing platforms such as blogs, Facebook, Twitter and Latin American online sales platforms such as Mercado Libre to fuel business growth. AE has been on the forefront of modern digital platforms in the nonprofit segment through the use of its website, Facebook page, and regular Twitter streams to actively engage the Chilean community. The majority of grants funds would be used to purchase laptop computers for the course. The remaining funding would be used to develop and print digital learning and marketing manuals for the classroom as well as to create professional classroom learning modules that will be posted on YouTube for widespread microentrepreneur access ([www.accionemprendedora.org](http://www.accionemprendedora.org)).

**AIESEC Argentina: Award of \$10,000:** AIESEC is a global, non-political, independent, not-for-profit organization run by university students and recent graduates. Founded in 1948 to promote international and cross-cultural understanding by creating opportunities for international internships, the organization has a 60 year history of internships, conferences, projects, and academic symposia. AIESEC today includes more than 50,000 students in 1,700 universities in 107 countries around the world, creating more than 5,000 International Internships. The NGO's that are delivering critical services to at-risk youth are not achieving the desired impact, due to skill gaps in efficient operations, IT proficiency, and marketing & communications expertise. AIESEC has seen this skill gap first-hand as interns have worked with NGO's on other specific projects. Bringing interns with marketing, budgeting, business operations, technology skills, and volunteer management experience will fill key gaps and establish new networks for collaboration. The grant will support the Parempi Project to develop and professionalize NGOs. Specifically, the Parempi Project will utilize the group of international interns for five month focused projects in skill development and collaboration / integration of overlapping projects. Interns will include business majors, IT specialists, government relations students, etc, experiencing a new culture while collaborating on a high-impact social entrepreneurship project.

**Freestore Foodbank Cincinnati: Award of \$10,000:** The Freestore Foodbank operates a regional distribution warehouse that distributes approximately 12 million pounds of food and product each year throughout southern Ohio, northern Kentucky, and southeastern Indiana. One of its key programs is Cincinnati COOKS! which trains low-income, at-risk adults in commercial kitchen management and professional food preparation, along with skills needed to acquire and sustain employment. Now into its ninth year, Cincinnati COOKS! which has placed almost 500 of its 650 graduates in food-related jobs, is poised for more growth. Cincinnati COOKS! creates stability and furthers self-reliance for people in crisis by training low-income, at-risk adults in commercial kitchen management and professional food preparation, along with skills needed to acquire and sustain employment. Through this program, low-income adults with serious barriers to employment receive ten weeks of free training in commercial food preparation and kitchen management along with life skills and job-readiness coaching that prepares them for meaningful employment in the food service



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industry. The P&G Alumni grant will be used for the continued operation of Cincinnati COOKS! and increase daily production from 900 meals at 15 Kids Cafe sites to 1,500 meals at 22 locations. As part of their hands-on training, Cincinnati COOKS! students prepare hot nutritious meals that are served free to children who attend the Freestore Foodbank's Kids Cafe program in low-income neighborhoods of Cincinnati. Weekly meal production exceeds 4,500 meals that feed approximately 900 children in 15 locations. Since its inception, the program has consistently met or exceeded its goals of graduating 75 percent of those who enroll and finding employment for at least 50 percent of graduates within 60 days of graduation. One year later, 70 percent of them are still working ([www.freestorefoodbank.org](http://www.freestorefoodbank.org)).

**People's Participation in Education (WATU) Tanzania- Award of \$10,000:** The mission of People's Participation in Education known as WATU (WATU is the Kiswahili word for "people") is to mobilize resources to improve the quality of pre-primary, primary and secondary education in disadvantaged rural and urban areas in northern Tanzania, and to strive to make that education accessible to as many students as possible. WATU is building a learning and resource center at Shiri Mgungani, and plans to use the grant money to build that portion of the Resource Center that would house a computer/internet/library facility, which would also serve as classroom space. The facility would represent a new dynamic and interactive approach to assisting the local teachers to be more effective in the classroom, especially providing them with access to resource materials over the internet and the ability to print them. This facility would also be used as a re-education facility for adults who want to train as computer operators. No such facility exists in the area and will generate considerable interest and use. The effects of the funds would be far reaching in that the facility will draw more teachers to the center reinforcing current teacher training programs. Better trained teachers will have a more positive effect on the student population and as noted allow for some adult computer training. Previous efforts showed that renovations and building programs have led to examination success especially from the primary to secondary level and greatly improved school attendance as well as teacher training methodologies ([www.e-watu.com](http://www.e-watu.com)).

### Grant Recipients 2003-2009

#### 2009 Grant Recipients were awarded \$50,000

**Aiducation International Schweiz: Award of \$9,000-**The P&G grant will allow Aiducation to establish up to three mentorship academies in Kenya in 2010 for 550 students. The Mentorship academies have four objectives: (1) Equip the scholars with the necessary knowledge to succeed by imparting entrepreneurial thinking, business knowledge, market orientation, critical thinking and by developing self-confidence;(2) bring bright students, who may become the future elite of Kenya, together with opinion leaders to work on important topics for the development of Kenya;(3) build a network of high-potentials in Kenya that can make a change through team building and by developing an active and productive Alumni Network able to support each other and become mentors for new scholars; and (4) identify mentors for career coaching and counseling as well as learning from key opinion leaders and role models. Each academy will be attended by 180 bright and financially dependent Kenyan secondary school students aged between 14-19 - all scholars in our merit-based scholarship program. The grant of the P&G Alumni Network will enable Aiducation to enlarge and professionalize their mentorship academies for a higher number of scholars ([www.aiducation.org](http://www.aiducation.org)).

**Fabretto Children's Foundation of Arlington, Virginia for Youth in Action, Nicaragua: Award of \$9,000-**The grant will be used for Fabretto's Youth in Action program in the rural areas outside Managua, Nicaragua. It will enhance the agricultural and business entrepreneurial activities of Fabretto's high school degree program (SAT) to provide economic alternatives for young Nicaraguans living in rural

and peri-urban areas. The overall goal of the project is to strengthen SAT practical curriculum by improving the productive capacity of Fabretto's farm. This expansion of their existing program has two objectives: 1) provide SAT students with practical agricultural training at the farm, enabling them to learn about sustainable agriculture practices, while also making direct improvements to the farm; 2) generate income from the sale of farm production to offset SAT and farm expenses. The agriculture and business entrepreneurship components of SAT are implemented at a small farm in San Isidro de Bolas. The grant funds will cover two components: 1) Productive Initiatives for SAT Students: setting up an experimental plot, holding monthly environmental conservation activities, running a chicken coop business, creating and reproducing guides and best-practice materials; and 2) Farm Improvements: construction of water collecting system, purchasing of agricultural tools & supplies, and improvements in farm infrastructure ([www.fabretto.org](http://www.fabretto.org)).

**Professional Women's Group of Dress For Success Cincinnati: Award of \$9,000**—The grant will support Dress for Success Cincinnati's Professional Women's Group (PWG), an ongoing program that provides supportive education for low income, working women in a positive environment. PWG takes a comprehensive approach to moving low-income women toward self-sufficiency by addressing their social and economic needs in relation to work, home and community. After receiving their first suit and maintaining employment for 30 days, women are invited to join the Professional Women's Group (PWG). Each month workshops are held related to four areas critical to building a successful career: Written and Unwritten Rules of the Workplace, Work-Life Balance, and Financial Literacy. Workshops are presented by professionals to ensure current workforce expertise and to help women understand and improve skills they need to be successful in the workforce. Another component of The Professional Women's Group, the Career Center, offers assistance and advice from professional women in the human resource field to help DfSC women update their résumé, provide one-on-one coaching on job skills as well as help clients access job search resources. In 2009 an advanced, multi-part Entrepreneurship Institute series was added to offer participants the opportunity to build the skills they need to start their own business and upon completion of the series, each had a complete business plan ([www.dfscincy.org](http://www.dfscincy.org))

**United Way Ghana: Award of \$14,000**—Funds will be used to support a financial sustainability project for NGOs in Ghana. Ghana Even though this methodology of participatory approach of solving community social problems may be well entrenched in the West, it is a new concept in Ghana, especially in the NGO sector. The success of this approach will be reflected in the post-workshop monitoring and evaluation. UWG will also establish "Centers of Excellence" as a means of showcasing success stories and continually enhancing capacities and skills of other NGOs after the workshops. Organizations identified through the workshops will host each of the centers of excellence. P&G's grant will be positioned as the anchor grant and UWG will use it to leverage local support from corporate and other potential donors in Ghana does not have philanthropic infrastructures to effectively and permanently improve community conditions. This project involves a workshop strategy that will combine proposal development, strategic planning, and ways to improving NGO financial sustainability. UWG uses a participatory approach in most of its programming which has proven very effective.

**YuvaLok Foundation, Bangalore, India: Award of \$9,000**—This grant will be used for the Threads of Life Program. There are over 1200 small and big garment factories in and around Bangalore employing over 400,000 garment workers. YuvaLok has been imparting vocational training and empowering young women and girls to promote gender equality. With limited space and infrastructure only a small number of women are being trained each year. At present YuvaLok provides training to 22 young women. These women will be given a free sewing machine at the end of their training which will help them to directly start earning while at home or can apply to garment factories where there is



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always a need for tailors. With P&G funding, YuvaLok proposes to relocate and expand the existing "Threads of Life" vocational project into its own building. With more space available, YuvaLok will add new machines, add an additional trainer, and be able to train and empower twice the number of girls and over a period of 12 months from the implementation date increase the intake further ([www.yuvalok.org](http://www.yuvalok.org)).

### **2008 Grant Recipients were awarded \$45,000**

AIESEC Africa - SwITch

Ambassadors for Kids Project in Malawi

Junior League of Baltimore

Neumann Association, Chicago, Illinois

Urban League of Greater Cincinnati

### **2007 Grant Recipients were awarded \$65,000**

Association for the Deaf in Athens, Greece

Children's Safe Drinking Water project

Christian Orthodox Society of Cameroon

Mexican Institute for Family and Population Research

Start-Up for Ex Offenders Program in the UK

### **2003-2006**

#### **ALUMNI NETWORK GIVING TO SIFE**

The Alumni Networks initial philanthropic efforts were focused on SIFE. SIFE is a global non-profit organization, registered as a 501 (c)(3) in the United States. The SIFE World Headquarters supports SIFE National Organizations in 46 countries outside the United States, each of which, depending on its own country's regulations, registers itself as a non-profit/non-governmental organization/charity.

**SIFE's VISION** is "Helping people achieve their dreams through free enterprise education.

**SIFE'S MISSION** is "To provide college and university students the best opportunity to make a difference and to develop leadership, teamwork and communication skills through learning,



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practicing and teaching the principles of free enterprise.” SIFE executes this vision and mission by establishing student teams on college and university campuses. Each team is lead by a faculty advisor that challenges and directs the students to develop community educational outreach projects based around SIFE’s five educational topics: Market Economics, Personal Success Skills, Entrepreneurship, Business Ethics, and Financial Literacy.

SIFE is not a promotional or advocacy organization. Rather, each team’s mandate is to leverage its member’ own personal educational experiences, the expertise of its faculty advisor and the resources of its institution to implement programs that create economic opportunities for members in its community. As an organization, SIFE provides a link between business and higher education. Each SIFE National Organization conducts a national competition, which is judged by leaders from its business community. At these events, SIFE Teams present the results of their educational programs to judging panels and compete to determine which team achieved the most impact creating economic opportunity.

The P&G Alumni Network made grants totaling almost \$196,000 during the years 2003-2005 from proceeds of the Alumni Network auction as well as specific grants from the Cincinnati and New York Networks. For more information about the programs and work of SIFE, please visit their website at [www.sife.org](http://www.sife.org).