

University of San Diego Social Innovation Challenge

Clean California, Clean Haiti

An Imagine Haiti Tomorrow Project

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2011

Executive Summary

Imagine Haiti Tomorrow was founded by college students after their experiences partnering with Haitian communities to do relief work in 2010. Our organization participates in direct disaster and poverty relief in rural Les Cayes, Haiti. By collecting CRV recycling in our local communities in California, we are tapping into a fully renewable source of funding; the proceeds of which we will use to purchase and install water purification systems in Haiti.

With our Clean California, Clean Haiti campaign, Imagine Haiti Tomorrow has put a new spin on the idea of a recycling drive. Our recycling program will allow participants to support our cause without writing a check, donating time, or even significantly altering their weekly routines. To begin, members from our team will select a residential block. We will then go door to door, introducing our idea and our cause to each family. Rather than asking for contributions, we will give each family a customized reusable tote bag (Appendix A). We will ask each family to place all of their CRV recycling each week into the bag and to place the bag by the sidewalk on their regular recycling day. We will stress to each family that this is the extent of their necessary involvement and that by completing this process each week they will be significantly contributing to a worthy cause. Volunteers with Imagine Haiti Tomorrow will then drive around each participating block and collect the recycling, leaving a clean tote bag for the next week. After sorting the recycling, our volunteers will drive it to the nearest recycling center for processing and redeem it for cash.

Our organization will begin work in a neighborhood in La Jolla (Appendix B). This area provides several attractive features. It is a small, isolated community and so we expect that encouraging repeated participation will be somewhat easier as compared to other areas. There are three church organizations within a block of the neighborhood providing several platforms to encourage cooperation as well as allow for on-site sorting of each week's recycling. There are two day care centers, three elementary schools, one middle school and one high school within ¼ mile of our first site, suggesting a strong presence of younger families with children, the demographic we have identified as the most likely to support our cause. The community is dotted with well-maintained parks and attractive murals adorn most public surfaces, lending the community a friendly air (Appendix C).

Traditionally, recycling is collected along with waste in the La Jolla area by EDCO, a privately owned disposal company. Currently, there are no other serious contenders in the recycling collection arena. The most important barrier to entry is our collection of recycling being construed as recycling theft, the taking of recyclables from a receptacle owned by EDCO. However, we have verified that our organization will be allowed to issue tote bags to residents willing to donate their recycling and that we will be able to collect those tote bags on a weekly basis. The key differences are that residents will give us signed permission to recollect our full tote bags from their front yards each week and that we will not be violating EDCO's property by digging through their company-owned recycling bins.

As the name suggests, the Clean California, Clean Haiti campaign is expected to have dual impacts on both a local and an international scale. In San Diego, we will be helping forge closer community bonds by bringing a neighborhood together around a common cause. We will provide a vehicle by which all families can participate in a worthy cause without donating money or time and open the door to further volunteer opportunities for interested parties. Funding from this project will go towards the purchase and installation of water purification systems to be installed in rural villages in

Haiti. We have selected three initial sites to install the systems in villages we have visited before and where we have relationships with the local leaders. Each system will serve more than 100 people on a daily basis.

We have partnered with AquaSun International, the manufacturer of the water purification systems, to obtain discounted pricing. We will receive each system at a 60% discount from the list price of \$4,000. We have established contacts in Haiti who are respected within their communities and who we will train in the operation and basic maintenance of the filters. These purification systems are used by both the Red Cross and the World Health Organization and are recognized to completely remove the threat of cholera from filtered water (Appendix D). Since September 2010, over 230,000 people or 2.3% of Haiti's population, has been infected with cholera; a disproportionate number of cases have been in rural areas where mortality rates are as high as 10.7%.

Clean California, Clean Haiti's pilot program will encompass a neighborhood of 332 homes. Data from national recycling centers indicates that the average American family recycles 150 six-packs of cans annually, some 900 cans per home, before other CRV items. We feel that our neighborhood is a good fit to meet or exceed this norm. We estimate that initial participation will be as high as 60% of the families we personally connect with, and that this number will increase rather than decrease as families become accustomed to seeing their entire neighborhood participating in the program on a weekly basis. By demonstrating responsibility and reliability each week in addition to sending out monthly update flyers to every home detailing how much each block's contribution is helping those in need, we will build a committed support base and provide the foundation for rapid expansion in the future.

Within the first year, we plan to expand from 8 to 20 blocks covering over 800 homes. We have identified a nearby neighborhood as the most likely expansion site because of its proximity to our pilot location (Appendix E). The extended area shares most of the same desirable traits as the pilot area. Additionally, because of the closeness of the community, it is likely that many homes in the extended area will be familiar with our recycling program long before we are able to approach them for their support. During our expansion, we plan to approach the schools in the area to involve younger children, and by extension, their parents. Within two years, our project will expand to cover some 1,400 homes with the goal of covering nearly 3,000 homes within 3 years (Appendix F).

The California Redemption Value or CRV of an aluminum can is \$0.05. At 900 cans per home annually, this works out to \$45 per household or \$15,000 from the pilot site alone. At the same rate of growth, we would reach \$36,000 after our expansion to 800 homes during the first year and \$135,000 after three years and the expansion to 3,000 homes. We have estimated that our expenses will total \$6.60 per household each year, or 14.7% of the anticipated annual revenue. As the project evolves, we anticipate that we may be able to further minimize our expenses. Our trial program is expected to cost \$2,200 for the first 332 homes leaving us with net revenue of \$12,800. Our expansion to 1,400 homes during the second year will generate revenue of \$63,000 and expenses of \$9,200 with net revenue of \$53,800. Certain one-time expenses, such as the purchase of a used truck, will be additional. Insurance costs will also be significant and cannot be measured on a house-by-house basis. We have estimated that the total cost to fund the project for the first year will be approximately \$7,000. Subsequent years will become less expensive as entry barriers are overcome.

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This project is dedicated to our friends in Les Cayes, Haiti,
to all Haitians who died in the January 12, 2010 earthquake,
to the millions who survived but remain homeless today,
and to people everywhere who live in poverty.

“Haiti is like the reed that bends before the wind but does not break”
—Haitian Proverb

I sincerely appreciate the opportunity to review the project, *Clean California, Clean Haiti*. Tiffany Owen, Luke Monroe, Trevor Condon and Chris Voets have developed an outstanding proposal to provide access to clean water in Haiti. They have proposed a partnership with AquaSun International to accomplish this goal. I am not only impressed with the substantive aspects of this proposal, but also the ability of the above students to develop and refine a socially conscious project. Their proposal is unique, desirable and workable. These students developed this proposal with minimum input from me. They are self-motivated and are role models for other students seeking a socially responsible society.

—Dr. Richard Custin, *project mentor*

Venture Overview

Imagine Haiti Tomorrow is launching its first large scale fundraising project called Clean California, Clean Haiti. The campaign will recycle bottles and cans at the community level in California to raise awareness of our cause and to generate funds for the purchase of water purification systems to combat cholera in Haiti. Our organization will form a close relationship with our selected California base and will help to open the door for community members to become as involved with our cause as they would like to be without our asserting any pressure. One of our fundamental tenants is that our model will allow all people to make significant contributions to our cause without opening their wallets, donating time, or even significantly altering their weekly schedules.

To begin, members from our team will go door-to-door throughout each of the selected blocks to introduce themselves and personalize the idea of our campaign. At each home, we will explain our cause and stress that we are not asking for monetary donations; instead, we will give each family a customized tote bag (Appendix A). We will ask that each family fill the tote bag with their CRV recycling and that they leave the bag by the sidewalk on their regular recycling day. We will explain that this is the extent of each family's necessary involvement.

Each week, volunteers from Imagine Haiti Tomorrow will go around each block and collect all of the full recycling totes, leaving a clean tote for the following week. With the caretaker's permission, we will take the recycling to the parking lot of one of the nearby churches for sorting. From there, the recycling will be driven to the Miramar Recycling Center, 3 miles up the road, and exchanged for cash. We will demonstrate an exceedingly high level of reliability in order to gain the trust of our community and quickly integrate ourselves as a part of each home's weekly routine. Each month we will leave an update flyer with each clean tote bag detailing how much the neighborhood has helped us collect, how close we are to reaching our fundraising goals, and updating the community on how significantly they are influencing the lives of our Haitian partners even without changing their own lifestyles.

After several months of demonstrated service, we will include a note in the monthly flyer asking for any volunteers who would like to take over the service or step in as backups in the event that the regular collectors are unavailable. This will allow us to begin to expand into other blocks. We will also work with the local schools and churches to find volunteers who might be interested in joining and

expanding our program. In addition to the general feeling that all people are integral contributors to our cause, we will appeal to high school student volunteers by stressing the importance of service work on college applications. We will appeal to younger students by offering the opportunity for family involvement as recycling collectors with minimal weekly time commitments, emphasizing the opportunity for parents to instill a tradition of service in their children while they are still young.

As we accumulate recognition and funding from our recycling program, Imagine Haiti Tomorrow will begin making plans for our return trip to Haiti. On the ground in Haiti during our last visit, we made connections in three rural villages with populations of roughly 100 people each. Each of these villages provides us with an ideal site to install the water purification systems; sites where we know the systems are greatly needed, will be appreciated, and will be safe. At each site, we have established a friendly relationship with the communal leaders and side-by-side working relationships with the villagers. We have formed a strong relationship with a local plumber who we will train in the basic maintenance of all three systems.

Imagine Haiti Tomorrow has completed most of the research and planning for the Clean California, Clean Haiti campaign. We have partnered with many organizations to secure the best possible deals on inputs, from discounted customized tote bags to the end product water filters that we will install in Haiti. We have identified an appealing site to launch the program as well as potential expansion sites. Our research indicates that the venture could provide significant financial benefits, allowing our organization to carry out substantial operations even before we consider potential donor or grant money. Perhaps most importantly, the funding generated through our recycling program will be completely renewable every year. We are ready to begin our venture and require only initial seed money to help the project take off.

Marketing Analysis

Our target market is strong communities with young families. These communities should have churches, neighborhood watch programs, low crime rates, recreation centers, well-maintained parks and several schools. Pre-existing community events such as meetings, forums, block parties and farmer's markets make communities particularly desirable. Communities containing private schools—specifically

private schools that are connected with a local church—tend to have even stronger community bases, and so will be especially targeted. Strong communities are attractive because Imagine Haiti Tomorrow plans to form relationships with key community members (pastors, principles, teachers etc.) and launch the program with their support. Additionally, if an entire community with existing strong ties stands behind our program, then they will remind each other to place their full tote bags next to their recyclables and notice and act if a non-Imagine Haiti Tomorrow person interferes with their or their neighbor's tote bag.

Recycling drives are one of the oldest tools of non-profits for raising money in U.S. history. During World War I and World War II, bottle caps, silk and rubber were collected to benefit the war effort. Today, recycling is less preferred by non-profits because it does not generate large amounts of revenue quickly. Clean California, Clean Haiti is innovative because we will collect recyclables directly from each home every week and make our communities feel as though they have a personal stake in our organization. This will keep us in the forefront of their minds when, and if, they do decide to become monetary sponsors of any nonprofit. By personalizing the idea of a recycling drive, we will do more than traditional recycling drives to engage our communities and involving them with our organization.

Indirect competition would include individuals who collect recycling for personal revenue and EDCO which uses recycling to offset the costs of waste management. To address indirect competition with for-profit persons, we have chosen moderately wealthy suburban areas with low crime rates and neighborhood watch programs. According to data from the Regional Task Force on the Homeless-San Diego, homeless persons reside most frequently in metropolitan areas, with a diminutive percentage reported to inhabit suburban areas. We hope that the neighborhood watch program will help to deter other individuals from collecting our recycling. We are relying on the short time that the bags will be by the sidewalk before collection as well as the strong neighborhood watch programs in our chosen communities to reduce any suspicious activity or stolen tote bags. In regards to competition with EDCO, San Diego has specific recycling laws. Recycling theft is defined as removing recyclable items from bins that are the property of the city or of the private company sanctioned by the city. Citizens may freely choose to place their recyclables in their EDCO bin or in an Imagine Haiti Tomorrow tote bag. We will secure a signature from each resident stating that they will allow us to recollect our tote bags from their property each week.

We project that because of the criteria we have outlined for the selection of communities above, 60% of households will follow through and place their tote bag next to their recycling receptacle on

recycling days, translating to an initial 60% market share in our specifically selected neighborhoods. This converts to 200 of the 332 households on our initial 8 blocks; however, to address this issue in our calculations, we are only calculating estimated revenue in terms of aluminum cans collected, omitting glass and plastics. Aluminum cans account for only about half of all the CRV recyclables collected, thus our expected revenue of \$15,000 already takes into consideration the homes that may choose not to participate in our program.

Imagine Haiti Tomorrow is unique because little deviation from regular weekly schedules is needed for community members to participate, though there is an opportunity to participate more actively if volunteers are willing and able.

Imagine Haiti Tomorrow will heavily utilize personal selling; however, not in the conventional sense. Instead of the overly aggressive car sales person who is receiving a commission, we will use known community figures to introduce and support our project. After we have become established within the community, we plan to create student groups at local schools, suggesting that elementary school children be responsible for collecting the family's cans throughout the week, middle school children might bring the bag out to the sidewalk, and high school students can aid in the neighborhood collection process. We will explain that this is an excellent way for young people to learn responsibility, as well as the importance of recycling and philanthropy by showing what we are able to accomplish in Haiti with the funding we receive from the cans and our connections through the program.

Monthly flyers will keep each neighborhood updated by detailing not only how much each community has raised, but also what that money translates to; for example a flyer might explain that \$3,332 raised equates to clean water purification systems for two villages and over 200 people. A link to our website will offer personal stories from community members in Haiti benefiting from those systems and short videos of our experiences at each site. Additionally, we have created an online forum enabling our nonprofit members to give daily updates on our operations in country and providing a platform for community participants at home to ask questions or give us advice on our projects. For instance, if we are working on a construction project in Haiti and a community member in California who follows our blog has construction expertise, he or she may post their recommendations on our blog. We are blending traditional forms of marketing such as personal selling and flyer updates with our website and social media in order to garner support from multiple generations within the same families in our communities.

Positioning

Imagine Haiti Tomorrow plans to convey tangibility, responsibility, reliability and a strong connection to the communities where it operates. First and foremost, we want to explain to our participants that the nonprofit members going door to door with community members to provide tote bags are the relief workers who will install the water purification systems in Haiti. We are college students and many are native San Diegans. We are a local organization with extremely low operating costs and so the money from the CRV items we collect goes directly to the purchase of water purification systems. Next, it is critical that we are recognized as dependable and responsible. We will lose rapport quickly if we miss bag collection for a week or neglect to remind our community members that their contribution is substantial and is changing lives on the other side of the world. Finally, developing relationships within neighborhoods is critical in order to eventually recruit community member volunteers to collect recycling for the community and keep the program running as we expand to new sites.

By the end of the first year, we plan to approach schools, churches, community centers, and existing organizations within the community (Boys & Girls Clubs, Sports Teams, Girl Scouts, Boy Scouts, Venture Clubs etc.). We will identify key members such as pastors, principals and scout masters to introduce our programs at community meetings. Next, we will use these relationships as a springboard to expand our recycling program throughout the rest of the area we have identified as well as to other nearby communities. Many schools require their students to complete a certain number of hours of community service projects each year and we will approach those institutions with our opportunities.

In two years, we plan to expand to 1,400 homes by building a solid volunteer base within our communities. In three years, we predict expansion to 3,000 homes. We plan to use the same basic marketing model: make connections with key figures, use personal door to door introductions of our program, flier updates, internet and social media; adapting the model as necessary.

Our Offering

Our project will have dual benefits, both in our local communities and in Haiti. In San Diego, we will be working to build stronger relationships with our community members. Our operations will provide a platform for education about and assistance to people living in difficult situations and will open the door

to allow our neighbors to assist these people while avoiding the guilt-driven approach some nonprofits prefer. We will be exposing our neighborhoods to the stories and struggles of people living in one of the poorest countries in the world, and providing the opportunity for our communities to become involved with changing those people's lives without donating money or becoming time-intensive volunteers. We will focus on involving younger generations and instilling a desire in them to continue service to the less fortunate throughout the rest of their lives.

The water purification systems we will install will save lives each year and improve the overall health of entire villages. The change in the mental attitudes of community members who currently must live their day to day lives in fear of the poisoned water they must continue to drink will be profound. The opportunity to involve an entire community in becoming a part of that change is priceless. Our organization has the will, the knowledge, the contacts, and the experience to make these objectives a reality. With this funding, we will be able to begin the transformation to lives of dignity our Haitian partners deserve.

Key Financials

In our business model, the primary source of revenue will be the redemption of recyclable goods for their cash value. Our costs will be driven primarily by the implementation of our recycling drive, with associated costs such as insurance. Additionally, as a new nonprofit organization, we face certain startup costs including our website (\$300) and IRS tax exemption (\$800). While we have been able to generate funding for some of these expenses through small scale fund raising events, we must have a larger cash flow in order to become a more effective organization.

To begin, our plan requires the purchase of customized tote bags. After extensive research, we have determined that the best provider of the highest quality, lowest cost tote bags is Branders.com, an online promotional supplies website. By soliciting Branders.com's public relations committee as a nonprofit, we were able to negotiate a 15% discount on each bag we purchase. At \$0.90 per bag and two bags per household plus tax and shipping, we will be paying \$2.10 per home for bags or \$820 for the pilot program. This will include 75 spare bags to use as replacements if any of the original bags wear out prematurely or are lost. Branders.com scales their pricing by quantity purchased with our order falling

into the minimum category. As we expand the project over the next two years, we will be able to lower the cost of bags to \$1.80 per household by placing bulk orders.

With the donation of an efficient inkjet printer and several ink cartridges from Blue Mountain Homes, our cost of printing update flyers for the first year has been significantly reduced. The printer is also capable of printing brochures and we plan to develop a professional portfolio to present to church groups and schools during our expansion. This resource will save us the expense of using printing services such as Kinkos. In addition to flyers, we have designed professional business cards that we will give out at each household. After our initial gift runs out, we estimate that we will spend roughly \$1.50 per household, or \$500 annually, on printing and advertisement supplies for the first 332 homes.

The bags that we have decided to use are similar to many reusable shopping totes and are made of a durable nylon weave fiber. Depending on the level of soiling, we expect to wash each bag approximately once each month. We will separate out the dirty bags as we empty their contents, but because the bags will be kept primarily indoors, we believe that they will be kept fairly clean. We will order the bags in a dark color that will hide most stains from any residual liquids. The nylon fabric will be waterproof and will repel liquids, so washing will involve rinsing any accumulated dirt or grime. We plan to use the bathtub rinsing method with roughly 25 bags per load and some 100 bags each week. The most costly part of this will be the time intensive aspects which we estimate at 1 hour each week.

The costs of driving can be broken into three categories. We face the one-time expense of a pickup truck which we recognize as the only reasonable method of transporting our recycling. We estimate that a serviceable used truck can be found for \$2,000-\$3,000. We believe this will truly be a one-time expense because as we expand we will look specifically for volunteers who have access to a truck of their own. We must pay for gasoline, a relatively low expense as we will be operating in a confined area. We estimate that we will drive roughly 20 miles to complete each collection, allowing for 3 trips to and from the recycling center. We estimate that gas will cost \$0.75 per household annually, or \$250. Our final driving expense will be insurance. We will include driving with our general nonprofit insurance policy and estimate that the cost could be as high as \$1,500 annually.

All told, we estimate the cost of recurring annual expenses at \$6.60 per home, or \$2,200 for the pilot neighborhood, before one-time costs and insurance which bring the one-year implementation costs to \$7,000. This figure includes nonprofit tax exemption, bag purchases, website development, gasoline,

promotional printing, and update flyers for the year. According to national norms, we expect to collect 17 cans or \$0.85 per household per week, totaling \$280 each week. At this rate, the project will reach the implementation breakeven point after 8 weeks. Including additional one-time expenses and general costs such as insurance, the program will begin generating a profit during the second half of the year. Even before the donations generated from the exposure of our campaign, the Clean California, Clean Haiti program will generate enough funding to completely meet all of Imagine Haiti Tomorrow's operating costs and cover the purchase of all three water purification systems within the first year.

All blocks in the neighborhood we have selected have their recycling collected on the same day. This means that during the entry period of our project before expansion to other neighborhoods our time commitments will be limited to once a week. We expect that the collection of recycling will be a two person job, one person to slowly drive the truck through the neighborhood while the other person loads recycling bags into the truck. As the truck fills up, we will deposit the collected recycling bags at the nearby church for sorting and then continue the route; our goal is to collect all recycling from the neighborhood before sorting begins at the church.

We estimate that the time needed to collect full bags and leave clean bags at each home will be 15 seconds. For 332 homes, we will spend 84 minutes plus a little extra for truck deposits at the church. Based on experience, sorting all of the recycling will take 25 minutes and each complete trip to the recycling center will take 20 minutes. Allowing for three trips to the recycling center, the complete exercise will take roughly 180 minutes or 3 hours to complete. With an average expected weekly gross of \$280, we project that we will earn roughly \$47 per person per hour. Recycling collectors are unpaid volunteers, so the entirety of this amount goes to pay overhead and fund the purchase of the water filters.

If given the prize, Imagine Haiti Tomorrow will use the money to move quickly and begin implementing our Clean California, Clean Haiti campaign. We will use the \$5,000 to cover our start up project implementation costs and to purchase a truck (Appendix G). Any remaining funding will be put toward our monthly expenses for insurance.

Social Impact Analysis

One of the tenants of Imagine Haiti Tomorrow's operational philosophy is that we will provide our communities with a way to become involved with a worthy cause to the extent that they desire and are capable. We are unique among nonprofits because we allow all community members to play a significant role in helping our cause without donating time, money, or altering their established routines. Community members who wish to take on a more active role will be encouraged and used to help us expand our program. As we become established, we will appeal to church youth groups as well as each of the nearby schools in an attempt to involve the community's youth in charitable work and thereby continue to expand.

Our operation will give families a vehicle to instill the value of service in their children and the opportunity to participate in a family-centered giving activity. We will introduce the stories and struggles of the families living in the poorest country in the western hemisphere and demonstrate how conscious citizens can choose to make a difference in those people's lives. By working in tight-knit communities, we will help to strengthen the already existing bonds these neighborhoods share. We will foster this relationship so that each neighborhood thinks of Imagine Haiti Tomorrow not as an organization they sponsor but as an organization they belong to. This line of thinking will help ensure that local residents think of Imagine Haiti Tomorrow first when they think about giving.

Imagine Haiti Tomorrow plans to introduce sustainable practices into our partnered Haitian communities. Because of the threat of cholera, we are focusing our initial funding and efforts on the installation of water purification systems. However, in the future we plan to work with the communities to introduce compost development and to build flood-resistant vegetable gardens and eco-san composting toilets (Appendix H). In California, we are participating in keeping our state green by showing consumers how much recycling counts towards making the world a better place. We are purchasing eco-friendly reusable tote bags that can be recycled at the end of their lifespan.

Meet Imagine Haiti Tomorrow

Co-Founder, Co-President Tiffany Owen is a third year undergraduate student at the University of San Diego where she is studying Business Administration and Sociology with an Emphasis on Power and

Inequality. She is a member of the Alpha Kappa Delta International Sociology Honor Society. She has served as the assistant manager to Mission Solano Emergency Shelter, volunteers for the Regional Task Force on the Homeless-San Diego, and as is the Vice President and Co-Founder of USD's Shelter San Diego. Tiffany is a lifetime member of Soldier's Angels and has been a Big Sister with Big Brothers, Big Sisters-San Diego from 2009 until present. She is Red Cross trained and served as a relief worker in Haiti in 2010. She has worked with Alpha Pregnancy Resource Center on their marketing strategy, and at present, she is the Co-Director of Marketing for USD's chapter of Amnesty International. Tiffany is currently responsible for fundraising and grant writing. She is presently implementing a campus-wide recycling program at USD and has hosted two fund raising events at the university in the past few weeks.

Co-founder, Co-President Lucas Monroe has been accepted into USD's Masters in Nonprofit Leadership and Management program after graduating from St. Mary's College of California in December 2010 with a B.S. in Chemistry. Luke has created a free SAT preparation program in Concord, California and most recently designed a similar program for the USD Center of Community Service Learning. He is an Eagle Scout and served as a relief worker in Haiti in 2010 and Dominica in 2011. He formulated the idea of a community-based recycling program in order to develop a sustainable funding system that was not solely reliant on grants and donations. Presently, with his chemistry degree, he is collaborating with the nonprofit SOIL based in Port au Prince, Haiti, on composting toilets and improved farming methods (Appendix I). Luke is our Chief Innovator. He is responsible for creating business plans and fundraising campaigns, as well as for recruiting new corporate recycling partners, such as Qualcomm Stadium and 24 Hour Fitness.

Trevor Condon is a fourth year student at Saint Mary's College of California where he studies Sociology and Peace and Justice. Trevor served as a relief worker in Haiti in 2010 and in Dominica in 2011. Trevor is an Executive Board Member to First Generation College students, a Resident Advisor, and the Student Web Curator for Saint Mary's College of California. Trevor is our community liaison. His job is to build and maintain relationships within our selected communities. He is also responsible for volunteer recruitment within schools, church youth groups, and community organizations.

Chris Voets is a third year student at the University of San Diego where he studies Finance. Recently, Chris designed a book drive to support a Peace Corps volunteer in Lusutha. He is the Co-

Director of Marketing for USD's Amnesty International. Chris is our Marketing Chair and is responsible for correspondence with key community figures, as well as the design of fliers, graphics, and web pages.

Christian Urbano is a third year student at the University of San Diego where he studies Finance and Accountancy, with a minor in International Business. He is the Treasurer of USD Pride and Financial Director of USDTV. Christian has been a regular volunteer at a Country Hills Health Care Center in San Diego since 2009, where he manages the in-house accounts of clients. He is our Chief Financial Officer in charge of maintaining accountancy and budget.

At this time, Imagine Haiti Tomorrow is a volunteer-based organization and members are choosing not to take salaries. This may be reevaluated as the organization grows. The Board of Directors has invested over \$1,000 in seed money to help establish Imagine Haiti Tomorrow.

USD Amnesty International is a fundraising partner of Imagine Haiti Tomorrow. Amnesty members are presently volunteering as Imagine's recyclers. Additionally, Amnesty has partnered with Imagine Haiti Tomorrow to host fundraising events on campus and will help with the launch of our campus wide recycling campaign in the coming weeks.

Advisory Board

Imagine Haiti tomorrow has developed a diverse advisory board composed of experts in many fields. Many of our advisors come from backgrounds with nonprofits or in community service organizations. It is with the help and continued support of our advisors that we have been able to establish our organization so quickly. Their experience has been invaluable in our operations. For a graphical view of our connections and experiences, see Appendix J.

Dr. Richard Custin is a professor at the USD School of Business. He teaches Business Law I & II. He has contributed to discussions on insurance and liability and provided feedback and guidance on our business plan.

Dr. Judith Liu is the community liaison for the Center of Community Service Learning, as well as a professor of Sociology at USD. She teaches 494-Community Consensus & Commitment. She is an expert in community organizing and has been invaluable in the planning of neighborhood relations and recruitment.

Dr. John Schlichtman specializes in urban planning. He is the coordinator of internships and field experience for the USD Department of Sociology for fall 2011. He has worked with Imagine Haiti Tomorrow to plan unpaid, for-credit internships for USD students with our organization.

Dr. Chris Nayve is the director of the Center of Community Service Learning. His background in Social Justice includes working for the United Nations in Bosnia as well as managing a free SAT program for the San Diego Department of Housing and Urban Development. He has an MBA from USD and has made himself available to us for guidance and development of our business model, as well as possible future collaboration with the Center for Community Service Learning.

Mark Westwind has worked with nonprofit organizations, businesses, and community agencies for over 3 decades. Mark was a founding Associate Director of John F. Kennedy University's Center for Entrepreneurship. He has founded numerous successful community associations and nonprofits, as well as a city recycling center. He has served on the board of Sustainable Contra Costa and the John Muir Association. Mark founded the Praxis Group which works with new nonprofit organizations to establish infrastructure and leadership goals. He has volunteered his time to help establish Imagine Haiti Tomorrow as a sound and lasting organization.

Dr. Shawny Anderson is Dean of the Communications department at St. Mary's College of California. She has led student relief trips into the Amazon, New Orleans, Haiti, and Dominica. Her students were among the first allowed back into the 9th Ward to begin the cleanup after hurricane Katrina. Her student groups have developed multimedia presentations detailing their experiences for local events. Alumni of her courses have gone on to found or work for numerous nonprofits.

Dr. Claude-Rheal Malary is a Haitian citizen and spent the first 13 years of his life in rural Haiti. His insights into Haitian culture and willingness to teach students the Creole language have been invaluable to our organization. He has introduced us to all of our contacts in Haiti. He is currently a professor in the Modern Languages department at St. Mary's where he teaches Spanish and French.

Imagine Haiti Tomorrow is sincerely grateful to all USD faculty and members of our Board of Advisors who have taken the time to work with us and who have committed to work with us in the future.

Benchmark Projections

Directly measuring the monetary success of our campaign will be relatively easy. We expect to collect approximately \$280 per week from our initial trial, and significant departures from this figure will mark either under or over-performance from our estimates. We will be able to further monitor our progress by referring back to our annual expansion goals. Quantifying the benefits of exposing our name to neighborhoods, schools, and religious organizations will be more difficult. We hope to form lasting partnerships with people and organizations found at these institutions and to use their connections as a springboard for our expansion into other parts of San Diego. The partnerships we will form as a result of our venture could help propel Imagine Haiti Tomorrow into existence as a successful nonprofit organization with a strong local support base enabling us to carry out substantial projects in rural Haiti.

Risk Assessment

We have identified the greatest risks to our project as an apathetic public and recycling theft. The former could cripple our ability to integrate ourselves into the communities where we are working. Without the continued weekly support of our community, we will be unable to raise significant renewable funds and will be forced to rely solely on the more traditional grants and donations. Based on the environmental factors, we believe we have selected the best possible area to implement the project. By personally introducing the project at each home and providing online reference materials, we hope to gain the trust, and support, of the community.

Recycling theft comes in two suits; first, our work could be considered recycling theft. As we expand our operations, we may encounter a change in EDCO's feelings towards our nonprofit. However, because our project is legal even without EDCO's blessing, we feel that we will be in a good position to continue despite potential objections. The second possibility is that our collecting of recycling could attract people interested in taking our recycling for themselves. Associated negatives would be the loss of recycling, bags, and the ill will of the community for attracting unsavory characters.

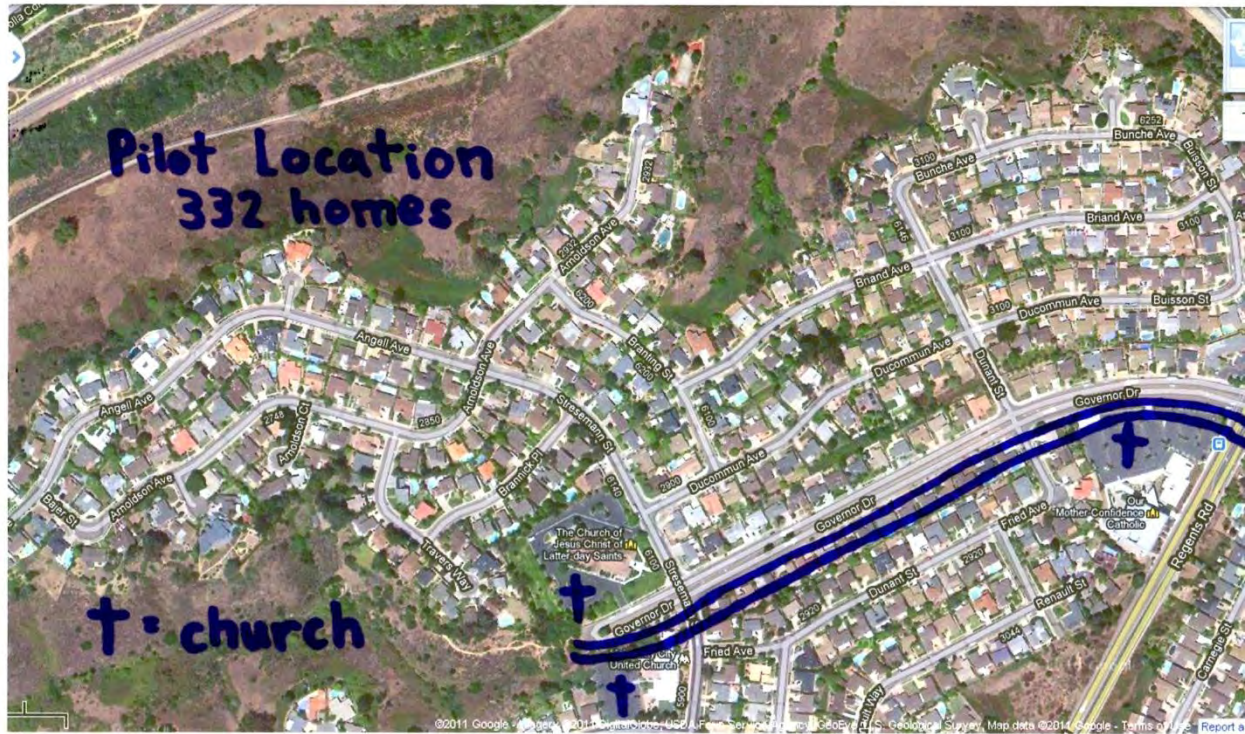
In either of the cases of recycling theft, the alternative strategies we are considering involve the reformatting of our plan from zero necessary community involvement to some limited involvement. We have several working alternatives. In both cases we would continue to provide the neighborhood with our

customized tote bags. In the first case, we would ask for a volunteer from each block to act as a collection point. We would give this person several garbage cans to keep in a side yard and ask the rest of the community to empty their tote bags into the garbage cans as they got full. The homeowner would call us when the garbage cans became close to full, and we would guarantee to have the cans picked up and emptied within 24 hours. If we were unable to find willing homeowner participants, we would approach one of the nearby churches and ask if they would be willing to allow us to set up an unmanned donation station at one corner of their parking lot. Residents would be asked to deliver their recycling to the station. We feel that either of these cases is workable, though somewhat less desirable, because of the added level of community commitment. Additionally, both alternatives are less personal and therefore less likely to position Imagine Haiti Tomorrow at the forefront of the resident's minds when they are thinking about making charitable donations.

We will work hard to minimize the risks of recycling theft and to keep our community happy. We will minimize the time that full bags are left by the sidewalk by collecting the bags early on recycling days and completing our operations before they begin to interfere with EDCO's. We will be reliable and punctual so that our community is never hassled by its association with our organization. We will ask for the neighborhood's help in stopping instances of theft from our recycling bags.

Imagine Haiti Tomorrow is also beginning a more traditional form of recycling drive. We have designed and purchased reusable recycling collection bins (Appendix K). We will begin setting the bins up on the USD campus after spring break, and depending on their effectiveness, plan to expand the campaign during the next year by partnering with UCSD, SDSU, high schools, office buildings, and local gyms. We will be approaching major event centers as well, beginning with Qualcomm Stadium because of their friendly stance toward nonprofit organizations. While this more traditional form of recycling drive could be effective, it misses the social aspect that we feel defines our community-based recycling program and will make our venture a resounding success.







Public fixtures in our target neighborhood have been decorated with friendly scenes contributing to the welcoming atmosphere. While we were photographing the murals, a friendly neighborhood resident approached us and explained at a local business had sponsored a student to do the drawings.

From the Manufacturer:

VILLAGER S3 - 4

500 gallons / 1,850 liters per day

Filtration and Ultraviolet Light Disinfection

Stationary Solar Powered Water Purification System for Remote Applications using water from Rivers and Lakes WITHOUT water pressure.



Cleaner and Safer Drinking Water from most any From Bore Holes or Tube Wells, Rivers, Lakes and Water Tanks or Fresh Water Sources

Aqua Sun manufactures the **Villager – S3 - 4** System. This system is a wall mount system and is completely automatic that can take its water from a river, lake, well, or holding tank systems and produce approx 3 gallons / 3.7 liters per minute x 60 minutes = 180 gallons / 666 liters per hour x 3 hours = 540 gallons / 1,998 liters in a 3 hour period. This system will use a solar / battery powered 12-volt system to supply its electrical power needs. Whenever the sun is shining, the solar system will always be recharging the battery, even when the water treatment system is working. This system comes as a turn-key package. It is designed for easy installation as all of the wiring is pre wired and plumbing is pre-plumbed and all that needs to be done is hang the water treatment system on the wall in a convenient location. Plumbing in and out of the water treatment system is easy with 25 foot inlet female hose and 7 foot outlet male hose pre-plumbed into system. The Controller Panel will need to be located within 2 ft of the Water

Treatment System preferably in between the 2 systems. The Battery Wire is prewired and will need to have the Positive (+) and Negative (-) wires connected to the battery. Mount the solar panel in a sunny location and within 25 feet of the system. Attach the solar wires to the panel that are already prewired into the control box. Install Filters and UV Lamp and the system is ready for operation. It is simple and easy to install the **Villager S3-4 Solar / Battery Powered Water Purification System**.

This **Villager S3-4 / Solar Battery / 12-volt Powered Water Purification Systems** pulls the water from the source and through a **Washable / Reusable Sediment Filter** which removes large particles, sticks and leaves and then through **Sediment Filter** to remove the sediment. The water is then pushed through a **Carbon Block Polishing Filter** that has the capabilities of removing **Giardia and Cryptosporidium Cysts, Entamoeba and Toxoplasma Cysts, Schistosomiasis, Herbicides, Pesticides, Trihalomethanes (THMs), certain Volatile Organic Chemicals (VOCs), Chlorine and Chlorine By-Products, Sediment, Bad Taste, Odors, Color, Smell, and many other Harmful Chemicals and Contaminants** down to a 0.5 micron. The polished filtered water is then channeled past an **Ultraviolet Light Disinfecting Process** that has the ability to kill **Bacteria, Viruses, Typhoid Fever, Coliform, Dysentery, Cholera, Infectious Jaundice, Hepatitis and Influenza Virus, E-coli, Enteric Fever** and many other unwanted microorganisms to a 99.999% purity

Filtration Components:

WASHABLE / REUSABLE Pre-FILTER

Removes river and lake water particles such as leaves, twigs, sediment and protects the sediment pre-filter from premature clogging. This filter is easily washed and cleaned when clogged.

APPROXIMATE FILTER LIFE EXPECTANCY depends on how dirty incoming water is or 1 year maximum.

SEDIMENT FILTER

Removes ground water sediment and protects the carbon block filter from premature clogging. Not washable.

APPROXIMATE FILTER LIFE EXPECTANCY depends on how dirty incoming water is or 1 year maximum.

0.5 micron CARBON BLOCK

Removes and reduces giardia lamblia and cryptosporidium cysts, volatile organic chemicals "VOC's" pesticides and herbicides, benzene, sediment, color, bad taste and odors such as hydrogen sulfide "rotten egg smell" and many other microorganisms down to a 0.5 micron. This Carbon Block Filter polishes the water crystal clear for refreshing good tasting water.

APPROXIMATE FILTER LIFE EXPECTANCY 45,000 gallons / 165,000 liters or one year of clear incoming water.

ULTRAVIOLET DISINFECTING LAMP

Clean, safe and natural UV light rays have the ability to kill the bacteria and virus to 99.999 % purity without any harmful side effects much like chemical agents normally added to drinking water. The ultraviolet range is ideal for killing Micro-organisms such as E-coli, Coli form, Cholera, Legionnaires Disease, Hepatitis Virus, Typhoid Fever, Dysentery, Infectious Jaundice, Influenza, Enteric Fever and many other unwanted Microorganisms.

APPROXIMATE UV BULB LIFE EXPECTANCY 9000 hours, or approx 2 Years.





Financial Estimates

Owner Equity

Recycling bins (Appendix K)		\$250
Equipment		
Computer	\$250	
Operating System	\$30	
Backup Drives	\$160	
Haitian Creole Language Books	\$150	
		\$540
Nonmonetary assets		
Website		\$300
Research Materials		
Nonprofit Management	\$100	
Rural water storage	\$100	
		\$200
Total Investment		\$1,290

Startup Costs

Truck	\$2,500
501(c) 3	\$800
Tote bags	\$820
Insurance (annual)	\$1,500
Gas	\$250
Total Costs	\$5,870

Donations

Printer & Supplies	\$500
Fundraising revenue	\$280
Total Donations	\$780

From our website:

Our Programs: Haiti

Our programs are divided into two categories. First, we have programs we carry out in Haiti to benefit the People of Les Cayes. Second, we have [programs](#) based in the United States to help fund our work in Les Cayes. The second set of programs are local community outreach projects designed to allow the possibility for all people in our US regions to become involved without donating time or money.

Providing Clean Water for all People

During our last visit to Haiti, we were told by our Haitian guide that “where people got their water depended on how educated they were”. Some Haitians purchased their water from the water truck, a vehicle that would be comically similar to an ice cream truck if it were not representative of such a dire situation. Other Haitians simply scooped their water out of the muddy rivers. Since the cholera epidemic began in September 2010, both sources have become mistrusted as awareness of the dangers of contaminated water has increased. Working in partnership with our US based friends at Aqua Sun International©, we will be installing water purification systems at strategic locations in Les Cayes. Each of the three previous work sites we visited during the summer of 2010 is, in effect, a small village. Each village is home to around 100 people. We plan to install a water filtration system at each of these sites to provide unlimited access to safe, clean, and free drinking water. The project will begin with 3 filters and some 300 people, but we hope to expand rapidly to other sites. For specific project details, [follow this](#).

The Poultry House

Hunger: malnutrition, starvation, and even death are realities of life in Haiti. During our last trip, we tried to provide 5 chickens for one of the families we worked with. To our surprise, this idea was met with opposition. We learned later that the family was concerned that if they were to accept the gift, they would not have the ability to feed the chickens and that the birds would starve to death. We have since rethought our original idea and come up with a possible solution. Rather than relying on a single family’s income to feed the chickens, we will create a chicken co-op benefiting all families who wish to participate. We will establish a central poultry house with some 200 chickens that will be able to provide fresh eggs daily for all members of the co-op as well as have enough eggs left over to sell at market in Les Cayes to raise enough money to provide feed for the chickens. For specific project details, [follow this](#).

Floating Gardens

The Caribbean is supposed to be a veritable green paradise. However, during our last trip to Haiti we were originally surprised to find that none of the houses we visited had vegetable gardens. Corn and rice crops were common, but beyond these staples and natural wild growth such as bananas, coconuts, and some mangos and avocados, we encountered very little. We learned later that this was a response to the floods that sweep the countryside several times each year. Any gardens would be swept away or contaminated with the sewage that comes with the overflowing rivers. During a recent relief trip to Dominica, we were confronted with the obvious solution to the same problem that another Caribbean country had come up with. They simply build elevated gardens. The gardens we observed were simply sheets of old roofing tin placed on top of posts sticking out of the ground. The tin was covered with a couple inches of dirt, and the gardens were planted. We walked by prosperous gardens of tomatoes, lettuce, peas, and other vibrant vegetables prospering in the humid Caribbean weather. In the future, we hope to introduce similar structures in Haiti. Visit our [discussion board](#) if you have advice on the best types of crops to plant, experience building these types of gardens, or suggestions on how best to accomplish our goals.

Composting Toilets

Even before the cholera epidemic, we identified improving sanitation as one of our goals. Since the spread of cholera, the focus on sanitation has become even more intense. Currently, much of Haiti's population and nearly all people living in rural areas use pit latrines. Without chemical treatment, pit latrines quickly become veritable cesspools of disease, and the unlined latrines that are most common in Haiti leech into the surrounding soil. This leaching contaminates crops, underground wells, and rivers. During floods, the disease in pit latrines can quickly spread to all water sources, contaminating drinking water. This flooding is blamed for the rapid spread of cholera into each of Haiti's regions. In Port au Prince, another relief group called SOIL operates several examples of composting toilets. They share their technology with the local Haitians in an attempt to prove that their method of handling human feces is safe and preferable to all other methods. Properly composted human waste can also be turned into a valuable resource as fertilizer, a recycling practice that is growing rapidly in the United States and Europe and that has been practiced in Japan for hundreds of years. Shortly before Christmas, the New York Times reported on SOIL's success. The video can be found here: <http://video.nytimes.com/video/2010/12/01/opinion/1248069392074/the-miracle-toilet.html?nl=todaysheadlines&emc=a212>

We hope to partner with SOIL to learn more about their technology and to install composting toilets in Les Cayes too.

From their website:

SOIL in Port-au-Prince



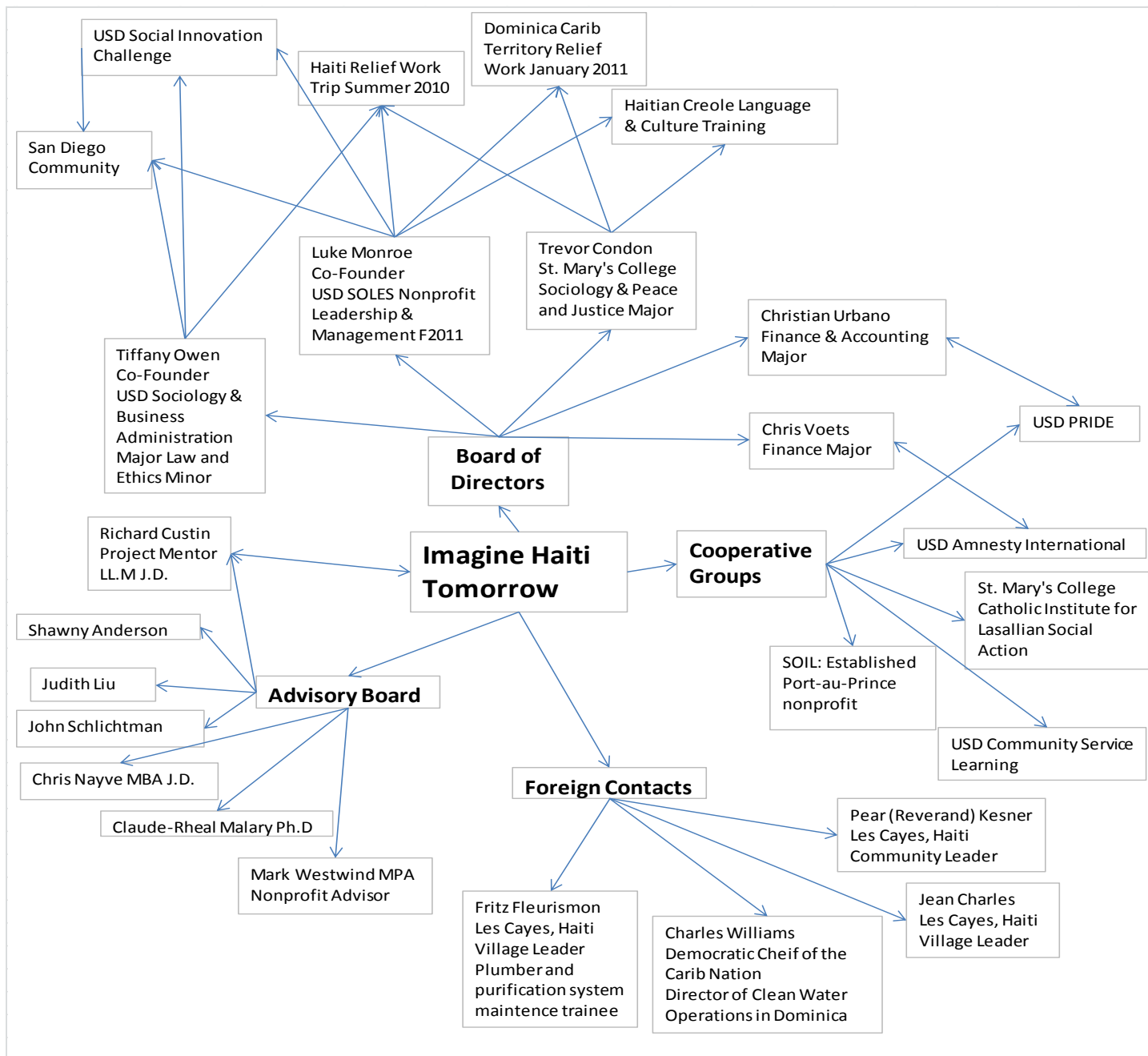
Following the earthquake, SOIL has extended operations to Port-au-Prince and begun a new project with OXFAM GB to pilot ecological sanitation in emergency settings. This project will accomplish the construction and installation of 150 toilets in small IDP (internally displaced persons) camps throughout the city, the establishment of a compost facility in Port-au-Prince, and the training of 100 masons to build urine diversion (UD) toilets.

We have been hard at work setting up operations in Port-au-Prince and have been so proud of the reactions, adoption, and results thus far!

- As of June 15, 2010, we have installed 44 urine diversion toilets and 16 arborloos and composting toilets accessible to children and handicapped persons.
- Our toilets are scattered throughout the city in 15 neighborhoods including Delma 33, Nazon, Jake Toto, Bwa Grifen, Delma 3, Karade, and Site Soley.
- We are clearing the land for our pilot compost site and expect to begin work there by June 21. In addition to this primary facility, we have started 2 smaller compost bins in Delma 33 and Site Soley, where composting of the toilet materials (poop!) has begun.
- We have trained 53 masons to build UD toilets, and have also trained 12 people to set up and maintain a compost site!

We are continually inspired by the dedication and perseverance of the communities in which we work, as they take pride and ownership in their new toilets, and the rebuilding of their lives. We are proud to partner with such folks and look forward to the work ahead as we continue to demonstrate the benefits of ecological sanitation!

SOIL's innovation has been featured in the New York Times: <http://www.oursoil.org/what/pap>





We have purchased 12 of these recycling receptacles and will begin deploying them on the USD campus after spring break. If successful, we will expand the bins to UCSD, SDSU, local office buildings, and gyms.

Tiffany Danielle Owen

8933 Lombard Place, Unit 221, San Diego, Ca 94534 □ (707)365-3206 □ towen-12@sandiego.edu

EDUCATION

2008-Present **University of San Diego** San Diego, Ca
Anticipated Completion of Bachelor of Arts and Sciences in Sociology, Power and Inequality and Business Administration 2012

- Minor in Law and Ethics
- Undergraduate Advisor: Dr. Michelle Camacho
- 3.45 GPA as of Fall 2010

2010 **Saint Mary's College of California** Moraga, Ca
▪ Summer Communications Program, Relief Trip in Haiti

2004-2008 **Vacaville Christian High School** Vacaville, Ca
▪ 3.8 GPA at graduation

HONORS AND AWARDS

- \$10,000 USD Grant, **2009-2010**
- Alpha Kappa Delta International Sociology Honor Society, **2009-Present**
- Mui Alpha Theta Honors for Excellence in Mathematics and Tutoring , **2008**
- Bank of America Award for Outstanding Marks in Theological Studies, **2007**
- Vacaville Christian High School Academic Honor Roll, **2004-2008**

SERVICE

2011 **Imagine Haiti Tomorrow, Co-Founder, Co President** San Diego, Ca
▪ Assisted in the Creation and Development of Business Plan
▪ Hosted Fundraising Events

2011 **United Front Multicultural Center, Link Peer Mentor** San Diego, Ca
▪ Leadership Program
▪ Mentor to a New USD Student from an Underserved or Underrepresented Background

2011 **Focal Point Center for Developmentally Disabled Adults, Volunteer** San Diego, Ca
▪ Developed Health Care Strategies to Supplement Medi-Cal
▪ Worked Closely with Owner/Operator Tess Hilman

2011 **Regional Task Force on the Homeless, Volunteer** San Diego, Ca
▪ Participant in Point-In-Time Count

2010 Immaculata Parish , <i>Catechism Teacher</i>	San Diego, Ca
▪ Pre-K and Kindergarten	
2010 Shelter San Diego , <i>Co-Founder, Vice President</i>	San Diego, Ca
▪ Planned Meetings and Events	
2010 Interfaith Shelter , <i>Volunteer</i>	San Diego, Ca
▪ Overnight Supervisor	
▪ Prepared Food for over 40 clients	
2009-Present Big Brothers, Big Sisters, Big Sister	San Diego, Ca
▪ Logan Heights Elementary School	
2009 Founders Chapel , <i>Eucharistic Minister</i>	San Diego, Ca
2009 Soldier's Angels , <i>Volunteer</i>	San Diego, Ca
▪ Support and Assistance Troops and their Families	
▪ Lifetime Member	
2008 Alpha Pregnancy Resource Center , <i>Marketing Assistant</i>	Fairfield, Ca
▪ Assisted in Design of Marketing Strategy	
▪ Clerical Support	
2007-2008 Mission Solano Emergency Shelter , <i>Assistant Manager</i>	Fairfield, Ca
▪ Maintained Schedule	
▪ Facilitated Donations	
▪ Managed Clerical Division	

WORK EXPERIENCE

2010 Superior Court of Solano County , <i>Intern</i>	Vallejo, Ca
▪ Mediations Division	
▪ Created Organizational System	
2009-Present Blue Mountain Homes , <i>Real Estate Researcher</i>	Vacaville, Ca
▪ Evaluate Properties as Potential Assets for the company	
2006-2009 Blue Mountain Air , <i>Executive Assistant</i>	Vacaville, Ca
▪ Provided Support and Assistance to President and Vice Presidents	
2004-2011 Self Employed , <i>Child Care Giver</i>	Fairfield, Ca

ORGANIZATIONS

2011 USD Amnesty International , <i>Co-Chair of Marketing</i>	San Diego, Ca
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- Responsible for Recruitment
- Designed and Distributed Promotional Materials for Events

2009-Present **USD PRIDE**, *Member*

San Diego, Ca

- Assisted in the Planning of Events and Recruitment of Speakers

2009-Present **USD Shelter San Diego**, *Co-Founder, Vice President*

San Diego, Ca

- Assisted in the Creation of a Constitution and Objectives

Lucas R. Monroe

1939 Altura Drive, Concord, Ca 94519 ☐ 925-787-7861 (mobile) ☐ lemosthenesii@gmail.com

EDUCATION

- 2011 **University of San Diego** San Diego, Ca
- *Accepted to Masters in Nonprofit Leadership and Management program*
- 2009-Present **Saint Mary's College of California** Moraga, Ca
- Completed Bachelor of Science Degree in Chemistry 2010*
- Undergraduate Chemistry Advisor: Professor Valerie Burke
 - 3.83 Institutional, 3.60 Cumulative GPA as of January 2011
 - GRE score 800 / 800 Math and 640 / 800 Verbal total 1440 / 1600
- 2008-2009 **University of California, Santa Barbara** Santa Barbara, Ca
- Undergraduate Chemistry Research Advisor: Professor Armen Zakarian
 - 1 of 3 chemistry majors admitted to the College of Creative Studies in 2008
 - First undergraduate accepted to work in the graduate lab
- 2007-2008 **Diablo Valley College** Pleasant Hill, Ca
- 2003-2007 **Concord High School** Concord, Ca
- 5.00 GPA at graduation
 - SAT score 2400 / 2400, ACT score 36 / 36
 - Member of the California Junior Scholarship Federation

HONORS AND AWARDS

- \$10,000 Honors at Entrance Scholarship from St Mary's College **2009-2010**
- \$5,500 National Science Foundation Grant for Chemistry Research **2009**
- Academic Scholarship for Outstanding Academics **2007-2009**
- Bank of America Award for Outstanding English Composition **2007**
- Richard Zuniga Academic Athlete Scholarship **2007**
- Eagle Scout Rank Boy Scouts of America **2007**
- AP Scholar with Distinction-Ten exams passed **2004-2007**
- National Honor Society **2004-2007**
- Concord High School Academic Honor Roll **2003-2007**

WORK EXPERIENCE

- Feb, 2011 **Imagine Haiti Tomorrow, A Haiti Nonprofit** Concord, Ca
- Co-Founder and incorporator of Imagine Haiti Tomorrow, a 501(c)(3) nonprofit
 - Developed renewable funding for Haiti projects through recycling programs
- 2009-present **PrepPoint Tutoring, SAT and ACT Tutor** Pleasanton, Ca

- Train students one on one in standardized test preparation
- Provide individualized homework and test assistance

2008-2009 **Higher Standard Education, Lead SAT Tutor** Santa Barbara, Ca

- Train students individually or in small groups in standardized test preparation

2008-2009 **College Bound Learning Services, Tutor and Educational Planner** Santa Barbara, Ca

- Provide homework and test preparation assistance
- Assist with college advising

2007-2008 **PrepPoint Tutoring, SAT and ACT Tutor** Pleasanton, Ca

- Train Students one on one in standardized test preparation
- Provide Homework and test assistance

INDEPENDENT RESEARCH & TECHNICAL EXPERIENCE

2009-2010 **Independent Study, Research Interests** Saint Mary's College, Ca

- Semester research project: theory and implementation of sanitation and water catchment systems in the 3rd world
- Semester research project: the successes and failures of international aid organizations
- Yearlong research project: Haitian language and culture
- Semester research project: named reactions in the syntheses of Taxol and Pinnatoxin A
- Semester research project: the history and mathematics of traditional and 2D NMR

2008-2009 **Zakarian Group, Undergraduate Researcher** Santa Barbara, Ca

- 50 hours a week of independent chemistry research in natural product synthesis (8 months)
- Scale up of the D-ribose fragment of Pinnatoxin A
- Preparation of samples and recording of parameters for publication
- Trained on Varian UNITY INOVA 400 and 500 MHz NMR: ¹H, ¹³C, NOE
- Trained in manifold operation and working under an inert gas atmosphere
- Experienced in working on milligram and gram scales
- Experienced with flash chromatography, TLC, GC, HPLC

SERVICE

- Co-founder: Imagine Haiti Tomorrow, a 501(c)3 nonprofit benefiting rural Haiti, **February 2011**
- Developed water catchment systems with the Carib Indians in Dominica, **January 2011**
- Haiti relief planning and research for St. Mary's College, **September 2010-present**
- Haiti relief service trip with St Mary's College, **July-August 2010**
- Developed a free SAT tutoring program for low income students, **2008-present**
- Eagle Scout Troop 465, **September 7, 2007**
- Leadership Core Boy Scouts of America Regional Jamboree, **2005-2006**

PUBLICATIONS

- 2010 **Valence Tautomerism in Titanium Enolates** *J. Am. Chem. Soc.*

CHRISTOPHER GERARD VOETS

325 Fowling Street, Playa Del Rey, CA 90293, (310) 529-5372

voets_chris@yahoo.com

EDUCATION:

- **University of San Diego** Expected, May, 2012
 - Bachelor of Business Administration- Finance
 - Minor: International Relations
 - GPA: 3.35
- **IES (Institute for European Studies), Freiburg, Germany** Fall 2010
 - Areas of study: European Union, Environmental Policy, International Economics

LEADERSHIP EXPERIENCE:

- **IES Abroad Ambassador to USD** 2011-Present
- **USD Amnesty International** 2009-Present
 - Marketing Director 2011-Present
 - Healthcare is a Human Right campaign
 - Library for Lusuntha Campaign
 - Recycle for Haiti Campaign
- **Imagine Haiti Tomorrow- NGO for Haiti** 2011-Present
 - **Startup NGO-** marketing, recycling. www.imaginehaititomorrow.org
- **SIBC "Peace Through Commerce"** 2011-Present
- **USD Men's Rowing: 7-seat in the Varsity 4 and Second-Varsity 8** 2008-2010
 - Responsibilities include leading starboard rowers on pace and pressure and requires a commitment of 20+ hours per week which increases during the spring race-season.

WORK EXPERIENCE:

- **USD Torero Store** 2011-Present
 - Cashier, book shelving
- **Polaris Electric** 2007-Present

- *Material handler:* Prepare materials for electricians in the field to maximize efficiency and help busy electricians.
- Granted employee access badges for secure areas in Boeing, Raytheon, and Northrop Grumman.
- Developed basic handyman skills including - painting, concrete pouring and maintenance of assets (trucks, buildings, materials, etc.).
 - Also help with office work including the recent preparation of blueprint estimations for a \$1.5 million job bid
- **Marina Boat Rentals** 2005-2008
 - Dockhand: customer instruction/interaction and routine maintenance

SKILLS:

- Computer Skills-
 - Microsoft Word, PowerPoint, **Excel**
- Conversation level German
 - Three semesters learned in university, four months spoken in Germany
 - CEFR Scale- B2
- Basic Spanish
 - CEFR scale- A2

Trevor Condon

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(925) 354-2587

Tsc1@stmarys-ca.edu

Education:

Saint Mary's College of California (B.A. expected May 2011)

Major: Sociology; Minor: Justice and Community, 3.40 GPA, Alpha Kappa Delta Honor Society

Los Medanos College (A.A. May 2009)

Major: Liberal Arts, GPA 3.50

Experience:

Board Member/Community Liason, Imagine Haiti Tomorrow (April 2011 to Present)

- Introducing Community focused recycling programs to raise funds for Haiti relief
- Identifying potential fundraising locations with high community reception

Student Web Curator, Saint Mary's College of California (March 2011 to present)

- Collaborate with staff, faculty, and student body to establish a marketable presentation
- Film and edit web videos for Liberal Arts departments

Study Abroad Intensive, Saint Mary's College of California

Dominica (January 2011) and Haiti (Summer 2010)

- Participated in preparatory work covering theory, language, and disaster relief
- Lived with the current past Chief of the Carib Territory
- Designed and built a water storage tank to contain natural springs
- Prepared daily blog entries including video, photo, and textual content
- Contributed to construction, sanitation, water, and education projects
- Completed and presented multimedia projects to surrounding community

Resident Advisor, Saint Mary's College of California (2010 to present)

- Build community through educational outreach and programming
- Oversee safety of students
- Mediate conflicts and identify appropriate resources to meet student needs

Executive Board Member of First Generation to College, Saint Mary's College of California

- Identify gaps in first year student's transitions into college
- Explore/implement piecemeal solutions

Supervisor, Tire Installer and Tire Sales, Costco, Antioch, CA (2007 to Present)

- Monitor and manage work flow
- Provide quality inspections
- Process and address costumers and complaints

Conflict Manager

- Collaborated with peers to create an environment of healthy dialogue
- Conducted mediation sessions to reduce student conflict

Scholarships and Awards

- Assistance League of Diablo Valley College Scholarship recipient
- Certificate of Recognition from the California State Assembly

- Certificate of Recognition from the California State Senate
- 2009 Kennedy-King Scholarship recipient
- Saint Mary's College of California Scholarship recipient

Volunteer Work

- Habit for Humanity
- Tutor, High Potential Program
- Coach, National Youth Football League
- Operations, Imagine Haiti Tomorrow
- Executive Board, First Generation College Studies

(References available upon request)