



Kennesaw  
State UNIVERSITY

Kennesaw State University is located in Metro Atlanta and has a student population of over 23,000, making it the 3rd largest university in Georgia. The KSU SIFE team is in its 26th year and has 10 projects, 49 active members, and 200 associates.

It all starts with a spark. A spark of passion, drive, determination and commitment. Everyday we wake up to a day full of opportunity, a day to change lives by giving people skills to embark on a new journey to improve their standard of living and quality of life. KSU SIFE is the catalyst to that change. By promoting the positive power of business, our SIFE team has changed the lives of thousands and will continue to do so for many years to come. From teaching abandoned children how to start a business and earn money for the first time in their lives, to starting a digital learning revolution, KSU SIFE will always be that spark to ignite change.

Kennesaw State University  
SIFE  
2010-2011  
Annual Report

“SIFE The Catalyst to Change”

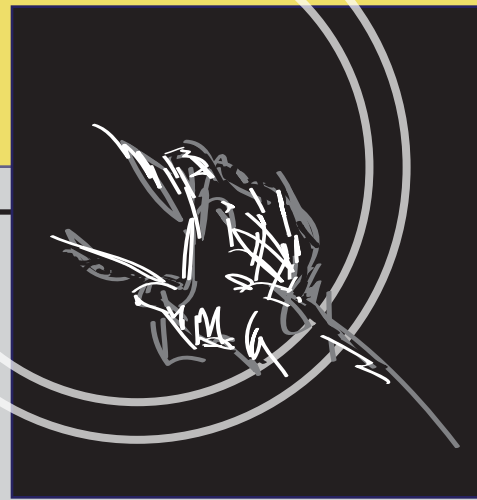
## Team Sustainability

Twenty six years of excellence from the KSU SIFE Team are due to exceptional strategic planning and execution of this plan. We have derived measures to promote growth and continuity of our projects and team. Each year begins with a reflection of the previous year's activities to define the current year's projects. Due to the new judging criteria, we held extended brainstorming sessions to ensure our projects met the new criteria and redefined the projects that did not. To facilitate communication between team members, we use a project management software system known as Many-moon. This software allows members to post messages, create to-do lists, define milestones, upload files, and much more. Project managers are assigned assistants who shadow their operations to ensure smooth transitions as they assume leadership roles.

This year, KSU SIFE established its own marketing team with the following initiatives: head up recruiting, handle the marketing for all projects, and corporate development for the chapter. In August, the marketing team attended all the student orientation sessions to introduce incoming freshman to SIFE. In September, we held information sessions to inform students of all the benefits associated with joining SIFE. Due to these efforts, we increased membership by 20%. We also held presentations in classes to further expound how SIFE can enrich college life.

	Years	Impact Hours	Factors	People Involved/Impacted	Target Group	Media Reach	
7 Bridges	New	143	Environment/Social/Economic	155	Homeless Community	35,500	
Let's Can Hunger Challenge	2	60	Social/Economic	3,450	Low Income Community		
Center for Children and Young Adults	New	373	Environment/Social/Economic	41	Foster Children	80,000	
Concept 2 Reality	5	35	Economic	200	Entrepreneur	23,000	
Devereux	7	130	Environment/Social/Economic	43	Troubled Youth		
From Need to Knowledge	26	145	Environment/Social/Economic	444	College Community	23,000	
Heather's Voice	New	150	Social/Economic	270	College Community/Battered Women	350	
iSchool Initiative	2	2250	Environment/Social/Economic	57,900	National Education System	1,896,700	
Merit Badge University	10	650	Environment/Social/Economic	1,378	Children Ages 11-18		
The Edge Connection	12	450	Social/Economic	98	Low Income Community		
<b>Total Impact Hours:</b>		<b>4,386</b>	<b>Total People Impacted:</b>		<b>63,979</b>	<b>Total Media Reach:</b>	<b>2,058,550</b>

A special thank you to Joshua Pierce for use of his video in our presentation [www.joshuapierce.net](http://www.joshuapierce.net)



## 9 of 10 Projects \*10th project is the Let's Can Hunger Challenge, 5000+ pounds collected, see details on the back pages.



### The Center for Children and Young Adults (The Farm)

Involved/Impacted: 41

Hours: 373

**Audience:** Foster Children, Ages 13-18

**Years:** New

**Need:** Children at the CCYA have been abandoned or neglected and are provided for by the center. These teenagers have never had income of their own or have learned skills necessary to starting their own business.

**Solution:** SIFE members created lesson plans designed to teach the students how to start their own business. From creating the initial concept to supply chain management, our SIFE team has given these children new knowledge they can draw on for their own future endeavors.

**Impact:** The adolescents at the CCYA grew herbs in their green house and then sold them at local farmers' markets along with greeting cards and floral arrangements. These sales yielded a first ever income for the children of \$72.33 per resident. This first ever earned income raised their standard of living and quality of life.

### Devereux

Involved/Impacted: 43

Hours: 130

**Audience:** At Risk Teens Ages 14-18

**Years:** 7

**Need:** Based at Devereux, a residential behavioral health treatment facility, this legacy project has been teaching business planning principles for the past six years, imparting the understanding of being a productive member of society through ethical business practices. These plans were in theory only with no practical experience.

**Solution:** We expanded the project to utilize an existing greenhouse on the property. The children created a business plan based on a wholesale nursery concept which would sell their products to our CCYA project.

**Impact:** The students were able to experience a real life implementation of their business plans. They have begun the growing process and will have their first sales at the end of May.

Devereux

### 7 Bridges to Recovery (Sam's Club Challenge)

Involved/Impacted: 155

Hours: 143

**Audience:** Homeless women and children

**Years:** New

**Need:** The center was at risk for closure due to high utility bills with electric peaking at \$4000 per month and gas at \$2500. By reducing the amount spent on the utilities, the center would be able to redirect that money to their client programs.

**Solution:** Enroll 7 Bridges into the Sam's Club Challenge. The KSU SIFE team installed 43 new energy star fixtures and purchased an additional 26 fixtures for future installation. We also insulated 64 windows and 12 doors.

**Impact:** The 43 installed fixtures alone will reduce the energy consumption by 48%, saving the center over \$2,400 per month. The predicted energy savings from the weather proofing and insulation project is a projected additional 10-20%. The overall savings is predicted to be between 20 and 25% of their current utility cost. The savings will reduce the stress on the center's finances and increase their community outreach efforts.



### The Edge Connection

Involved/Impacted: 98

Hours: 450

**Audience:** Low income community

**Years:** 12

**Need:** The Edge Connection targeted low income aspiring entrepreneurs. By working with the Edge Connection, recognized as a non-profit micro-finance organization, the KSU SIFE team was able to help these entrepreneurs succeed.

**Solution:** SIFE members conduct three training sessions that last for 12 weeks with the entrepreneurs. During this 12 week training program, our team members conduct 2-3 hour tutoring sessions per week that cover proforma cash budgeting, business finance, and basic technology. We also provided business and marketing plan consulting. We also offered long term consulting for a select number of participants that have completed the 12 week seminar to help them move their projects forward and offered help until they began collecting profits.

**Impact:** This year we tutored 58 clients, of which 26 started new businesses providing a 45% success rate. By becoming self sustaining, these entrepreneurs were able to improve their quality of life and standard of living.



## iSchool Initiative

**Involved/Impacted:** 57,900

**Hours:** 2,250

**Audience:** Students (both k-12 and college), parents, educators, and government officials

**Years:** 2

**Need:** The education system in the United States is broken, and it needs to be fixed. With international rankings placing the US at #33 in reading, #22 in science and #27 in mathematics, there is a substantial need for change.

**Solution:** The iSchool Initiative is a grass roots movement of students advocating for more technology in the classroom. Based on the popular iPad platform, this movement is quickly gaining speed because of the easy interface and multitude of educational apps.

**Impact:** Students all over the country will have a new way to learn that is more interactive and customizable to their learning needs. The iPad will replace heavy and outdated textbooks with ebooks, a more environmentally sound solution that can be easily updated by the publisher. iSchool was featured on CNN and has done many seminars around the country advocating this change.



## Merit Badge University

**Involved/Impacted:** 1800

**Hours:** 650

**Audience:** Ages 11-18  
**Years:** 10

**Need:** To impart knowledge to adolescents about the market system in the United States.

**Solution:** Our team hosted an event in which scouts worked towards receiving 47 different badges. Besides organizing the event, 34 members of our team taught 11 badges, transferring valuable knowledge in American Business, Entrepreneurship, Salesmanship, and Business Wise.

**Impact:** Over **1100** Boy and Girl Scouts participated in this event and earned badges.

## Heather's Voice

**Involved/Impacted:** 270

**Hours:** 150

**Audience:** Women, children and families affected by domestic violence

**Years:** New

**Need:** On average more than three women die every day from domestic violence disputes. Heather's Voice is a non-profit formed by a KSU SIFE member with the help of the KSU SIFE team when her cousin was killed in a domestic dispute in early 2010.

**Solution:** Heather's Voice raises awareness of domestic violence through community outreach programs, raising funds for local safe havens and programs dedicated to helping women, and their families in Atlanta. Heather's Voice also offers educational programs to assist victims, as well as potential victims, on the importance of self defense and how to get out of a seemingly hopeless situation.

**Impact:** Heather's Voice raised and donated \$2000 to our 7 Bridges project for the Sam's Club Challenge. There are future plans for Heather's Voice to further assist the shelter residents by implementing a program that will teach the women essential professional and life skills so that they leave the shelter able to work, empowered, and confident.



## From Need to Knowledge Seminar Series

**Involved/Impacted:** 444

**Hours:** 145

**Audience:** College

**Years:** 26

**Need:** College students to gain knowledge on real world topics that tie into their college education.

**Solution:** By hosting seminars on a wide range of topics, we increased the knowledge of our university's students. Topics included financial issues, success skills, human trafficking, how to learn digitally, and career counseling. We have partnered with CredAbility, KSU Career Services and Iota Chi Epsilon to increase our educational reach.

**Impact:** Over 400 students attended our seminars this year.

## Concept 2 Reality

**Involved/Impacted:** 200

**Hours:** 35

**Audience:** College community

**Years:** 5

**Need:** Many students in college come up with fantastic ideas for businesses or products, but have no outlet to test their concepts.

**Solution:** The C2R competition is a forum for college students to bring forth and present their ideas to a panel of entrepreneurs which is then graded. The first and second place winners are awarded \$1000 and \$500 to launch their product or business from Go Small Biz.

**Impact:** This year 45 plans were submitted and previous participants have gone on to win national competitions and start their companies.

