

SIFE



BELMONT UNIVERSITY

ANNUAL REPORT 2005

Belmont University SIFE Mission Statement:

We are a team of dedicated students, intent on finding ways to meet the needs of our community by facilitating awareness, providing education, and actively engaging others in the benefit and promotion of free enterprise. We will develop and maintain meaningful and sustainable relationships through community partnerships that facilitate economic change.

Belmont University Mission Statement

Belmont University is a student-centered Christian community providing an academically challenging education that enables men and women of diverse backgrounds to engage and transform the world with disciplined intelligence, compassion, courage and faith.

College of Business Administration Mission Statement

We are an innovative learning community that educates entrepreneurial, ethical and socially responsible future business leaders for the dynamic global economy.

We are committed to

- * relevant, interactive and experiential academic programs.
- * continually improving our intellectual capital primarily through contributions to applied and pedagogical research.
- * serving the needs of the community through educational and professional partnerships.

VITA - Volunteer Income Tax Assistance

Judging Criteria:

- Success Skills (2)
- Financial Literacy (4)

Objective:

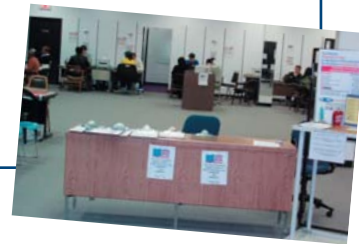
- To provide free tax preparation services to low-income and elderly taxpayers
- To help promote taxpayer compliance and financial literacy

Description of Involvement:

Belmont SIFE has partnered with the Nashville Wealth Building Alliance's "Earn It, Keep It, Save It" campaign to stress the importance of taxpayer responsibilities. Belmont SIFE students helped operate four VITA walk-in tax preparation sites in the Nashville community.

Results:

- Thus far, Belmont students have prepared over 300 tax returns.
- During this process, over 300 families were taught the importance of record keeping and management.



Mocha Club

Judging Criteria:

- Market Economics (1)
- Success Skills (2)

Objective:

Phase One: To raise awareness of the HIV/AIDS crisis in Sub-Saharan Africa through education while simultaneously generating funding to support relief efforts.

Phase Two: To expand the reach of the Mocha Club by improving their marketing activities and website development.

Description of Involvement:

Phase one was completed this year through the partnership between Belmont University SIFE and the Mocha Club in an effort to generate student awareness of the HIV/AIDS emergency in Sub-Saharan Africa. Two informational seminars were held on Belmont's campus by SIFE and the Mocha Club in which students were exposed to, and educated about, the urgency of the HIV/AIDS situation in Africa.

At the close of each meeting, students were provided with an opportunity to become Mocha Club members. As members of the Mocha Club, students pledge \$7 a month (the price of only two mochas!) to aid medical and famine relief efforts in Sub-Saharan Africa. Mocha Club members are encouraged to continue raising awareness through blogging on the Mocha Club website.

Belmont University SIFE initiated the creation of a blog category titled *The Economic Impact of HIV/AIDS*. News and journal articles directly relating to the economic impact of HIV/AIDS are collected by Belmont's SIFE team and are posted on the Mocha Club website in this blog category to further education and awareness.

Phase two will begin next year and will focus on growing the Mocha Club through improved marketing and website development provided by the Belmont University SIFE team.

Results:

- After the first seminar 15 students joined the Mocha Club and pledged \$7 a month to aid medical and famine relief.
- After the second seminar student membership grew to 28 members.
- As of March 1st, 2006, there are 37 Belmont student members of the Mocha Club providing \$259 a month to relief efforts!
- The creation of a blog category on the Mocha Club website titled *The Economic Impact of HIV/AIDS*

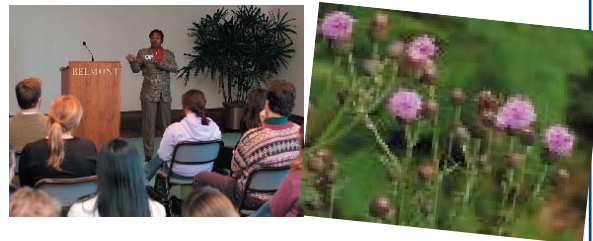


Thistle Farms

Judging Criteria:

Success Skills (2)

Entrepreneurship (3)



Background:

Thistle Farms, a branch of Nashville's Magdalene program, is an organization focused on the rehabilitation of women with drug addictions, criminal records, and a history of prostitution. As the women fight their addictions and face the realities, struggles, and issues that have surrounded their lives, the two-year program provides housing, employment at Thistle Farms, and a support system focusing on personal growth and career development. Rather than driving the bottom line, this non-profit places priority on the women's fragile recovery.

Objective:

To help generate profits while supporting employee recovery, the Thistle Farms' director asked Belmont's SIFE students to further develop their business operations and academically tutor the employees several times each month.

Description of Involvement:

Belmont's SIFE students worked on a weekly basis with Thistle Farms to establish a relationship and develop three areas of concentration:

1) Information Technology Development

- Network their computer systems
- Implement a more efficient donor-based software system
- Decrease costs within their web-based distribution system

2) Develop a Grassroots Marketing Program Targeting the Belmont Community

- Establish a Thistle Farms internet link on Belmont's internal homepage
- Organize a campus-wide lecture presented by the founder of Magdalene and a graduate of the Thistle Farms program
- Place Thistle Farms products within store locations and free-standing booths on the Belmont campus
- Solicit corporate gift orders from companies within the Nashville area
- Gain commitments from teachers to tie their course projects to the Thistle Farms program
- Train the women with their personal selling and presentation skills

3) Tutor the Thistle Farms Women

- Tutor women committed to completing their GED, associate, or college degrees
- Build personal relationships based on trust
- Encourage tutoring relationships to facilitate mentoring relationships



Results:

1) Information Technology Development

- Installed computers and printers at each of the Thistle Farms residences with ratio of 1 computer to every 6 residents
- Installed Donor Perfect database software
- Transferred 5,000 donor records from multiple databases to Donor Perfect
- Applied for grant funding (still in process)

2) Develop a Grassroots Marketing Program Targeting the Belmont Community

- Thistle Farms link and promotional paragraph posted from 10/2005-12/2005
- The founder of Magdalene, Reverend Becca Stevens, and a Thistle Farms' graduate, Clemmie, spoke to 62 Belmont students and faculty on 12/2/2005
- Sold an estimated \$1,200 in sales on Belmont's campus
- Obtained corporate gift orders from companies within the Nashville area
- Spring semester 2006, final project for upper-level Services Marketing course involves developing sales and presentation strategies for Thistle Farms
- Helped develop new packaging for products specifically at sales events
- Developed 2 new products, names, and package designs
- Helped postpone a contractual agreement with Shop at Home Network

3) Tutor the Thistle Farms Women- Qualitative Results:

"Due to the tutoring and the motivation of [Keelie] telling me that I can do it...she has helped me to maintain a B-C average in my Algebra class...she comes faithfully every Saturday to meet with me, even though at this time she is working hard to finish school... she is one person that I'm going to remember when I receive my degree, something that I have wanted my entire life. Keelie is a very dear friend to me."

- Scharnita Walden, Thistle Farms resident

On My Own

Judging Criteria:

Financial Literacy (4)
Ethics (5)

Objective:

To provide undergraduate seniors with the information and resources necessary to understand financial terms, concepts, and products that they will be presented with as they prepare to enter the “real world” after graduation.

Description of Involvement:

To meet the needs of these students, we constructed an eight-part lecture series that covered the following topics: short-term savings instruments, stocks and bonds, retirement plans, tax planning, health insurance, renting and mortgages, consumer debt and credit cards, and ethical financial planning. Professionals and specialists in each topic were brought in from the community to speak to students, giving quality information and providing students with the opportunity to further explore questions and concerns. Each participant’s prior knowledge was assessed through a pre-lecture quiz. Thereafter, an identical post-lecture quiz was given to measure the knowledge gained by the participants.

Results:

- A total of 415 students were directly impacted.
- The average increase in learning throughout the course of the series was 38.5%.
- 64.1% of all students that attended experienced an increase in learning by at least 60%.



Community Business Development

Judging Criteria:

Entrepreneurship (3)
Financial Literacy (4)



Objective:

To assist several minority-owned businesses in the greater Nashville area with their basic business needs. These needs included the following: (1) forecasting and budgeting cash flows, (2) analyzing fixed and variable costs, (3) managing inventory, and (4) importing retail clothing.

Description of Involvement:

Mama Turney’s Homemade Pies was one of the eight companies that several non-profit agencies brought to our attention. Two SIFE members consulted with this company on forecasting its cash flow and revolving line of credit needs.

Results:

As a result, Mama Turney’s Homemade Pies saved application and transaction fees by borrowing weekly instead of daily. This change in financing allowed the company to begin saving hundreds of dollars per week. The money saved was used to build the company’s working capital. Soon, the company was able to internally cover its supply costs without having to use the line of credit. The students also set up a tracking system for variable costs.



We’re extremely proud of the initial development and improvement of our SIFE team. The Nashville and Belmont communities have surely benefited from SIFE’s teaching and mentoring programs. We endorse SIFE’s future at Belmont and look forward to our team continuing to provide meaningful and sustainable outreach opportunities for our students.

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Student Leader, 2006/2007