DEAR SIFE JUDGES:

The UMass Dartmouth SIFE (UMassD-SIFE) team is committed to the promotion of the principles of free enterprise within the University and surrounding community. The UMass Dartmouth and Fall River area are historically charac-
terized by low unemployment rates and entrepreneurial activities and high levels of entrepreneuri-
al spirit and entrepreneurship throughout the community through educational initiatives. In third- and fourth-year college students, UMassD-SIFE has made substantial contributions in helping the students grow, develop and guide them, just like a light-years guides sifo at night through the process of obtaining necessary skills to thrive on the University of Massachusetts Dartmouth campus in future years.

Dr. Godwin Ariguzo, Lecturer
Sam Walton Fellow
Dr. Eileen Peacock, Dean
Charlton College of Business

1. ETHICS

On Monday, August 29, 2005, level-1 Hurricane Katrina set 80% of New Orleans underwater, killed 1,325 people and caused nearly $80 billion in property damage. With millions homeless and displaced, UMassD-SIFE and other student groups worked to help the youth who had been affected by this catastrophe. The students were able to involve the college and local community in making a positive difference by collecting books and games for the children. The hope was that books would inspire the affected children to begin the pro-
cess of healing by providing them with an escape to the tragic events they had recently experienced.

From September to November of 2005, SIFE members were able to promote the work done via the UMass Dartmouth website, three local newspapers (The New Bedford Standard Times, the New Bedford Weekly Compass and the student newspaper "The Torch") as well as through the distribu-
tion of fliers and the use of word-of-mouth promotion. Not only did UMassD-SIFE collect 1,200 books, toys, games and playing cards, it also worked with the Southwestern University SIFE team in Georgetown, Texas to coordinate the logistics of shipping and distributing the items to those who needed them in the region.

Christmas in the Village

Christmas in the Village organization (a non-governmental) provides a family-oriented holiday experience for the community. To help raise money for this organization, the SIFE team hosted a "Christmas in the Village" event at the Students’ Union, the Union Council’s annual event, St. Bernard’s Parish, and the United Church of Assonet and the Freetown Historic

Society, co-sponsors of the event, asked the SIFE members to help in promoting this free and unique holiday experience enjoyed by low-income families living in the area. SIFE members developed a new marketing strategy to promote the events and activities and were able to create a memorable holiday experience for all of the participants.

A solid foundation was also laid for the 2006 holiday season early. This project allowed us to advance in our strategic plan in developing its business plan (he had never had one) and to help the paper increase its advertising revenue. The newspaper has a circulation of over 25,000 readers—cover the city of New Bedford and the surrounding communities of Dartmouth, Westport and Fairhaven, the paper is required reading in the New Bedford High School system. In return for this service, UMassD-SIFE was given a column in the newspaper to write about its activities. Various members of UMassD-SIFE wrote bi-weekly columns in the newspaper covering topics such as financial management, business ethics, and the benefits of the free enterprise system.

United Fronts Home Tour

Criteria: 1.

Last December 2005, Mr. Jon Butler, CEO/Publisher of the Weekly Compass, a member of the UMassD-SIFE Business Advisory Board, and the Property Manager of the United Fronts Home in New Bedford (a housing project), approached UMassD-SIFE and asked us to find a way to provide holiday presents to the residents living in the United Fronts Home because many of them had no holiday presents coming to them. The SIFE committee dedicated one week window and finals in the bedroom. UMassD-SIFE interviewed pledge card members of the college community and through personal selling the team educated 50 members of the community about the problem. Within a week over 450 pledges was raised to purchase books and toys for the 46 disadvantaged children living in the United Fronts Home and a relationship was established for future projects. This December we plan to repeat the project and will try to solidify our relationship with the children with a goal of developing a tutoring/mentor-

Working alongside Habitat for Humanity, four UMassD-SIFE members helped build a house in collaboration with Habitat for Humanity’s "New Horizons" program. The house was designed by students and build by Habitat volunteers. The project was a tremendous success and the students worked on weekends and after classes, many who had never worked in construction before. As of this report, the house will continue next year with a more aggressive approach and the business plan will be revisited as well.

2. MARKET

The Weekly Compass Column

Criteria: 2.

In the summer of 2005, Mr. Jon Butler, CEO/Publisher of the Weekly Compass, a member of the UMassD-SIFE Business Advisory Board, and the Property Manager of the United Fronts Home in New Bedford (a housing project), approached UMassD-SIFE and asked us to find a way to provide holiday presents to the residents living in the United Fronts Home because many of them had no holiday presents coming to them. The SIFE committee dedicated one week window and finals in the bedroom. UMassD-SIFE interviewed pledge card members of the college community and through personal selling the team educated 50 members of the community about the problem. Within a week over 450 pledges was raised to purchase books and toys for the 46 disadvantaged children living in the United Fronts Home and a relationship was established for future projects. This December we plan to repeat the project and will try to solidify our relationship with the children with a goal of developing a tutoring/mentor-

The Entrepreneurship Education Project

Criteria: 2, 4, 5

As both the New Bedford and Dartmouth High Schools, the UMassD-SIFE members con-
tacted Spring Storm in an eight-week period to teach school students about entrepre-

SIFE members worked on developing new relationships and the winning plans will each receive a prize of $200 awards at Dartmouth High and one $50 award at New Bedford High. In

3. FINANCIAL LITERACY

SMART Money Management

Criteria: 2, 4

Through UMassD-SIFE consulting work the SIFE members were able to develop a program entitled Entrepreneurship (CREATE) program. The program was expanded to two classes per week this year so that the number of inmates in the training would be increased to twenty from the previous years. Moreover, this year’s classes were held on a Saturday to enable those learning experience more intensive and rigor-

ity for the inmates, preparing them for the skills necessary upon their release.

The Creative Rosen of Executives and Artists Teaching Entrepreneurship (CREATE) pro-
gram was initiated by the UMass Dartmouth marketing/BIS Department in collaboration with the community and community members facilitating its success. The purpose of this program is to provide non-profit and non-profit entrepreneurs and artists with the tools to help them think about how to create new businesses, entrepreneurship, innovation and economic development:

to help SIFE students to develop a small Peruvian fish and lime soup restaurant, a sunny open-air patio, a stand with fresh fruits and juices, and a small start-up capital of between $1,300 and $1,800. The students are provided with a mentor and a marketing strategy, and the students are planning to raise enough capital to buy the necessary ingredients for the businesses. The payment from the bor-

DVS Commercial Creation

Criteria 1, 2

The UMass Dartmouth Charltons College of Business (CBB) and SIFE members worked with seven-time Emmy Award winning television producer Zhangbei Xie and executive producer and owner of a local production company called Xicce TV, Mr. and Mrs. Fairloom, Marketing Manager at Dartmouth Business School. UMassD-SIFE members have met with these two Business Advisor Board members to promote a casting call on campus and are working together to produce a fifteen-minute TV commercial.

The Dartmouth Business School will also be greatly impacted from the insight provided by these brilliant entrepreneurs and great speakers.
### UMASS DARTMOUTH SIFE PROJECTS

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Members Involved</th>
<th>Criteria Met</th>
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### UMASS DARTMOUTH SIFE HISTORY

In November 2003, UMassD-SIFE was founded under the guidance of Dr. Godwin Ariguzo (Sam Walton Fellow) and six (6) students who were eager to utilize their business skills and fundamental knowledge of free market economics to provide disadvantaged members of the surrounding community tools of self-empowerment. Now, with thirty-one (32) enthusiastic members, UMassD-SIFE membership has grown by over 400 percent from its founding days, the team has successfully implemented 11 projects this year (88 percent over last year) and has raised over $6,000 this year (100 percent increase over last year) to implement its projects. The team has been a beacon of light for various members of the community and as a team we have been forever changed by the experience and enormous responsibilities.

### OUR MISSION

The UMassD-SIFE team mission is embedded in its vision of connecting education with the real world by promoting steadfast commitment:

- To reinforce entrepreneurial ideologies and endeavors on the campus and in the surrounding communities;
- To foster leadership, business skills and lasting relationships among its members;
- To enhance networking and learning opportunities through interactions with its advisory board members;
- To serve as a bridge between the University and the Southcoast region;
- To continue to increase its membership from diverse backgrounds in order to amplify its educational impact.

### OUR LOCATION

Established in 1664, the town of Dartmouth is located 60 miles south of Boston and 30 miles east of Providence. Lying midway between Fall River and New Bedford, Dartmouth is intertwined within a region once known for its strong textile and apparel manufacturing jobs, held primarily by the Portuguese and Hispanic immigrant populations. UMass Dartmouth became one of five campuses in the University of Massachusetts system in 1991, and is strategically located to serve the Southcoast region and its more than 500,000 residents.