Criterion at a Glance:
Considering the relevant economic, social and environmental factors, which SIFE team most effectively empowered people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living?

<table>
<thead>
<tr>
<th>Projects</th>
<th>Primary Factor Met</th>
<th>Directly Impacted</th>
<th>Hours Logged</th>
<th>Business &amp; Organizations Involved</th>
<th>Faculty Involved</th>
<th>BAB Involved</th>
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</thead>
<tbody>
<tr>
<td>Wampanoag Shellfish Farm</td>
<td>5</td>
<td>118</td>
<td>2</td>
<td>3</td>
<td>5</td>
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<tr>
<td>MEEP (Market Economics Education Project)</td>
<td>111</td>
<td>53</td>
<td>2</td>
<td>3</td>
<td>7</td>
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<td>Ready Readers</td>
<td>16</td>
<td>76</td>
<td>2</td>
<td>3</td>
<td>7</td>
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<tr>
<td>Food and Nutrition</td>
<td>16</td>
<td>37</td>
<td>3</td>
<td>3</td>
<td>7</td>
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<td>Panama Provisions</td>
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<td>35</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Let’s Can Hunger</td>
<td>1,000</td>
<td>152</td>
<td>5</td>
<td>30</td>
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<td>Sam’s Club Challenge</td>
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<td>60</td>
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<td>Guatemala Senior Center</td>
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<td>53</td>
<td>5</td>
<td>3</td>
<td>7</td>
<td></td>
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<td>3rd Eye Youth Empowerment</td>
<td>18</td>
<td>232</td>
<td>3</td>
<td>3</td>
<td>7</td>
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<td><strong>Total</strong></td>
<td><strong>1,227</strong></td>
<td><strong>786</strong></td>
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<td><strong>Duplicated Count</strong></td>
<td><strong>Duplicated Count</strong></td>
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</table>

Our Mission
The UMass Dartmouth SIFE mission is embedded in the SIFE vision of creating economic opportunities for others by empowering them through the positive power of business.

Our Location
Established in 1664 in the town of Dartmouth, we are located 60 miles south of Boston and 30 miles east of Providence. This region was once known for its strong seafood, textile and apparel manufacturing jobs. In the past few years most of these jobs have essentially disappeared, leaving the Southcoast region with some of the highest unemployment rates in the Commonwealth. UMass Dartmouth became one of five campuses in the University of Massachusetts system in 1991, and is strategically located to serve the region and its more than 500,000 residents as its primary economic engine.

Adam Crossley, President
Umass Dartmouth SIFE

Dr. Godwin Ariguzo, Assistant Professor of Marketing & Fellow, Sam Walton Students in Free Enterprise (SIFE)

Our History & Sustainability
In November 2003, the UMass Dartmouth SIFE team was founded by Dr. Godwin Ariguzo (our Sam Walton Fellow) and six (6) students who were eager to utilize what they were learning in the classroom to create opportunities for others. Today, with a membership of 60 diverse students, we successfully completed eight projects, with one additional project launched in the last few months.

Finances
| Total Beginning Balance | $20,527 |
| Fundraising, Special Topic Funds and Donations | $4,107 |
| Project Expenses | $4,924 |
| Competition Expenses | $8,855 |
| Ending Balance | $10,855 |
**Wampanoag Shellfish Farm**

**Project Description:**
The Mashpee Wampanoag Shellfish Farm is a subsidiary of the Mashpee Wampanoag Tribe. The farm helps the local economy by providing jobs for tribal members as well as improving water quality in the Popponesset Bay through shellfish cultivation. Our plan is to help the Wampanoag Tribe grow and market their oysters.

**Initial Goals:**
- Update their business plan
- Create a logo
- Create a website
- Create a marketing plan

**Challenges:**
- Distance from the site (50 minutes)
- Communication barriers
- Meeting demands of today’s intense markets

**Achievements:**
- From zero to $12,315 (23,300) in sales
- Created a new product logo
- Created a first ever marketing plan
- Launched intricate oyster extraction processes
- Aided in harvesting oysters from the bay
- Held a website tutorial
- Introducing two community events

**Wampanoag Project Accomplishments:**

1. **118 Hours Logged**
2. **5 Directly Impacted**

- Introducing two community events
- Held a website tutorial
- Aided in harvesting oysters from the bay
- Created a first ever marketing plan

**University of Massachusetts Dartmouth Annual Report**

**Ready Readers**

**Project description:**
Collected, read, and distributed book donations to the Carney Elementary School students.

**Initial Goals:**
- Collecting adequate book donations to reach those in need
- Engaging the students in critical thinking, reading, and writing

**Challenges:**
- Providing Carney kids with a wider variety of books to read
- Being effective mentors and tutors for the kids

**Achievements:**
- 8 Weekly sessions (1:2 ratio of mentors/teachers to the kids)
- Over 70 books collected

**Food and Nutrition**

**Project description:**
A nutritionist from the University of Massachusetts Dartmouth educated the Carney Elementary School kids about healthy and nutritional dieting.

**Initial Goals:**
- Provide the Carney kids with an educational lesson on proper nutrition
- Hands on creation of healthy snacks

**Challenges:**
- Reaching the community to the fullest extent

**Achievements:**
- A nutritionist spoke to the kids about healthy eating habits
- Informing kids about the importance of nutrition

**University of Massachusetts Dartmouth Annual Report**

**Let’s Can Hunger**

**Project Description:**
Campbell’s “Let’s Can Hunger” challenge is a special topic’s project for SIFE teams. There are three areas each SIFE team must address:

1. Hunger Awareness
2. Urgent Hunger Relief
3. Lasting Hunger Relief

**Initial Goals:**
- Pledged to collect 5,000 lbs of food
- Raise hunger awareness on campus and surrounding community
- Teach individuals how to overcome hunger

**Challenges:**
- Overcoming the saturation of food drives during holidays seasons
- Planning and executing large result food drives

**Achievements:**
- Collected over 4,305 lbs of food as of March 30th
- Collaborated with faculty, BAH, and on campus organizations
- Collaborated with Stop & Shop and Walmart
- Created cookbooks that included recipe tips

**Sam’s Club Challenge**

**Project description:**
The Sam’s Club Environmental Sustainability grant was used to aid an inner city restaurant in Fall River, MA - The Waterstreet Café - a 2,000 square foot restaurant.

**Initial Goals:**
- Improve the restaurant’s thermal efficiency
- To help the restaurant become more environmentally sustainable

**Challenges:**
- Finding a way to contain heat and cool air in the restaurant
- Thermal efficiency and Electrical consumption
- Water Consumption

**Achievements:**
- Thermal efficiency and Electrical consumption
- Water Consumption

**Initial Goals:**
- To improve the restaurant’s thermal efficiency
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**Guatemala Senior Center**

**Project description:**
This project brought to us by one of our alumni, aims to help a community in Guatemala address the needs of the elderly. While many aspects of aging are inevitable, our goal is to create a vibrant social center for seniors who lack socialization, physical activity, mental awareness, and emotional well being.

**Initial Goals:**
- Raise funds for the project
- Sustain the Center on its own income
- Educate them about management/business

**Challenges:**
- Language barrier
- Distance - International project
- Fundraising during poor economy

**Achievements:**
- Location selected
- Met with the town council
- Created informational Brochure
- Created a survey and successfully gathered information
- Planning to travel in June 2011

**3rd EyeE Youth Empowerment**

**Project Description:**
Through the 3rd EyeE Youth Empowerment Program we worked to teach New Bedford high school students valuable skills to develop their talents and foster entrepreneurship. Eight (8) students completed our course at UMass Dartmouth and learned topics such as fundamentals of business, marketing, and public speaking. The students also participated in a business plan competition and four (4) new businesses were created.

**Initial Goals:**
- Inspire a goal to reach higher education
- Create business plans
- Increase knowledge of business and real life skills

**Challenges:**
- Supplying transportation for the students
- Participation on a voluntary basis

**Achievements:**
- Four (4) students completed comprehensive business plans
- Winning business plan will receive $500 seed money
- Students will receive college application fee waivers of $50