

LIVES TOUCHED : 235 306
 YOUTHS EMPOWERED : 630



DUXUAN

Moses Soh

Daphne Tay

PROJECT Spotlight

PaperDream

A social enterprise that empowers underprivileged children from the Little Arts Academy by teaching them artistic skills through workshops, and publishing their designs on products that are commercially viable and marketed widely to schools and banks.

Happy Nepal

A social enterprise empowering battered Nepalese women by selling paper products made by them to Singapore corporations as corporate gifts. Profits are channelled back to Nepal to help these women break out of the poverty cycle, and are also used to improve educational infrastructure in Nepal.

Rafflesian Times

An online and print publication that provides a platform for students of Raffles Institution to engage in thought-provoking discussion and to voice in matters of their concern in order to promote a democratic school culture.

Strike for SPCA

An event-based enterprise that utilizes the family friendly medium of bowling to raise awareness and funding for the Society for the Prevention of Cruelty to Animals (SPCA).

Oil-to-Soap

An enterprise that spreads the knowledge of making environmentally-friendly soap from used cooking oil by conducting workshops to help fund artistic therapy for the patients of the Singapore General Hospital.

Tee-to-Tote

An enterprise that makes and sells trendy tote-bags made from old or defective tee shirts.

MISSION Statement

R Real-life
I Innovation &
P Product
P Profitability through
L Lasting
E Entrepreneurship &
S Social awareness



SAGE TEAM
 ANNUAL REPORT
 2010

Raffles Institution (Junior College)



01
CRITERION

Commercial Entrepreneurship

We opt for double weightage here as **Criterion 2 is Not Applicable.** This is our SAGE Team's 1st year.

03
CRITERION

Social Enterprises and Ventures

We opt for double weightage here as **Criterion 4 is Not Applicable.** This is our SAGE Team's 1st year.

PaperDream Empowering underprivileged kids

Research shows that children from broken families suffer from self-esteem issues. To address this, we have produced two commercially viable paper products that featured the works of this group of children, hence boosting their self-esteem.



Laughbooks

Laughter is indeed the best medicine. These hilarious notebooks, which feature original jokes from students, have helped put a smile on many faces.

Criteria Hit: 1, 3, 5, 6, 8, 9, 10
Youths Empowered: 106

Revenue: \$5,840 PROFIT: \$2,673



Greenbooks

Go Green with the kids. This unique notebook captures the drawings of children from broken families and their visions of a greener world.

Criteria Hit: 1, 3, 5, 6, 7, 8, 9, 10
Youths Empowered: 154

Revenue: \$31,650 PROFIT: \$6,752

Together, our PaperDream products, Laughbook and Greenbook, are immensely popular, having been sold to 23,000 people nationwide. Many national education institutions have also requested that we market these products at their Annual events and family fests.



KEY SUCCESS FACTORS:

- Universally appealing
- Easy to produce
- Competitive pricing

Tee-to-Tote Recycle the Ts!



KEY SUCCESS FACTORS:

- Cheap supplies
- Huge profit margins
- Supported by many environmentally-conscious movements

Criteria Hit: 1, 6, 7, 8, 9, 10
Youths Empowered: 62

Revenue: \$1,250 PROFIT: \$1,250

T-shirt printing companies often dispose of large quantities of defective clothing, while many Singaporeans throw away old clothing. To tap on this large pool of wasted resource, we created tote-bags recycled from old t-shirts. With companies selling their defective clothing to us for extremely low prices, and t-shirts collected for free from our old t-shirt collection drives, we were able to sell the created tote-bags at competitive prices with profit margins of over 500%.



Selling PaperDreams at booth



Rafflesian Times



Abandoned Pets



Children in Hospital



Happy user of Tee-to-Tote

PaperDream - Greenbook Go Green with underprivileged kids

We conducted art workshops to collect designs from these children and teach them artistic skills. After one of our art workshops that empowered these children, a post-test survey indicated that 80% of children that we engaged felt they had positively contributed to the enterprise, hence raising their self-esteem. After their first product, Greenbook, was launched, 90% of them indicated they felt they had helped in one way or



BENEFICIARY:

- Underprivileged Children from the Little Arts Academy (Benefitted \$6,752)

Criteria Hit: 1, 3, 5, 6, 7, 8, 9, 10
Youths Empowered: 154

Revenue: \$31,650 PROFIT: \$6,752

another and were proud of their product. With the widespread distribution of PaperDream products, which are by children for children, we have raised awareness about the plight of underprivileged children to at least 23,000 other people.



Strike For SPCA Preventing cruelty to animals

The family-friendly medium of bowling is utilized to raise funds and awareness for the Society for the Prevention of Cruelty to Animals (SPCA), which faces a chronic lack of funds. We organized fun-bowl events, where registration fees account for our proceeds, which are donated to the SPCA. Underprivileged children from Voluntary Welfare Organisations such as Children's Aid Society are also regularly sponsored to try out the highly-enjoyable sport of bowling for the first time. Youth ChangeMakers is the Singapore version of the Youth Venture in America.



BENEFICIARIES:

- Society for the Prevention of Cruelty to Animals (Benefitted \$3,018)
- Underprivileged Children from Children's Aid Society (participated and learnt bowling skills in the fun bowl event)

Criteria Hit: 8, 6, 8, 9, 10
Youths Empowered: 74

Revenue: \$3,758 PROFIT: \$3,018



Oil-to-Soap Supporting hospital patients

Proceeds from workshops registration fees and soap sales were given to the Singapore General Hospital's Arts and Craft Programme, which funds artistic therapy for the patients.



BENEFICIARY:

- Art Therapy Patients at Singapore General Hospital (Benefitted \$274)

Criteria Hit: 3, 6, 7, 8, 9, 10
Youths Empowered: 25

Revenue: \$293 PROFIT: \$274

05
CRITERION

Global Partnership



- (Nepal) Our partnership with the Head of Nagarkot Tourism Development Committee, Mr Shyam, and Nepal-based Little Sunshine Group enabled us to lift a section of the Nepalese community out of the poverty cycle and make education more accessible through entrepreneurship. We also learnt a lot about the plight and needs of battered Nepalese women through discussions with Mr Shyam
- (Malaysia) We linked up with a group of retired school teachers in Malaysia to distribute our Laughbooks and Greenbook products.

06
CRITERION

Civic Engagement



Rafflesian Times The Voice of Student Democracy!

We organized a dedicated team of student journalists and writers to produce a school newspaper, playing devil's advocate to governmental policies. The social and political commentary in this paper ensures that the student population will be an informed electorate when they come of age. Advocacy campaigns initiated through this newspaper also encouraged students to vote in our school referendums. It was sold at 50¢ per copy.

The national news agency has recognized this school publication for our commitment to accurate and critical journalism.

KEY PERFORMANCE INDICATORS:

- Recognised by National News Agency for critical and accurate journalism
- Large readership

Criteria Hit: 1, 6, 8, 9, 10
Youths Empowered: 57

Readership: 9,000

07
CRITERION

Environmental Stewardship

We ensured environmental sustainability and advocacy for environmental awareness in 3 projects.



Tee-to-Tote Recycle the Ts!

Rather than wasting environmental resources by destroying these defective t-shirts, we reversed the loss of environmental resources through recycling these into commercially-viable totebags.



PaperDream - Greenbook Go Green with underprivileged kids

Advocates for green living by publishing fun facts and tips on how the general public can do their part for the environment. The production process was also made more eco-friendly by using ink-saving fonts and unbleached paper.



Oil-to-Soap Supporting hospital patients

The oil-to-soap movement seeks to solve the problem of environmentally harmful disposal methods of used cooking oil by making use of this oil to make soaps that are safe for human use.

HAPPY NEPAL

An integrated Project

Our approach to entrepreneurship is to always strive for the perfect enterprise, one that integrates commercial, social components, while utilizing global partnerships to benefit people from around the world who truly need the help that our enterprise can bring. We present....the **Integrated Project!**



Criterion 3: Social Enterprise

After discussions with the Nepal-based Little Sunshine Group, we realized that there were battered women in Nepal who had been abused by their husbands and now lived in shelters. Hence, to lift these women out of the poverty cycle and help them to be financially independent, we provided them with equipment and training to set up their own home-based paper-producing outfits. This promoted gender equality through the equalisation of income.

Paper products produced from these outfits were imported to Singapore through the Little Sunshine Group. They were sold through bulk orders to corporations, and proceeds went to two causes:

- 1) Helping more battered women set up home-based paper-production outfits
- 2) Funding the construction of core educational infrastructure.

Criterion 1: Commercial Entrepreneurship

Capitalizing on the difference in currency strength between the Nepalese rupee and the Singapore dollar, paper products from Nepal were sold for large profit margins to corporate companies. We pitched our products based on the quality of the paper products, as well as the social cause this sale was supporting.

Shipping costs were minimized by transporting products through the Little Sunshine Group which visits Singapore once a month.



Our team was able to attract the support of



Ms Adelina Ong
Centre Manager
Little Arts Academy



Mr Alvin Kuek
CEO & Mentor
Mind Stretcher Group



Ms Shirley Lim
General Manager
Messia Dusseldorf Asia



Mr Shyam
Head
Nagarikot Naldum
Tourism Development
Committee



Ms Png Mei Jiao
University Mentor
Singapore Management
University



Ms Sarah Wong
University Mentor
Singapore Management
University

- Mr Zech Goh, CEO of Avelife Foundation
- Mr Bikram Tarrang, Headmaster of Aadarsha Public School, Bharatpur

The wide diversity of our BAB helped us in understanding both the private and public sectors of Singapore and Nepal better.

Key Opinion Leaders

Our meaningful PaperDream products were endorsed by popular Singapore celebrity Ms Michelle Tay, who publicized our products and our causes to her wide network of fans – 1000 outreach.

Newspaper

Our team was featured in our national Chinese newspaper, 联合早报, where we talked about why we believed in entrepreneurship despite our young age. We also publicized our products to its 0.2 million readership.

Online Media

Our website, <http://ripplesinc.webs.com>, has recorded 1,000 hits in the past 4 months. Our Facebook groups have also garnered the support of over 2000 people.



SUMMARY

PROJECT CRITERIA	Happy Nepal	Strike for SPCA	PaperDream (Green book)	PaperDream (Laugh book)	Oil-to-Soap	Tee-to-Tote	Rafflesian Times
1: Commercial Entrepreneurship	✓		✓	✓		✓	✓
3: Social	✓	✓	✓	✓	✓		
5: Global Partnership	✓		✓				
6: Civic Engagement	✓	✓	✓		✓	✓	✓
7: Environmental			✓		✓	✓	
8: BAB	✓	✓	✓	✓	✓	✓	✓
9: Mass Media	✓	✓	✓		✓		✓
10: Measuring Results	✓	✓	✓	✓	✓	✓	✓

✓ = criteria hit | ✓ = Main focus of project

Summary

Detailed financial records kept for all our student-run business show profits in our first four months.

- We partnered with 15 institutions in the delivery of our products.
- We exceeded many of our project targets.
- Our community projects benefitted 154 children from broken homes in the Little Arts Academy and 30 Nepalese women so far.

Ventures	Revenue SGD	Profits SGD	Beneficiaries	Amount Benefitted	Youths Empowered
Happy Nepal	26,767	8,400	Library building in Nepal Shelter upgrade in Nepal	5,878.60 2,519.40	48
Strike for SPCA	3,758	3,018	Society for the Prevention of Cruelty to Animals Children's Aid Society	3,018.00	79
PaperDream - Greenbook	31,550	6,752	Little Arts Academy	6,752	154
PaperDream - Laughbook	5,940	2,673	Red Cross Humanitarian Network	268.15	108
Oil-to-soap	293	274	Singapore General Hospital	274.00	25
Tee-to-Tote	1,250	1,250	-	-	83
In-house sales	1,108	735	-	-	108
Rafflesian Times	-	-	-	-	57
Total in SGD	70,766	23,102		18,710.15	630
Total in USD	51,581	16,839		13,638	630

- Our PaperDream products had a distribution of 23000 throughout Singapore. The messages in the products hence had huge outreach.

PROFIT AND LOSS STATEMENT FOR THE 4-MONTH PERIOD 15 MAR - 14 JUL 2010

	SGD	USD
HAPPY NEPAL		
Sales of paper products to 4 corporations	26,767	19,310
Less: Cost of equipments	(2,613)	(1,904)
Cost of wages for 30 battered women	(8,188)	(4,511)
Cost of utilities	(1,451)	(1,057)
Cost of raw materials	(2,448)	(1,784)
Cost of basic training	(4,016)	(2,927)
Miscellaneous Overheads	(1,650)	(1,202)
Profit	8,400	6,125
Strike for SPCA		
Event registration fees	3,240	2,361
Grant from Young Changemakers	518	377
Less: Cost of buffet	(240)	(175)
Cost of bowling lane rental + shoes	(500)	(364)
Profit	3,018	2,199
PaperDream - Greenbook		
Greenbook sales to school	15,150	11,043
Less: Cost of printing for schools	(11,918)	(8,687)
Profit	3,232	2,356
Greenbook sales to bank	16,500	12,027
Less: Cost of printing for banks	(12,980)	(9,462)
Profit	3,520	2,565
Total Greenbook Profit	6,752	4,921
PaperDream - Laughbook		
Laughbook sales	5,940	4,329
Less: Cost of printing	(3,267)	(2,381)
Profit	2,673	1,948
Oil-to-Soap		
Workshop registration fee	225	164
Soap sales	66	50
Less: Workshop Venue Rental (Sponsored by beneficiary, Singapore General Hospital)	-	-
Cost of used cooking oil (sponsored by members' families and relatives who own food stalls)	-	-
Cost of fragrances and colouring	(12)	(8)
Cost of chemicals used	(7)	(5)
Profit	274	201
Tee-to-Tote		
T-Shirt ToteBag sales	1,250	911
Less: Cost of materials	-	-
Profit	1,250	911
TOTAL PROFIT	22,367	16,305

The above rate is based on the exchange rate of SGD1 to USD0.7289 as at 21.07.10

SPONSORS & PARTNERS

