

Holy Angels Academy SAGE Annual Report 2010

Our Marketing Strategy: 1 Two Win

All our businesses and social ventures are branded with the philosophy of "1 Two Win." We believe in making personal connections with customers that build key contact relationships for the long term. When an emotional connection is formed on our ideas they buy our products or support our causes and 1 Two Win is a success for SAGE.

[CRITERIA 1] NEW COMMERCIAL ENTERPRISE: GOLD & SILVER

We purchase old gold and silver from our customers by testing, weighting, pricing, paying and then selling to gold refineries for a profit. This is a 1 Two Win for both our customers and our business as we both generate cash. We have two SAGE Gold Buyers, and three Apprentices. Every sales girl brings in business, and twelve girls have earned income. Our business plan placed in the top three at D'Youville College's business plan competition. Each SAGE member signed a contract, making them Gold and Silver employees. This venture pays our SAGE sales girls a 5% commission. Over \$1,100 in commissions paid! We purchased and sold gold and silver at local gold expositions and at events hosted by our sales girls. This business can be continued by our SAGE students after our SAGE members graduate. Customer Education: Pre Test 62% Post Test 85% Trust = 1 To Win!

TOTAL SALES: \$23,165. PROFIT: \$6,349.



[CRITERIA 2] CONTINUED COMMERCIAL ENTERPRISE: SAGE HOLDING COMPANY - THREE DIVISIONS

BOOK PUBLISHING DIVISION - Four different books published! International themes!

We write, illustrate, and publish a line of multi-language, educational children's books. Partnered with FANA, an Adoption Agency from Bogota, Colombia. FANA uses the books for educational purposes and sells them in their gift shop for a profit. In addition to the two books reprinted this year, two new books were released in 2010. We used \$400 of a \$1,000 grant from FANA to offset production costs. A portion of proceeds go to purchase Lifestraws. The books teach environmental awareness and the United Nations Millennium Goals. Buy a book, Save a Life! We switched to a local printer to be more cost efficient and improve printing quality.

TOTAL SALES: \$3,923. PROFIT: \$1,547.

GREETING CARD DIVISION - SAGE girls learn how to run a profitable business!

All cards are produced on recycled paper. SAGE members make, sell and earn a commission. New product: stationary kits! We own the production equipment. A great starter business!

TOTAL SALES: \$608. PROFIT: \$458.

AROMATHERAPY BAG DIVISION - A business with an International Flavor!

Imported new fabrics from Ghana Sage team. A hands on business for SAGE girls to learn skills. Reduce stress and tension with hot or cold aroma bags. A healthy business! Pays a 5% commission. The starter business for new Holy Angels SAGE girls that join the team.

TOTAL SALES: \$217. PROFIT: \$206.

[CRITERIA 3] NEW SOCIAL ENTERPRISE: EMPOWERING WOMEN

Our team has empowered women in the Democratic Republic of the Congo by re-establishing a free-market system for seventeen widows whose husbands died protecting endangered species in the Congo. We purchased a flock of hens to resume the "Eggs for Kids" business for a long term impact within the community. Our 1TwoWin work allows children to be nourished and for widows to support their families by selling eggs in this global partnership. Our children's book, *Under the Big Tree* is based on this issue. We used a portion of our business income and \$300 of a \$1000 grant from FANA to support this effort. Holy Angels SAGE is empowering woman around the world!



CONTRIBUTION: \$1,204.



[CRITERIA 4] CONTINUED SOCIAL ENTERPRISE: LIFESTRAWS FOR HAITI

After the earthquake in Haiti, clean water is in short supply. We contacted Sister Mary Finnick of the Matthew 25 House in Haiti and sent 2,500 personal water filters, mosquito nets, and medicine. Lifestraws are life-saving water purifiers that filter out 99.9% of water born diseases. We partnered with Lifestraw Inc. and Sr. Mary Finnick through a professor at D'Youville College, and were able to send 2,500 Lifestraws into Haiti when other others struggled to make connections. 1TwoWin Works! We imported Haitian art to provided income for displaced woman. Used \$300 of a \$1000 grant from FANA and business income.



CONTRIBUTION: \$1,295.



Left: Our Lifestraws arrive in Haiti! Above: Children using our Lifestraws in Haiti! Right: Holding our sign thanking Holy Angels SAGE!



[CRITERIA 5] GLOBAL COMPONENT: AROUND THE WORLD

- We learned that business and economics differ between the US and other countries as we strive to achieve mutual global relationships.
- Our Empowering Women project helped 17 widows restarted a free-market business in the Democratic Republic of the Congo, protecting a national treasure and strengthen their economy.
 - Our children's book is based on saving lives in the Congo, Buy A Book, Save A Life!
 - Angels for Haiti allowed us to empower women by purchasing and selling their artwork.
 - Our bi-lingual books reached out to an adoption agency in Colombia, they are sold in the gift shop of the agency in Bogota, and are an educational tool for the agency.
 - Our aromatherapy bags were made with fabric received from a SAGE team in Ghana.

[CRITERIA 6] CIVIC ENGAGEMENT: THE BLIND VOTE

We held elections during SAGE Week, using past politicians as the anonymous candidates. This exercise taught school children at a young age how important it is to know your candidates for what they stand for and to get involved with the voting process. The anonymity taught students the importance of political policies and how they affect elections. When the students discovered they voted for the wrong candidate, everyone wanted to change their vote! A true learning experience! Pretest: 45% Post Test 100%



[CRITERIA 7] ENVIRONMENTAL STEWARDSHIP: SAGE WEEK

During SAGE Week, we took over the school and held different activities that promoted environmental awareness with the incorporation of the Millennium Goals. We raised awareness about recycling and responsibility to the environment. Our children's books teach environmental stewardship and Lifestraws provide clean water and life stability. The greeting cards are produced on recycled paper. All 256 students at the school participated! Profits were used for the Holy Angels Academy Alumni Garden.

[CRITERIA 8] USE OF BUSINESS ADVISORY BOARD AND COLLEGE MENTORS

Business Advisors:

- Dominique Bikaba: *Pole Pole Co-Founder, Congo*
- Martin Brody: *International Rotary (Lifestraws)*
- Brian Carrier: *Business Advisor*
- Paul Chen: *Lifestraw Regional Director*
- Peter Cleary: *Lifestraw Public Relations*
- Vic Drajem: *GDK Coins & Jewelry Dealers*
- Sister Mary Finnick: *Matthew 25 House, Haiti*
- Kate Giansante: *FANA*
- Lauren Rybicki: *Translator*
- Ralph Salerno: *Owner KBM Printing*
- Meg Venne: *SAGE Moderator*
- Brenda Zimmerman: *Grassroots for Haiti*
- Steven Carrier: *Editor*

College Mentors:

- Hamza Abdullah: *D'Youville College (SIFE)*
- Laura Bredenberg: *University of Pittsburgh (SAGE)*
- Emily Carrier: *Mercyhurst College (SAGE)*
- Bridget Eimer: *Canisius College (SAGE)*
- Hannah Ly: *D'Youville College (SIFE)*
- Cara Monaco: *SUNY Geneseo (SAGE)*
- Alicia Quebral: *University of Pittsburgh (SAGE)*
- Elizabeth Wendorf: *Chico State University*
- Kelly Wurster: *Syracuse University (SAGE)*

[CRITERIA 9] MEDIA

- HAA SAGE Facebook page: 27,800 views.
- HAA Herald: 4,600 views.
- FANA Newspaper: 2,500 views.
- Catholic School Newspaper: 6,000 views.
- WNY Catholic Newspaper: 15,000 views.
- Craft and Gold Shows: 2,400 views.
- Gold Expo Flyer: 1,500 views.
- HAA Website: www.holyangelsacademy.org: 1,200 views.
- James Brooks: www.1000classrooms.org: 1,000+ views.
- Our own Holy Angels Academy SAGE website: www.haasage.wetpaint.com: 700 views.
- Lifestraw® Website: www.vestergaard-frandsen.com/lifestraw: 1000 views.
- School Open House: 250 views
- FANA Spanish Camp and Events: 700 views.
- Lifestraw® Donation cans placed in local businesses for 11 months: 60,000 views.
- Total: 133,600+ views.**



[CRITERIA 10] Measured Results

INCOME STATEMENT



CASH FLOW

Business Ventures	Gross Sales	Gross Expenses	Net Profit	Beginning CASH balance	
					\$2,493
SAGE Gold & Silver	\$23,165	\$16,816	\$6,349	Net Profits for 2010	+\$8,567
Book Publishing Division	\$3,923	\$2,376	\$1,547	Ending cash balance	\$11,060
Greeting Card Division	\$608	\$150	\$458	Net Donations	-\$1,343
Aromatherapy Division	\$224	\$11	\$213	Current CASH on hand	\$9,717
Total Profit for 2010	\$27,920	\$19,353	\$8,567	INVENTORY and FIXED ASSETS	
Social Ventures	Income	Expenses	Pay Out	# of books in inventory	220
				# of cards in inventory	317
Lifestraws for Haiti	\$713	\$1,295	-\$582	# of Aromatherapy bags	23
Empowering Women	\$300	\$1,204	-\$904	Value of children's books	\$1,540
Holy Angels Garden	\$218	\$75	\$143	Value of greeting cards	\$317
Total Donations in 2010	\$1,231	\$2,575	-\$1343	Value of aromatherapy bags	\$115
				Card Making Equipment	\$225
				Gold Testing Equipment	\$97



CRITERIA MET

- (1) New commercial enterprise
- (2) Continued commercial enterprise
- (3) New social enterprise
- (4) Continued social enterprise
- (5) Global component
- (6) Civic engagement
- (7) Environmental stewardship
- (8) Use of resources (BAB & mentors)
- (9) Media
- (10) Measuring results

	SAGE Gold	Book Publishing	Greeting Cards	Aromatherapy	Empowering Women	Lifestraws	FANA Adoption Group	Blind Vote	SAGE Week	College Mentors	Business Advisory Board
(1) New commercial enterprise	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	5
(2) Continued commercial enterprise	✓	✓	✓	✓	✓	✓	✓	✓	✓	5	7
(3) New social enterprise	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	4
(4) Continued social enterprise	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	7
(5) Global component	✓	✓	✓	✓	✓	✓	✓	✓	✓	4	11
(6) Civic engagement	✓	✓	✓	✓	✓	✓	✓	✓	✓	1	2
(7) Environmental stewardship	✓	✓	✓	✓	✓	✓	✓	✓	✓	5	7
(8) Use of resources (BAB & mentors)	3	5	2	2	5	7	4	2	2	8	13
(9) Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	4
(10) Measuring results	✓	✓	✓	✓	✓	✓	✓	✓	✓	3	6

Footnotes from Buffalo New York, home of the Holy Angels Academy SAGE Team:

31 Holy Angels Sage Team members ~ 256 Students in school ~ 5 Years as a SAGE Team

To those who have gone before us and inspired us: Last years Holy Angels SAGE team who taught us dignity in the face of adversity. To the boys at Ross High School who showed us how to run real businesses. To our friends at Benicia High School who taught us what a true SAGE team looks like.