



UNIVERSITY OF THE VALLEY OF GUATEMALA

Annual Report



2010-2011

“Those who pay it forward...”



SUMMARY:

✓ \$12,564	Net Profit	✓ 66	Partners
✓ 77	Members	✓ 6	Projects
✓ 16	Impacted communities	✓ 10,117	Impacted people



SUMMARY: Members **9**
Phase **5 of 6**

Directly Impacted **343**
People Reached **1,715**

L.I.F.E. (Leading Future Entrepreneurs) provides the necessary tools to form real business plans to create micro-companies and entrepreneurs in the long term. L.I.F.E. is executed in UVG through the courses "Business and Entrepreneurial Workshop" and "Marketing and Entrepreneurship". These courses prepare college students in entrepreneurial topics promoting and enforcing the necessary skills to undertake the business world.

- More than US\$5,700 revenue for SIFE UVG's sustainability.
- L.I.F.E. students won advertising spot competition for one of the most important malls of the capital city.
- 303 students trained inside the UVG campus and 40 outside campus.
- Production of an advertising spot for a private brand (Recyclathon) and an agricultural company (Vista Volcanes, S.A.).



SUMMARY: Members **8**
Phase **2 of 3**

Directly Impacted **63**
People Reached **532**

Eco.Weaving represents a feasible solution for women of low resources to become involved in the economy sector of our country. We empower these women to elaborate ecoweavings, products such as key-chains, bracelets, head-bands, and purses made from pre-consumption industrial waste. We promote an eco-friendly company and work side-by-side with the women to make sure they succeed as heads of family and in the real business world.

- 15 new job opportunities.
- Four impacted communities.
- 300% increase in women's income in this year.
- Seven workshops imparted to women on self-esteem subjects

Sponsors



Partners





SUMMARY:

Members **19**
Phase **4 of 6**

Directly Impacted **132**
People Reached **890**

Macrotunnels improve the quality of life and standard of living of farmers in different communities by implementing an integral agricultural program including: microloans, an undercover crop technology, trainings, and a client portfolio. Macrotunnels improve the tomato and red pepper production, which increases the farmer's family income. SIFE UVG has developed handbooks and workshops for the proper handling of the new micro-company.

- 11 macrotunnels installed in 4 different communities.
- Created an investment fund with an 8% yearly return for outside investors.
- Creation of Agriculture, Administration, and Finance handbooks to support our previews training on the long term.
- SIFE UVG, through 4 strategic alliances, offers the impacted people 3 different ways to microfinance the project.



SUMMARY:

Members **14**
Phase **5 of 6**

Directly Impacted **9,454**
People Reached **27,270**

Reinventing implements recycling programs in communities, educational institutes, and companies. In alliance with another youth organization, we also created the Recyclathon, which is a promoting brand of national reach. We receive recyclable material from citizens the first Sunday of every month in one of the most important city plazas. All of the income is reinvested in communities, where we open collection centers and empower people to completely run them as a personal business.

- More than 166,000 pounds recycled.
- More than 9,400 people now recycle with our project.
- More than US\$7,600 generated to empower people of scarce resources in communities.
- Six Reinvented Communities.



MISSION: Provide the opportunity to develop leadership skills in multidisciplinary teams, using the principles of free enterprise, to promote development in our communities.

VISION: Improve Guatemalan's quality of life through comprehensive education governed by the principles of free enterprise.

SIFE CRITERION



Economic, social, and environmental factors

L.I.F.E: 59% of the Guatemalan population is underemployed.

Macrotunnels: 40% of the Guatemalan population works in farming for auto-consumption, earning less than \$1 per day, and macrotunnels reduce pesticide-use by 30%.

Eco.Weaving: Only 16% of Guatemalan women are economically active, also the projects became an alternative for waste management.

Reinventing: In Guatemala, less than 4% of the garbage is properly recycled, and a recycling culture does not exist.



Empower target audience

L.I.F.E: Our target audience receives marketing, finance, strategic planning, and management workshops to create business plans.

Macrotunnels: We give workshops and handbooks on farming techniques, administration, and accounting to the family leaders, who then train the rest of the community.

Eco.Weaving: With a hand-craft handbook and workshops of self-esteem, accounting, and entrepreneurship, they can adapt to their new entrepreneurial life-style.

Reinventing: We give workshops to adopt a recycling culture, and community leaders received accounting workshops to manage their collection centers.



Target people in need

L.I.F.E: A needs assessment study showed that the scholar curricula had a lack of an entrepreneurial initiative.

Macrotunnels: Identified farmers that don't have a fixed income, capital access nor good agricultural practices.

Eco.Weaving: Identified women that have no income and are forced to stay home to take care of their children.

Reinventing: Identified people in marginal communities, who are exposed to precarious health and living conditions.



Business and economics

L.I.F.E: Created a simple and replicable methodology to elaborate business plans.

Macrotunnels: Provides farmers ways to finance macrotunnels and help them establish the most profitable client portfolio.

Eco.Weaving: Reduces production costs to increase earnings, and created a client portfolio.

Reinventing: Made four alliances that allowed an 114% increase in implemented recycling programs and 219% increase in income.



Quality of life and standard of living

L.I.F.E: 343 people are continuously evaluated to make sure they have the necessary knowledge to become employers and entrepreneurs.

Macrotunnels: With pre and post tests we measured that seven farmers are now able to manage their own companies, and with the sales of vegetables will increase their family income.

Eco.Weaving: 15 women and their families have a 300% increase in their income and feel capable of doing new jobs.

Reinventing: 9,454 impacted people recycle, six community leaders increased their income in 25% with their new recycling company, and the pollution levels have been reduced in communities.

BUSINESS ADVISORY BOARD

Name	Company
Celso Cerezo	Faculty Advisor
Osbel Núñez	Co-Faculty Advisor
Cristián Rodríguez	President, Soluciones Analíticas
Peter Kuestermann	Partner, Princess Hotels, C.A.
SIFE UVG ALUMNI	
Karl Brenner	Innova in IT Architecture,
Ramiro Castillo	Cementos Progreso Chief Talent Officer,
Julio Martínez	Pantaleon Sugar Holding
Bárbara de la Peña	Operations Manager, GANORSA Biochemistry and Microbiology,
Melissa Pacheco	ULC, INACIF
Melissa Campos	President, ADEDE Research and Development, Acabados y Proceso Industriales, S.A.

Income Statement

Summarized from all the projects (in US\$)

Total Revenue	\$16,046
Cost of Revenue	(\$7,102)
Gross Profit	\$8,944
Operating Expenses	(\$2,762)
Administrative Expenses	(\$3,441)
Operating Income	\$2,741
Other Income	
Project Sponsorship	\$9,823
Net Profit	\$12,564

From October 1, 2010 to October 1, 2011

MEDIA COVERAGE

Media	Reach
Newspaper	675,000
Newspaper, Puerto Rico	3,400,000
Television	120,000
Radio	180,000
Magazine	10,000
Facebook	7,446
Twitter	552

