

SOAP FOR HOPE.info

spreading Good Fortune around the world



Soap For Hope's goal is to educate, empower, and enlighten at risk girls by offering them life skills, entrepreneurship training, and support to live Christ centered lives.

Our pilot program will launch in Chattanooga, TN. A select group of 3-5 girls will be chosen based on the criteria of need, desire, ability, and commitment.

We will equip them with the location, tools, raw materials, and educational resources needed to start a business model of handcrafting natural soap and body care products to sell via wholesale and retail.

The initial start-up (not including overhead) will cost \$2,000 and will produce 2,000 lip balms and 300 bars of glycerin soap, which we'll sell for approximately \$5 each. This has a retail value of \$11,500, earning a profit of \$9,500.

Soap For Hope will buy back 75% of the products from the girls at \$2 each to sell via Hope Givers, the internet, and retail stores across the US for \$5. The girls' profit will be reserved in college savings plans. SFH's profit will go towards COGS and international expansion.

The other 25% of products will be gifted to the girls to sell at the Chattanooga Market, church, and other approved venues as a way for them earn extra income, connect with the community, inspire others, and create a sense of self worth.

We hope to build the girls' self-esteem, independence, and motivation to succeed. Through community involvement, they will also learn how to manage financial assets with an emphasis on giving back to the community and building God's kingdom.

Sustainability. The program will continue to grow as we gain more donors, hope givers, and wholesale accounts. The girls will work until they've saved a minimum of \$3,000 for college. Then, they will train another girl to take their place. They will then become the mentors.

Scalable. The systematic process of manufacturing body products is relatively easy to set up and learn. Supply and demand will determine our growth. We need a large number of Hope Givers and wholesale accounts in order for the program to multiply.

Future Goals. Once our pilot program is successful in terms of start up, training, selling, and savings, then we'll go international to a girls transition home for teens in Nicaragua. Our goals for them are college savings, and opening more transition homes.

The opportunity. Studies show that women reinvest 90% of their income into their families. Investing in girls equals investing in families, communities, and global change. For \$300 you can help a girl earn \$1,900 for college (or 1 year's salary in Nicaragua).

Sales, Fundraising & Events. Buzz is the word. We are looking for "Hope Givers" to support and market our efforts. We will also offer T-shirts, host special fund raising events, and do public speaking. National press coverage in magazines and TV is highly anticipated.

Hope givers are our evangelists. They support our cause, want to make a difference and will spread the word through every avenue possible. They are friends, family, churches, schools, sororities, clubs, and businesses. For each product they sell, they earn \$1 profit.

Local and national stores will proudly display & sell our "fair trade" products. Competition should be of no concern. Getting big name supporters us such as Whole Foods is our goal, so we'll have steady large orders, and change more lives.

SoapForHope.info will keep people informed, connected, and engaged. All products will also be available to purchase online. Social networking sites, such as Facebook, will also play a huge role in our success. This is about connecting people with change.

We hope to inspire people in Chattanooga and around the world. We want to get girls off the street and give them a way to thrive (not just survive).