## UNK SIFE INCOME STATEMENT

### INCOME

<table>
<thead>
<tr>
<th>Project</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Kind Donations</td>
<td>$1,050</td>
</tr>
<tr>
<td>New Venture Adventure</td>
<td>$1,695</td>
</tr>
<tr>
<td>Etiquette Dinner</td>
<td>$105</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$2,850</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th>Project</th>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Venture Adventure</td>
<td>$1,250</td>
</tr>
<tr>
<td>Etiquette Dinner</td>
<td>$796</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,046</strong></td>
</tr>
</tbody>
</table>

### Net Income

- **$803**

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**Rural Service Area Per Capita Income**: $23,040

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**Over 1.9 Million Media Impressions!**

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**Project Impacts**

- **New Venture Adventure Day**: Impact 140, Hours 250, Continuing
- **Marketing Plan for Recycling**: Impact 7,100, Hours 200, New
- **BIZ IDEA Summit**: Impact 120, Hours 100, New
- **Rural Grocery Store Revitalization Project**: Impact 25,600, Hours 300, Continuing
- **Etiquette Dinner**: Impact 50, Hours 250, New
- **Brewed Awakening**: Impact 55, Hours 500, Continuing
- **Totals**: Impact 33,065, Hours 1600

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**Kearney’s Population**: 30,744

**Undergrad Enrollment**: 7,100

**People Impacted**: 33,065

**Team Members**: 25

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**2012 First Lady’s Outstanding Community Service**

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**2011-2012 Annual Report**
Planting the Seeds... to a Better Future

New Venture Adventure

**NEED:** Address the ‘brain drain’ in Nebraska and inspires students to recognize entrepreneurial opportunities.

**COOPERATIVE EFFORT:** Worked with more than 20 local bankers, realtors, and business owners to create a sense of “realistic entrepreneurial pressure” for all participants.

**KNOWLEDGE:** Students experienced the excitement and challenge of entrepreneurship by creating a new venture in a fictional town. Participants crafted mission statements, completed loan requests, negotiated a lease, devised marketing campaigns, coped with ethical dilemmas, solved global sourcing decisions, managed cash flow, and presented an overall business plan to a panel of judges all in one day!

**OPPORTUNITY CREATED:** Participants gained a new appreciation for the wonders and worries of entrepreneurship and strengthened their public speaking and teamwork skills.

**IMPACT:** More than 100 participants from 14 rural high schools across Nebraska.

Etiquette Dinner

**NEED:** “Meager manners” are a growing problem for both individuals and companies, as many young graduates lack an understanding of proper etiquette.

**COOPERATIVE EFFORT:** Through the help of Macheal Durham, an outside donor, Chancellor Doug Kristensen, University Alumnus Brandon Benitz, and Chartwells Dining Services, our event was very successful.

**KNOWLEDGE:** The dinner helped students learn the importance of first impressions, professionalism, and other key elements to a successful future. With the Chancellor and Mr. Benitz leading the dinner and explaining what precautions to take as well as safe dinner topics, everyone had a very enjoyable night and a wonderful learning experience.

**IMPACT:** 45 UNK students were given beneficial information to use in their future careers after college.

BIZ IDEA Summit

**NEED:** Address the ‘brain drain’ in Nebraska and inspire high school students to recognize entrepreneurial opportunities.

**COOPERATIVE EFFORT:** Collaborated with leaders across the state to design and provide an entrepreneurial experience for high school students.

**KNOWLEDGE:** In teams, high school students experienced the excitement and challenge of entrepreneurship by creating a new product and mini-business plan. Each team gave a professional business pitch to a panel of judges in the widget competition. Afterwards, a video competition took place for two real high school student-run businesses for prizes.

**IMPACT:** 45 high school students and 75 community leaders were empowered to partake in entrepreneurial engagements.

**CONVERSATION tip:** “Conversation is more important than the food. Do not ask for a ‘to-go’ box.” -Brandon Benitz

Rural Grocery Store Revitalization Project

**NEED:** To provide the citizens of rural Cody, Davenport, and Potter, Nebraska with solutions to their “food desert” problem and desire to enhance entrepreneurial learning. The average family and income in each town are less than 1/3 of the state’s averages.

**COOPERATIVE EFFORT:** Continued collaboration with the students and community leaders in Cody, Nebraska to prepare the community for the opening of their grocery store. In Davenport, a group of students participated in an area county entrepreneurship workshop. We are also communicating with leaders in Potter to provide similar assistance.

**KNOWLEDGE:** In the rural towns of Cody, Davenport and Potter, Nebraska, UNK SIFE was able to provide knowledge, tools, and resources that empowered the residents to use their entrepreneurial thinking and environmental awareness to achieve success in low income and low populated farm lands.

**IMPACT:** Approximately, 300 individuals with Cody, Nebraska; 300 people with Potter, Nebraska; and 25,000 citizens with the quad county region surrounding Davenport, Nebraska for a grand total of 25,600 Nebraskans impacted.

Marketing Plan for UNK Recycling

**NEED:** Currently, our University recycles merely 13% of the goods that are available to be recycled. This lack of recycling is a clear indication that UNK must do more to address this issue.

**COOPERATIVE EFFORT:** With a limited budget, the UNK SIFE Team joined forces with Student Government, Residence Hall Association, the University, and the city of Kearney.

**KNOWLEDGE:** We will empower the University to take a giant step toward becoming more green and working harder to limit damages on the environment.

**OPPORTUNITY CREATED:** With the help of the Residence Hall Association, we will create banners and fliers located around campus to provide extra awareness along with purchasing more bins to increase recycling locations.

**IMPACT:** Empower the University Department of Facilities within the Division of Business and Finance as well as UNK students to increase recycling on campus. Our goal is that within the next 5 years, UNK will be much closer to recycling 70% of possible goods, like our sister school in Lincoln.

Brewed Awakening

**NEED:** Increase opportunities for experiential learning, enhance our team’s funds available for projects, and provide the students with an alternate food service option on campus.

**COOPERATIVE EFFORT:** Food Service Provider-outsourced, Campus Business Services, and Canyon Coffee will be contributing to the food inventory and the main product, coffee at Brewed Awakening.

**KNOWLEDGE:** As members of the UNK SIFE Team and students majoring in Business, we are receiving first-hand experience on how to own and operate a business. Ordering inventory, having payroll, managers, staff, and customer service are all aspects of business we are learning from the Brewed Awakening Coffee Shop.

**OPPORTUNITY CREATED:** Will provide UNK SIFE Team members and other UNK students with the chance to learn the ins-and-outs of business in a real setting and stimulate sustainable use on campus through the fair trade coffee products being used. Being the first student-operated business on campus, we are leading the way for student-entrepreneurial engagement on the UNK campus.

**IMPACT:** The resources generated by the coffee shop will be used to further expand and increase the number and size of projects we complete; therefore, maximizing the impact we are able to make on people in need.