

Wealth and Health Gardens

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Identification of Social Problem

Every year Oregon becomes a makeshift home for thousands of refugees. In 2011 alone 5,657 out of 56,384 refugees that arrived in the U.S. from war torn countries settled in, our own Oregon. While these people are among the small percentage that were able to escape by obtaining a refugee status successfully, it is unlikely they escaped unscathed from disturbing experiences and have difficulty integrating due to their mental/physical issues. The currently provided assistance for refugees that public agencies provide often doesn't encompass a mental health plan. A 2002 study that found 92% of those who have mental health related issues never received treatment. Poverty/hunger often increases the risk of mental impairments, therefore restructuring assistance resources to include support for health care and a mental illness service is necessary. In addition to these stresses we see that the current provision for refugees to find employment and be self-sustaining is a maximum of three months. This solution can provide great relief for refugees and citizens of the state alike because of its impact on the level of integration and the hindrances faced in contribution to the community they so desperately desired to be a part of upon reaching our shores.

Social Business Opportunity

Wealth & Health seeks to accomplish two main objectives: (1) Create a support group geared toward increasing holistic health by applying mind-body-medicine practices in an environment where a strong refugee support group is established; (2) Establish a community garden that engages refugees farming, but also maintain avenues for transferable job skill growth, by helping them build a foundation of experience. The combination of involving people in a supportive community establishment centered around a native practice such as farming and providing resources for health and learning allows personal growth, positive contributions, and an opportunity to heal negative experiences to be made. The mind-body-medicine method has yielded significant results in other studies conducted with populations exposed to trauma such as Haiti, Gaza, Kosovo, and New Orleans' crises. According to an intervention study on Kosovo victims their PTSD was reduced from 100% to 18%, still unwavering at a 3-month follow-up. These significant outcomes can yield greater potential when combined with a sustained effort to actively engage the individual who is suffering from previously mentioned difficulties. By creating a business that exchanges knowledge and training for diligence, the outcome is an asset to the community.

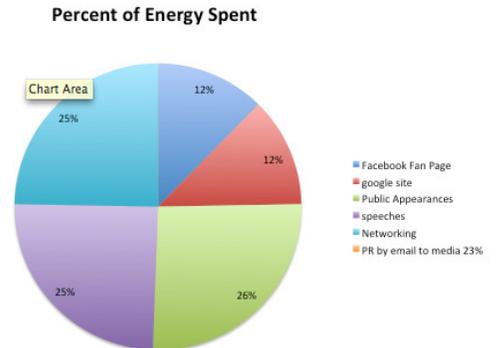
Social Business Model, Products and Programs

This LLC nonprofit organization's structure is multi layered to provide an opportunity for workers to be "promoted" through the model system in order to gain further skills and experience along the business model has four main branches (Harvesting, Processing, Marketing, and Distribution). The success of these operations will be pioneered by volunteers, during W&H's start up process. Each of these branches contains a subsection that consists of trainers who are familiar with the type of performing the different duties of work required to succeed in their department. Until we have matriculated enough qualified workers through these various program departments, volunteers and staff will maintain supervision, training, and management roles of individual departments. W&H is structured so that employees move forward through the multi-layered system until they establish a level of proficiency and confidence to leave the program with the skills necessary to integrate in the American society. W&H will sell both fresh and processed herbs and vegetation grown in the community garden by unemployed refugees. Products will be sold through the company's personal booth at the Saturday Market, as well as through partnerships with grocery store outlets and through W&H's website. Any surplus of these products will be donated to needy families in the area, giving first priority to the needy among our employees. Beyond having the ability to generate a steady source of income for our workers, it is paramount to include here, that; as employees move through the system, and find out for themselves how to adjust to the typical operational management for US grown companies they become ideal candidates for becoming mentors to others starting out at the

frontlines of W&H. Every department will have a mandatory support group for employees, of every kind, to help facilitate an entrepreneurial and motivating environment; that encourages individuals to take positive action in their work as well, as in their personal and family lives.

Market Analyses and Strategy

Portland State University Sustainability Leadership (SLC) Team will provide us with volunteers who will be marketing the program. Cooperative members will be solicited through presentations to community Organization such as Immigrant Refugee Organization (IRCO), African Women collation (AWC), and Urban League of Portland (ULP) .Other community organizations that share the same vision of empowering communities. Doctor volunteers from the Mind-body-Medicine Center will help train refugees about the importance of Mind-Body-Medicine.



Launch Strategy and Requirements

Wealth and health will be located in temporarily donated industrial space in Beaverton Oregon Community Center, and will be operated with the assistance of the volunteers from the Mind-Body-Center to train refugee about mind and health. W&H is start-up operation and may experience a small net revenue for the first year (See Financial Projections for the first year below). It will be all an all-volunteer staff during the first year, with possible management provided by PSU Business Outreach Program (BOP). A part time volunteer CEO will be chosen. Experienced volunteer will help with specific duties.

	Year 1	Year 2	Year 3		
REVENUE					
Plot Fees (50 plots x \$50/plot	2500	2500	2500		
DIY Kits(1000 kits * \$25/kit)	25000	31250	62500		
Herbs 2500 bottles x \$20/bottle	50000	50000	70000		
TOTAL REVENUE	77500	83750	135000		
Expenses					
Water Bill	100	100	100		
Water system supplies(hoses)	1000	1000	1000		
Hand tools	1000	1000	1000		
Lease Fee	2500	2500	2500		
Liability Insurance	1000	1000	1000		
Woodchips	100	100	100		
Compost	250	250	250		
Plant materials	300	300	300		
Wages	60000	60000	100000		
Seeds	500	500	500		
Online Campaign/Ads	10000	15000	20000		
TOTAL EXPENSES	76750	81750	126750		
NET INCOME	750	2000	8250		

Impact Summary-Social Benefits

W&H is a self-sustaining business model whose “entry level” employees start by working to build their own stamina and absorb the different rules of a working environment which may differ from what they have been accustomed to in their native countries. In order to ease the transition farming is used as a common skill foundation for which growth of the individual can be built upon. By allowing entry level workers gradually transition up the vertical model W&H has established, several goals are achieved: The coaching and training individuals have access to will not only determine their readiness for moving forward to a subsequent job, but also help heal them through as a result of making progress, and sustaining income to support themselves/families. Once these employees move up in rank they will be contributing to the needs of others like themselves by mentoring and managing people are now experiencing the process that