



President's Message

It is an honor to be the president of the prosperous and every growing Anderson University SIFE Team. I would like to thank our many donors and community partners. It is because of their support that our SIFE Team had such a great impact on the community this year. I have enjoyed watching our team inspire the lives of others as well as the students of our university. We are changing lives around the world, and I cannot wait to see what else is in store for our team.

Danielle Atkinson

Project Name	SIFE Hours	SIFE Students
Sam's Club Environmental Sustainability Challenge	160	21
Campbell Soup's "Let's Can Hunger"	230	17
Middendorf Memorials	100	5
We Stand For Kids	20	2
AIM – Anderson Interfaith Ministries	201	17
Lowe's Community Improvement Challenge	15	2
Others	160	30

Income Statement 2010-2011	
Income	
Balance from 2009-2010	\$9,702.47
SAM's Environmental Sustainability	5,000.00
Sealed Air Ethics Topic Competition	250.00
YoGo Express Fund Raiser	373.00
Campbell's Let's Can Hunger Challenge	500.00
SAM's Environmental Sustainability Finalist	1,000.00
SIFE Regional Competition	1,000.00
Lowe's Grant	1,200.00
Total Income	\$19,025.47
Expenses	
Travel	\$5,045.17
Projects	2,770.38
Media	571.72
Other	500.98
Total Expenses	8,888.25
Balance	\$10,137.22



The world's local bank



Advisory Board and Alumni Advisors

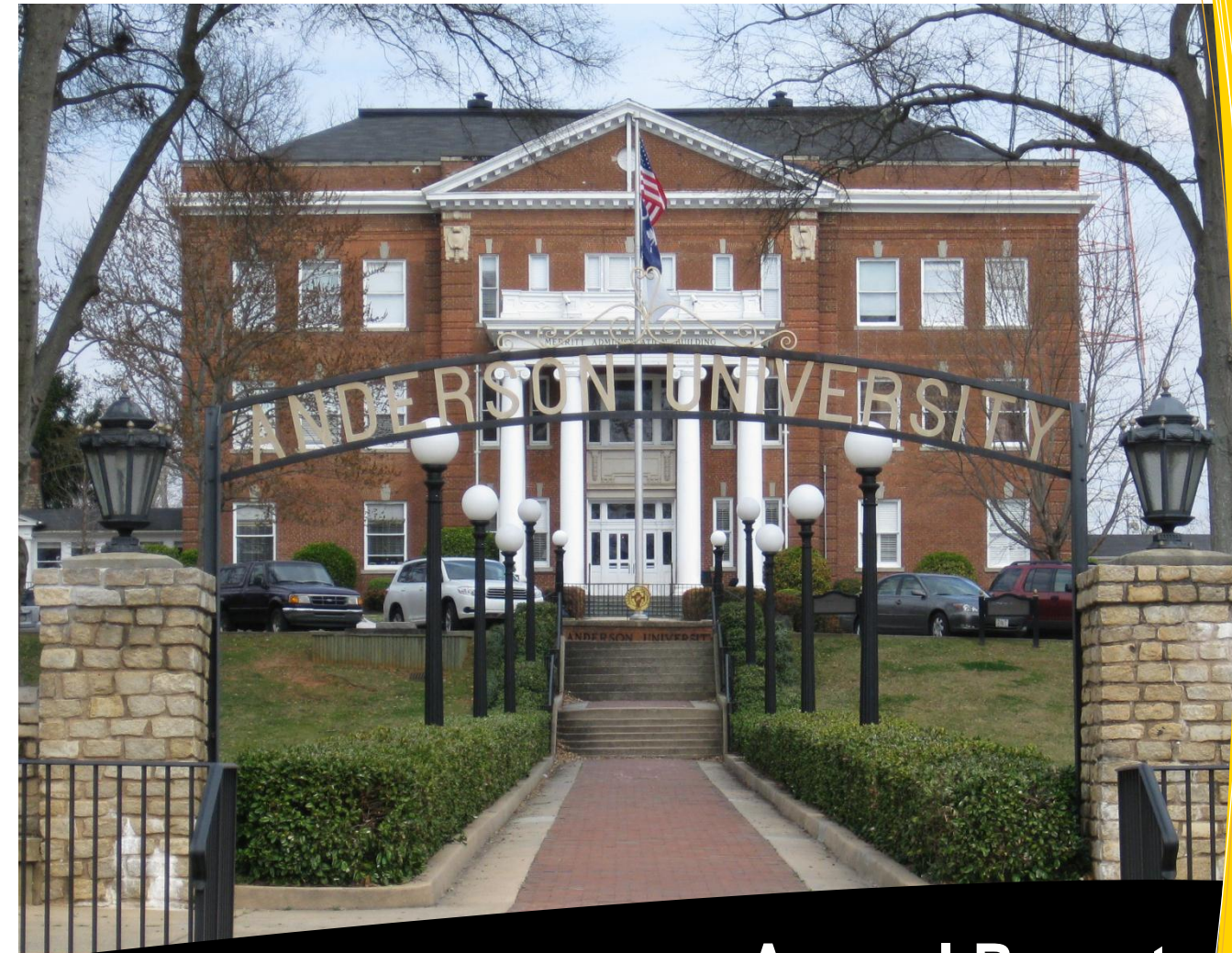
Buck Baker	Scansource
Jerry Edwards	CEO of Edwards Group Enterprises
Carol Karnes	Dean, College of Business, Anderson University
Donna Metz	President, Upstate Federal Credit Union
Stephanie McLees	SIFE Alumni
Kirk Morrison	Datalogic
Tasha Norfleet	Upstate Federal Credit Union
Joe Pittillo	National Service Center
Barry Ray	Director, Marketing and Communication, Anderson University
Amanda Alexander	Assistant Manager, Sam's Club, Anderson, SC
TJ Selke	SIFE Alumni
Reyna Thompson	SYNNEX Corporation
Mike Van Gieson	Sr. VP, Product Management, SYNNEX Corporation



ANDERSON UNIVERSITY
SOUTH CAROLINA



ANDERSON
UNIVERSITY



Annual Report 2010-2011

Stimulating Minds
Impacting Businesses
Facilitating Change
Enhancing Communities

Taking
Root





Sam's Club Environmental Sustainability Challenge

Raised Environmental Awareness and Partnered with Lynn Cooper's Shear Transitions Salon in Simpson Place

- **Changes**
 - Pipe Insulation, Plumbing, Weather Stripping, Light Bulb Changes, Closed Foundation Vents
 - 15.7% electric savings of approximately \$57.95/month
 - 44 gallons/day water savings (about 10,500 g/year).
 - Ergonomic: 100% of customers positively responded to changes and "green" hair care products.
- **Direct impact on 25,729 people in the community**
 - Educational sessions to owners
 - Informational packets to customers
 - Ad in Electric City News
 - Fliers in the university mailboxes
- **Potential impact**
 - Propagate similar changes to all 304 area salons for potential savings of \$1,429,833.60 every five years



Anderson University SIFE Mission Statement:

To answer our calling to Biblical values of stewardship as well as concern and love for humanity. Our mission is to facilitate and sustain change in the

neighboring communities, as well as the lives of SIFE members, through high-impact projects that further:

- Business Skills
- Career Education
- Hunger Awareness
- Financial Literacy

Middendorf Memorials

Reduced Work and Increased Return

- **Converted paper based record keeping**
 - Installed Microsoft Excel
 - Trained users
 - Implemented online banking
 - Organized future marketing campaign
 - \$1,596 saved on Investments choices
 - 52 hours of work per year saved



Middendorf Memorials
Granite - Bronze - Marble

AIM - Anderson Interfaith Ministries

Provided Financial Training to Anderson's Poor and Raised Awareness of AIM's Needs and Services

- **AIM High Luncheon**
 - Advertised event on campus
 - Raised over \$8,000
 - Donated two dressers for auction to benefit children in need
- **20th Birthday Bash**
 - Creative projects and large SIFE participation converted AIM's birthday celebration into a fundraiser.
 - Over 300 attendees donated over \$14,000
- **The Benefit Bank**
 - Trained 13 students to prepare tax returns and benefits forms
 - Helped needy file returns and other forms
 - \$2,800 average per return
- **Financial Literacy:**
 - Dave Ramsey Program
 - Worked with Individual Developmental Account Program
 - Helped students answer personal finance questions



Campbell Soup "Let's Can Hunger" Campaign

Raised Hunger Awareness and Stocked AIM Pantry



- **Manna Saturdays**
 - 14,000+ lbs of nonperishable and 6000+ lbs of perishable food distributed
 - Promoted services at AIM
 - Financial Planning
 - Resume Writing
 - Benefits Bank
- **Trick or Treat So Others May Eat**
 - Expanded food drive to an additional 250 homes over last year
 - Increased hunger awareness by 1,000 people
- **Yogo Express Partnership**
 - 107% boost in business for first SIFE promotion
 - 132% boost in business for second SIFE promotion
 - 670 people educated about hunger in Anderson, SC
 - \$373 generated to purchase an estimated 1,119 cans for AIM
- **A Heart for the Hungry**
 - 1 million informed during radio broadcast
 - 1,000 cans raised as a result of educating 157 students
 - 1,401 cans collected during campus dorm food drive
 - 580 cans collected from 7 partnering restaurants
- **Impact**
 - 28,325 pounds of food
 - 1,024,632 people



Lowe's Community Improvement Challenge

Building Hope for Abused Children by Building Park



- **Target group**
 - Abused children ages 3 to 13
 - Calvary Children's' Home
- **Changes Planned**
 - \$1,200 grant
 - Convert degenerated, unsafe playground into child-safe and educational park
 - Basketball court
 - Newer equipment
 - Visually appealing landscaping

Project opening day: May 15

We Stand For Kids

Partnered with Upstate Federal Credit Union and Taught Economics to 1st through 8th Grade Children with an incarcerated Parent

- Unique 8 weeks program (1 of 2 existing programs in US)
- 80% increase of knowledge after the first visit
- 87% to 95% retention rate of information
- 100% identified a good financial choice



United Way
Collective
Hands Award

Sam's Club,
Campbell's,
and Lowe's,
Grant
Recipients

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28,325
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Campbell
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2 Times Sam's
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Environmental
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2010
Regional
Champions

Featured in
Fortune
Magazine