

## APPLICATION SERVICE AND SOCIAL ACTION GRANTS

### **Contact Information:**

The following coordinators may be contacted with questions regarding our request for funds:

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### **Rationale:**

Our proposed event, *Life Mission Fashion Show & Concert*, will be hosted in conjunction with International Justice Mission at Pepperdine University on November 2, 2008. This event targets Pepperdine University students, faculty, and staff as participants. Beyond Pepperdine, Life Mission will reach out to the Malibu community and to USC and UCLA students.

*Life Mission Fashion Show & Concert* positively correlates with Pepperdine University's mission to promote lives of "service, purpose, and leadership" by engaging the student community and general public in a challenge to raise awareness about modern forms of slavery and oppression including human trafficking, sexual abuse in Asia, child soldiers in Africa, and hunger in those areas. Furthermore, the event will showcase vocational ministers through partnerships with seven not-for-profit charities, one of which was founded by a Pepperdine student. The show will provide an opportunity for a large number of people to engage in service while taking active leadership roles to garner support for our event from friends, family, and the general public across the nation.

We firmly believe that our event will be one of the most impactful student-led events at Pepperdine University. Our project gives members of the Pepperdine community, USC and UCLA students, and members of the Malibu community the opportunity to express their concerns about the inhumanity of modern forms of slavery. The event will also be a learning opportunity for those who are not yet familiar with the realities of our cause.

In terms of requesting a grant from the Pepperdine Voyage, we would like to raise sufficient funds to cover our overhead costs (as detailed in the following Budget). All funds raised in excess of our overhead costs will be promptly donated to our partner charities. We hope to raise our overhead costs from institutions that are dedicated to helping students' meet their service goals so that we can assure private donors that their donations are directly helping those in need that we aim to support.

### **Description:**

*Life Mission Fashion Show & Concert* encompasses an entire day, November 2, 2008, of performances by talented student and professional musicians, along with a fashion expo showcasing fair trade clothing and accessories produced by people rescued from slavery in the affected countries we aim to support.

There are over 100 student volunteers working on planning and execution for the event, which will be held on Alumni Park at Pepperdine University, Malibu Campus. We have received support from International Justice Mission, Pepperdine Chapter, along with support from Student Government Association, Inter-Club Council, and Student Activities.

In terms of outside support, we will partner with seven charities and Christian ministries:

*Love 146:* a group devoted to helping children who have been forced into sex trafficking.

*Night Lights*: an organization that supports women that have been rescued from trafficking situations by selling the original jewelry they create.

*Invisible Children*: an organization that helps children who have been forced into military combat in Sudan.

*Made by Survivors*: an organization that sells products made by survivors of slavery—100% of the proceeds go back to the survivors.

*UNICEF*: communication is ongoing with UNICEF to receive their endorsement.

*Life Bread Organization*: created by Pepperdine student Dusty Breeding, a non-profit set up to feed African villages through the implementation of innovative solar-powered ovens.

*World Vision*: one of the world's largest not for profit organizations that provides children all around the world with food, shelter, and medical care.

### **Audience:**

Our target audience consists of college students from Pepperdine University (including graduate schools), USC, and UCLA, and the Malibu/Greater Los Angeles Metro area. We aim to send the message that our generation cares about worldwide social issues. We also intend to bring our cause before the Malibu community to show that Pepperdine students are active participants in this ever-globalized world. We invite our neighbors in the community to share in our efforts to support those that live in extreme poverty and violence across the globe.

### **Action plan:**

The following timeline details the Action Plan for *Life Mission Fashion Show & Concert*:

**Fall 2007:** Began the preliminary brainstorming for how a show could be carried out practically.

**January 2008:** Began working on the idea that had originated a year previously once again and researching the details of how everything could be done.

**Mid-April:** Held first three informational meetings about idea/involvement. Over 175 people enthusiastically responded.

**June—Early July:** Assigned positions and tasks to the 90 who said they could and wanted to be involved over summer as well as the school year.

### **Late July:**

- Right Hand Administrators to set up their AOL Life Mission accounts
- Signed up for PayPal so people will be able to donate when the website is set-up.
- Made secondary contacts with several musicians and charities we will raise money of the behalf of during the show.
- Made initial contacts with SPB and SGA. Both groups were very excited.
- T-shirt for event designed. We believe we can get all the clothing donated.

**August 25:** IJM Leadership Meeting

**August 26:** Meeting with Jacob Gross

**August 28:** First leadership meeting. All Right Hand Administrators must report on progress over summer. Request all Right Hand Admins spend at least 3-5 hours working on the show a week.

**September 4:** Second leadership meeting. First general board meeting. Every Thursday until show, have a leadership and general board meeting. Request general board spend at least 1-3 hours working on the show a week.

### **Early September:**

- Meet with ASB, SPB and ICC.
- Product Research for Show Finished (pictures, statistics for slide show)
- Make initial contacts with other universities

### **Early-Mid September:**

- Website up

- Present to interested Pepperdine Faculty and Administrators
- Alumni Park completely booked
- All press releases sent out for print, television and radio news
- All initial contacts made with donors
- Team members looking into gift baskets for celebrities and major donors
- All celebrities have invitations sent
- All technical and stage equipment reserved
- Throughout process have Creative Historian recording everything

**Late September:**

- All major donors on-board
- Begin advertising on-campus
- Table on-campus
- Models selected

**Early October:**

- “Run for Funds” Event
- Present the show to other universities and churches
- All invitations sent in general
- Convocation to explain to student body
- Initial meeting with MCs
- All musicians and major vendor contracts signed

**Mid-October:**

- Sell T-shirts
- MCs have their routine finalized
- First fittings for clothes and put all outfits together
- All gift baskets figured out

**October 19:** Run through of show to figure out all general aspects

**November 1:** Major run-through of show to make sure all details are taken care of i.e. lights, sound, model walk-through, etc.

**October 31-November 1:** All equipment, decorations and anything else is on-campus.

**November 2:**

- 6:00 am-All officers up and ready to go
- Show begins in the afternoon

**Advertising:**

We are pleased to announce that Life Mission Fashion Show & Concert has already attracted the support of over 100 Seaver College students, plus a number of students from Pepperdine’s graduate schools, USC, and UCLA. The event has gained support largely through word of mouth, but currently entails a marketing and public relations plan with oversight from industry professionals to be put into immediate effect. The marketing plan involves advertising in the community as well as on Pepperdine campus using print, internet, and television media. Life Mission now has a website where supporters can visit to learn more about our event.

Among the volunteers, committees have been set up to manage public relations with print and television media in Los Angeles and across the nation in volunteers’ local newspapers. Partner charities have lent their support to bring attention to the event. Furthermore, we have a celebrity relations committee set up to garner support from Hollywood professionals. We anticipate that our marketing and public relations efforts will attract a large number of print and television journalists to cover our story.

**Faculty mentor:**

The faculty mentor for Life Mission Fashion Show & Concert is Adam Baron, who is the faculty advisor of International Justice Mission. Jacob Gross, director of Student Activities, is also an advisor. A member of the leadership team meets with Adam and/or Jacob on a weekly basis to provide updates on our progress and to get their feedback. Our expectations for Adam and Jacob's involvement includes providing administrative advice and being a liaison between various campus offices that will be involved with the event in terms of organizing the set-up. Site visits will occur regularly during set-up and during the event itself.

**Contribution to the Pepperdine Community:**

*Life Mission Fashion Show & Concert* will impact the entire Pepperdine community. Our plans are currently in effect to create an event that enables Pepperdine students, including graduate students, to dedicate a day to community service. Also, by reaching out to the Malibu community, Pepperdine students and Malibu residents will have the opportunity to interact in a setting dedicated to service and leadership. We, as Life Mission leadership, aim to unite with all who are willing to work with our cause.

*Life Mission Fashion Show & Concert* will provide Pepperdine students with renewed perspective on the world in which we live. We believe we are abundantly blessed with resources of which we must be wise stewards. Through the success of Life Mission Fashion Show & Concert we will have the unique opportunity to promote "purpose, service, and leadership" in our generation.

**Assessment:**

*Life Mission Fashion Show & Concert* volunteers attend weekly meetings to assess progress and receive feedback from project leadership. Volunteers are encouraged to keep in mind that service is an essential part of being an active participant in our generation. We want the final assessment of our efforts to send a message that Pepperdine students care for oppressed people around the globe. And assessment will not cease upon achievement of our goal. Project leaders will follow up with volunteers at a proposed retreat weekend during which we will be able to discuss how the show has impacted our views of vocational service and servant leadership.

**Budget:**

The following is the proposed budget for *Life Mission Fashion Show & Concert*:

	<b>Actual Revenue</b>	<b>Expected Revenue</b>	<b>Sales Breakdown</b>
Current Balance	\$15,200		
Jewelry Auction		\$1,500	22 pieces @ approx. \$70
Custom T-shirt Auction		\$1,000	40 shirts @ \$25
Custom T-shirt Sale		\$1,000	50 shirts @ \$20
Life Mission T-shirt Sale		\$6,750	450 shirts @ \$15
Student Tickets Sales		\$12,000	800 tickets @ \$15
Graduate Student Tickets Sales		\$3,750	250 tickets @ \$15
Non-Pepperdine Student Sales		\$2,000	100 tickets @ \$20
General Public Ticket Sales		\$10,000	400 tickets @ \$25
<b>Total Revenue</b>			
			<u>\$53,200</u>
<b>Liabilities</b>		<b>Expected Liabilities</b>	
Equipment Rentals		\$10,000.00	
Professional Entertainers' Fees		\$15,000.00	
Hospitality		\$3,000.00	
Advertisements		\$1,000.00	
Gift Baskets for Major Donors		\$1,000.00	
Fashion Show Costs		\$1,000.00	
T-Shirts		\$3,000.00	
Discretionary Margin		\$1,000.00	
<b>Total Liabilities</b>			
			<u>\$35,000.00</u>
<b>Net Income</b>			
			<u><u>\$18,200.00</u></u>

Any remaining income will be promptly distributed among our seven partner charities.