# Student Sustainability Council
Meeting Minutes
4/27/2020

**Taken by:** Claire Hilbrecht

1. **Beginning of Meeting**

a. 7:04 - Reading of the Preamble and Introductions

1. **Proposal Presentations**

a. 7:06- Fall Retreat Presentation Begins

b. 7:09 – Fall Retreat Ends and Q&A Begins

    a. Is there an option to stay longer and do an activity after breakfast the next day?

        i. It would be more expensive if we were to include more meals; trying to be respectful of people's time

        ii. What is the plan for the fall retreat if university classes are still online

            1. We do not have a plan yet but that will be up to the directors

c. 7:13– Fall Retreat Q&A Ends

d. 7:14 - PhilUp Presentation Begins

e. 7:25–PhilUp Presentation Ends and Q&A Begins

    a. Do you have a working model of the software

        i. We have a very minimal working model that a classmate made but the MVP would be the first working model that charities could work through

    b. Talk more about what you mean about revenue stream

        i. We are a business so the revenue stream would be 3% of the donation

        ii. Have you thought about working with the UK Office of Philanthropy moving forward

1. Yes

iii. What will happen to the MVP should more funding not be secured

    1. An MVP would definitely need to be upgraded; we have alternative routes for funding

iv. Do you have anything else to add about the back-end of app development, such as bank account transfers

    1. PhilUp will be using a liquid account

v. 7:32- Motion to extend- Cameron, 2nd- Claire

vi. Could you clarify on money waiting to be transferred to a bank

    1. Money waiting to be transferred is being held in a liquid account

vii. What differentiates your platform from your competitors

    1. Making sure that donors are consistently updated

    2. Round-up Feature

viii. I think this is a unique and helpful, however, seeing that we are a council dedicated to sustainability, how would you ensure that organizations getting involved are sustainability-related?

    1. That ties into our marketing platform- we will be targeting sustainable organizations

ix. 7:39- Motion to extend- Sophie, 2nd- Claire

x. What is some of the feedback you got from charities

    1. This could be a good way to increase their funding and donations

    2. Some charities have expressed suggestions of donating features, such as rotating features

xi. What kinds of resources will you need to keep this app updated moving forward

    1. They have connections and advising

    2. Would you need to keep the original app developer on hand

        a. That would be easiest

xii. Will you be using the money to pay yourselves or will all of it be used to update the app

    1. No, the revenue generated will be used for app updates and development, rather than any sort of salary

f. 7:45 – PhilUp Q&A Ends

## 3. Proposal Discussions

a. 7:48 - Discussion of Fall Retreat begins

    i. The retreat is a good idea because it is fun and worthwhile; Robinson Forest is so beautiful that we should make sure to give every UK student the opportunity to see it, particularly students on this council

    ii. How long has the retreat happened, and for how long at Robinson

        1. Most of the last decade; almost since we've been a council

b. 7:50- Discussion of Fall Retreat ends

c. 7:51 - Motion to vote on Fall Retreat (Motion by Claire, 2nd- Sophie)

**VOTE RESULTS** - **PASSED**  Yes [20]  No [0]  Abstain [1]

**PROPOSAL #1 VOTING RECORD**

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|------|-------|------|-------|------|-------|
| Josh Ehl | Y | Cameron Luker | A | Isabel Jenkins | Y |
| Sophie Beavin | Y | Kristen Gould | Y | Edward Lo | Y |

| | | | | Megan Reinhart | Y |
|---|---|---|---|---|---|
| Beth Evers | Y | Joel Huether | | | |
| Camille Harn | | Sam Leuthold | | | |
| Bethany Schagane | Y | Alyssa Archer | Y | | |
| Jake Simanek | Y | Brittany Lefebvre | Y | | |
| Bri Stanley | Y | Madi Syndor | Y | | |
| Darren Tosh | Y | Olivia Tussey | Y | | |
| Claire Hilbrecht | Y | Sydney King | Y | | |
| Kelly Walker | Y | Ashlee Edmonson | Y | | |
| Skyler Hornback | | Danielle Doering | Y | | |

Amount requested: $1,849.00

Amount approved: $1,849.00

a.      7:52 - Discussion of PhilUp begins

1.  Is there any sort of precedent for a proposal that is revenue-based

    1.  Maybe a Horticulture proposal to raise money for plants to sell for a trip

    2.  Cannot recall a precedent for a for-profit organization

2.  Didn't see a lot of connection to sustainability; mostly there to generate money

3.  Wondering if there is an incubator program that the College of Business has to help with these projects

    1.  There are bootcamps and they should be the first steps

4.  A little bit concerned by the lack of the attention to the back-end of the app- should be more concrete in this aspect of the app, even if friendly user-interface

5. Could be a lot more student-oriented

    1. We are a student fee organization, uncomfortable spending 10,000 dollars

    2. Worried about the longevity of the program

    3. Unclear connection to sustainability

6. 8:02- Motion to extend- Isabel, 2nd- Cameron

7. This is a product of a class, concerned about longevity; don't have confidence that they will be able to appropriately vet the charities that they are bringing into the app

8. Raising big questions of bank account security; couldn't clearly see what sets this app apart

9. Student impact- a lot of money with not a lot of student impact

b.    8:06- Discussion of PhilUp ends

c.    8:09 - Motion to vote on PhilUp (Motion by Cameron, 2nd- Josh)

**VOTE RESULTS** -  NOT PASSED  Yes [0]    No [19]    Abstain [2]

**PROPOSAL #2  VOTING RECORD**

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|---|---|---|---|---|---|
| Josh Ehl | N | Cameron Luker | N | Isabel Jenkins | N |
| Sophie Beavin | N | Kristen Gould | A | Edward Lo | N |
| Beth Evers | N | Joel Huether | | Megan Reinhart | N |
| Camille Harn | | Sam Leuthold | | | |
| Bethany Schagane | N | Alyssa Archer | N | | |
| Jake Simanek | N | Brittany Lefebvre | N | | |
| Bri Stanley | N | Madi Syndor | N | | |
| Darren Tosh | N | Olivia Tussey | N | | |

| Name | Y/N/A | Name | Y/N/A | | |
|------|-------|------|-------|---|---|
| Claire Hilbrecht | N | Sydney King | A | | |
| Kelly Walker | N | Ashlee Edmonson | N | | |
| Skyler Hornback | | Danielle Doering | N | | |

Amount requested: $10,000.00

Amount approved: $0.00

If no, why:

- Not enough student impact for the dollar amount

- The longevity of the project is questionable. It could first seek funding from UK

  bootcamps, incubators and accelerators that are more closely designed to develop this

  type of project

- The sustainability goals of the project are unclear

- Reservations about using SSC money to fund a private business venture

- Would like to see more evidence of the commitment to the app's development; don't

  think the app is developed enough yet

8:09 - Scope Change GA Presentation Begins

8:13- Discussion of Scope Change GA

a. Campus would be at a tremendous loss without a sustainability GA

b. Currently conducting interviews; should be able to offer by mid-May, contingent upon the

   Office of Sustainability's budget

8:16- Motion to vote on Scope Change GA - Cameron, 2nd- Claire

**VOTE RESULTS** - **PASSED** Yes [19] No [0] Abstain [2]

**Scope Change GA VOTING RECORD**

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|------|-------|------|-------|------|-------|

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|---|---|---|---|---|---|
| Josh Ehl | Y | Cameron Luker | Y | Isabel Jenkins | **Y** |
| Sophie Beavin | **A** | Kristen Gould | **Y** | Edward Lo | Y |
| Beth Evers | Y | Joel Huether | | Megan Reinhart | **Y** |
| Camille Harn | | Sam Leuthold | | | |
| Bethany Schagane | **Y** | Alyssa Archer | | | |
| Jake Simanek | **Y** | Brittany Lefebvre | | | |
| Bri Stanley | **Y** | Madi Syndor | **Y** | | |
| Darren Tosh | **Y** | Olivia Tussey | **Y** | | |
| Claire Hilbrecht | **Y** | Sydney King | **Y** | | |
| Kelly Walker | **A** | Ashlee Edmonson | **Y** | | |
| Skyler Hornback | | Danielle Doering | **Y** | | |

8:18 - Scope Change Internship Program Presentation Begins

8:21- Discussion of Scope Change Internship Program

    a. If classes do not continue in person, it is highly likely the program will continue

8:24- Motion to vote on Scope Change Internship Program - Claire; 2nd- Danielle

**VOTE RESULTS** - **PASSED**   Yes [17]     No [0]     Abstain [4]

**Scope Change Internship Program VOTING RECORD**

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|---|---|---|---|---|---|
| Josh Ehl | A | Cameron Luker | Y | Isabel Jenkins | **Y** |
| Sophie Beavin | **Y** | Kristen Gould | **Y** | Edward Lo | Y |
| Beth Evers | Y | Joel Huether | | Megan Reinhart | **Y** |
| Camille Harn | | Sam Leuthold | | | |
| Bethany Schagane | **A** | Alyssa Archer | **Y** | | |
| Jake Simanek | **Y** | Brittany Lefebvre | **Y** | | |
| Bri Stanley | **Y** | Madi Syndor | **A** | | |

| Name | Y/N/A | Name | Y/N/A | | |
|---|---|---|---|---|---|
| Darren Tosh | Y | Olivia Tussey | A | | |
| Claire Hilbrecht | Y | Sydney King | Y | | |
| Kelly Walker | Y | Ashlee Edmonson | Y | | |
| Skyler Hornback | | Danielle Doering | Y | | |

8:25- Constitutional Amendment Presentation Begins

> "Article VI Section H .3
> Whether a proposal will be considered new shall be determined by a vote of the Directors at the Directors meeting prior to the general Council meeting. If there is a split decision, the Council will determine whether the proposal shall be considered new prior to general discussion by a simple majority."

8:27- Motion to vote on Constitutional Amendment- Darren; 2nd- Claire

**VOTE RESULTS** - **PASSED**   Yes [22]   No [0]   Abstain [0]

**Constitutional Amendment  VOTING RECORD**

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|---|---|---|---|---|---|
| Josh Ehl | Y | Cameron Luker | Y | Isabel Jenkins | Y |
| Sophie Beavin | Y | Kristen Gould | Y | Edward Lo | Y |
| Beth Evers | Y | Joel Huether | | Megan Reinhart | Y |
| Camille Harn | | Sam Leuthold | | | |
| Bethany Schagane | Y | Alyssa Archer | Y | | |
| Jake Simanek | Y | Brittany Lefebvre | Y | | |
| Bri Stanley | Y | Madi Syndor | Y | | |
| Darren Tosh | Y | Olivia Tussey | Y | | |
| Claire Hilbrecht | Y | Sydney King | Y | | |
| Kelly Walker | Y | Ashlee Edmonson | Y | | |
| Skyler Hornback | | Danielle Doering | Y | | |

8:28- Application Form Question- Carbon Offsets Presentation Begins

8:29- Discussion of Application Form Question- Carbon Offsets

    a. Have you decided which firm you are going with

        i. No, but have some names

        ii. Charles Barton could be a good resource

    b. Good idea to have that consideration when people are applying for funds for airfare, should consider for vehicular travel as well

8:33- Motion to vote on Application Form Question- Carbon Offsets- Darren; 2nd- Claire

**VOTE RESULTS** - **PASSED** Yes [21] No [0] Abstain [0]

**Application Form Question- Carbon Offsets VOTING RECORD**

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|---|---|---|---|---|---|
| Josh Ehl |  | Cameron Luker | Y | Isabel Jenkins | Y |
| Sophie Beavin | Y | Kristen Gould | Y | Edward Lo | Y |
| Beth Evers | Y | Joel Huether |  | Megan Reinhart | Y |
| Camille Harn |  | Sam Leuthold |  |  |  |
| Bethany Schagane | Y | Alyssa Archer | Y |  |  |
| Jake Simanek | Y | Brittany Lefebvre | Y |  |  |
| Bri Stanley | Y | Madi Syndor | Y |  |  |
| Darren Tosh | Y | Olivia Tussey | Y |  |  |
| Claire Hilbrecht | Y | Sydney King | Y |  |  |
| Kelly Walker | Y | Ashlee Edmonson | Y |  |  |
| Skyler Hornback |  | Danielle Doering | Y |  |  |

8:34- Engagement Credits Presentation Begins

8:35- Motion to vote on Engagement Credits- Claire; 2nd- Josh

**VOTE RESULTS** -  `PASSED`   Yes [21]     No [0]     Abstain [0]

**Engagement Credits  VOTING RECORD**

| Name | Y/N/A | Name | Y/N/A | Name | Y/N/A |
|---|---|---|---|---|---|
| Josh Ehl | Y | Cameron Luker | Y | Isabel Jenkins | Y |
| Sophie Beavin | Y | Kristen Gould | Y | Edward Lo | Y |
| Beth Evers | Y | Joel Huether | | Megan Reinhart | Y |
| Camille Harn | | Sam Leuthold | | | |
| Bethany Schagane | Y | Alyssa Archer | Y | | |
| Jake Simanek | Y | Brittany Lefebvre | Y | | |
| Bri Stanley | Y | Madi Syndor | Y | | |
| Darren Tosh | Y | Olivia Tussey | Y | | |
| Claire Hilbrecht | Y | Sydney King | | | |
| Kelly Walker | Y | Ashlee Edmonson | Y | | |
| Skyler Hornback | | Danielle Doering | Y | | |

8:36- Director Vote for T&A

8:38- Motion to vote- Jake; 2nd- Cameron

RESULTS: Josh is selected for the 2020-2021 Director of Transparency and Accountability

VOTING RECORD- 14 votes for Josh; 10 votes for Olivia

**ATTENDANCE**

| Name | P/A | Name | P/A | Name | P/A |
|---|---|---|---|---|---|
| Josh Ehl | P | Cameron Luker | P | Isabel Jenkins | P |
| Sophie Beavin | P | Kristen Gould | P | Edward Lo | P |
| Beth Evers | P | Joel Huether | A | Megan Reinhart | P |

| | | | | | |
|---|---|---|---|---|---|
| Camille Harn | A | Sam Leuthold | A | | |
| Bethany Schagane | P | Alyssa Archer | P | | |
| Jake Simanek | P | Brittany Lefebvre | P | | |
| Bri Stanley | P | Madi Syndor | P | | |
| Darren Tosh | P | Olivia Tussey | P | | |
| Claire Hilbrecht | P | Sydney King | P | | |
| Kelly Walker | P | Ashlee Edmonson | P | | |
| Skyler Hornback | A | Danielle Doering | P | | |

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**Funding Application**

Before beginning the application process, please verify that you understand the terms and conditions for receiving funding from the SSC:
- The SSC cannot apply retroactive funding, all budget items must occur after the meeting date where the proposal is reviewed.
- Proposals are accepted on a rolling basis and the due date for consideration at each meeting is one week prior to that meeting.
- If approved, the project leader has twelve months to spend the funds. If the project requires an extension beyond this timeline, the project leader will need to submit an extension request.
- The money disbursed from this fund comes from student fees, so sustainability-related student impact is a necessary component for any proposal.
- Presenting the project to the Council is mandatory.
- In order to preserve the Council's ability to effectively review and consider proposals we are limited in the amount of proposals we may review per meeting. In the case that more proposals are received than can be reviewed for a given meeting, Council directors will decide which proposals are heard based on project timeline and order of submission.

I verify that I understand and accept these terms and conditions (please write Yes):__Yes___

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**Project title**: SSC 2020 Fall Retreat

**Project leader name**: Cameron Luker

**Project leader email**: cplu222@uky.edu

**Project leader additional contact information**: 502.592.6501

**Total amount requested from the Council (round up to the nearest whole number)**:

**UK affiliation (Student, Faculty or Staff):** Student

Please fill out the following information about <u>yourself and any other individuals</u> involved on the project. Previous involvement with the SSC may include membership, funding requests, or involvement with an organization affiliated with the SSC. Answer to the best of your knowledge.

**Please list the following information:**

| Name | Major/Department | Academic Year Based on Project Graduation Date | Previous involvement with SSC |
|------|-----------------|-----------------------------------------------|-------------------------------|
| Cameron Luker | Ag Econ/NRES | May '21 | Member for past 3 years, current Director of Development |
| | | | |

**How did you hear about the SSC?:** As a freshman I was directed towards the SSC by classmates of mine who were members.

**Describe how your project relates to the three pillars of sustainability (environmental stewardship, economic equity, and social inclusion):** Fall retreat is designed to help new and returning members of the Council acclimate to the SSC's culture and functions in a more comfortable setting than our standard meetings. This retreat promotes the social inclusion of the SSC, allowing us to be a more cohesive, effective group as a whole. This cohesion can create more open discussion during funding discussions, an important aspect of fulfilling the duty of stewarding the SSC's funding. As for economic equity, we could, ask members to pay for the retreat themselves, but this would place an unfair burden on disadvantaged councilmembers and provide economic limitations to becoming a member of the SSC. It is vastly preferable that this funding be provided. As for environmental stewardship, it is important that the SSC be a cohesive unit to effectively allocate the ESF fee for the remainder of the year.

**Please provide an in depth description of your project**: The fall retreat will serve as an opportunity for new and existing councilmembers alike to develop their relationships with each other and to learn more about how to be an effective member of the SSC in a less formal setting than meetings that are held during the year. New members in particular will benefit from the information, discussions, and collaboration that are central to the retreat. This retreat is critical because it promotes cohesiveness and communication among Councilmembers that will translate to synergy in meetings, committees, and in general Council operation. The requested funds will allow members transportation, meals, and cabin rentals for one night in Robinson Forest. The Student Sustainability Council's mission is to further the three pillars of sustainability and therefore, any support to the Council also contributes to its presence on UK's campus.

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**The Environmental Stewardship Fee is a $4 per semester student tuition fee. Given that the SSC is in charge of distributing these funds, please describe your project's plan to maximize student impact:** For the SSC to carry out its duty of best managing the environmental stewardship fee requires an awareness of the responsibility and the means to carry it out. Although this funding only goes directly towards the current SSC members, the impact should be widespread in that it will empower the SSC to do their duty to serve the campus community. The SSC has funded projects ranging from a few hundred dollars to over $50,000 that were submitted by members all over the UK community. The goal of the SSC is to maximize student impact, so as an internal proposal this will help the SSC fulfill that charge by educating the members to make them effective stewards of the student fee.

**Please list all groups that your project is intended to impact (Faculty/Staff, Graduate Students, Lexington Community, Undergraduate Students, UK Community as a Whole):**
Students, UK community as a whole

**Please select the type of project that best describes your project. Mark all that apply:**

☐Campus Infrastructure
☐Conference
☐Career Development
☐Education
☐Award
☐Research
☐Seminar/Speaker Series
☐Other: <u>Internal</u>

**Please select up to three disciplinary categories that best describe your project:**

☐Agriculture/Food Systems
☐Arts/Architecture
☒Campus Sustainability
☐Economics/ Behavior
☐Engineering
☐Entomology
☐SSC- External
☐Forestry/Gardening/Landscaping
☒SSC- Internal
☐Recycling/ Waste Management
☐Solar Energy
☐Water Conservation
☐Other:

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**The SSC is always seeking further outreach opportunities. Please place an X next to one or all of the following with your project to help us reach more people:**

Green Talks Radio segment (recommended)  X
Feature SSC logo on promotional material  X
Social Media Promotion X
Other


**Does this project require the approval of any outside or UK entity (Yes/No)?**

** If yes, please include documentation of support at the end of this document.
No


**Have this, or any related project, been funded by the SSC in this or previous years (Yes/No)?**
Yes


**Please attach out an itemized budget for your project or complete the table below.**

| Category | Item Name | Amount Requested from SSC | Amount Requested outside SSC | Name Other Funding Source | Total Cost |
|---|---|---|---|---|---|
| Travel | Van Rental | $341 | $0 | | $341 |
| Food and Lodging | Meals and lodging $52 x 31 | $1,612 | $0 | | $1508 |
| | | | | | |
| | | | | | |
| | | | | | $1,849 |


**Are you willing to accept partial funding for this proposal?**

**Please describe who will be in charge of dispensing the funds. If it is not a UK department, how will the funds be dispensed?: No**


**Does this project have any additional funding partners? If so please list them and briefly describe their contribution and involvement: No**

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**Use table below to provide a list of the major milestones of your project. This should
include all relevant events to your proposals, such as dates for completion of key
presentations and/or equipment purchases. Include project start and completion dates.**

| Date | Event Title | Brief Description |
|------|-------------|------------------|
| Aug. 22-23 | Retreat | Date of retreat |
| | | |
| | | |

**If your project timeline is greater than a month, please provide a date around the middle of
the project when sufficient progress will have been made to update the SSC.:**

** Please attach supporting documents such as promotional material, letters of collaborative
funding, or a budget spreadsheet, in addition to the budget provided previously. If you are
working in partnership with a UK entity such as the Physical Plant Division, an academic
department, etc., their letter of support should be uploaded here as well. Please only attach
documents necessary to your proposal, so documents such as individual resumes or cover letters
should not be included. All supporting documents should be in PDF format.:

** Please email your completed application to ukstudentsustainabilitycoucil@gmail.com

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- If approved, the project leader has twelve months to spend the funds. If the project requires an extension beyond this timeline, the project leader will need to submit an extension request.
- The money disbursed from this fund comes from student fees, so sustainability-related student impact is a necessary component for any proposal.
- Presenting the project to the Council is mandatory.
- In order to preserve the Council's ability to effectively review and consider proposals we are limited in the amount of proposals we may review per meeting. In the case that more proposals are received than can be reviewed for a given meeting, Council directors will decide which proposals are heard based on project timeline and order of submission.

I verify that I understand and accept these terms and conditions (please write Yes):___Yes____

**Project title**: PhilUp

**Project leader name**: Sydney King

**Project leader email**: spki223@uky.edu

**Project leader additional contact information**: sydneyk1209@gmail.com and 270-945-8440

**Total amount requested from the Council (round up to the nearest whole number)**:
$10,000

**UK affiliation (Student, Faculty or Staff)**:
Student

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Please fill out the following information about <u>yourself and any other individuals</u> involved on the project. Previous involvement with the SSC may include membership, funding requests, or involvement with an organization affiliated with the SSC. Answer to the best of your knowledge.

**Please list the following information:**

| Name | Major/Department | Academic Year Based on Project Graduation Date | Previous involvement with SSC |
|---|---|---|---|
| Sydney King | Accounting, Finance | Sophomore | SSC Member, and member of Social Entrepreneurship Scholars (which has a representative in SSC) |
| Rohan Munnolimath | Finance and Management | Sophomore | Member of Social Entrepreneurship Scholars |
| Kyle Richards | Marketing and Finance | Sophomore | Member of Social Entrepreneurship Scholars |
| Kendall DuLaney | Marketing and Management | Sophomore | Member of Social Entrepreneurship Scholars |

**How did you hear about the SSC?:**

We heard about the Social Sustainability Council through our membership within the Social Entrepreneurship Scholars (SES). The Social Sustainability Council has given SES a spokesperson position and one of our team members, Sydney King, has been this representative for the past year.

**Describe how your project relates to the three pillars of sustainability (environmental stewardship, economic equity, and social inclusion):**

Environmental Stewardship
We are creating an app that helps increase the amount of consistent donations that charities receive. Charities love and appreciate large, sporadic donations, but to operate day to day they must have a steady revenue stream to rely on. Our app will allow charities to receive donations consistently, so that they can maximize their social impact and accurately plan for the future. This includes charities that protect the natural environment through conservation and sustainable practices. For example, Garden Club of Lexington could sign up with PhilUp (the app). Then,

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their donors will be able to download the app and connect their credit card. Every purchase, in store or online, that they make with their credit card will be rounded up on PhilUp. Once the users round up amounts add to an amount the user choose, they will be prompted to donate this amount to Garden Club of Lexington. Garden Club can then continue to inspire and teach gardening to demonstrate the advantages of protecting the quality of the environment. We plan to onboard many different charities including those in the realm of sustainability.

Economic Equity:
Our app tackles economic equity by giving everyone an equal opportunity to contribute and donate to different charities. We understand that not everyone has the same amount of disposable income, but we want to emphasize the use of this app for everyone regardless of their socioeconomic status. We give users the ability to set the amount they want to round up to (ex. 10c or $1) and the amount they want to donate at ($5, $10, $20 etc.) to ensure the app is accommodating to every donor.

Social Inclusion:
Our app is strongly centered around social inclusion. We aim to promote a philanthropic community between charities and donors. We want every charity to utilize PhilUp from charities promoting sustainability to empowering young kids, and everything in between. We also want any individual to use PhilUp, with no exceptions. This allows individuals to engage in philanthropy and support charities and organizations that aim to improve the quality of life for all humans.

**Please provide an in depth description of your project**:

Charities have many ways that they are able to connect with their donors. But with the rapid development of technology and changing times, these outdated methods are not enough to help charities secure donations. Current methods that charities use such as mail, newsletters and social media are very cut through, and can lead to fatigue when asking people to frequently donate. It can also be costly for charities to put out these advertisements. Unfortunately, charities are not typically on the forefront of innovation, so this makes it difficult for many to take advantage of this growing market that could help them increase the amount of donations they receive.

We aim to bridge this gap with PhilUp. PhilUp is an app that helps charities gain more consistent funding. There are two parts to PhilUp, the user and the charity. To start the user will download the app and connect their credit card to the app. The user can find the charity that asked them to download the app through the search portion, or any charity they desire to donate to. PhilUp will round up user's everyday purchases that they use the connected credit card to buy with and then sets it aside for them to later donate once they reach their individual goal. PhilUp is unique because it personalizes the user's experience by allowing them to donate money in a simple, yet efficient way. The users can set if they want each dollar to round to the nearest ten cents, fifty cents, or dollar. Then, they can also set the amount they want to donate at. For example, a user could select to donate when their round ups are equivalent to $5 or $10.

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Our specific target market is charities, because they have an established relationship with their donors whom they can ask to connect with them on PhilUp and move their way of donating there. PhilUp can be a charities main form of gaining donations or a supplementary form, depending on what works best for them. The charity will sign up and have their own page that they are able to personalize. They can share updates about what they are doing, and how the money that is being donated to them is being used. This also gives the charities a platform to communicate with their donors in a modern way, rather than through the strenuous process of mail or a website.

Our app also focuses on giving users and charities a social experience. There will be a portion of the app that is focused on connecting philanthropists with each other and developing stronger relationships with their charities. The stronger the relationship is between the donor and the charity the more the donor will donate. This portion will be a feed that shows users what their friends are donating, with a similar set up to Venmo's feed. You will be able to show who you are donating to and see where your friends are donating. The charities will be able to post updates, so donors can regularly see where their money is going. The social experience within our app will stimulate donations and overall use of the app. With this, we are hoping to create a 'philanthropic community' between charities and donors.

We do not have one mission, because our overall goal is to assist charities in accomplishing their individual missions.

**The Environmental Stewardship Fee is a $4 per semester student tuition fee. Given that the SSC is in charge of distributing these funds, please describe your project's plan to maximize student impact:**

We want to maximize student impact with our project by encouraging charities that help students to use our app. An example of this would be gaining more donations for charities that help low income college students. We would also advertise our app to the general student body to show how easy donating to charities is and help them make the impact that they want to.

**Please list all groups that your project is intended to impact (Faculty/Staff, Graduate Students, Lexington Community, Undergraduate Students, UK Community as a Whole):**

Our project impact will be wide, impacting anyone who is involved with charities. To be more specific within the Lexington Community we will help charities such as The Nest, Lexington Arts and Science Community, and United Way of the Bluegrass. These are just a few of the Lexington charities that we have been in close contact with and our interested in participating in our app, but we aim to expand to any Lexington charity to maximize our local impact. We also plan on expanding to charities outside of Lexington.

The staff on our campus are very involved with charities, such as Girls on the Run, so the success of the charities will enhance the connection between our staff and them.

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We also plan to impact the student body, graduate and undergraduate, by showing that they have the ability to help charities through downloading our app. We want students to understand that every amount helps and they don't have to wait till they are older to help charities and bettering the world.

**Please select the type of project that best describes your project. Mark all that apply:**

☐Campus Infrastructure
☐Conference
☒Career Development
☐Education
☐Award
☐Research
☐Seminar/Speaker Series
☒Other:        App Development

**Please select up to three disciplinary categories that best describe your project:**

☐Agriculture/Food Systems
☐Arts/Architecture
☐Campus Sustainability
☒Economics/ Behavior
☐Engineering
☐Entomology
☐SSC- External
☐Forestry/Gardening/Landscaping
☐SSC- Internal
☐Recycling/ Waste Management
☐Solar Energy
☐Water Conservation
☒Other: Sustainable Funding

**The SSC is always seeking further outreach opportunities. Please place an X next to one or all of the following with your project to help us reach more people:**

Green Talks Radio segment (recommended) Feature SSC logo on promotional material
 X Social Media Promotion
Other

**Does this project require the approval of any outside or UK entity (Yes/No)?**

** If yes, please include documentation of support at the end of this document.

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**Have this, or any related project, been funded by the SSC in this or previous years (Yes/<mark>No</mark>)?**

**Please attach out an itemized budget for your project or complete the table below.**

| Category | Item Name | Amount Requested from SSC | Amount Requested outside SSC | Name Other Funding Source | Total Cost |
|---|---|---|---|---|---|
| PhilUp | App Devlopement | $10,000 | $34,120 | Competitions to Pitch our business and Lexington Grants, all stated above. | $44,120. We have attached a budget that breaks this down into exact costs. |
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| PhilUp | | | | | |
|---|---|---|---|---|---|
| **Costs** | | | | | |
| **App Development Costs:** | | | | | |
| More Complex Design | $20,000.00 | | CMS: Admin Management | $400.00 | |
| Registration/Login | $1,000.00 | | CMS: User Management | $1,500.00 | |
| Payments | $2,600.00 | | CMS: Reported Entity | $600.00 | |
| Search | $600.00 | | Device Hardware Uses | $1,000.00 | |
| User Profile | $800.00 | | Geolocation | $2,000.00 | |
| Push Notification | $600.00 | | Ads | $700.00 | |
| Analytics | $200.00 | | Data Encryption | $1,000.00 | |
| CMS: Admin Authorization | $500.00 | | App Release cost | $125.00 | |
| CMS: Admin Management | $400.00 | | API - yearly | $6,000.00 | |
| CMS: User Management | $1,500.00 | | Overage Fees | $0.00 | |
| CMS: Reported Entity | $600.00 | | SSL Certification | $995.00 | |
| **Total App Development Costs:** | | | | $43,120.00 | |
| **Marketing:** | | | | | |
| Facebook Advertisement: | .35 per click x (1000) | $350.00 | - also dependent on bidding | | |
| Instagram Advertisement: | .6 per click x (1000) | $600.00 | - also dependent on bidding | | |
| Marketing to Individual Charities: | Free- by phone call/email/when our team meets with charities. | | | | |
| **Total Marketing Costs:** | | | | $950.00 | |
| **Total Costs:** | | | | $44,070.00 | |

**Are you willing to accept partial funding for this proposal?**

**Yes.**

**Please describe who will be in charge of dispensing the funds. If it is not a UK department, how will the funds be dispensed?:**

Our team will be in charge of dispensing the funds. We have an advisory board that consists of Professor John Peloza from Gatton College and two administrators from Lexington Arts and Sciences who will oversee and advice our decisions as we distribute the funds. Our professors for this project also oversee our operations, including funding. The professors for Social Entrepreneurship are Serenity Wright and Adam Evans, who are both professors within the Gatton College.

**Does this project have any additional funding partners? If so please list them and briefly describe their contribution and involvement:**

We are in the beginning phases of funding and we plan to pursue other grants. We also hope to advance past a competition within the University of Kentucky, which will allow us to present in front of investors in San Diego (or virtually) for funding of up to $21,000.

**Use table below to provide a list of the major milestones of your project. This should include all relevant events to your proposals, such as dates for completion of key presentations and/or equipment purchases. Include project start and completion dates.**

| Date | Event Title | Brief Description |
|---|---|---|
| March 2nd, 2020 | First Pitch | We pitched PhilUp to a board of five Lexington entrepreneurs who gave us feedback on our project and ways to improve. |
| March to April | Meetings with Charities | We promoted PhilUp by various meetings, Zoom and email, with charities such as United Ways of |

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| | | |
|---|---|---|
| | | the Bluegrass, Girls on the Run, Lexington Arts and Sciences Center, etc. |
| April 12, 2020 | Video Launch | Our video pitch was completed to use for pitch competitions and to promote ourselves to charities. |
| April 27th, 2020 | UK Pitch Competition | We compete against four other projects in front of a panel of five people, where the top two teams advance to a competition for sustainable businesses in San Diego. |
| June 12th | Global Social Innovation Conference | Participation in this competition will be contingent on our placement in the UK Pitch competition. Here we would present in front of investors for distribution of $50,000, with the top award being approximately 21,000. |
| August | App Development in Process | We hope to be developing our app by August 2020. This will be an appropriate date to provide sufficient progress to SSC |

**If your project timeline is greater than a month, please provide a date around the middle of the project when sufficient progress will have been made to update the SSC.:**

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** Please attach supporting documents such as promotional material, letters of collaborative funding, or a budget spreadsheet, in addition to the budget provided previously. If you are working in partnership with a UK entity such as the Physical Plant Division, an academic department, etc., their letter of support should be uploaded here as well. Please only attach documents necessary to your proposal, so documents such as individual resumes or cover letters should not be included. All supporting documents should be in PDF format.:

Our promotional video:
https://drive.google.com/file/d/1edr6ccIGppLtUqPFspN4IzLWG67FwSkk/view

Costs Breakdown:

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| PhilUp | | | | |
|---|---|---|---|---|
| **Costs** | | | | |
| **App Development Costs:** | | | | |
| More Complex Design | $20,000.00 | | CMS: Admin Management | $400.00 |
| Registration/Login | $1,000.00 | | CMS: User Management | $1,500.00 |
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| **Total App Development Costs:** | | | | **$43,120.00** |
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| Facebook Advertisement: | .35 per click x (1000) | $350.00 | - also dependent on bidding | |
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| Marketing to Individual Charities: | Free- by phone call/email/when our team meets with charities. | | | |
| **Total Marketing Costs:** | | | | **$950.00** |
| **Total Costs:** | | | | **$44,070.00** |

App Preview:

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# App Mockup
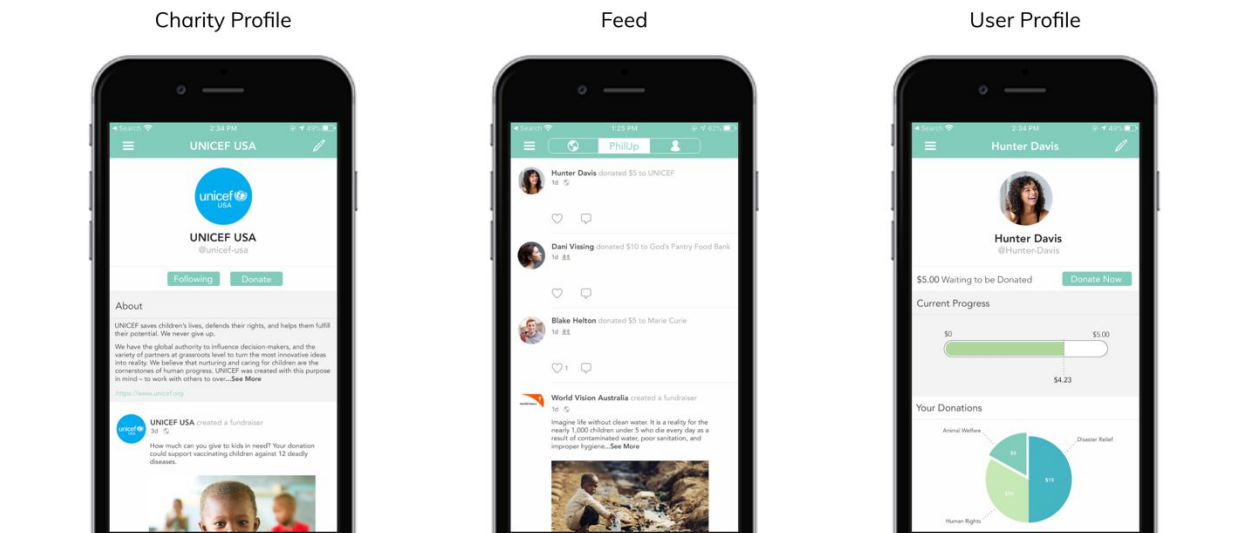


| Charity Profile | Feed | User Profile |

** Please email your completed application to ukstudentsustainabilitycoucil@gmail.com

Dear SSC,

I am writing to request two scope revisions to proposals submitted by the Office of Sustainability due to financial challenges created by the covid19 pandemic.

1. On the graduate assistantship partnership proposal, I am requesting that the council consider funding 100% of the position for one year, instead of 50% of the position for two years. No change in total funding. This is due to a lack of funds to match due to University budget shortfalls.

2. On the Student Internship Program, I am requesting a scope increase of $6000 to fund two internships (Recycling and Transportation). These positions had funding commitments from the respective departments that they are no longer able to honor.

Thank you,

Shane Tedder
Sustainability Officer