

Otis McAllister

Social Responsibility Newsletter
June 2008, Volume II

Otis McAllister's Social Responsibility Initiative is in full swing. In developing the SR model, we asked ourselves three questions: who will we help, what are we doing, and how will we execute it? Definitive answers to these questions provide rationalization for our actions as well as direct in future expansion. They also helped us define company objectives for the model, criteria for the selection of organizations, and a mission statement for the Social Responsibility Initiative. During the year, Otis will be researching new organizations that align with our new SR Initiative.

Social Responsibility Initiative 2008

This year will be the first year that Otis donates specifically in accordance with its SR Initiative. To ensure long-term success Otis will continue its involvement with the same organizations as it has worked with previously, and use the current year to evaluate the current activities and to research organizations that could potentially become part of Otis' SR Initiative. Although at present our projects are central to Guatemala City and India, in the coming years Otis would like to extend its SR Initiative into more countries in which we operate.

Ties to the World

One of the newest organizations which Otis has been working with is Ties to the World. Ties to the World is a non-profit organization that operates in Lafayette, California. Its mission is to assist orphanages to become self-sustainable through the development of social entrepreneurial businesses. A self-sustainable orphanage means that the orphanage *independently* generates enough income to cover operational costs and does not depend

on donors for funding. Founder and president Ibis Schlesinger works with a team of university students and community members to develop a model for self-sustainable orphanages. This summer, several groups of American university students will visit the pilot orphanage, Hogar San Francisco Xavier, located about 13 miles outside of Guatemala City, to do research, teach the children, and meet Guatemalan university students. We hope to work with Ibis and the students to more specifically define which projects Otis will support.



Ties to the World team
doing research in Guatemala

Children of Faith Ministries

Across the world in Vizag, India, Children of Faith Ministries is also launching a project to generate income to operate an orphanage. Project "Place of Hope" is underway to construct a new, larger building that will not only house more children, but will also provide a classroom and a kitchen and dining room. With these improvements, Children of Faith will also be able to operate as a private school and generate an income through collecting tuition.

Otis' involvement with these two organizations came about through various references, both personal and professional. Ironically, to some degree both Ties to the World *and* Children of Faith are working toward the same objective of making their respective organizations self-sustainable. Although they are completely independent of one another, serving locations that are ten thousand miles apart from one other, they are both experimenting with the concept of social entrepreneurship.

Potter's House

Otis will continue to fund a fifth-grade classroom at Potter's House in Guatemala City, as it has for the past several years. This year, in addition to funding a classroom Otis has also decided to host monthly birthday celebrations for the students at Potter's House. The last week of May was the first celebration, which included La Sirena Tuna sandwiches, fruit juice, and chocolate cake and 175 students gathered to share a birthday celebration. The birthday party is a great way for Otis and Potter's House to maintain a close relationship, as well as an opportunity for the children to enjoy special, favorite childhood pastime.



Distributing La Sirena Tuna sandwiches at the birthday celebration

Fotokids

In late March, founder and director of Fotokids Nancy McGirr was in the U.S. and stopped by the San Francisco office. The highlight of the meeting was discussing a new program at Fotokids called *Save Girls – Combating Urban Violence and Poverty through Arts and Technology*, for which Otis plans to fund the first year's operating costs.

Save Girls will be a three-year program in which fifteen to twenty girls, ages 14-16, will have the opportunity to develop skills in photography and technology, ultimately generating a professional portfolio that will provide them with important career opportunities.

Save Girls is unique in that it addresses girls from urban slums – a demographic group that is at particularly high-

risk in Guatemalan society. Without education, the girls who grow up in these poor areas are at high risk for gang involvement and to fall victim to domestic violence. Lack of education also means lack employment opportunities, and in a system where women earn approximately one-third of what men earn, it is important to provide opportunities to give them the greatest chance of having a healthy, prosperous future.

La Gracia Church

In mid-April, Otis hosted a children's fair at La Gracia Church in Pittsburgh, California. The fair took place outside under tents and included display of products from La Sirena Foods, free books, toys and goodies for the children, as well as a clown for entertainment. Although the fair was hosted as a way of giving back to the community, several product samples were on display and it was a great opportunity for Otis staff to hear the opinions of our valued customers.



Childrens toys and sample products at the children's fair

Spotlight

Lorena Ruiz

Although the San Francisco staff is constantly traveling abroad, it would be impossible to manage our activities around with world without the help from our staff abroad. Lorena Ruiz Perdomo is our La Sirena Regional Marketing Manager and has been an integral part of our SR activities in Central America. In addition to her

duties as marketing manager, she is responsible for coordinating our projects in Central America, which includes periodic visits to the various organizations. The recent birthday celebration at Potter's House was her brainchild, as a way to personally connect with the Otis communities. She has also been in contact with Ibis Schlesinger from Ties to the World and will be visiting the orphanage Hogar San Francisco Xavier throughout the summer. She will also be participating in several activities with the university students who are working with Ties to the World.

Photos for Sale

During her visit, Nancy McGirr also presented Otis with ten, beautiful prints of Fotokids student photography that are on display in the San Francisco office. All photos are for sale and all proceeds from sales will go directly to Fotokids. The photo below is one of the ten prints on display in the office for sale. Please come see our exhibit and check out the beautiful artwork!



Niña con pollos (Girl with chickens)
Melvin Cardona, age 12

For further information, or to purchase a photo from Fotokids, please email Jessica at jbrownlow@otismcallister.com

Information is also available at the following websites:

Otis McAllister's Social Responsibility
<http://otismcallister.com/community.html>

La Sirena Foods
<http://www.lasirenafoods.com>

Ties to the World
<http://www.tiestotheworld.org>

Children of Faith Ministries
<http://www.cofmvizag.com>

Potter's House Association
<http://www.pottershous.org.gt>

Fotokids
<http://www.fotokids.org>

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