GrowingSLU Business Plan

Project title: Round UP SLU!

One sentence project description: Enable and encourage customers at Point of Sales locations within the SLU campus to 'round up' their purchases with a donation to SLU.

1. One paragraph summary of project:
   Any visitor, student, faculty or staff member who makes a purchase at a SLU bookstore, coffee shop, food vendor, or Chaifetz, can make an instant, easy-on-the-wallet donation to SLU.

2. Expected timeline for implementation, including stages or phases if necessary:
   June-August 2016, Discussions with Chaifetz arena as pilot site
   September 2016-June 2017, Designate two concourse vending areas for a $1 donation “menu” item to support student scholarships

3. Positive financial impact on SLU (additional revenue), including business model:

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$18,250</td>
<td>$21,900</td>
<td>$26,280</td>
<td>$31,536</td>
<td>$37,432</td>
</tr>
<tr>
<td>Expenses</td>
<td>$3,000</td>
<td>$3,000</td>
<td>$3,000</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$15,250</td>
<td>$18,900</td>
<td>$23,280</td>
<td>$28,536</td>
<td>$34,432</td>
</tr>
</tbody>
</table>

Note: it is not required that you use the table provided above. However, this could be a helpful starting point for describing financial impact.

4. Positive non-financial impact on SLU:
   Round Up SLU!: 1) encourages individual participation toward a larger, community goal; 2) fosters and celebrates a spirit of philanthropy; 3) provides measurable results that can leverage external support."

5. Alignment with Jesuit mission and strategic plan of the University:
   Round UP SLU! supports core elements of Magis by:
   • Innovating with an entrepreneurial spirit, devoted to discovery and knowledge creation and committed to finding new solutions;
• Embracing and acknowledging the university’s extended family—students, faculty, staff, and alumni—sharing a set of experiences and values that define us and our approach to living lives of purpose and lifelong learning

6. **What’s needed, including budget (i.e. startup capital needed) and other resources (i.e. physical space, personnel, etc.):**
   1) Cooperation from and coordination with Chaifetz arena concourse vendor, and other Point of Sale SLU campus vendors
   2) Up to $3,000 annually for posters and other marketing and promotional materials

7. **Potential obstacles:**
   Developing successful and efficient Point of Sale donation platforms for all Point of Sale sites on campus.

8. **How this project relates to what other universities or programs are doing [OPTIONAL]:**
   Round UP SLU! promotes philanthropy on a small and personal scale, a good lead up to the university's upcoming $500M fundraising campaign.

9. **Questions that still need to be answered [OPTIONAL]:**
   None, at this time

If you have any questions, please contact David at hakansond@slu.edu or Victoria at whitakervl@slu.edu.

Due date: July 29, 2016