



“RESURGE16”
Helping 16 bright poor
students return to
college



Business Plan

Executive Summary

In Colombia 27% of the population lives in poverty. 44% of people earn 1 or less minimum wages, whilst 75% earn 2 or less. Yet, college graduates earn at least 3 minimum wages just as they finish school, and eventually end up earning up to 100X. So, college education is the best way for a person to get out of poverty. Yet, only 38% of students have access to higher education. 62% of families can't afford college. The Daniel Rojas Mora Foundation is seeking US\$61.851 to help 16 bright students return to college, become professionals and get themselves and their families out of poverty for good.

Currently only 37% of students that begin a college career actually get to graduate from such career. Many students have to forsake their dreams of becoming professionals and earning their way out of poverty, simply because their families can't afford to pay their tuitions and related expenses anymore. So many young bright individuals, with good grades, have to abruptly abort their professional development and leave college to go to work for the minimum wage.

The Daniel Rojas Mora Foundation is committed to "rescuing" 16 talented students by bringing them back to college and funding the rest of their tuition until they graduate. The Foundation will fund the college studies of 4 students per semester for 2 years, for a total of 16 students. The total required investment is \$161.851, of which the Foundation has secured almost 2/3 of such investment through another alliances and synergies with universities and other foundations.

CONTENTS

- 1. What is the purpose of the Daniel Rojas Mora Foundation?**
2. What is the purpose of the Resurge16
3. Our approach: Alliances for Synergies
4. Required Financial Resources
5. How can you help?

How do we contribute to Society?

- We “rescue” young bright individuals that would otherwise have to drop out of college, simply because their families ran out of money to pay for their tuition.
- We prevent the frustration of young students to have to give up their dreams of becoming professionals, due to their lack of financial resources.
- By supporting youngsters that had already aborted their higher education or were just about to do so, we make a significant impact in their lives.



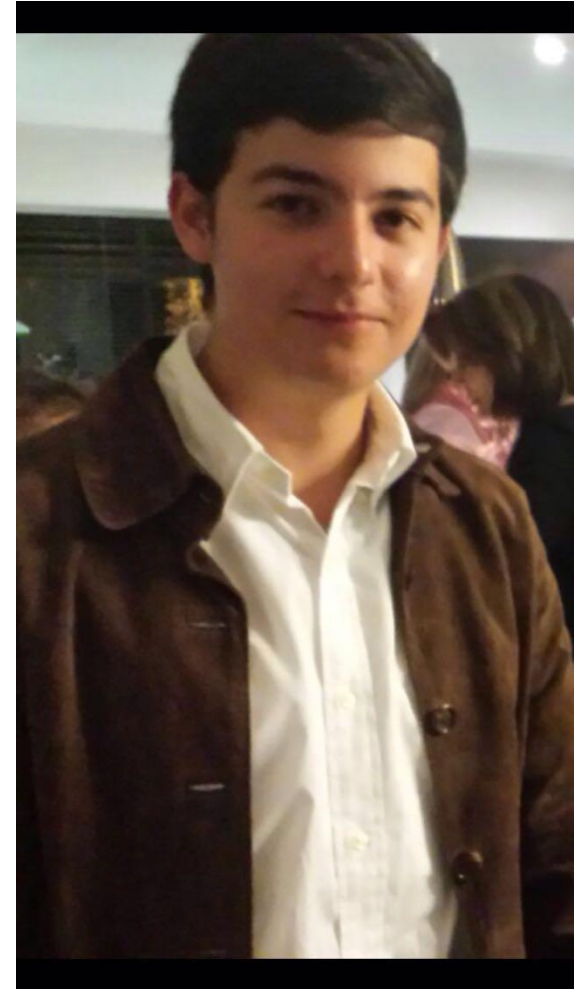
How do we contribute to Society?

- In Colombia the difference in family income and life quality between professionals and non-professionals is huge.
- Young professionals that come from less favored social sectors are highly inclined to help their families with their basic needs.
- Hence helping an individual to become a professional is to help a whole family to get out of poverty.



Who is Daniel Rojas Mora?

- Daniel Rojas Mora is a very special celestial person who blessed us with his presence on Earth for 17 years. A visionary and dreamer, full of values, who suffered when contemplating the poverty in his country and felt he needed to do something about it.
- Daniel was just about to graduate from high school and wanted to become an entrepreneur and eventually become a philanthropist in order to contribute to diminish the poverty levels he observed.



Who is Daniel Rojas Mora? (cont.)

- Daniel was a passionate and full of life individual who lived intensely and dedicated a good part of his short stay on earth to helping others. He sowed an indelible love mark in the hearts of those around him, as can be observed in the multiple
- God in his wisdom called him early into his kingdom and the purpose of the Foundation is to make Daniel's poverty reduction through higher education funding dreams come true.



What is our Value Proposition?

FOR OUR BENEFICIARIES

To enable the possibility of becoming professionals out of good universities and to increase the probability of developing successful endeavor or securing good jobs and hence good incomes. Also to obtain additional competencies in leadership and entrepreneurial development.

FOR ENTREPRENEURS AND EMPLOYERS

To have access to highly motivated young professionals, with proven excellent academic track record and value added skills in leadership and entrepreneurship.

FOR BENEFACTORS

To contribute to help several Colombian families in getting out of poverty by rescuing young individuals from having to drop their university studies and their dreams of becoming professionals due to lack of financial resources to complete their studies.

FOR UNIVERSITIES

To diminish desertion rates and provide highly motivated students that can lead the way and set an example for others and that benefit from additional complementary formation in entrepreneurship related areas.

How do we ensure Sustainability?

THE FOUNDATION RECOVERS AND REINVESTS THE INVESTED FUNDS

In order to ensure the Foundation's sustainability over time and hence to secure its social impact in the long run, the funding is made through a low risk for the beneficiary repayment scheme, which is backed by a legal contract. Under this scheme, when a beneficiary graduates and begins to work and receive salary or other form of income, he/she will return to the Foundation a fixed percentage of such income, for a fixed amount of time. With the funds that the Foundation recollects back from its beneficiaries we fund new students.

OUR OPERATIONS ARE CONDUCTED IN ALLIANCE WITH LUMNI

In order to achieve our goals in the most efficient way, The Daniel Rojas Mora Foundation has perfected a strategic alliance with Lumni (<http://www.lumni.net/>), a unique organization devoted to funding university studies of young individuals of few resources. Lumni has already funded more than 8.000 students.

The testimonials of our beneficiaries say it all:

www.youtube.com/watch?v=rBAskju7nwA&t=28s

Acknowledgments



CONTENTS

1. What is the purpose of the Daniel Rojas Mora Foundation?
- 2. What is the purpose of the Resurge16 project?**
3. Our approach: Alliances for Synergies
4. Required Financial Resources
5. How can you help?

What is the Resurge16 Project?

- The purpose of RESURGE16 is to sponsor 16 talented young individuals that come from less favored social extractions, and that had to abruptly abort their university studies due to lack of financial resources, so that they can return to college and become professionals.
- Specifically we will sponsor 4 new students per semester, for a 2 year period. Each beneficiary will receive our financial support so as to fund the second half of their careers (4 semesters).
- We will sponsor students in Industrial Engineering, Computer Sciences and Business Administration.

CONTENTS

1. What is the purpose of the Daniel Rojas Mora Foundation?
2. What is the purpose of the Resurge16 project?
- 3. Our approach: Alliances for Synergies**
4. Required Financial Resources
5. How can you help?

Our Approach: Alliances for Synergies

This effort is possible thanks to the synergies resulting from the kind cooperation of different entities that, motivated by love and the desire to contribute, are giving their best to make this dream come true.

Daniel Rojas
Mora
Foundation

Partner
Foundation



Our Approach: Alliances for Synergies

Daniel Rojas Mora Foundation: Is seeking donations to cover the rest of the required funds (37% of tuition costs)

Partner Foundation: Is offering to cover 33% of tuition costs



Beneficiaries: Pay 10% of tuitions costs

University: Is discounting 20% of tuitions fees

CONTENTS

1. What is the purpose of the Daniel Rojas Mora Foundation?
2. What is the purpose of the Resurge16 project?
3. Our approach: Alliances for Synergies
- 4. Required Financial Resources**
5. How can you help?

Required Financial Resources

ASSUMPTIONS	AMOUNT
Average current tuition cost per beneficiary per semester	\$1,957
University discount on tuitions fees	20%
Balance	\$1,565
Beneficiary contribution %	10%
Beneficiary contribution	\$157
Balance	\$1,409
Associate foundation contribution	\$646
Remaining balance to be funded per beneficiary per semester	\$763
Estimated tuition cost increase per semester	2.5%
General and administration expenses	17.5%

In order to help 16 talented individuals return to college, at this time the Daniel Rojas Foundation is seeking donations for **\$61,851**

ITEM / SEMESTER	1	2	3	4	5	6	7
New beneficiaries per semester	4	4	4	4	0	0	0
Graduated beneficiaries				0	4	4	4
Beneficiaries semester balance	4	4	4	4	-4	-4	-4
Accumulated current beneficiaries	4	8	12	16	12	8	4
Tuition cost per beneficiary per semester	\$1,409	\$1,444	\$1,480	\$1,517	\$1,555	\$1,594	\$1,634
Total tuitions costs	\$5,636	\$11,553	\$17,763	\$24,276	\$18,662	\$12,753	\$6,536
Accumulated tuitions	\$5,636	\$17,189	\$34,952	\$59,229	\$77,891	\$90,644	\$97,180
Total sponsored beneficiaries	4	8	12	16	16	16	16
Remaining balance to be funded per beneficiary per semester	\$763	\$782	\$802	\$822	\$842	\$863	\$885
Total remaining balance to be funded per semester	\$3,053	\$6,258	\$9,622	\$13,150	\$10,109	\$6,908	\$3,540
Accumulated remaining balance to be funded	\$3,053	\$9,311	\$18,932	\$32,082	\$42,191	\$49,099	\$52,639
General and administration expenses	\$534	\$1,095	\$1,684	\$2,301	\$1,769	\$1,209	\$620
Required donations amount per semester	\$3,587	\$7,353	\$11,306	\$15,451	\$11,878	\$8,117	\$4,160
Accumulated required donations amount	\$3,587	\$10,940	\$22,246	\$37,697	\$49,574	\$57,691	\$61,851

CONTENTS

1. What is the purpose of the Daniel Rojas Mora Foundation?
2. What is the purpose of the Resurge16 project?
3. Our approach: Alliances for Synergies
4. Required Financial Resources
5. How can you help?

How Can You Help?

Your kind donations can be placed at the following link:

https://www.globalgiving.org/projects/helping-16-bright-poor-students-return-to-college/?utm_content=Your%20project%20has%20been%20approved%21&utm_campaign=project-approved&utm_source=email2.globalgiving.org&utm_medium=email

Amount	Scope
\$10	We welcome any donation over \$10
\$822	Will pay for the tuition of 1 student for 1 semester
\$3,290	Will pay for the tuition of 1 student for 2 years
\$6,580	Will pay for the tuition of 2 students for 2 years
\$13,160	Will pay for the tuition of 4 students for 2 years
\$26,320	Will pay for the tuition of 8 students for 2 years
\$39,479	Will pay for the tuition of 12 students for 2 years
\$52,639	Will pay for the tuition of 16 students for 2 years

How Can You Contact Us?



EMAIL ADDRESS:

crojas@danirojasmora.org

PHONE:

(57) 315 261 3721

ADDRESS:

AV 19 # 120-71, OF. 507A, BOGOTÁ, COLOMBIA

THANK YOU!

