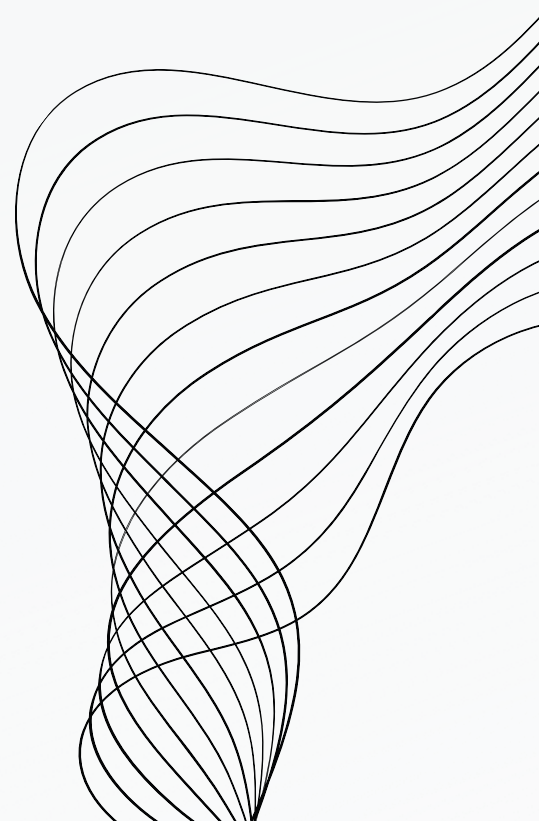


**2024 MICRO-GRANT SYMPOSIUM**

**GT BE THE BRIDGE**

**BRIDGING THE GAP BETWEEN EXCESS WASTE  
AND THOSE IN NEED**



# VALUES

## Mission



- Our mission is to bridge the gap between excessive waste and those in need.
- Addressing issues of excessive plastic waste from campus due to the lack of recycling soil while simultaneously aiding the local community.

- The vision we intended for this project will gain an understanding of a student's perspective on recycling by researching the success rates of the projected vs. reality of recycling.

## Vision



# SERVICE COMPONENT



## Limited Purchasing Power

Having a limiting purchasing power means you do not have the ability to purchase non-essential items.



## Health Impacts

Many products that are used have an inferior effect and can cause health consequences. Such as respiratory issues, skin irritation, and over time other existing vulnerabilities to different populations.



## Accessibility and Affordability

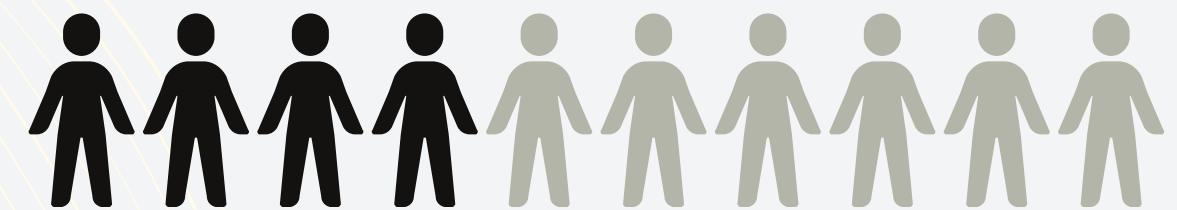
Lower-income neighborhoods and communities, including areas with high rates of homelessness, may have limited access to stores that offer a variety of toiletry options.

# ON OUR CAMPUS...

Only 40% of students surveyed recycle regularly.

Statistically, campus recycling in surveys is said to be a 220% overestimate of actual behavior.

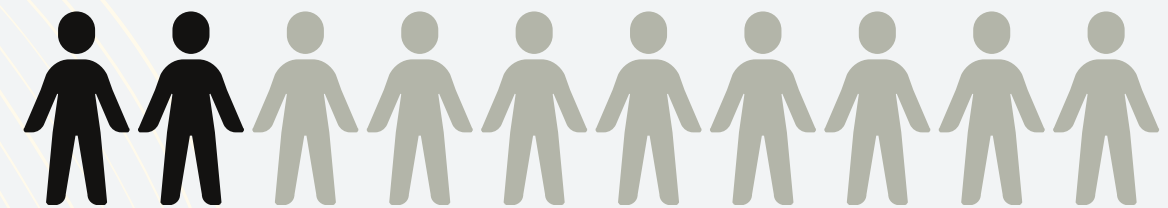
# 40%



# ON OUR CAMPUS...

Therefore, according to our survey and previous studies, only about 18% of students *actually* regularly recycle.

# 18%



**“ [THE MORE] ACTIVITIES  
REGARDING THE  
ENVIRONMENT, THE MORE  
POSITIVE ATTITUDES THE  
STUDENT HAS TOWARD IT  
AS PEOPLE LEARN BY  
DOING IN PERSON AND  
PEER PRESSURE ”**

*International Journal of Academic Research in Business and Social  
Sciences*



# OUR ACTION

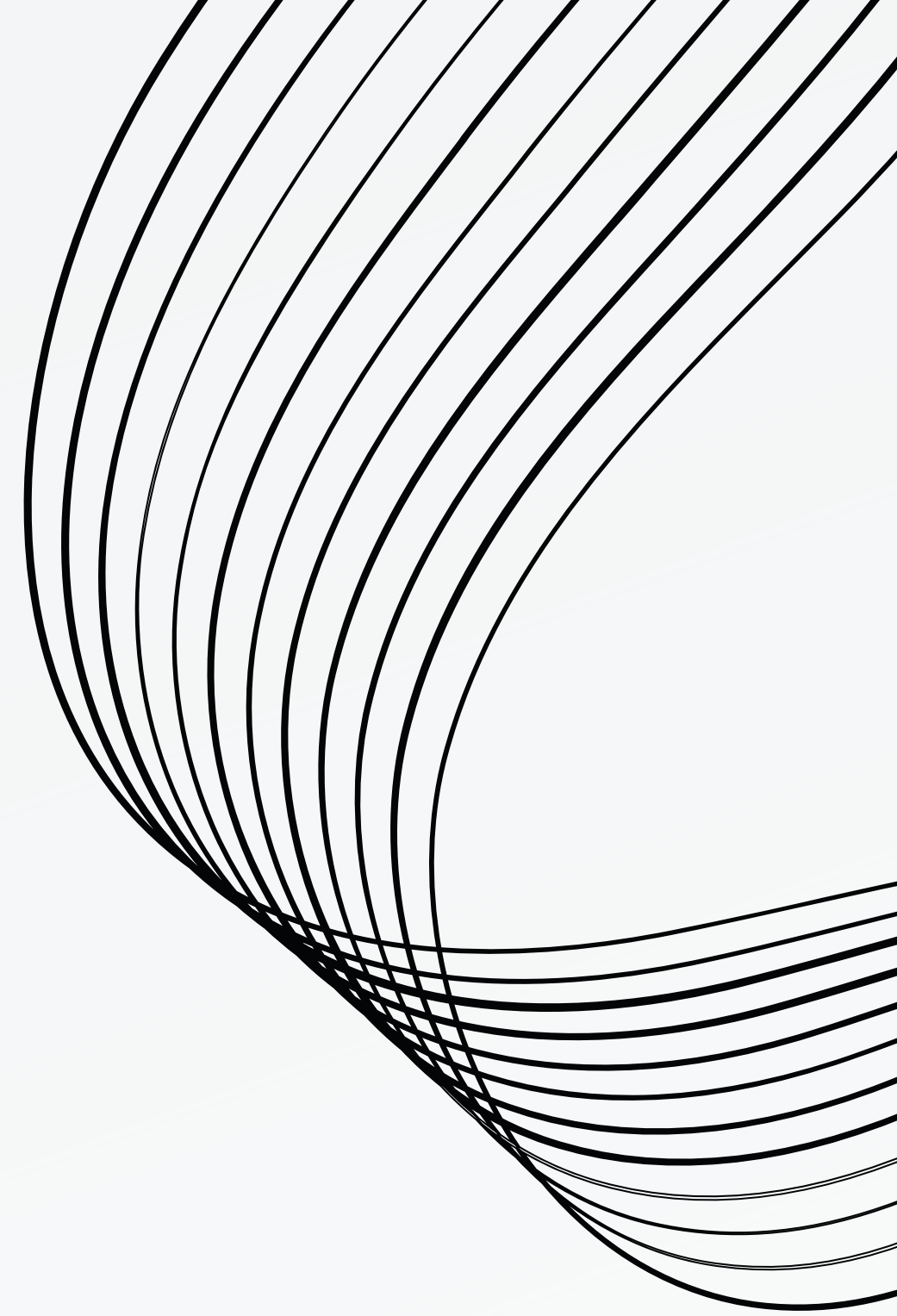
Develop a plan to make four items: laundry detergent, dish soap, all purpose cleaner, and glass cleaner, from materials in a way that is sustainable and affordable.

Host an event on campus where students can gather to learn about the issues presented and take part in making toiletries to donate.

Survey students who attended the event about their recycling behaviors and if/how their viewpoint was changed by the event.

**“AN AVERAGE AMERICAN  
FAMILY OF FOUR CAN  
EXPECT TO PAY AT LEAST  
\$680 A YEAR FOR  
CLEANING PRODUCTS. YOU  
CAN ADD \$57 A MONTH TO  
YOUR GROCERY BUDGET”**

*Verve Commentary on Bureau of Labor Statistics' Consumer  
Expenditure Survey 2022*





## WHAT IS THE BIGGEST CHALLENGE MAC FACES IN PROVIDING ITEMS FOR LOW INCOME FAMILIES?

“Getting enough of them... a lot of times people don’t realize that when you’re on food stamps... you cannot purchase nonfood items. You can’t purchase toilet paper, you can’t purchase laundry detergent, deodorant, toothpaste, feminine hygiene items.

... Those are **not wants** they are **needs**. So, I always like to be generous with hygiene items but we are running out. **We cant afford to go out and buy those things...**”

*Midtown Assistance Center (MAC) Head Coordinator, Julie Thompson*



# HOW MANY FAMILIES DEPEND ON MAC DONATIONS MONTHLY FOR GROCERIES?

“Monthly over 500, we see 5 clients every 15 minutes... every Tuesday, Wednesday, and Thursday.”

*Midtown Assistance Center (MAC) Head Coordinator, Julie Thompson*





# LIQUID LAUNDRY DETERGENT

Item	ingredients	Amount (from purchase)	Amount Needed (per batch)	Ingredient Cost	Batches Created	Cost per Batch	Amount Distibuted
<a href="#">liquid laundry detergent</a>	Pure Essential Oils	20 tsp	1/4 tsp	\$ 9.99	80	\$ 0.12	
	Sals Suds	16 cups	1/2 cup	\$ 64.90	32	\$ 2.03	
	Borax	32 cups	1/2 cup	\$ 53.96	64	\$ 0.84	
	Washing Soda	20 cups	1/2 cup	\$ 14.97	40	\$ 0.37	
	Water	7.5 cups	7.5 cups	\$ -	1	\$ -	
<b>total</b>				<b>\$143.82</b>		<b>\$3.37</b>	16 cups



📌 9 Elements Natural Laundry Detergent Liquid Soap, Citrus Scent, Vinegar Powered, 92 Fl Oz, 1 Count  
[Visit the 9 Elements Store](#)  
★★★★★ 2,947 | [Search this page](#)  
🌱 1 sustainability feature  
 2K+ bought in past month  
 Price: **\$18.04** (\$0.20 / Load)  
 Size: **92 Fl Oz (Pack of 1)**

Roll over image to zoom in

Competitor Cost	FL OZ	Cost per FL OZ
\$ 18.04	92	\$ 0.20
Our Cost	FL OZ	Cost Per FL OZ
\$ 3.37	128	\$ 0.03

**7.5x more affordable**

# DISH SOAP

Item	ingredients	Amount (from purchase)	Amount Needed (per batch)	Ingredient Cost	Batches Created	Cost per Batch	Amount Distributed
<a href="#">Dish soap</a>	Pure Essential Oils	20 tsp	1/4 tsp	\$ 9.89	80	\$ 0.12	
	White Vinegar	16 cups	1/2 cup	\$ 9.40	32	\$ 0.29	
	Water	1/2 cups	1/2 cup	\$ -	1	\$ -	
	Kosher Salt	106 tbsp	1 tbsp	\$ 11.89	106	\$ 0.11	
	Castile Soap	8 cups	1/2 cups	\$ 26.99	16	\$ 1.69	
<b>total</b>				<b>\$58.17</b>		<b>\$2.22</b>	2 cups



MRS. MEYER'S CLEAN DAY  
Liquid Dish Soap,  
Biodegradable Formula,  
Geranium, 16 Fl. Oz

Visit the MRS. MEYER'S CLEAN DAY Store  
★★★★★ 67,956 | Search this page

Amazon's Choice

in Dish Soap by MRS. MEYER'S CLEAN DAY

1K+ bought in past month

Price: **\$5.47** (\$0.34 / Fl Oz)

**Coupon:**  Save an extra 15% on your first Subscribe and Save order. [Shop items >](#) | [Terms](#)

Competitor Cost	FL OZ	Cost per FL OZ
\$ 5.47	16	\$ 0.34
Our Cost	FL OZ	Cost Per FL OZ
\$ 2.22	8	\$ 0.28

**1.2 x more affordable**

# ALL PURPOSE CLEANING SPRAY

Item	ingredients	Amount (from purchase)	Amount Needed (per batch)	Ingredient Cost	Batches Created	Cost per Batch	Amount Distributed
<a href="#">All Purpose cleaning spray</a>	Castile Soap	8 cups	0.19 cups	\$ 26.99	43	\$ 0.63	
	Water	1 cup	1 cup	\$ -	1	\$ -	
	White Vinegar	16 cups	1 cup	\$ 9.40	16	\$ 0.59	
	Pure Essential Oils	10 tsp	1/2 tsp	\$ 4.95	20	\$ 0.25	
<b>total</b>				<b>\$41.34</b>		<b>\$1.47</b>	2 cups




Roll over image to zoom in

↑

**MRS. MEYER'S CLEAN DAY**  
All-Purpose Cleaner Spray,  
Daisy, 16 Fl. Oz

Visit the [MRS. MEYER'S CLEAN DAY Store](#)  
★★★★★ 913 | [Search this page](#)

**Amazon's Choice**

in All-Purpose Household Cleaners by MRS. ...

4K+ bought in past month

Price: **\$4.55** (\$0.28 / Fl Oz)

**Coupon:**  Save an extra 20% on your first Subscribe and Save order. [Terms](#)

**Save 5%** on 4 select item(s) [Shop items >](#)

**Brand** MRS. MEYER'S CLEAN DAY

Competitor Cost	FL OZ	Cost per FL OZ
\$ 4.55	16	\$ 0.28
Our Cost	FL OZ	Cost Per FL OZ
\$ 1.47	8	\$ 0.18

**1.5x more affordable**

# GLASS CLEANING SPRAY

Item	ingredients	Amount (from purchase)	Amount Needed (per batch)	Ingredient Cost	Batches Created	Cost per Batch	Amount Distributed
<a href="#">Glass cleaner</a>	Water	2 cups	2.00 cups	\$ -	1		
	White Vinegar	16 cups	0.25 cups	\$ 9.40	64	\$ 0.15	
	Castile Soap	8 cups	0.03 cups	\$ 26.99	256	\$ 0.11	
	Pure Essential Oils	10 tsp	0.25 tsp	\$ 4.95	40	\$ 0.12	
<b>total</b>				<b>\$41.34</b>		<b>\$0.38</b>	2 cups



Roll over image to zoom in

📌 **Mighty Mint Glass Cleaner, Non-Toxic, Streak-Free Spray for Windows, Screens, Stovetop, Bathroom, Natural Peppermint Scent, 16oz**

[Visit the Mighty Mint Store](#)

★★★★★ 27 | [Search this page](#)

1K+ bought in past month

Price: **\$12.97** (\$0.81 / Fl Oz) ✓ **prime** Two-Day **FREE** Returns

**Brand** Mighty Mint  
**Item Form** Liquid  
**Scent** Peppermint

Competitor Cost	FL OZ	Cost per FL OZ
\$ 12.97	16	\$ 0.81
Our Cost	FL OZ	Cost Per FL OZ
\$ 0.38	8	\$ 0.05

**17x more affordable**



	Competitor Cost	Our Cost
<b>1 set of Items</b>	\$ 41.03	\$ 7.44
<b>500 sets of Items</b>	\$ 20,515.00	\$ 3,720.00



# AFTER THE EVENT,

EVERY STUDENT SAID THAT MAKING CLEANING PRODUCTS WAS MUCH EASIER THAN EXPECTED.

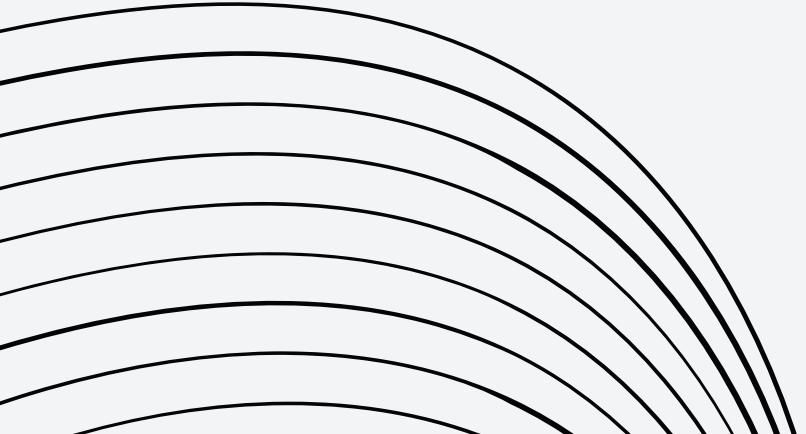
38% REPORTED THAT THEY ARE LIKELY TO START MAKING THEIR OWN SUSTAINABLE AND AFFORDABLE CLEANING PRODUCTS

ALL STUDENTS REPORTED THAT THEY HAD NEVER THOUGHT OR HEARD ABOUT THIS ISSUE BEFORE THE EVENT.

# STUDENT FEEDBACK



“Learning that these products that are nonnegotiable basics for life are not accessible for low income families was incredibly heartbreaking. I’m so glad that this project has brought attention to this issue and making a step toward change and progress.”



# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

01

"TO END  
POVERTY IN  
ALL ITS  
FORMS,  
EVERYWHERE."

03

"ENSURE  
HEALTHY LIVES  
AND PROMOTE  
WELL-BEING  
FOR ALL AT ALL  
AGES"

11

"MAKING CITIES AND  
HUMAN  
SETTLEMENTS  
INCLUSIVE, SAFE,  
RESILIENT AND  
SUSTAINABLE"

12

"ENSURE  
SUSTAINABLE  
CONSUMPTION  
AND  
PRODUCTION  
PATTERNS"

# THANK YOU!



## SUPPORT THE INITIATIVE!!

CONTACT US:

[GTBETHEBRIDGE@GMAIL.COM](mailto:GTBETHEBRIDGE@GMAIL.COM)