



## GOOD KARMA SHIRTS: OVERVIEW

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Good Karma does not just sell shirts. It also moves people.

A project initiated by the University of the Philippines' Industrial Engineering Club (IE Club), t-shirts of different colors are our medium—with each color corresponding to a certain problem in society and a mission to undo this problem. It is our highest objective to encourage the Metro's college students to contribute to society through simple means.



Profit from the purchase of white shirts will proceed to a scholarship program for poor and indigent students headed by the **Kristiyano-Islam Peace Library**. Profit from the purchase of red shirts is planned to go to **Kabataang Inyong Dapat Suportahan (K.I.D.S.) Foundation's** medical and financial assistance to young patients from public hospitals, while profit from the purchase of blue shirts is planned to proceed to **Save Philippine Seas'** legal efforts to conserve Philippine aquatic resources. Profit from the purchase of green shirts is aimed to support activities towards the reforestation of the Philippines through **Haribon Foundation's** project, "Road to 2020".

Along with this cause, we are undertaking an extensive campaign featuring the **Faces of Good Karma**. We have tapped college students who are well-known achievers in their respective fields to represent our brand and their universities. They hail from the University of the Philippines (UP), the Ateneo De Manila University (ADMU), the University of Asia & the Pacific (UA&P), the Universidad de Santo Tomas (UST), the College of San Beda, and the De La Salle University (DLSU). We want to send the message that if these achievers have excelled in their respective fields, why can't the Filipino youth excel in the field of making a change?



Furthermore, we are also partnering with student organizations from the above universities who are aiding us in selling our shirts and spreading the Good Karma. They include **ADMU's Ateneo Environmental Science Society**, **UA&P's ER+GO**, and **UST's Junior Pharmacists' Association - Gamma Chapter**.



There are so many problems this generation has to face, and Good Karma's main message is: start small but start now. Let's initiate this cycle of Good Karma.

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