

## Good Karma: Project Profile

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.

## I. **Beneficiaries**

**Kabataang Inyong Dapat Suportahan (K.I.D.S.) Foundation** works for the benefit of cancer patients of the Philippine Children's Medical Center, among others. This foundation seeks for children to learn more about their potentials as the future of our society, giving them this future that they can dream for and build. They serve as the venue for all others who share the same vision of uplifting the importance of the youth. Profits from the purchase of red shirts will go to K.I.D.S. Foundation.

**Kristiyano-Islam Peace Library (KRIS)** is an award-winning education organization that provides for the educational needs of the youth settling in poverty stricken communities. It began in Zamboanga as a means of supplying books to public schools in rural areas together with building up a system that promotes literacy and learning among the children. KRIS Library aims to give strength to the youth for them to, not only support themselves, but also give back their services to others. Profits from purchase of white shirts will go to KRIS Library.

**Save Philippine Seas** is an organization pushing for legislative means in the country to conserve our aquatic resources. They began as a reaction to a US-Based company involved with importing shells, corals and marine wildlife from the Indo-Pacific countries, including the Philippines. Today, SPS continues their service through their research and investigation of the different deprived ways that our seas are being handled and put an end to these through the support of environmental laws. Profits from the purchase of blue shirts will go to Save Philippine Seas.

**Haribon Foundation** is a well-know and long-standing membership organization that is devoted to the conservation and protection of natural resources in the Philippines. Based on reliable scientific and socioeconomic research, it aims to develop a constituency that is devoted to address important environmental issues in each habitat and site relevant to local biodiversity. It is considered as the pioneer environmental organization in the Philippines. Its current project, "Road to 2020", is working to restore 1 million hectares of rainforest by the year 2020 through the planting of native tree species.

## II. **Associates**

The **UP Industrial Engineering Club (UP IE Club)** is a duly recognized organization in the University of the Philippines- Diliman Quezon City. From its humble beginnings in 1967, UP IE Club has established a tradition of excellence through the various projects that caters not only to the college and community, but also promotes growth within the organization. Aside from Good Karma, the UP IE Club has launched successful projects in passionate service towards the community such as LuntiRun (a run benefiting the environment), UPCamp (free UPCAT tutorial for UP applicants), and a local scholarship fund.

The **Ateneo Environmental Science Society (ESS)** is the premier environmental organization of the Ateneo. Its mission is to inculcate the spirit of logical environmentalism within the Filipino youth. Ateneo ESS is open to anyone who shares with us a passion for the environment. The organization strengthens environmental advocacy within the Loyola schools by influencing the waste management policy within the university.

**ER+GO** is an organization from the University of Asia & the Pacific (UA&P) that aims to involve the UA&P community towards the conservation and protection of the environment. Its main thrusts are creativity and innovation in its formulation of solutions, environmental responsibility, and awareness campaigns. Projects include the "Toward a Clean and Green Philippines" symposium, environmental advocacy using art forms, and outreach missions.

The **UST Junior Pharmacists' Association - Gamma Chapter (JPA-GC)** is the mother Organization of all Pharmacy students in University of Santo Tomas and it represents UST in the Federation of the Junior Chapters of the Philippines (FJCPhA). It is committed to make a difference for future Thomasian pharmacists.

### III. Contact Us

#### **Project Contact Details**

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