Cycles* ($10,000 Grand Prize Award Winner)
Michelle Dugan, Co-founder (CAS)
Ashley Seiver, Co-founder (CAS)

Cycles is a bicycle-run delivery service based in urban farmers markets. Co-founders Michelle Dugan and Ashley Seiver have formed an alliance with Greenmarket to set up the initial operation in the Union Square farmers market. Greenmarket, an organization that runs 49 farmers markets within the five boroughs, is a program of the Council on the Environment of New York City. The delivery service will provide Greenmarket customers with a convenient and carbon emissions-free way to transport their purchases home. The goal of Cycles’ delivery service is to encourage new customers to shop at the markets and current customers to purchase more, thus increasing support for local organic farmers and their ethical and environmentally sustainable farming practices. Eventually, Michelle and Ashley plan to develop a sustainable business model that can be implemented in other urban farmers markets throughout the country.

PACE*
Nikki Agravante, Founder & Executive Director (CAS)
Evron Auyeung, Deputy Director (CAS)
Harden Chen, Budget Analyst (Stern)
Mychal Lopez, Creative Development & Outreach Director (Gallatin)
David Olmos, Public Relations, Technology and Graphics Director (Steinhardt)
Reza Parungao, Editor (CAS)
Jon Siapno, Education Coordinator (Steinhardt)
Andrelie Suarez, Consultant (CAS)

PACE is a U.S.-based, student-run not-for-profit that offers Philippine students access to valuable educational and material resources by mobilizing local community efforts in the Philippines. As a “cooperative exchange,” PACE is driven by its vision to enrich, connect and empower rural, underprivileged Filipino communities to help them sustainably achieve local development.

With the help of an established network of city officials, local businesses, community members, and a partner on location, PACE will begin its efforts by installing after-school tutoring programs in select public schools in San Carlos City, Negros. By recruiting local teachers and eventually private high school students as tutors, PACE will encourage Filipinos to invest in their community by helping young students struggling academically and offering them the tools they need for their educational and future success. PACE will also reinforce these efforts with much needed donated materials, such as school supplies and books, to our partnership schools.
**PATHE Project**

Cayce Pack, Co-founder and Director (School of Social Work)  
Arielle Milkman, Co-founder and Director (Gallatin)  
Grant Gurrola, Business and Financial Planner (Stern)  
Juan Arenas, Business and Financial Planner (Stern)  
Kate Woska, Business and Financial Planner (Stern)  
Monica Santos, Social Work/Refugee Care (School of Social Work)  
Lori Murray, Social Work/Refugee Care (School of Social Work)

Provisional Aid Toward Higher Education, or PATHE, is a social entrepreneurship venture dedicated to funding university education in refugee populations. PATHE proposes to engage a number of Southern Sudanese students aged 14 to 18 living in the Fugnido region in a photography project between May and June of 2010. PATHE will provide cameras and ask the students to photograph themselves and their everyday lives and then digitally archive the images produced, displaying them on a website, as well as at gallery and fundraising events in New York City.

PATHE will also provide a small number of qualified Southern Sudanese students with full university scholarships at institutions in Ethiopia. PATHE will use the photographs the students produce solely to raise awareness in the United States and generate funds for refugee student scholarships.

**VMAD**

Ida Azizkhanian (CAS)  
Joyce Chen (CAS)  
Jennifer Yoo (CAS)  
Rena Qian (CAS)

VMAD will take advantage of NYU’s resource of students who have been formally trained in dance and music to provide a free extracurricular program at local schools to address the disparaging education issue of high drop-out rates, bad behavior and tense relationships between teachers and student. These students will be active as volunteer teachers, to students from New York City elementary and middle schools interested in pursuing extracurricular activities in the arts. Participating middle and elementary school students may take lessons in either music or dance, and must commit to attending lessons regularly.

**White Tops**

Priscilla Lee, Manager (New School)  
Jenny Hu, Strategic Planner (CAS)  
Midori Chika, Secretary/Planner (New School)  
Katrina Liao, Treasurer (Stern)

White Tops strives to reach out to the public in efforts to reduce the effects of global warming, or specifically, Urban Heat Island, that focuses on urban scale warming. White Tops will allow homeowners and landlords to sign up to get their flat rooftops painted white for free. A white painted roof has a greater albedo (or cooling ability) than conventional materials, by reflecting three times more solar radiation back into the atmosphere; thus it cools the roof and interior, so that households can enjoy more suitable temperatures in the summer.
Art for Global Justice
Alexandra Cunningham, Head Program Coordinator (Gallatin)
Sarah Hurwitz, Youth Workshop Coordinator (School of Social Work)
Jeeyoung Park, Art Exchange Coordinator (School of Social Work)
Miranda Buxton, Youth Workshop Coordinator (Gallatin)
Brenda Vicente, Artistic Direction Assistant (CAS)
Hannah Daly, Art Exhibit Coordinator (Gallatin)
Jessica Fudge, Art Exhibit Coordinator (CAS)
Stephanie LaRocca, Budget Supervisor and Grant Writer (Bentley)
Molly Wedel, Website Designer and Technology Advisor (Fordham)

Art for Global Justice (AGJ) will use art in diverse ways to create social change both locally and globally.

Art for Global Justice will work in three main categories. The first is an art exchange amongst high schools around the world – a pen pal program, using art rather than letters. This links schools in the U.S., Ghana, and Lebanon, and potential other countries. The goal will be to begin a mutual understanding and respect at a younger age, so that future leaders can see the global community through a new lens. Starting in March 2010, AGJ will be in place for two schools in two countries, and will expand to ten schools over the year.

The second category includes art exhibits to raise funds for art education and poverty alleviation. All money raised at these exhibits will go to non-profit organizations or AGJ’s own initiatives. Student and local art will be recruited for this and events will happen in New York. AGJ will begin planning its first exhibit in April 2010 to raise funds.

The final category is free art workshops with a global education aspect. This involves the youth in New York City and includes social justice lessons. AGJ began its workshop program in February 2010.

Community Mapping for Social Change
Bethany Halbreich, Communications Director (Gallatin)
Lori Zeller, GIS Data Director (Gallatin)
Jordann Wine, Founding Member (Gallatin)

Community Mapping for Social Change (CMSC) will provide the resources for communities to effectively utilize services by bringing organizations and community members together. CMSC will implement an accessible graphical web interface to maximize transparency of information. This will maximize the empowerment of organizations and community members to target and utilize these services.

CMSC is dedicated to empowering communities and the organizations that provide them with services by offering accessible community and organizational data in an easy-to-use interface. CMSC hopes to bring its project to a global level where all communities of not-for-profit organizations and individuals can connect and accurately assess the health of their communities, reducing overlap and increasing efficiency.
GiveBackNY
Ryan DeFranco (Tisch)
Danny Fox-Morales (Tisch)
Dustin Nacow (Tisch)
Evan Wattles (Tisch)
Joe Skinner (Tisch)
Devin Johnson (Tisch)
LuLu Yan (Stern)
Boris Riabov (Tisch)
Naomi Davis (Tisch)
Paul Wheatley (Tisch)
Kelsey Larson
Sam Heesan

GiveBackNY’s goal is to create a website to highlight the works of small charitable organizations in order to bring in funding on a microcredit scale. GiveBackNY is a video collaborative that shoots entertaining 5-10 minute documentary shorts for hundreds of local charities. These short films will be presented on a YouTube-style website where visitors can quickly find charities that match their personal beliefs. GiveBackNY offers a browsing experience that makes the user feel good about working hard all day: first, HD video instantly delivers powerful, provocative and engaging content and then, they’re offered the chance to directly influence the lives of people in the videos.

HERstory
Joyce Gendler, Co-founder (Steinhardt)
Gabriela Tejedor, Co-founder (Steinhardt)

The NYC HERstory company will consist of influential female student leaders who will serve both as performers and facilitators of an after school program for girls.

NYC HERstory company will organically develop a storytelling-based curriculum that focuses on the discovery and definition of being a female in the 21st century. The company will meet twice a month to devise original workshops that will inspire a collaborative performance piece that will be shared to the larger NYC community.

Using the donated proceeds from the performance, the company will travel within New York City to share the HERstory curriculum with middle and high school girls. At each school visited, the company will perform the original HERstory piece to introduce the girls to the work that they will be exploring throughout the company’s residency. The next step is to facilitate the girls through the HERstory curriculum for them to create their own final performance.
Of Rags
James Branson Skinner, Founder & Owner (Gallatin)
Neha Dubli, Executive Director (CAS)

Of Rags is a fair trade fashion cooperative that combines elements of New York style and the hippest Ghanaian fashions into unique, handmade artful clothing. Established in September 2009, Of Rags is the vision of James Branson, an NYU student who studied at NYU’s Ghana Program during the fall of 2009, and RAAM, a Ghanaian designer in Accra, the capital. They have quickly grown their business into a full clothing line available for sale in Ghana and debuting in New York in January. The company has plans to employ additional seamstresses at fair trade wages, and eventually to work with new design partners, first in Ghana and then around the globe in a cooperative structure selling through retailers, Of Rags’ own stores, and online.

Pokuasi
Hannah Davis (Gallatin)
Alyssa Davis (Parsons School of Design)

Pokuasi will market and sell a high-class brand of jewelry, made by women in the Ghanaian village Pokuase, and donate the proceeds to the Ghana Literacy Project, an organization that helps to foster education and empowerment in the same village. At the same time, Pokuasi will improve the quality of life for the women who make the jewelry. The wages the women earn from the production of the necklaces will supplement their annual income by about 22%, which will provide them the opportunity to send their children to school, grow their businesses, buy clean water and fulfill other needs.

Refill Manager, LLC
Gideon Platt, Co-founder & Managing Member (CAS)
Gregory Waldstreicher, Co-founder & Managing Member (University of Maryland, College Park)

Refill Manager, LLC, was started to create a system to facilitate prescription refills and requests in a safe and affordable manner for both patients and physicians. The company’s first release, a beta site called Refill300.com, is a web-based system intended for patients to easily obtain new prescriptions and refills directly from their physicians. The companies anticipated second release, called DoseSpot.com, will include all the features of Refill300.com and the ability for these prescriptions to be electronically sent directly to the pharmacies of the patients’ choice using the Pharmacy Health Information Exchange™, operated by SureScripts®. This connectivity facilitates the secure, electronic transmission of new prescriptions, refills and medication history between physicians, pharmacist, and patients using a secure network.
Run It!
Alina Tsouristakis, Founder & President (CAS)
Vicky Vlantis (CAS)
Alexa Squillaro (Gallatin)
Elias Tsouristakis (Fordham)

Run It! strives to alleviate childhood obesity and related preventable diseases by providing all children and their families with the proper resources and information needed to help them form healthy habits and spread their knowledge to others.

Run It! is designed as a weekly after-school program to teach students the value of eating right and exercising in hopes of reducing the health risks among student populations with a high risk of obesity. The lessons from Run It! are currently being taught at a high-risk elementary schools in New York City and can be applied to other schools with high-risk populations.

Scholars for Success
Mohammed Ahmed, Co-founder and Program Coordinator (NYU Poly)
Syed Hayat, Co-founder and Program Coordinator (Hunter College)

Scholars for Success is a youth-enrichment program that offers “at-risk” and struggling New York City Public High School students with the tools to succeed as tomorrows leaders. At Scholars for Success, students will receive mentorship, individualized tutoring, motivation, career planning and the proper college preparation required to compete in the high school and college process. Furthermore, we will incorporate job shadowing, resume writing, and etiquette classes as a means of preparing students for the overall adult world.

Tu Teatro
Lorena Elizondo, Co-founder (Steinhardt)
Jason Bogdan, Co-founder (Steinhardt)

Tu Teatro will use Augusto Boal’s practices of theatre of the oppressed to create area-specific workshops that will be taken to different areas of Mexico. Tu Teatro will start providing these workshops in rural communities in Mexico, starting in Chiapas. Tu Teatro eventually aims to spread across the country. Theatre of the oppressed is a theory designed for people to realize the power of their own voices and their own capacity for change.