



Local Leaders **WORLDWIDE CHANGES**

Written by Katie Southerland

Many of the life-saving programs inside and outside the Tristate wouldn't be possible if not for the compassion and dedication of some of Cincinnati's business leaders and their companies.

Bob McDonald with Procter & Gamble Saves Thousands

Companies like Procter & Gamble, for example, have had a commitment to social responsibility throughout their entire 175-year history. And since Bob McDonald was named president and CEO in 2009, the goal to improve lives around the globe hasn't changed. One of P&G's programs that McDonald continues to support is the Children's Safe Drinking Water Program.

Since P&G is committed to finding ways to help people live a healthier life, they focused on a problem that has been claiming the lives of thousands of children every day: the lack of clean water. The company founded the Children's Safe Drinking Water Program with the goal of providing clean drinking water to millions of people in the developing world who drink dirty, contaminated water. They launched the Program in Haiti and Uganda in 2004, saving the lives of thousands.

The not-for-profit program started in Cincinnati when inventive minds at the company developed the P&G Purifier of Water, which is a packet of powder the size of a business card. Working closely with the Centers for Disease Control and Prevention, this packet made dirty, contaminated water clean and drinkable. Since then, the program has shared more than 5 billion liters of clean drinking water and saved more than 26,000 lives.

Plans for the program are only expanding. The steps taken so far have led P&G to make a bold commitment to save one life



Philippines in 2011, the only source of clean drinking water in the region became polluted. P&G provided more than 6 million liters of clean drinking water by working with World Vision, a Christian relief and development organization, and by organizing local health workers and stakeholders to distribute packets. In that same year, P&G provided 25 million liters of clean drinking water to the flood victims of the Thailand flood crisis, improving the lives of 50,000 families.

every hour by 2020, meaning they will need to provide more than 2 billion liters of clean water every year. In order to achieve this target, P&G has built a new packet manufacturing facility, forged new partnerships, and extended operations for the program into more countries.

P&G has helped to make drinking water clean after a disaster. When Typhoon Sendong hit the

The purpose of P&G's program and others like it is to touch and improve the lives of the world's consumers through their business, their employees, and their brands. The Children's Safe Drinking Water Program is just one of many amazing programs that has enhanced lives and that P&G employees have dedicated their time to. According



to P&G, its employees volunteered more than 52,500 hours in 2011, and senior leaders served on more than 200 local, national, and global boards.

"You will find that all P&Gers are deeply committed to their communities. It is part of our DNA and I believe it is what attracts people to P&G in the first place," McDonald says. "You will find them devoting their free time to every conceivable community activity from organizing fund raisers, coaching youth sports, and sitting on school boards to packing relief packages for disaster victims, serving on not-for-profit boards, and cleaning up public spaces."

Each year, P&G also invests more than \$100 million in charitable cash, product, and employee donations. This effort helps communities to thrive, which P&G knows is not only good for the world, but

also for its business. The company received the 2012 Spirit of America Award from United Way Worldwide, an honor that acknowledges they are making a difference where they live and work. The award is given to corporations that show exceptional employee and community engagement and that have a considerable impact on the community.

From providing clean drinking water that saves the lives of thousands, to eradicating diseases, to hosting United Way campaigns at all P&G plants in the U.S. as well as most international locations, P&G has made a huge difference around the world.

"I am just one of many thousands of P&G people that willingly devote their time to making the communities that we call home stronger and more successful," McDonald says.

Procter & Gamble is located at 1 Procter & Gamble Plaza, Cincinnati, OH 45202. You can reach them at 513.983.1100 or visit their website at www.pg.com

Chuck Proudfit Knows Small Acts Can Be Huge

Chuck Proudfit is another local leader who works to improve lives everywhere by giving the term "work" a new definition with his non-profit organization At Work On Purpose.

"Work is as much a form of worship as going to church on Sundays. People don't think that's true anymore," Proudfit says. "The idea of 'work' used to be that you grow up to discover who God created you to be ... that is the spirit of At Work On Purpose, to be at work on God's purpose."

At Work On Purpose is about 10 years old, and has grown to become the nation's largest city-wide marketplace ministry. They have more than 5,000 people in the Cincinnati area who are applying their Christian faith at work.

"Building relationships with people at work, taking people out to lunch, getting to know them, laughing with them ... as basic as that sounds, we live in such a transactional world where we all rush around, that we don't stop to try and get to know people anymore," Proudfit says.

Proudfit also sees the simple act of creating a job as a form of ministry. Through an organization called Self-Sustaining Enterprises (SSE), which generates profits for philanthropy, Proud-

Chuck Proudfit



fit works to launch and successfully grow small ventures into profitable enterprises in order to create jobs in the U.S. and overseas. Almost 50 people are employed at SSE, which is "huge since so many people are even struggling to find a job," he says.

Proudfit has also started a consulting firm called SKILLSOURCE, which "guides clients positively, faithfully, and expertly." The business was a winner of the 2010 Tristate Success Award, given to the most successful emerging companies in the area, and has a 95 percent referral rate. But most importantly, the business has six people on staff, about 60 contractors, and does about two dozen projects at one time.

"We work for sustainable growth ... that is just as much a form of ministry to me as praying for someone," Proudfit says.

Entrepreneurial ventures that generate profit for ministry are abundant in the Cincinnati area. According to Proudfit, people have even traveled here from other countries because it's so unusual to see social enterprises that are not just sustaining, but profitable. Proudfit attributes the success to giving people a "holistic view" of what it means to be faith-active. This means that Proudfit tries to get people to look past what they think it means to be involved, and instead concentrate on social responsibility and small acts of kindness to incorporate faith into every day activities.

"To me, it's not about Bible thumping ... I don't push that on anybody, but instead try to take care of people to earn their trust and confidence," he says.

Proudfit earns this trust by taking every opportunity to show people that the small acts are all it takes to keep faith prominent in life. With this outlook and by showing people that there is more to life than just "work," Proudfit is improving lives and making people happier at home and on the job.

"I don't hide my faith in any way, and that has helped me build what I have," Proudfit says. "Whenever God opens a door, I always walk through it."

At Work On Purpose is located at 9891 Montgomery Road, Suite 202, Cincinnati, OH 45242. You can reach them at 513.253.8879, by email at info@atworkonpurpose.org, or visit their website at www.atworkonpurpose.org

Self Sustaining Enterprises, Inc. is located at 404 4th Avenue, Mason, OH 45040. You can reach them at 513.234.7898, by email at info@sse-inc.org, or visit their website at www.sseinc.org

SKILLSOURCE is located at 9891 Montgomery Road, Suite 202, Cincinnati, OH 45242. You can reach them at 800.513.9580, by email at info@skillsource.com, or visit their website at www.skillsource.com



Evan Nwankwo

Evans Nwankwo asks, "If Not Now, When?"

Evans Nwankwo has made a trip back to his native Nigeria every three years since he moved to the United States, but the future that Nwankwo thought his country had when he left no longer exists. Nwankwo has found that things are not getting better, but worse.

"They've got all this oil over there and if they could get it together, they could do the stuff that needs to be done. But the government is, quite frankly, corrupt. The wealthy are getting wealthier and the poor are just getting poorer," Nwankwo says. "These people really have no voice, and we knew if we didn't help, it would probably never be right."

Nwankwo, who is the president of Megen Construction Co., has been committed to helping Cincinnati for years, so it was in his nature to aid the people of Nigeria by beginning the Nuway Foundation, which started out of the need to help the African youth to "reclaim their future."

The Nuway Foundation began helping people in Nigeria in 2007, first in a village called Awa. According to Nwankwo, people, including children in the village, were forced to walk miles to get water that was not even clean, so the foundation saw its first call for help.

"The first thing we did was provide the opportunity for them to get clean water," Nwankwo says. "We started drilling wells around the village so that no matter where you live in the village, you don't have to walk three miles to get clean water."

But the foundation didn't stop there. Nwankwo realized that the youth had clean water, but they didn't have an opportunity to get a good education. According to Nwankwo, at the local



schools, a number of subjects were not even taught, like chemistry and physics.

"They didn't have enough teachers, and the teachers they did have were just teaching English and math. The sciences that helped shape my future weren't even taught," Nwankwo says.

The foundation worked with a government effort to employ teachers. Then they made sure the schools were supplied with books, desks, uniforms, and other supplies.

"Then we thought, now you're getting clean drinking water and an enhancement in academic life, but when you get ill, where do you go?" Nwankwo says.

When the foundation first began in Awa, the village had a health center, but there weren't any doctors, just one nurse who worked "on and off." The center had no medical supplies or important equipment available. In an effort to fix this, the foundation purchased generators, ultrasound machines, and other equipment, and brought in a doctor.

Nuway recognizes the possibility of the people's dependency on the foundation, however, and makes an effort not to let that happen. They accomplish this by providing zero-interest loans to families that want to open a business or expand a current one. As a result, the village has become "reasonably stable to carry on, on their own," Nwankwo says.

"We now have at least 60 different families who have businesses that are thriving, and they are paying back the loans so that we can use it to help others."



The foundation's next goal is to take this concept to a different village by 2013. They will help accomplish this with their annual fundraiser "Bianu," or "a coming together," which is where they raise 75 percent of their funds from both corporations and individuals.

"Without the generosity of this city and this community, we wouldn't be able to accomplish what we have accomplished," Nwankwo says.

To help the African youth and to do "something beyond yourself," is why foundations like Nuway and people like Nwankwo exist.

"If not me, who? If not now, when?" Nwankwo asks.

The Nuway Foundation is located at 11130 Ashburn Road, Cincinnati, OH 45240. You can reach them at 513.742.9191 or visit their website at www.nuwayfoundation.org

Thomas Pappas, Jr. and Romanian Handicapped Ministries are Providing Hope

In Romania, there is no social services network for people with disabilities. There are no support groups for parents of children with disabilities. And there is no place where these children can go to be around others like themselves. In other words, for Romanian citizens with handicaps, there is nowhere to turn for support. But that all changed when Romanian Handicapped Ministries was founded in 1998.

The organization, which provides hope and a future for young adults with disabilities in Romania,

has local ties. Headquartered in Milford, the organization reaches out for help all over the country to send much needed support to a day center program for young adults with disabilities in Constanta, Romania.

"The day center we own and operate provides (young adults and children with disabilities) a place to go, a place to get medical care, and a place where they can learn," says Thomas E. Pappas Jr., Romanian Handicapped Ministries board member and the chief financial officer for the Sheakley Group. "For example, we teach them computer skills in hopes that they can maybe obtain a job one day, basic skills like taking care of themselves, and, overall, we provide self-esteem."

Pappas has served on the board of Romanian Handicapped Ministries since 2005. He has donated his time and expertise by attending board meetings, preparing the organization's financial work, and fundraising. He has been to Romania four times to assist at the day center program.

"Going over there not only reminds me of how lucky I am and how fortunate I am, it also motivates me to serve people that aren't, by no fault of their own, in such a good situation," Pappas says.

The culture in Romania is different than in the United States. Even though there are a lot of people in the U.S. that don't care to see or be around people with disabilities, in Romania, they make it "very obvious," Pappas says. For example, many apartment buildings were built with no elevators, and many of



the communist leaders forced people with handicaps to live on upper levels. Since people with handicaps couldn't make it down the stairs, it seemed like they "didn't exist."

Romanian Handicapped Ministries is working to change the lives of young adults with handicaps, whether mental, physical or both. They get their funding from both individuals and organizations within the United States. In 2012, they began an annual golf outing, which raised \$17,000 of the organization's \$90,000 budget. But the organization is still challenged because they need "more monthly givers with a commitment to help cover the monthly expenditure for the employees and the facility," says Pappas.

But no matter how much support the organization receives, they vow to continue to better the lives of young adults and children with disabilities through their services.

"I feel very driven to do whatever I can. I understand that I can't solve the problems in Romania as they relate to children with disabilities. I understand that God has a plan and that I'm a part of that plan. And I understand that I may never see the fruits of that labor," Pappas says. "But that's OK. I know that what we're doing over there is making a positive impact for everyone."

Romanian Handicapped Ministries is located at 5910 Price Road, Milford, OH 45150. You can reach them at 513.831.4573 Ext. 351, by email at rohanmin.us@gmail.com, or visit their website at www.romanianhandicappedmin.org