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Oral History Conversation with Nick Sandoval

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This is an oral history conversation on social enterprise between students in business ethics at the University of San Diego and Mr Nicholas Sandoval, founder and CEO of Create Purpose. Nick, before we begin the conversation, could you give us a brief overview of what Create Purpose does?

Yeah we focus on development programs for abandoned children living in orphanages. That’s as brief as you get.

So to start this off, we would like if you could take us back to a specific childhood experience.
that you might be able to connect to

the kind of work you are doing at Create Purpose.

What’s your source of inspiration?

Motivation?

I think for me it was not one specific
memory or experience it was the

fact that I mean growing up I just had

a lot of people who were
rooting for me. I had

a lot of, whether it was family or
mentors, teachers or, you know, community

organizations I was always

a part of. It was really... it helped me,
you know, be successful in whether was

in college or my career, when I started

a consulting business and when I had gone
to the orphanages I realized that there
was just a complete lack of that. It was complete lack of sort of thinking about tomorrow and thinking about what happens after we leave these homes so we have a lot of mission trips and charity organizations that go and you know they do food and they give clothes and they give plastic toys that end up in the garbage the next day and we pile them in by the bus loads you know whether your a church or anyone you know. And I was as I was seeing this same sort of cycle for ten years with well intentioned people going for the day and you know playing with the child whether in Mexico or Africa. And then they leave feeling really good about themselves posting the photo on social media thinking that you
know they changed the world for that day.
Well if you’re an abandoned child and

specifically living in an orphanage, what
happens on Tuesday morning when it’s not

you know when there’s no group and it’s
just you and you know fifty other children

with three other caretakers and no life
skills and no one. The teachers

were sort of you know write you off because
you were an orphan... There was no mother

that’s fighting for you or father that you
know is teaching you how to play catch. And

I had all those things and yeah I had

a lot of you know we all have
family things growing up

a lot of us are you know fortunate
enough to have the the cookie cutter

childhood and you know I didn’t have it and
I went through divorce and went through
a lot of or you know my parents went through

00:03:13.260 --> 00:03:18.130
a divorce and those hard and all these things. But I still had the community and

00:03:18.140 --> 00:03:24.080
I still had family and I still had people and without those people I have no

00:03:24.090 --> 00:03:31.010
idea where I would be right now and these children don't and after

00:03:31.020 --> 00:03:36.410
seeing that like I said for year after year and thinking how fortunate that I

00:03:36.410 --> 00:03:43.120
was and then seeing... I don't know, coming and seeing in the States just how fortunate

00:03:43.130 --> 00:03:48.630
we all are. I mean, because even if we're born into bad circumstances there's always

00:03:48.650 --> 00:03:53.680
a community program that we have access to. And going to Mexico, in Tijuana

00:03:53.690 --> 00:04:00.590
a lot over the years it was... there's not that same access so you see

00:04:00.600 --> 00:04:07.480
these children. They grow up and they end up in prostitution or

00:04:07.490 --> 00:04:14.080
they end up in the cartels or in jail or on the streets and it's funny because in

you know we're jailing them and and we're not thinking about the source of the

problem and so I just figured, you know, what was that saying... " if not me who and

if not now when?" and so we just gotta take

a leap of faith then started Create Purpose. Figuring it out.

So I kinda want to play off what you said, you said they come for a day

and you were telling us something to the affect

you have related your own experience of doing volunteer service trips in Baja,

and you mention how do you really realize that the stuff you were bringing to the orphans was kind of

only helping them survive

the day to day but not really as people.
I'm wondering where there any specific experiences in your own life where you felt difference between surviving and thriving and could you take us back to an instance like that?

Uhh... not so much, I had I was you know even though the family sometimes felt like we had a bootstrap. I feel like I always had... we were never in survival mode.

But I think going back to that it was because these I mean you know I was fortunate enough not privileged by any means but fortunate enough to be in the right schools and have the right teachers and to even if times got hard to have the I guess the emotional intelligence or the behavioral intelligence to, um, to get through it and to learn from it and to progress.
00:05:54.290 --> 00:05:59.260
so I think that’s the... Yeah, I don’t
think that was ever a thing.

00:05:59.260 --> 00:06:01.290
So it seems like

00:06:01.290 --> 00:06:04.600
you say that you’ve been thriving
but if you maybe think of

00:06:04.610 --> 00:06:10.310
a point where you were able to determine
that, "hey I’ve been thriving while others
have just been

00:06:10.410 --> 00:06:16.610
surviving” or kind of just at what point
did you recognize the difference in
your natural

00:06:16.620 --> 00:06:20.300
at what you were given versus what
others were.

00:06:20.720 --> 00:06:23.720
I was, um...

00:06:23.720 --> 00:06:29.580
So before I would you know chose
abandoned children I chose orphanages or

00:06:29.590 --> 00:06:35.600
they chose me, I don’t know. I would do the
do the homeless and do the you know I go

00:06:35.610 --> 00:06:38.910
and volunteer in the with the homeless
population or the veterans or old the
retirement homes and you see I guess

a little bit of that and all in all areas of need, in all vulnerable populations. But when I saw when I was like, all right I'm going to focus my efforts on abandoned children I joined a board of directors after I've gone some years volunteering where they sort of any time without an orphanage they rolled out the red carpet because a board member there then you know they need to see the numbers as they rolled out the red carpet and so I got a behind the scenes look at a lot of children's homes a lot of these orphanages and when I... I mean I would go every other week sometimes once a week. And when you see it over and over
and over again I mean it's obvious it's

00:07:27.050 --> 00:07:31.700
obvious where the need is obvious that,
you know these children are having donuts

00:07:31.710 --> 00:07:35.770
for dinner no lunch and then cereal
for breakfast so obviously there's

00:07:35.780 --> 00:07:41.750
a there's nutritional needs there's needs
for support it's just staring you in the

00:07:41.760 --> 00:07:45.950
face they every time
you go down there it's kind of hard not.

00:07:47.030 --> 00:07:52.090
To see yourself as privileged and I don't
want to think by any or to come across

00:07:52.360 --> 00:07:57.470
by any means that you know, I was
thriving or you know it but at the same time

00:07:57.480 --> 00:08:03.480
I knew that I was very fortunate and I
knew to even just being born here being

00:08:03.490 --> 00:08:06.430
born into parents having a mother
that you know that love me having

00:08:06.440 --> 00:08:12.890
a father that helped you know as part
of the the my childhood. It's very

00:08:13.480 --> 00:08:17.600
obvious when when a four year old or
a three year old baby two year old baby
looks at you and calls you papa and the
first time a you know ten minutes in
a meeting him it's obvious when you know...
When you hear the numbers that there's
you know thirty thousand children living
in orphanages in Mexico or four hundred
thousand without without parental supervision
or parental care so I think it when I
mean this is this is for all of
us I mean we all resonate with
a cause or something and when it
resonates it's just so obvious it does I
mean it's you know I want that's what I
choose I want to give back here. Because
I don't know whether they're suffering or
whether there's just, a need is there
For me it was abandoned
children.
So your website features a quote about STEAM, the approach to education that you use in Create Purpose.

It says: “STEAM represents a paradigm shift from traditional education philosophy, based on standardized test scores, to a modern ideal which focuses on valuing the learning process as much as the results.”

Could you walk us through how you came to choose this approach? And could you elaborate on how STEAM differs from the traditional education? Maybe with some examples of your own experience from working with the child. Yeah well I think it starts but I don’t work with the children I am not qualified I am not a teacher. My Spanish is very "como así así"
But it was it's I mean STEAM's nothing new it's just a approach. Science, technology, engineering, art, and math that we've actually we've bought.

For our garden based learning program we've bought a curriculum developed by 4OH.

And the University of Purdue that sort of weaves in all of those elements into our garden based learning program so how it does you have to talk to my team about that.

I know it's... It's not sitting in a classroom. It's not memorization for a test. It's project based learning it's hands on learning it's.

Taking a garden from seed to harvest to astronomy to compost and in the construction of the garden you're implementing.
mathematics in the measuring of it you're
you're acting out the children are acting

out how a seed gross and or drawing
the tree that's been that's been

a part of their lives you know that are
from this is they've grown up that they've

never really looked at. It's I
mean it's just weaving in these

these skills that we're going to need for
the future. These skills that we have

STEAM exactly I can give you

a few examples. Really more
than anything it's a it's just

a hands on approach to learning.

I have a question kinda going off of that.
So you talked about previously

going and seeing that these kids needed
more than material goods

They needed this kind of support and
now you have Create Purpose

What kinda? What drove you to

go from one situation where you're

a volunteer to where you're actually creating a program for them?

How did you incorporate those two?

so I'm a business guy I was

a business consultant. Since I thought that was going to be my path I was sort of

building my network building my company and part of my network I was

a rotarian. And so bless their hearts, you know, bunch of successful ninety year old

men telling you. You know that we're sipping whiskey and beer and cigars

over the fireplace and they knew what I was doing and they knew that my heart was

talked about all the time.
Back when I was consulting

00:12:41.110 --> 00:12:42.870
I maybe you worked six hours

00:12:42.880 --> 00:12:48.490
da week and we always found myself going
down to Mexico that's where my heart was.

00:12:49.340 --> 00:12:55.630
And I remember a man, David Whitehead.

00:12:55.700 --> 00:12:59.260
David hope you’re still alive haha

00:12:59.260 --> 00:13:06.140
Old man. Beautiful soul. We went down to
La Paz, Mexico and didn’t even know the man

00:13:06.730 --> 00:13:11.670
and he's asking ”Oh what do you do?”
We’re just talking business and I was doing

00:13:11.810 --> 00:13:16.990
Energy Consulting but I was also I mean
social media marketing you know a S.E.O.

00:13:17.640 --> 00:13:23.200
Also I was partners in a couple of other
small businesses. He said man you're doing

00:13:23.210 --> 00:13:31.220
a lot! Imagine if you just put your focus on
one thing and that stuck with me for a while.

00:13:31.220 --> 00:13:37.270
And then I saw... but I like champagne
right? I mean I don't want to go into

00:13:37.280 --> 00:13:42.990
the nonprofit space, you know? 
I like to travel and like the finer things in

00:13:43.000 --&gt; 00:13:49.640 
life right? And then I saw a TED talk
The Way We Think About

00:13:49.680 --&gt; 00:13:56.200 
Charities Is Dead Wrong by Dan Pollatta.
And it blew my mind and it completely changed

00:13:56.210 --&gt; 00:14:02.100 
the way that I think about charities, about 
giving, about nonprofits.

00:14:02.170 --&gt; 00:14:05.100 
I say it like that just because nonprofit is such

00:14:05.110 --&gt; 00:14:11.990 
a backwards way of thinking about this 
industry of love. It already puts us

00:14:12.000 --&gt; 00:14:15.570 
behind the eight ball by saying non profit 
we're not supposed to make profit not

00:14:15.600 --&gt; 00:14:21.210 
supposed make money. And I think for 
too long we've thought negatively about

00:14:24.240 --&gt; 00:14:25.260
What it means to be

00:14:25.270 --&gt; 00:14:31.610 
a nonprofit how it means to 
serve the world and so after I

00:14:32.370 --&gt; 00:14:35.640 
It's been sort of a series 
of open doors and God made it
very obvious to kind of. To start something that could change the world
to get I think people thinking
a little bit differently about how they give. To build sustainable results and so
to build sustainable systems so that we’re not, people aren’t constantly asking for
a handout. In the orphanage but also as an organization as an institution
so I think and I don’t even know if I’m coming back around to your question but I
think it was that specific moment was when enough people who have made it and have
lived their lives and who you respect as men and as people and women I mean it was
incredible women who paved this way as well when enough of them tell you to sort of
follow your dream and it looks like this is your your dream and then when you kind
of put the pieces together and they all start falling into place. It's

just I don't think it was just one aha. That's when it all came together but I think it was. I thought I could change the world. And I think I can I think I mean we can.

So Nick, how did you get people to understand and believe in your vision And the approach you're taking to educate young kids for example what did local community leaders think about STEAM.

Could you walk us through the process of how you gained their confidence about the value of this solution. Yeah that's the

That's always the battle but I don't think it's not whether it's STEAM or it's or formal education no one's going to argue the fact that you've got to teach
Orphans education you've got to give education orphans. How people we're going to lift people out of poverty is through education. I don't think that's the sell here or come follow me or come I think what we're doing is building a community, an institution, that's focused on not only education but the method of it so whether it's STEAM or technology or art it's all it's all. STEAM is just, I mean science technology engineering art math you know it's all encompassing we just are going to do really cool things we're going to educate these children really cool ways. But then when you talk about data driven and we're working with you know several partners on both sides of the borders we're talking about not being an American company who's coming in and
Oh, instilling our will into the city into the orphanage but it’s working with the community. Talking with the orphanage. What do they want? What do they need? It’s working with the local universities and say hey this research doesn’t exist let’s be innovators and let’s get this data and it’s working with the local business leaders to say hey how you guys are giving right now I’m not saying it’s wrong but it’s wrong. I mean we’re so focused on giving communities fish and it’s funny that when I first went down and had my meetings I would say, I would talk about how I would give I gave the clothes, I gave the cakes, I gave the piñatas and the toys and there at the end of the meeting it’s always, I mean I know that’s what they’re doing.
now I know that's what they were doing because that’s how we’re giving so it’s easy

to say hey I know how you’re giving. That’s not working, we’ve been doing it for decades. Let’s try this through education. Let’s work bi-nationally. Let’s put a really smart people around orphans. Let’s build processes and a program and scalable model, build a scalable model so we can replicate this to different orphanages, different cities all around the world. Let’s do that and it's not, it's honestly ... it wasn’t that difficult of a sell.

People are tired of the way that things are currently exist whether it's in business or politics or nonprofit. People want to see an impact.
I think we've not been seeing impacts in these big nonprofits that we've been that we've been supporting for a long time I also think people or a little wiser these days I hope that we know that hey we're going to invest in education but you're not going to see it in a month. You're not going to see those results in a year this is long term. But here's the numbers every step of the way. And to be a little conscious coming from a business background that people I mean they need to be pinged. They need, Here's an e-mail here's a photo here's a a you know here come here's an invitation to an event and just keep them in this. Yeah just keep in their ear
this keep in their ear keep continually

00:20:10.640 --> 00:20:14.660
evolve but yeah I think it wasn't that it
was that difficult. Educate orphans want

00:20:14.670 --> 00:20:17.740
to come? You had me at orphan so.

00:20:21.920 --> 00:20:27.340
Could you have elaborate a little more on
the social impact of Create Purpose or

00:20:27.380 --> 00:20:32.260
How it has made a difference in the lives of
the children who are currently in the program.

00:20:32.270 --> 00:20:35.350
Yeah I would love, that's funny I

00:20:35.350 --> 00:20:40.500
was just talking about this I would love
to tell you that we've been able to see

00:20:40.510 --> 00:20:46.190
twenty five percent decrease
in aggression in though in X

00:20:46.200 --> 00:20:52.610
Number of children. We've been able to
increase efficacy by X percent.

00:20:53.420 --> 00:20:58.290
But we're not there yet. But I know that's
what it is that's where we're going

00:20:58.300 --> 00:21:01.160
that's why we're going to universities
because the really smart people are putting
those numbers together and we're figuring that part out so by the time I watch this

and you guys dig this capsule up out of the ground that you're going to be buried in

for one hundred years. Hopefully we have some really great quantitative data. What I

do know are the stories I know that the director of the orphanage is telling us

that they're collaborating more and that they're getting along better they're

they're not getting in trouble as much in school that they're connecting what

they're learning in the garden to what they're learning in school I can tell

you that one child in our technology program. They for six months when we started

the program they would never enter the program our class our programs are not

mandatory you want to come kid come and most come but one didn't we found out
later that it was because he was the most behind in his academics and he was he didn't want to feel stupid you know because it's just more of the same you know after six months he finally came into one of our class in this was about nine months ago and today he's the best coder in our program. So I know you know I don't come from an education background I don't come from a community development background I come from a business background but I know that when I know stories like that matter you know I know that when you can get a child to be like men you've got no shot. You have no program you have nobody and you put and you empower him it's been beautiful to see to see that growth and I
know we’re making that change and that’s not enough for me you though I know that we are going to data. I know we are going to have to tell those stories to

a bigger audience right now we’re working on our marketing though so give us a break. How many children comprise of covert our first cohort. How many do we our first orphanage that we worked with or when we first went down to our villages right now. Eighty children in our programs. As a garden based learning program and technology program. And what. Were receiving before create I mean they go to public school actually and some of them even go to private school. But they’re going to need some extra help and I mean the public school system in Mexico. I mean it is just
is what it is. I am not in on the comparing. If I don’t know if it’s even better here I

know it’s not up to par and they’re not getting what they need and there’s even

these home with life skills so we just come and supplement what they’re learning in

school with with after out of school programs. So yeah they’re getting an education, it’s just not good enough. Would you be able to share

and stories what they think or feel about Steam compared to who and in the current

schools in. I don’t know stories...

a measure of I tell you story stories but. I’ll tell you that they run to

class. They run to class. It’s the most beautiful thing when you hear that bell.

And so at the bell an orphanage usually means order play whatever you’re doing you

file up and zoom and you know for it whether
it's shower or your meal or whatever

00:24:43.510 --> 00:24:50.150
it is cleaning, homework time. They'll line up and so you give they get that bell

00:24:50.160 --> 00:24:54.170
they lined up and they know they’re going to create purpose class. It's crazy to

00:24:54.180 --> 00:24:59.880
see these smiles and enthusiasm and I mean they run to class you know and it's

00:25:00.030 --> 00:25:06.600
it's beautiful to see their home and their energy. Yeah

00:25:06.740 --> 00:25:10.340
,they just love being outside they love being in the garden. They love learning it in

00:25:10.350 --> 00:25:14.370
front of computer. They love access to technology so.

00:25:17.260 --> 00:25:23.650
How you were able to impact these children and I'm wondering

00:25:23.650 --> 00:25:30.140
what have you been able to learn from them through this. Where they any specific insights

00:25:31.070 --> 00:25:33.990
that made you change how you do things in the organization?

00:25:39.310 --> 00:25:46.170
I mean I've learned alot. From the kids
from our staff, from the orphanage itself, from the community, from the

00:25:53.030 --> 00:25:59.570
kids.... I mean I've. I've always learned from them, that ,that's the easiest they're the

00:25:59.580 --> 00:26:06.210
best teachers I mean they're the... You last humility, go to an

00:26:06.220 --> 00:26:12.510
orphanage. If you lack, if you want to be inspired, you know just look at their face

00:26:12.520 --> 00:26:16.380
if you if you lack gratitude, which a lot I mean

00:26:16.780 --> 00:26:22.410
a lot of us I think do. Go to an orphanage and you'll see what.

00:26:24.130 --> 00:26:30.960
The hope and just these beautiful. Opportunities in front of you. I

00:26:30.970 --> 00:26:37.690
I think where I've learned more is from just facing

00:26:37.700 --> 00:26:38.850
this beast of

00:26:38.860 --> 00:26:45.640
a monster of poverty, and education and buying nationalism or by national work, and

00:26:47.710 --> 00:26:52.080
I mean that would be WAY longer than what
you got, the time that we have to sit here.

00:26:52.900 --> 00:26:56.710
I think what I’ve learned most. And

00:26:57.580 --> 00:27:02.360
I am a little disappointed I didn’t learn it
when I was in business when I was. You know

00:27:02.370 --> 00:27:08.850
in the for profit industry is
community organizing, and more specifically

00:27:08.860 --> 00:27:14.440
consensus organizing, and creating win-win
situations. Whether for the child, whether

00:27:14.450 --> 00:27:17.930
it's with the orphanage itself, or others
with the government or in on whether

00:27:17.940 --> 00:27:24.710
it's the with the university It doesn’t
matter because when when your values

00:27:24.890 --> 00:27:31.020
align with different
organizations or people and and

00:27:31.630 --> 00:27:35.540
your entire values don’t have the line of
as an organization but there’s going to

00:27:35.550 --> 00:27:42.420
be this sweet spot where which you guys
want and what we want, a line. And if

00:27:42.430 --> 00:27:46.980
we can work right there and not forget about
all the rest were right there and then
you get

a bunch of different organizations to do that you can make some beautiful magic.

Could you walk us through with what you came up with the ideas for pilot and expansion programs?

I call it the proof of concept program was an occupational therapist from Orange County going to an orphanage on Sundays for you know four, five hours shout out

Sarah Harmon. Who. To see do these kids even care.

They’re sitting in front of the T.V.

On Sunday, on weekends or playing soccer or or being zoo animals for the gringos that go down and you know want to take

a selfie and saw and they’re and yet we’re battling with the pinatas. Hamburgers and clowns. And do these kids even care?
What happens if we give them a computer? And then about two... when we went from proof of concept to OK let’s let’s get started was, Sarah our occupational therapist stayed the night at an orphanage one day and says she's in a do an in-depth just kind of a lot more one on one with the kids. Goes to bed on Saturday. Great day, learning she wakes up on Sunday and she's getting the room set up her room you know the room set up I don't know if she's putting alphabets or something but there's a gate and then stairs and then there's the room and they all knew that she was gay in the room set up and one of the youngest kid there, Jose, she was still setting it up. He's banging on the gate from the stairs reciting is A.B.C.'s what they
had learned to get the day before a B. C.

00:29:47.870 --> 00:29:54.770
It was the , I mean they were begging to go upstairs, you know and it was working like

00:29:54.780 --> 00:30:01.550
these kids are thirsty for something, for anything, or just believe in me.

00:30:02.200 --> 00:30:05.730
You know, something give me sure give me a computer sure give me

00:30:05.740 --> 00:30:07.470
a paintbrush or you know

00:30:07.480 --> 00:30:13.610
a garden, OK. Doesn't matter, just give them something and yeah

00:30:14.450 --> 00:30:15.620
so I think that is

00:30:15.660 --> 00:30:21.180
a proof of concept and our expansion programs. I mean we're in it right now. We have

00:30:21.190 --> 00:30:24.570
a garden based learning program, technology program. We do garden based learning

00:30:24.580 --> 00:30:31.310
because they... Every home, lacks nutrition. Doesn't matter

00:30:31.800 --> 00:30:36.090
what, where you're at around the world, if you're in orphanage you are I don't want
to say one hundred percent of them, but majority of them are reliant on donations. So

in

a lot of those the donations are not the most nutritious. So seeing that norm across all

of the homes that I had seen. OK let's focus on nutrition they and then sort of

you know, went into agriculture industry to me because we have this beautiful garden

that's our classroom is sort of just naturally evolved into the and to cool

projects. And technology program because they needed

a practical life skill. When they grow up, when they leave the home and we were

a little naive when we started that the program. We called it a coding program and

a lot of these kids I mean it's their first time touching a computer so you know
it's they're learning how to turn around
and how to paint and it's fun but

00:31:29.870 --> 00:31:33.560
a lot of kids are coding and so
what we've since change the name to

00:31:33.570 --> 00:31:38.110
a technology program which is giving children
access to technology. I mean if we're

00:31:38.120 --> 00:31:41.660
going to talk about education, we can't
tech, we can't talk about or leave out

00:31:42.810 --> 00:31:49.400
technology these days. And
so in your TedX talk

00:31:49.400 --> 00:31:55.850
You mentioned that create purpose works with local experts and industry experts. Could you walk

00:31:56.210 --> 00:32:03.000
us through the process of how you build and maintain relationships with these experts....We pay them.

00:32:03.010 --> 00:32:06.270
that's always a good way. I
think what separates us from

00:32:06.280 --> 00:32:11.190
a lot of this volunteer work or this "feel
good" work, they're paid professionals.

00:32:12.310 --> 00:32:12.650
I'm

00:32:12.790 --> 00:32:19.590
a volunteer. But to volunteer
work. You get volunteer work.
You know life, or your kids, or your class or your car broke down or your car broke down you've got to get there, you've got to get to work. So I think when it comes to the professionals that's the easy part but it's their universities really that what we want. So those are not we want sort of the icing on the cake and so that means that we have to build an institution ourselves so and so you have wanting to, Yes building an institution and to partnering with other institutions you want research, we have an un-researched population. You guys want hours in Mexico, I was telling you guys in Mexico in order to comply to graduate from university you have to complete five hundred hours of community service. Great. You guys need your students to do community service? We have this great place where they can serve. And
as opposed to them getting coffee or you know, filing or doing some mundane tasks

that they don't want to. They're making this, incredible impact. If you're

a engineering student or

a computer programming student, you and you're teaching an orphan to code, like

That's gangster! Hey, you know, that it's you're using what you're going to school for

and I mean, that's really special. And they're really having

a really good time.
is the transition experts

of the finance like where you stand when it comes to meeting

a funding goal. Oh, Parker So far far away you know where

where we stand we don't have
a very big budget right
now where we don't need

00:34:09.310 --> 00:34:14.210
a lot we're building our pilot program for
our current garden program and technology program.

00:34:15.350 --> 00:34:17.570
But. We next year we have

00:34:17.580 --> 00:34:23.960
a lot bigger budget. We've taken three
years to incubate to figure out who we are

00:34:23.969 --> 00:34:28.139
and what the heck we're doing so we
went from I mean our goal is is not

00:34:28.150 --> 00:34:32.620
a big one it's one hundred thousand dollars
this year and we are eighty percent

00:34:32.630 --> 00:34:39.580
away so. That you know we
just started we just started

00:34:39.590 --> 00:34:41.420
asking why before we have

00:34:41.429 --> 00:34:47.710
a great board of directors that really
support us and up until now and now it's my

00:34:47.719 --> 00:34:51.710
job to will after the three year mark it's
kind of nice because that's when grants

00:34:51.719 --> 00:34:55.130
will take a serious look
at you. So now it's
a lot of great writing to start because rents are good seed capital for whatever

you do for social business. So when you're looking for donors do you mainly

look in the United States? I do but I'm trying not to because there is a lot of money in Mexico and we have a really I mean there is and so they're trying to change my mind and I'm kind of letting them because of that border is such a pain in the butt, man. And have any of these prospective donors expressed their willingness to support the project effected by the fact that your venture is located in Tijuana and not in the United States? When I was in Redondo Beach, yes. So I started this from Redondo Beach I'm thinking I could do it online and when you're so removed from the
a lot of the conversations it was very frustrating were about puppies and trees and

I really appreciate puppies and I love trees, but we're talking about human element and

it just frustrated me but I think when now we're down here and now

a lot of the conversation I'm having about funding is in San Diego they're

a little closer to the reality that these children when they leave the homes

they're coming here you know. There's no opportunity that they're going on the streets there. I mean, they're looking for, you know, America and I think if we

educate them, donors get that. Donors get that. And this is something I just thought of on the spot but have you ever thought of

using what you've been building and what the children have been using to, like, maybe

have them start a YouTube Channel or film themselves because, you know, you
taught them how to code. Have you ever thought they know, if one orphanage ran their own video or.. So it’s an interesting...

If you guys are our Facebook or our website there’s no faces and that’s purposeful because these are children are wards of the state and a lot of them are hiding from situations so it is illegal for them to put their faces on social media. So that was my been as a having a background in marketing it’s very difficult because that face says it all.

So we’ve had to get creative and yes I’d love to have a You Tube channel with the kids doing it. Nothing would make me happier but we can’t. So it’s getting creative is developing. It's really I’m looking
forward to develop the right relationships
in the Mexican government as well to

service the people who make those laws to
not get around them but to work together

on how we can do something
like that, but we can't yet.

NOTE Paragraph

Before we started, you had asked us what we thought this role

was in social problems and I’d like to hear your answer
to that question. What do I think

business's role is...great
question Christina. I

don't see it as well, I think, that'd be I think naive if I said I don’t,

I don't see it as

separate. I believe business will
pick up the developing world. I

think our youth is getting
just wiser,
a little more conscious of their health and the health

of this country of this world depends on the weakest link and those weak links. So I think, we're for instance we're starting to show

a lot of when you ask millennial young people you know where they shop they wanted
to have

a social alliance or you know social impact and that's why Tom was so great. And

I think the social part of this social business has evolved

a lot since the Tom's model, the one for one model. But what do I think business's role..

I mean when you talk about corporate social responsibility, it's just gotta be

there. I mean it's not even for the poverty stricken
whatever community you’re trying to lift up. It’s for your own health of sales. It’s

for, man. What do I think is the... I don’t know and I can

I would I would like to speak more on that and when we dig this up in

a hundred years, but I mean you... We can’t separate the two anymore and it’s and we’re

not which is great we’re just realizing that one begets the other and one has to

include, business has to include C.S.R.

Business has to lift up the the poverty

stricken community that it has it’s

plant in. It’s got to and it’s it’s getting that it can’t source

child labor cotton for the T-shirts

anymore. One because now you’re probably going to get caught I think so it’s
I think out of necessity that is going
to they're really going to start getting

00:40:40.840 --> 00:40:47.670
better and we're seeing that more
and more I mean everywhere. So, I

00:40:47.680 --> 00:40:48.580
don't know. I didn't fully answer your

00:40:48.590 --> 00:40:59.820
question but...Do you
have any questions for us

00:40:59.830 --> 00:41:03.940
or any last remarks? Three minutes? Do any of
you guys want to start

00:41:03.950 --> 00:41:09.650
a social venture and have you guys
thought about it before? I’ve thought about it before

00:41:09.660 --> 00:41:14.810
My mom actually used to work for a non-profit called
OneHead and it's based of micro financing

00:41:14.820 --> 00:41:18.540
and it started with, I can’t remember the protagonist’s name but a

00:41:18.550 --> 00:41:23.310
what would happen was their village would all save
up their money and give the loan

00:41:23.320 --> 00:41:26.590
to one person so they could buy something and his mom got

00:41:26.600 --> 00:41:30.200
the loan and that’s left over money.. So
you thought about it whatdid you want to
do? Or what have you, where is your heart? I think the micro finance part is real because... They pay it back? I think there is a way to do for the beneficial for profit C.S.R. work that you've been talking about where you can either industrial- or bring. They naturally that they make it beautiful hand willing clothes you can find a balance of taking that product and riding them to the markets and internationally if so be to people get profit from what they're doing...like i think the underlying goal has to be to not just industrialize like a unique form of our tradition. I just think that there is ways to connect people together and Create value from what's one person's local good. You know, one man's trash is another man's treasure and someone might not think that, Oh yeah we make these by hand.
These are just what we wear around here but you know in

the United States, someone might find that attractive and kind of just connecting buyer and seller...

And or maybe you another way to think is one man's treasure someone's willing to pay

a lot more for that across the globe because they do

value those. They do, I mean they take a lot of time to be

a purse maker. Whatever it is but someone in Coronado is going to pay

a lot more for that bag then you know yeah I agree. I think the value like might not be economically feasible

to specialize in making purses in your village, however when you are able to connect

people to

a market where the market demands a rate at which you can then specialize which will then over
time you know decrease your operating
cost of you for more efficient. Actually

00:43:20.870 --> 00:43:26.450
in the long term will make the community better
because the profit generating. So it's good to find

00:43:26.460 --> 00:43:30.550
a way that is just an individual in that
community that benefits from it. Community.

00:43:30.860 --> 00:43:37.570
In the community you could all come together and if you structure it correctly through that area of
specialization then

00:43:37.610 --> 00:43:39.960
each person could specialize
in the supply chain

00:43:40.000 --> 00:43:46.740
and then the whole community could benefit
from what they like to do. And they don't have to focus on

00:43:46.850 --> 00:43:51.330
oh we all need to get our food for the day and then do these basic tasks before we can get to what would
actually be

00:43:51.340 --> 00:43:58.130
a profit driver instead of just something they had to do to survive. Well,
I think I think just like to close out

00:43:58.890 --> 00:44:04.460
what we're looking for these days is to
do something that matters. I mean we were

00:44:04.470 --> 00:44:09.020
just we're tired of feeding the beast you
know, being in this rat race and whatever

00:44:09.030 --> 00:44:14.410
industry we choose and I mean I did it I was making the money I was doing and it lacked

00:44:14.420 --> 00:44:21.270
a purpose so I think when purposes is found when we're able to give back and so

00:44:21.280 --> 00:44:25.570
what I would encourage is whatever we do whatever whatever path you go down be

00:44:25.580 --> 00:44:28.090
an ambassador. Find

00:44:28.130 --> 00:44:32.610
a vulnerable population that you love and be an ambassador in your company and like,

00:44:32.620 --> 00:44:36.950
"Hey we need to give back! I suggest we give back to these people who I love!" and

00:44:36.960 --> 00:44:37.240
find

00:44:37.250 --> 00:44:43.150
a way how it coincides with the vision of the business and how it's a win-win situation

00:44:43.160 --> 00:44:48.370
for everybody and market it so that you know they get the love and start working but

00:44:48.410 --> 00:44:53.000
also start fulfilling your own purpose because man to make money is just

00:44:53.040 --> 00:44:59.930
a little time I mean it's nothing. Money is easy you know it's something's
bigger out there so, that's all.

— End of Transcription —