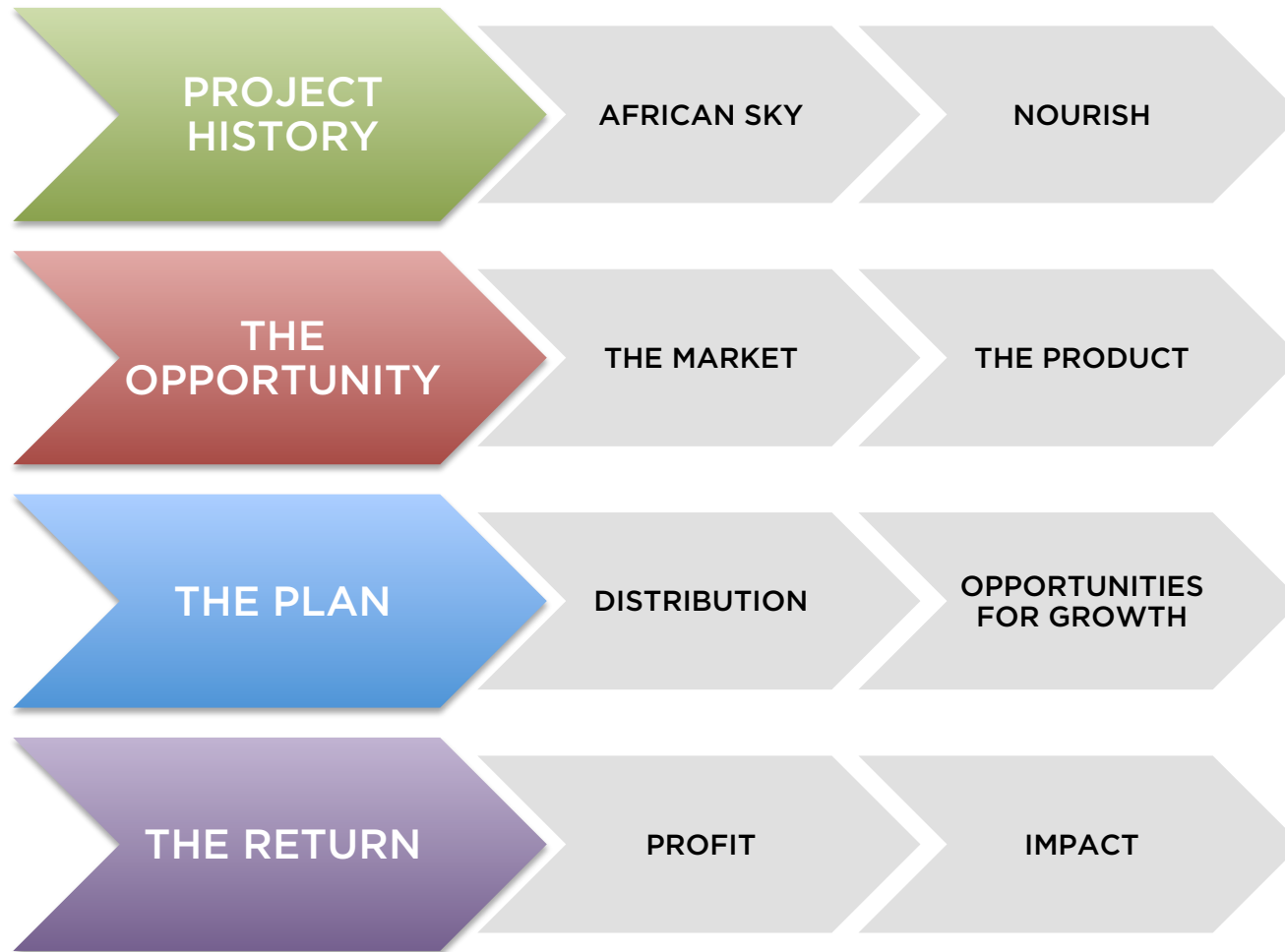


AFRICAN SKY SCRUBS

presented by Nourish

Nourish has the opportunity to partner with African Sky Inc. to resell organic, fair-wage cotton scrubs in a unique venture that combines for-profit returns with non-profit impact.

TABLE OF CONTENTS



African Sky gives farmers economic opportunities.

In May 2009, Nourish's Emory Chapter invested \$1,700 in a scrubs manufacturing facility with African Sky in Segou, Mali.

The project was designed to give farmers the opportunity to sell their organic cotton as a refined product rather than a raw material.



SUMMER 2009

Nourish Project participants visiting African Sky in Mali.

Nourish is a natural distribution partner for African Sky.

More than 70,000 doctors, nurses and students were involved with UNC & Duke last year alone.

This represents a scrubs market of at least \$6 million at the Universities alone (excluding any private health practices).



NOURISH NETWORK

School year 2009-10.

Scrubs are purchased through 3 major venues.



Hospitals

- Made available at hospitals.
- Typically lower quality

Retail

- Hospital Stores, Scrub Stores, Walmart, Online.
- Varying price and quality levels.

Direct to Consumer

- Sales people visit the hospital directly.
- Varying price and quality levels.



Nourish Scrubs can be priced at the top of the market.

Pairs of scrubs range from \$15-55 depending on quality, fit and appearance. We expect a \$40-45 price point.

Visually Striking

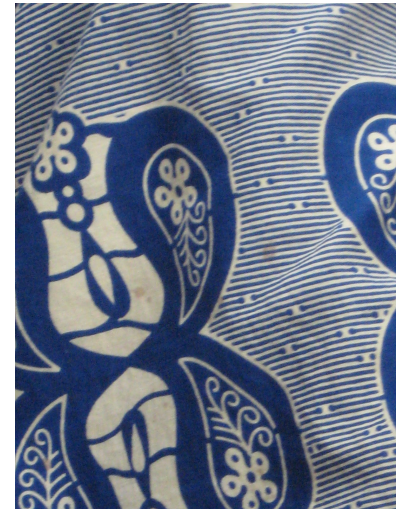
Patterns designed by African Artisans.

Socially responsible

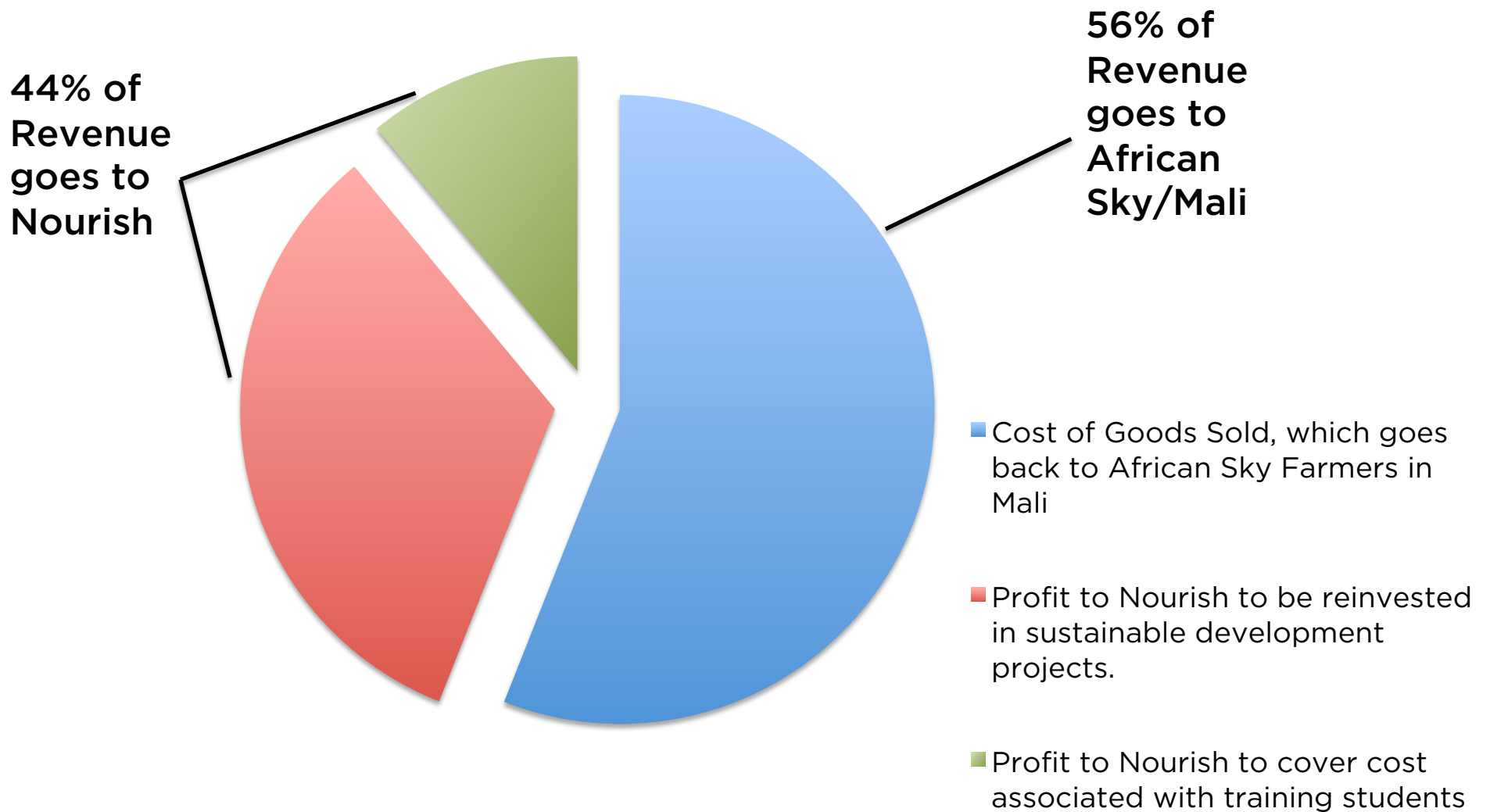
Made organically by fair-wage workers.

High Quality

Hand-made and sized similarly to Dickie's brand.



Scrubs are profitable for Nourish and African Sky.



Partnerships to maximize value from the Scrubs Venture.



Providing shipping and warehousing services and strategic advice.



Oversees operations on the ground in Mali, ensuring that workers are paid a fair wage (currently twice the industry average).



Scrubs Venture: from Production to Follow-up.

Production **African Sky** oversees production in Mali. **Riley Life** arranges shipping to the United States.

Marketing **Nourish Chapters** leverage their position on campus to market directly to consumers.

Sales **Chapters** follow up marketing with face-to-face sales, also encourage referrals and word of mouth.

Delivery **Riley Life** ships orders bi-weekly to campus Chapters which deliver directly to the consumer.

Follow-up The **Nourish National Office** sends follow-up surveys to monitor customer satisfaction.



Beyond UNC and Duke's Campus, this Venture offers substantial opportunities for growth.

We hope to build the Scrubs Venture to about \$120,000 in Revenue annually.

This represents about 110 pairs of scrubs sold on each of our Campuses.

Other Campuses

26 Nourish Campuses have Medical, Nursing or Dental Programs.

Retail

Student and Stores

Wholesalers

Hospitals

Online

Coming soon:
scrubs.nourishinternational.org



Investing in Nourish Scrubs is a low risk, high-impact donation.

Start-up Costs	\$5,000	Return on Investment (for each Batch)	
First batch of scrubs	\$4,410	Revenue	\$6,300
Warehousing	\$250	Profit to Nourish	\$1,300
Shipping	\$250	Invested in Mali Farmers	\$4,410
Materials	\$90	New Potential Donors (valued at \$3 per donor annually)	150
		Volunteer Hours	25 hrs

