

# Global Teen Challenge

## Micro-Enterprise Project Overview

Project: R702.01

### Crafts – Wooden

**Center Country and City/Town:**

Men's center in Sluknov - Czech Republic

**Briefly describe your fundraising project:**

The project is based on the production of small wooden hearts that our students sell on the streets in public collections.

**When did this project start at this site?**

It started in 2008.

**Overview:**

The project is based on the production of small souvenirs or ornamental items that we sell through public collections directly to people on the streets.

**What is the role of staff?**

The role of the team is to conduct public collections and coordinate the production of wooden hearts. A team (staff) member is always a part of the street sales.

**What is the role of students?**

Students produce wooden hearts and also sell them in public collections. They are also sold in churches.

**How many hours of work per week are required in production/labor?**

Production of some 1,000 wooden hearts will take about a month. Production involves 3-4 students for 6 hours/5 days a week.

**How many hours of work per week are required in sales/distribution?**

The public collections require 3 students for 2 days a week. During these days they are able to sell about 500 of these hearts in a month.

**How long did it take to set up the project?**

Starting the project is very simple. Just obtain the wood planer, a tool for cutting out hearts, tool for surface finishing, color, brushes and special markers on the ornaments.

Assign a person who is able to draw on these ornaments (however simple). You also must have staff and students to sell the wooden hearts on the street. It is necessary to obtain any permission to you to sell these in public. The needed permits will depend on where you live, and local requirements.

In addition, students need training on the cutting, sanding and painting of the wooden hearts. Students also need to learn how to sell the hearts in public settings.

**How long did it take to produce a net profit?**

From public sales of these hearts, it is possible to generate funds almost immediately. Wooden hearts are produced continuously, so if you have the first roughly 300 hearts then it is possible to start a public street sale or sale in the churches. One of the issues that determines how quickly you make a profit is how much you invest in the equipment at the start.

**What is the estimated set-up or start-up cost?**

\$500-1,500 USD

**What basic equipment and supplies are needed?**

1. Wood planer - Dewalt DW734 Thickness Planer \$449.99 ([http://tool-corrall.com/shopsite\\_sc/store/html/page25.html](http://tool-corrall.com/shopsite_sc/store/html/page25.html))
2. Scroll saw - tool for cutting out hearts, DEWALT DW788 - \$556.12, but you can find cheaper (<http://www.amazon.com/DEWALT-DW788-20-Inch-Variable-Scroll/dp/B000022313>)
3. Tool for surface finishing - Combined grinding machine for wood **\$320** (I didn't find any in US web pages so you can see that here: <http://www.uni-max.cz/kombinovana-bruska-bds-9a/d/> )
4. Colors for wood, wood varnish, brushes and special calligraphy paint markers for the ornaments (<http://www.jampaper.com/GelPensMarkers/BroadLineOpaquePaintMarkers>) - depending on what quality you want
5. Wooden scraps – we get it for free from wooden factory

**What are the ongoing maintenance requirements?**

There is specific maintenance of each machine, which can be learned about through the store where the tools are purchased.

**Income:**

Profit depends on the number of hours for which collection is made public, and also on the number of students. We are selling one wooden hearts for 50 kc which is currently around \$3 USD. If we sell 500 hearts a month, then we have income of \$1500. The only expense, after purchasing the original equipment, is a small amount for maintenance and the paints, which are quite small. We get about 10 percent of our overall budget earned from this project.

**Testimony:**

This project can raise resources to finance part of the costs of the program, but we also talk to people about our work and give them information about what Teen Challenge is doing for the community. Often they ask for help themselves. Students often have the opportunity to share the gospel with others!

**Why do you believe in this project?**

Because it is easy to run (easy to learn how to make hearts, easy to be on the streets or market places), easy to make a profit, easy to give others information about TC and gospel, and we give something to people rather than just asking for money.

**What things should other Teen Challenge Directors consider before deciding to do this project?**

Must be sure that you have the ability to reach people on the streets. Make sure there is a market for such items. It is also possible to produce objects other than the heart, such as a Christmas collection or anything that will take in the region

**What are the biggest problems connected to this project?**

Probably the initial capital, (money for equipment). Our advantage is that we were able to obtain free scrap wood suitable for processing.

**If you were starting this project again what would you do differently?**

Nothing

**What is the Marketing Strategy for your ministry?**

For the hearts the strategy is simply consistently producing them and being on the streets to sell them. In general we are trying to diversify our projects and are growing businesses in building, metalworking and artificial stone manufacturing.

We use our financial resources to invest in more projects, so in addition to the production of hearts, we collect donations of individual donors. If the project drops, we continue to develop business for building company, metalworking and the manufacture of artificial stone.

**Please provide Contact Information for the person at your center who knows most about this project:**

Teen Challenge, men's center in Sluknov

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A PowerPoint is available which goes along with this document. You can locate it at the website: **[www.iTeenChallenge.org](http://www.iTeenChallenge.org)**

Go to the “**Resources**” section and select ***R07: Sustainable Funding Solutions*** and then select this project for additional information and free downloads available.