

RENEWTOWNS

HIGHLIGHTS

PROCHAPINA

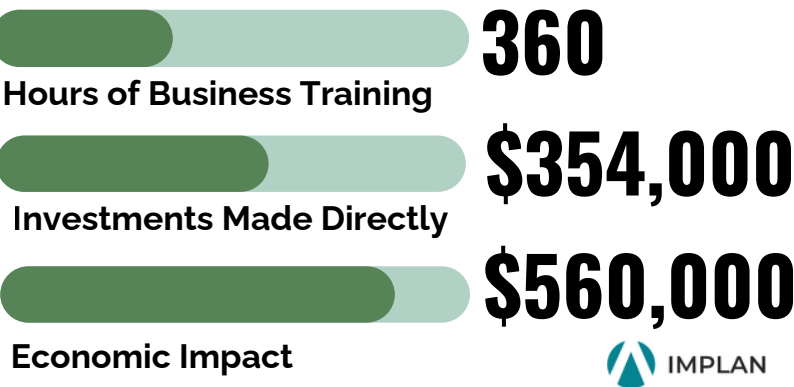
Needs Assessment

41% of small business owners have experienced a decrease in revenue over the past year

35% decrease in foot traffic to downtown stores

68¢ of every dollar spent at local businesses stays in the community

Community Revival Initiative (CRI)



80,000

People Reached



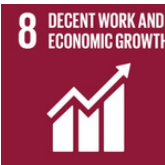
\$32,200

Funds Raised



1276

Hours of Student Involvement



63

People Directly Impacted



6

Communities Impacted

RenewTowns: Innovation and Leadership



Leadership: Launched our company RenewTowns - a **Benefit Corporation** to bring CRI to communities



Service: Outreach, Workshops, Digital Marketing, Community Engagement, Technology, and Support.



Products: City Pitch, City Pitch Reverse, City Pitch Reverse Environment, Storytellers, and Rural Pickleball League.



Technologies: Built a voting app for the communities, and utilized the IMPLAN economic impact tool.



Business Principles: Value Proposition Canvas, Project Management, Finance and Accounting, Built a Scalable Business.



ProChapina: Our Process



Guatemala Site Visit: Conducted needs assessment and developed a sustainable business strategy.



Marketing: Promoted products in both U.S. and Guatemalan markets.



Training: Empowered single mothers in ProChapina to create prototype products for market sale.



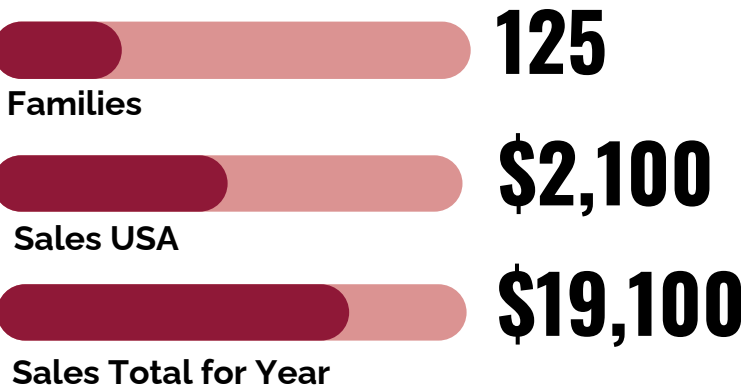
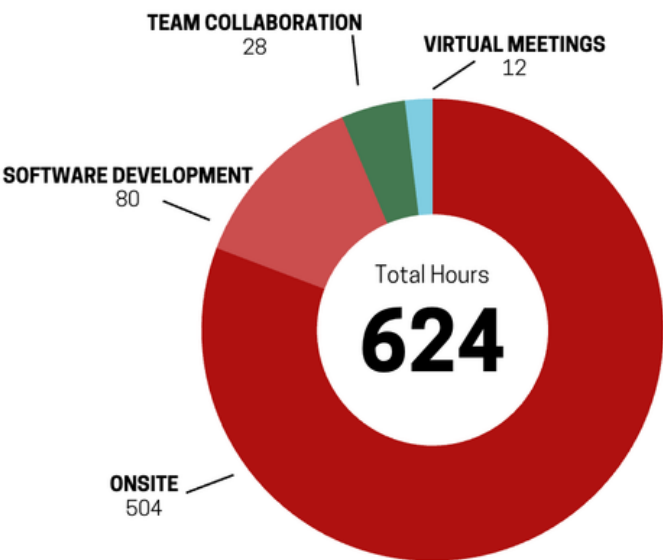
Profit Reinvestment: Directed earnings toward fair wages, material sourcing, and export logistics.

Needs Assessment

Single mothers reported between the ages of 10 & 14 in the first half of 2024 **985**

The average daily income of women in Guatemala **\$3**

of single mothers live in poverty **33%**



2024-25 REPORT

Impact

7,400

120

Hours of Student
Involvement

504

Hours Onsite
in Guatemala

ProChapina

People

- Empowered local leadership and entrepreneurs
- Provided structured training and mentorship
- Engaged the community throughout development
- Connected with high-net-worth individuals and investors

Planet

- Renovated and reused vacant buildings
- Repurposed materials for products (e.g., dolls, bags)
- Implemented zero-waste digital workflows
- Contributed to economic revitalization by reopening local businesses

Prosperity

- Generated over **\$12,000** in earnings
- Positively impacted **five** communities
- Launched **three** storefronts
- Achieved **\$19,000+** in sales and **\$560,000+** in economic impact
- Secured **22** letters of intent from interested communities

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Photography, App & Video

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University of Wisconsin
Whitewater

ANNUAL

Combined

\$96

506

Hours of Student
Involvement

146

Hours Spent in
Local Communities

RenewTowns