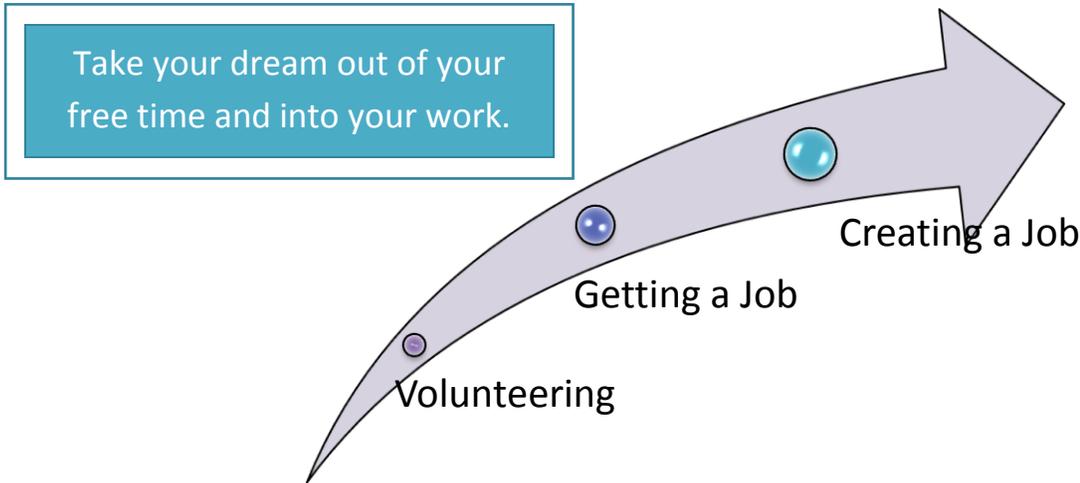
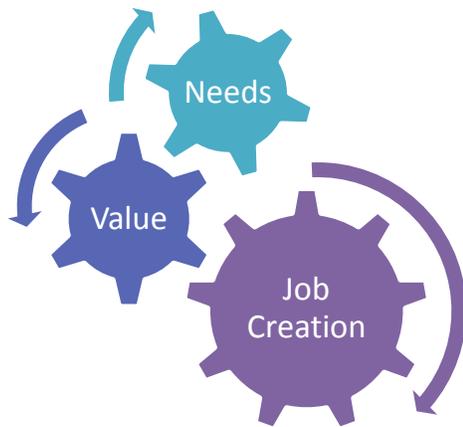


Creating Great Value for Great Work



You start off at an already fantastic place: **volunteering!** Civic engagement is one of the highest honors and responsibilities we have. But we also have financial obligations that require us to **get a job**. Chances are, our day jobs won't make progress for that cause we just volunteered for. However, if we **create a job**, we could make a living for the cause doing work we love. That's the *real* American Dream. New jobs for good causes help our community and the world. Value for our work increases with *innovation* (also called "value-added" products). Extend that concept to self-employment. Yes, a jar of salsa sells for more than a few tomatoes, but your creativity can be applied to services you want to provide, too!



*Combining our **needs** with the available **value** in the community **creates a job** that didn't exist.*

*That's **Value Creation!***

Step 1: Minimize Money

What are *your* unique needs? List them, and consider how you might meet those needs. Not everything will work for everyone. Here are examples of needs that could be met without (much) money in Fayetteville, Arkansas:

Childcare	Gas for Car	Groceries	Clothing
<ul style="list-style-type: none">• TimeBank• Neighborhood Childcare Co-op	<ul style="list-style-type: none">• Bicycling• Free Public Transportation	<ul style="list-style-type: none">• Community Gardens• Buy in Bulk	<ul style="list-style-type: none">• Freecycle Tables• Learning to Sew

Step 2: Creative Income

Meeting our needs without money increases the amount of income we have to put towards things that require cash, and decreases our need for a large paycheck, freeing us up to consider that dream job we really want. Some needs can't be met without money very easily. But *money can come from various sources*, not just a paycheck. Examples include selling stuff online for extra income, volunteering at an event that gives restaurant giftcards to volunteers, growing produce in window beds for an urban roadside stand, and selling organic holiday baked goods to buy gifts for family.

Don't forget to visit the library for free DVDs instead of renting movies, and try couch surfing for cheap lodging on vacations. There are other free services available that could save you hundreds of dollars a year.

Step 3: Go for Your Dream!

“Accepting a paycheck is way easier.” Not everyone is an entrepreneur – some people won't feel comfortable or financially secure enough to give it a go. But it's always good to know where your money comes from. How is your paycheck being created? What are its effects on your children's health, people around the world, the groundwater, etc. Everyone has a right to know whether their livelihood is harming someone (especially when it's harming themselves!).

“But my dream won't earn me enough to pay for insurance, or medical bills!” That may be true. But creating a job doesn't necessarily mean giving up all your steady income, and keeping a steady income doesn't mean never creating monetary value for your dream work. It's up to you to determine how much money you need. These are real concerns that social entrepreneurs struggle with.

“Creating value for charity work is unethical; I should just volunteer my time.” Meeting our community's needs only during our free time is less effective than dedicating 40+ hours a week to it. Devoting paid time & effort to reducing suffering is certainly worthy work, especially when considering that the alternative might be getting paid during the week to indirectly harm the same people we serve in our free time on weekends.

Value Creation Motto:

If I don't understand, I will ask questions.

If I see a need, I will seek to meet it.

If I have an opportunity, I will follow it.

If I have a problem, I will innovate a solution.

