

# Clean Start, Fresh Future

## Prepared by:

Elexus Foster

Angel Gordan

Carmen Macias-Saucedo

Natalie Smith

James Snyder

Jake Tanner

Arizona State University

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Instructor: Shari Gustafson

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## Introduction

As a team, we have chosen to address an environmental and social challenge that has a global impact but is particularly pressing in Phoenix, Arizona. Our initiative, "**Clean Start, Fresh Future**," aims to create a sustainable plan to raise awareness about the homeless population and provide them with essential resources to improve their quality of life.

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## Problem Statement

Phoenix has a homeless population of approximately **10,000 individuals** in the metropolitan area. Our goal is to serve at least **10% of this population (1,000 individuals)** within a weekend timeframe. By leveraging mobile systems and collaboration with local organizations, we aim to provide accessible and essential services, including hygiene facilities and first aid.

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## Proposed Solution

### Mobile Hygiene Services

#### 1. Shower Stations

- A 10-station mobile shower unit costs approximately **\$89,900**.
- This unit requires a tow vehicle costing between **\$40,000 to \$80,000**.
- The station will be operated by trained volunteers and set up at locations with water access, such as churches and homeless shelters.

#### 2. Laundry Trailers

- An 8-station laundry trailer costs approximately **\$99,950**.
  - Like the shower station, it also requires a tow vehicle.
  - The system will provide detergent, soap, and towels for participants.
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## Implementation Plan

- **Target Shelters**

Services will be focused on shelters with adequate water accessibility, including:

- Central Arizona Shelter Services (CASS)
- CASS Family Shelter
- UMOM New Day Centers
- Homeless ID Project
- COTS Men's Shelter

- **Operational Strategy**

- Schedule service times and dates to establish consistency.
- Mobilize systems to other organizations to expand reach.

- **Volunteer Network**

- Recruit and train volunteers to operate the mobile stations.
  - Collaborate with licensed professionals to provide basic medical assistance.
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## Additional Services

1. **First Aid Kits**

- Basic kits will include soap, baby wipes, toothpaste, toothbrushes, razors, and other essentials.

2. **Medical Assistance**

- Establishing medical stations will depend on partnerships with licensed professionals.
  - As an alternative, first aid kits will be distributed to meet immediate needs.
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## Growth Strategy

As the organization grows, it will be critical to:

1. **Build a Trusted Network**

- Engage participants as volunteers to foster community involvement.
- Utilize existing partnerships to create events and initiatives.

2. **Fundraising and Donations**

- Seek donations through:
  - Political connections.
  - Partnerships with established organizations.

- Networking with non-profits.
- Securing government grants.

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## **Conclusion**

"Clean Start, Fresh Future" is a mission-driven initiative designed to make a tangible impact on the homeless population in Phoenix, Arizona. By providing essential hygiene services, fostering community partnerships, and ensuring consistent support, we aim to create a pathway for individuals to reclaim dignity and build a brighter future. With ongoing donations, fundraising, and dedicated volunteers, this vision can become a sustainable reality.