



About Clean the World

History

Clean the World Foundation, Inc. was founded in February 2009 by Shawn Seipler and Paul Till. Clean the World is a Florida not-for-profit corporation under 501(c)(3) of the Internal Revenue Code.

Mission

Clean the World has a two-part mission:

1. Reduce the waste created by discarded soap and shampoo products.
2. Prevent the millions of deaths caused by hygiene-related illnesses every year.

Tagline

Recycling Soap. Saving Lives.

Process

Clean the World implements its mission through

1. Collecting, sorting and sanitizing discarded soap, shampoo, conditioner and lotion products donated from participating hospitality partners
2. Collecting donated hygiene products from manufacturers
3. Recycling these product donations at its facilities in Orlando, Florida
4. Delivering these recycled product donations to domestic homeless shelters and impoverished countries suffering from high death rates due to acute respiratory infection and diarrheal disease.

Since its inception, Clean the World has been steadily increasing its services and operations to accommodate rapidly expanding community needs, awareness and donations, and has accepted in-kind donations of more than \$1.8 million. In the process, Clean the World has put over 5 million soap bars and 132,000 pounds of shampoo and conditioner back into human use, simultaneously eliminating nearly 200 tons of waste.

Support

Clean the World is supported by the generous contributions of individuals and organizations worldwide, through **Hospitality Recycling Program** fees, in-kind donations, and fundraising events. Over 95% of our cash donations and program fees go directly into program operations.

Team

As of July 2010, Clean the World had 18 total employees. Clean the World's volunteers have donated over 15,000 cumulative hours of service to our cause, the majority of them enhancing employment marketability through on-the-job experience and extensive training.



Recycling Operations



How do we do it?

1. Clean the World works with our Hospitality Partners to train their staff on our soap and shampoo recycling process. Bins are provided for housekeeping staff to deposit collected soap and shampoo bottles. Bins are picked up weekly by Clean the World Staff. Online training videos and housekeeping instruction posters are also provided.
2. Clean the World staff transports the collected amenities to the Clean the World Recycling Center. Two recycling methods are used: re-batching and sanitization.

Recycling and Safety Mission Statement

Clean the World is committed to maintaining an environmentally and hygienically safe recycling process. As the world's first high-volume soap recycler, Clean the World ensures that all bars of soap recycled and distributed domestically and abroad are completely safe and will not harm the end user due to disease or pathogens that can be transmitted if proper re-purposing does not exist.

About Re-batching

Re-batching is applied about 10% of the time to the moderately- to heavily-used bars. The soap is cooked to remove all impurities and then re-formed into 2-ounce bars.

About Sanitization

We use our proprietary and patent-pending sanitization process approximately 90% of the time on the slightly used bars. The soap soaks in a sanitizing solution and is then treated with a steam/pressure combination. Clean the World tests the soap's pH level and cools it for repackaging.

Is it Effective?

To test the recycling process, Clean the World twice hired TriTech Laboratories – a Florida state-certified testing facility – on June 26, 2009 and again on April 9, 2010 - to provide infected soap. The TriTech infected soap was run through the standard Clean the World recycling process and then tested for sanitization levels. The result was the complete elimination of all the pathogens TriTech used: *Listeria monocytogenes*, *Escherichia coli*, *Pseudomonas aerogenes*, *Salmonella typhimurium*, and *Staphylococcus aureus*.



Company Fact Sheet – July 2010

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Corporate Structure

Clean the World Foundation, Inc. is an IRS 501(c)(3) tax-exempt corporation and has State Tax Exempt certificates in Florida and Illinois.

Operational board of directors with five members meets quarterly

- Shawn Seipler, Executive Director, Co-founder
- Paul Till, Managing Director, Co-founder
- William Lowry, Global Operations Director
- Peter Olsen, Communications Director
- Owen Chastain Sr., Finance Director

Advisory board with eight members meets quarterly

- Shailesh Adhav, President, Sixth Fuel
- Dr. Ted Kaplan, M.D., Cap Haitien Health Network
- Steve DeLisle, Owner, VMS Builders
- Mark Von Seipler, VP IT, US Gypsum
- Bob Scaglione, SVP Sales & Marketing, Sharp Electronics Marketing Company of America
- Dr. John Batts, M.D., Osceola Hospital
- Ron Duncan, Vice President, South East Region, Quickfuel
- Guy Neff, Attorney/Partner, Holland and Knight
- Kathy De Voe, President & CEO, Gilchrist and Soames
- Chuck Southworth, Founder/Principal, The Southworth Group

Key Staff

- Steve DeLisle – National Operations Director
- Rob Phillips – Relationship Coordinator
- Oscar Gonzalez – Customer Relations Director
- Paul Till, Managing Director, Co-founder
- William Lowry, Global Operations Director
- Peter Olsen, Communications Director

**Location**

Orlando Corporate Headquarters/12,000 square-foot recycling facility
8026 Sunport Drive, Ste 306 • Orlando, FL 32809

Operational in 40 states across the United States and Canada
Recycling Operations Center in Las Vegas opening Fall 2010
Phoenix, AZ and Washington, DC Recycling Collections Centers opening 2010
Houston, Los Angeles, Chicago, and New York facilities opening 2010

Finances

Operational revenue comes from three sources:

- Direct cash donations
- Hospitality Recycling Program ongoing fees
- Grants

Over 95% of our cash donations and program fees go directly into program operations

Collection Process

- All properties participating in Clean the World's Hospitality Recycling Program are under contract. Our agreements have been approved by legal departments of major hotel brands, including Walt Disney World.
- All collection pickups are done by uniformed, professional Clean the World employees, and all staff members are required to adhere to professional, dress and conduct codes and policies.
- Collection process has been implemented Six Sigma by several 4- and 5-star properties.

Recycling Process

Orlando Recycling Center processes over 10,000 bars a day.

Recycling process has been certified by TriTech Laboratories, an independent, Florida state-certified environmental lab. Patented process certified to be 100% effective in killing all pathogens.

Recycling process has been vetted and passed inspection by the Quality Control group of a major soap manufacturer and amenity provider. Collection process includes soap and all bottled amenities, a complete hotel bathroom amenity package program.

Insurance

- Through Business Insurance Services, Inc. – \$3 million dollars of liability and recyclers' insurance
- Workers' compensation insurance
- \$1 million automobile insurance for drivers



Soap Distribution

Since inception, Clean the World has collected and distributed nearly 200 tons of soap, shampoo and other hotel amenities to dozens of countries worldwide including Haiti, Zimbabwe, El Salvador, Nicaragua, Swaziland, Mali, Mongolia, Uganda, Honduras, and Romania.

Clean the World partners with major Non-governmental Organizations, including World Vision, Harvest Time International and Floating Doctors.

Clean the World is a natural disaster First Responder. As part of our Haiti Earthquake Relief efforts, we collected and distributed over 180 tons of hygiene products, medical supplies, water, and other essentials to Haiti.

Hospitality Partner Benefits

- All hospitality partners receive training, participation plaques, and are listed on our website with hyperlinks back to property websites.
- All hospitality partners have a customer service representative to call for service.
- An ongoing marketing plan to encourage stays at our partner hotels.
- Clean the World's story has been told on national media outlets CBS, FOX, NBC, ABC, National Geographic, MSNBC, and USA Today, as well as The Weather Channel, NPR, Radio Disney, and DennyRadio.

For more information contact Peter Olsen at (407) 574-8353 or visit us online at www.cleantheworld.org.

Non-discrimination Statement

Clean the World prohibits discrimination and/or the exclusion of individuals from its facilities, programs, activities, and services based on the individual person's race, national origin, color, creed, religion, sex, sexual orientation, age, disability, veteran status, or inability to speak English. Clean the World affirms its commitment to providing meaningful opportunities and access to facilities, programs, activities, and services in an effort to comply with all federal and state laws including: Title VI of the Civil Rights Act of 1964 (herein referred to as "Title VI"), as amended; Section 504 of the Rehabilitation Act of 1973 (herein referred to as "Section 504"), as amended; and the Americans With Disabilities Act (herein referred to as "ADA") of 1990. As a result, Clean the World shall strive to put into place policies and procedures for its facilities, programs, and activities that promote the inclusion and integration of individuals of all races, national origins, colors, creeds, religions, sexes, sexual orientations, ages, abilities, veteran statuses, and limited English speaking abilities.