



ABOUT Clean the World

History

Clean the World Foundation, Inc. was founded in February 2009 by two individuals, 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. Collect and recycle soap and shampoo products discarded by the hospitality industry every day.
2. Through the distribution of these and other donated hygiene products to impoverished people, prevent the millions of deaths caused hygiene related illnesses every day.

Tagline

Saving the planet, saving lives.

Process

Clean the World implements its mission through

1. Collecting, sorting and processing discarded soap, shampoo conditioner and lotion product donations from participating hospitality partners
2. Collection of 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 \$1,000,000. In the process, Clean the World has put over 4 million soap bars and 200,000 pounds of shampoo and conditioner back into human use, simultaneously eliminating over 380 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 February 2010, Clean the World had 17 total employees. Clean the World's volunteers have donated over 4,800 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 the 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 Sterilization

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 applied to 10% moderately to heavily used bars. Soap is cooked to remove all impurities. Soap is re-formed into 2-ounce bars.

About Sterilization

Our proprietary and patent pending sterilization process is applied to 90% of the slightly used bars. The soap soaks in a sterilization solution and is then treated with a steam/pressure combination. Clean the World then tests the soap's pH level and cools it for packaging.



Is it Effective?

To test the recycling process, Clean the World hired Tri-Tech Laboratories – a Florida State certified testing facility. TriTech provided infected soap that was run through the standard Clean the World recycling process. The treated soap was tested for sterilization levels. The result was the complete elimination of all the pathogens (*Listeria monocytogenes*, *Escherichia coli*, *Pseudomonas aerogenes*, *Salmonella typhimurium*, *Staphylococcus aureus*).

Company Fact Sheet – February 2010

Mission:

Through the collection, recycling and distribution of soap and shampoo products, Clean the World is dedicated to preventing the millions of deaths caused by acute respiratory infection and diarrheal disease.

Corporate Structure

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

Operational board of directors with five members meets weekly

- 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 Hatien 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

Key Staff

- Steve DeLisle – National Operations Director
- Rob Philips – Relationship Coordinator
- Oscar Gonzalez – Customer Relations Director

**Location**

Orlando Corporate Headquarters/12,000 square foot recycling facility
8026 Sunport Drive, Ste 306
Orlando, FL. 32809
Operational in 18 states across the United States
Recycling Centers in Atlanta and Washington DC opening by March 2010
Houston facility opening spring 2010

Finances

Operational revenue comes from 3 sources:

- Direct cash donations
- Hospitality Recycling Program on-going 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 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 process 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 both soap and all bottled amenities. Process is a complete hotel bathroom amenity program

Insurance



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

Soap Distribution

In 2009, CTW collected and distributed over 230 tons of soap, shampoo and other hotel amenities to over 50 countries worldwide including Haiti, Mexico, Honduras, Guatemala, Panama, Cook Islands and Lesotho, Africa.

Clean the World partners with major NGO’s World Vision, World Food Program, Heart to Heart, and Harvest Time International

In January 2010, as part of our Haiti Earthquake Relief efforts, we collected and distributed over 150 tons of hygiene products, medical supplies, water, and other essentials to Haiti.

Clean the World is a natural disaster First Responder.

Hospitality Partner Benefits

- All hospitality partners receive training, participation plaque, and are listed on our web site.
- All hospitality partners have a customer service representative to call anytime for immediate service.
- An on-going marketing plan to encourage stays at our partner hotels.
- Clean the World’s story has been told on national media outlets CBS, FOX, NBC and ABC, as well as The Weather Channel, NPR and DennyRadio.

For more information contact Peter Olsen at (407) 678-9791 or visit us online at www.cleantheworld.org.