

Alton's Riverbend area agreed to work with College students: Theodora Farms, an organic community farm and store in Godfrey; the Rushmore fashion boutique in downtown Alton; and Old Bakery Beer Co. brewery and restaurant.

Students consulted with their "clients," first studying their existing business practices, then providing them with a roadmap to achieving B-Corp status, complete with the cost-benefit analysis of doing so.

"It was really inspiring to me to see a business dedicated to sustainable land practices," says Daniel Christianson (US'17, C'21). "It's clear that Theodora Farms really values maintaining the local ecosystem for future generations."

Sophomore Jimmy Owino (US'19) adds, "it was amazing to learn how sustainable agriculture can contribute to reducing carbon emissions by ensuring crop and organic matter residue is used on the farm."

The students made recommendations ranging from improved efficiency and consumption tracking to streamlined and improved communication and community outreach to building a more diverse workforce. In total, the businesses made huge strides toward the "triple bottom line" (economic, environmental, and social integrity) that characterizes a sustainable operation.

"It was a wonderful opportunity to engage with local businesses and learn more about the sustainability efforts happening right here in Alton," says Bubba Sugarman (C'21) who majored in business. "I gained valuable consulting experience

" I gained valuable consulting experience and honed business skills that will serve me in my career after college. "

and honed business skills that will serve me in my career after college."

Recent junior and sustainability major Abby Holt agrees, "It was really cool to have the opportunity to work with local businesses and see how my work in the classroom translates to real-life situations . . . It was inspiring to be part of positive change in the community; it makes me want to pursue projects like this in the future."

In addition to sustainability-related courses, Principia College operates on 100-percent renewable electric energy, hosts Three Rivers Community Farm on its property, and its dining services operation has earned a five-star rating from the Green Dining Alliance.

The College's Center for Sustainability is a donor-funded entity that engages students in a variety of hands-on projects related to energy, biodiversity, water, waste, and sustainable food systems. ▲

## College Capstone Leaves Legacy for East Alton

When John Woodall, a Digital Media Production major, launched his Capstone project, he followed his head and his heart. Initial curiosity about the towering smokestacks on the banks of the Mississippi River led to findings that opened his eyes to some very human impacts—ranging from personal health to micro and macroeconomics to long-term community ramifications.

This led to hours of research, interviews, filming, and editing, resulting in a wide-ranging, empathetic documentary production that captures the effects of the demolition of the Wood River power plant on individuals and the environment, the community and the country. John's documentary, "Wood River Station," took top honors last spring at the Principia Film Festival.

Learn more about John's project and watch his documentary film at [news.principia.edu/woodriver](https://news.principia.edu/woodriver). ▲



John Woodall accepts his awards at this spring's College Film Festival.



Above: Stills from Woodall's documentary, Wood River Station.

The PRINCIPIA

# Advancing Principia

YOUR GIVING IN ACTION

FALL 2021

## Inspired with a Desire to Serve



### The Engagement Issue

Advancing Principia provides insight into the impact your gifts have on Principia and its students. In this issue, we highlight some of the ways you empower Principians to engage—to impact, improve, activate, and bless—their communities and the world.



Theodora Farms, located in Godfrey, IL, serves local markets throughout the St. Louis metro area.





The Impact Challenge provides hands-on learning opportunities across all School levels.

## Making an Impact and Inspiring Service

“Cannot we inspire them with a desire to serve? . . . This generation falls heir to troubled world conditions. The solving of these complicated problems will depend largely upon the wisdom and courage of the youth of today. Are we helping them to gain the stamina, perseverance, and courage necessary to cope successfully with such conditions?” (*Education at The Principia*, p. 57-58).

These words from Mary Kimball Morgan from June 1935 still resonate today, inspiring and motivating Principia’s excellent educators. Producing young men and women of impeccable character with the will and ability to bless the world has always been part of Principia’s mission.

This spirit moves Principians of all ages and interests to reach out and engage their community in order to bless and improve the world. It’s what inspired Principia Sustainability and Biology Teacher Lynne Scott to create the Impact Challenge in the fall of 2019.

Based on the United Nation’s Sustainable Development Goals, the Impact Challenge brings together Principians from preschoolers to Upper School seniors, along with students from three other local schools, to devise and implement creative solutions toward these global goals.

“It’s powerful to see how this challenge engages students of

“  
In just two years, the Impact Challenge has become a major driver of community and global engagement at Principia . . .

—Lynne Scott,  
Sustainability and Biology teacher

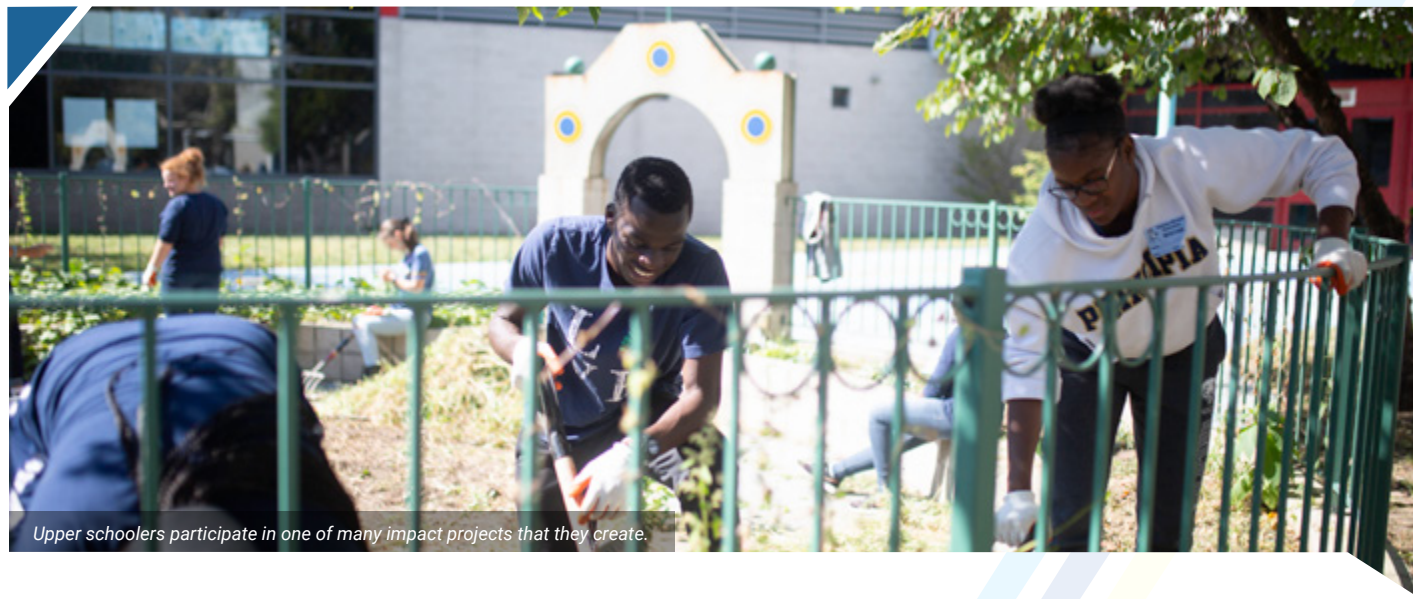
all ages with the concept of sustainability in new and fresh ways and helps them recognize how they can take action and be a change agent for good,” Lynne explains.

The 2021 Impact Challenge matched Principia and other local students with 20 professionals in their respective fields to make tangible progress toward the UN’s 17 Sustainable Development Goals. In the end, 48 innovative projects were created, in pursuit of progress toward alleviating poverty,

mitigating climate change, improving life on land as well as life under water, furthering social justice, promoting gender equality and decent work, and many more.

Four notable projects include a group of preschool students who collected toys and goods for 99 underprivileged families; middle schoolers who surveyed polluted wetlands and made a plan to purify the water and produce a healthier ecosystem for the aquatic life; upper schoolers who collected donations and supplies to feed and provide for school children in South Africa; and another group of students who created an ingenious fundraiser to combat childhood hunger.

Principia 11th grader Hannah Wymer, who helped spearhead an innovative food drive, enlisted friends to take on the issue of child hunger. Together with two Upper School classmates, she surveyed Principia’s student body to learn about attitudes and behaviors related to food consumption, designed a digital marketing campaign, and implemented a successful fundraiser called the Empty Bowls Project in support of Urban Harvest STL—a network of seven urban farms that grow and provide healthy food to communities without sufficient access to nutritional food sources. ▲



Upper schoolers participate in one of many impact projects that they create.



Principia College students visited with other local business owners in nearby Alton, IL.

## College Students Engage Community as Sustainability Consultants

Sustainability is not just a buzzword. Increasingly, it’s come to mean a holistic way of co-existing with the world around us. This approach to sustainability has been championed and proved by some of the world’s most successful and admired companies, and this way of doing business was recently elevated to official status: the B-Corp. Well-known companies that aspire to exemplary social and environmental practices—such as Patagonia, Ben & Jerry’s, Method, and Eileen Fisher—are notable examples of B-Corporations.

Thanks to students at Principia College, there are three more companies to add to the prestigious list. In the spring of 2021, students in the College’s Sustainability in Business and Economics class took the remarkable initiative to help local business owners achieve B-Corp Certification.

This status indicates that a business meets high-level requirements ranging from environmental standards (responsible management of energy, water, and waste) to internal governance (treatment of workers, for example), as well as community responsibility. Three local companies based in »

## Engagement Matters



Penny Schmidt (US’75, C’79)

### Appreciating an education that engaged and challenged

“I credit my success as an entrepreneur and business woman to the idealism, optimism, humanity, and hope inspired by a liberal arts education at Principia. . . . The opportunity for students to engage in real-world problem solving for their community can open doors for immediate and positive impact and practical experience.”



Oge Debbie Chibuzor (C’09)

### Donors help Principia engage with the world

“Coming to the United States to attend Principia from my home in Nigeria was made possible by the generosity of donors. I’m hoping that with my gift, I’m able to help in some capacity to provide such an opportunity for someone else.”



Cary Singleton (C’76)

### Engaged donors can be the difference

“Supporting programs we think have exceptional merit gets other potential donors motivated to join in . . . offering opportunities for more donor involvement, in-kind gifts, or volunteering. We’ve also found it broadens our network as it often creates new and renewed friendships with donors looking to make a difference. I know we all want to do whatever we can for our communities and our world—as a friend often says, ‘Be the Difference.’”