

Farouk Marhaba  
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KP Engineering Fellow Intern Application (Summer 2021)  
Personal Statement #2

My most meaningful experience has been founding and operating Project Break The Cycle, a 501(c)3 nonprofit that uses 100% of profits from selling uniquely designed merchandise to fund sustainable campaigns that break the cycles of poverty in the Middle East. This has included establishing an orphan children scholarship and funding income generation farming projects in Yemen. When my friends and I first conceptualized PBTC in high school, we saw it as an opportunity to combine our passion for selling merchandise (we sold sneakers and clothing at the time) and supporting transparent charitable campaigns. However, it has developed into much more than that; we leverage traditionally unexplored fundraising mechanisms to capture new donors which otherwise would have been overlooked. This includes our original "clothing merchandise business nonprofit" model, where we target Generation Z and Millennials who want recognition for their contributions in the form of a physical product, but also encompasses charity livestreams, event matching programs, nonprofit-specific marketing models, and more. To date, we've raised over \$30k (with over \$23k in profit) from an entirely student-run team. We're currently undergoing a rebrand and restructure, with a goal of breaking \$100k in sales by Q2 2021. This project is meaningful to me because it accurately reflects the purpose of my ambitions in this world, which is to create opportunities rather than take them from others; PBTC's nontraditional fundraising mechanisms creates novel opportunities (and donors) to support otherwise ignored campaigns, and I keep this same energy no matter the project I work on.