

# A Beehive Assembly Event



Corporate Social Responsibility gets a Boost  
- - Team Building with PURPOSE!

# Background

In 1999, a small group of women and an agricultural specialist from Mexicali, Mexico decided that they would embark on an effort to generate much needed additional income for themselves and their families. They selected apiculture (beekeeping) as their trade.

They approached Los Niños - a 30-year old nonprofit 501 (c)3 organization, that focuses on community development in Baja Norte & the Frontera (Border Region) along the southern border of California. Los Niños assisted them with a small micro-credit loan to get started.

## The Community Apiculture Project





## 2000 - 2003

During this period, the Proyecto Apicultura Comunitaria, which is a Mexicali Women's Beehive Cooperative, grew to include seven women. They also purchased their first extraction equipment to make the separation of the honey from the beeswax honeycomb a more simplified process. In addition, they began to train members of their families to assist them in the process. But in 2004...

# Demand Has Outpaced Supply

The honey and other products – including hand & facial creams, beeswax candles, honey-flavored granola, healing salves, and bee pollen – are in such demand, that the women cannot produce a quantity equal to what is required by residents. The dynamics of this economic condition have thus increased the number of requests to join the cooperative.

Need more  
of these...



To Produce  
More of this>>>



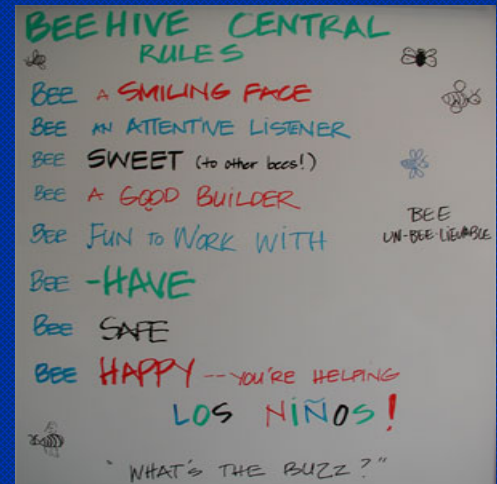
# Corporate Social Responsibility - - An Answer for CEO's?!?

Corporate Social Responsibility and team building made their debuts in the mid-1980's. At the time, CEO's were looking to increase philanthropic endeavors *and* improve the internal efficiencies across and between departments. Since that time, countless team building options have been created to address these needs.

Los Niños decided to create a formula that includes the achievement of philanthropic purpose and increasing efficiency. The resulting activity assists both companies and the Mexicali women & families...



## A Beehive Assembly Event!



# A Team Building Metaphor

Bees provide what may be one of the most incredible demonstrations of teamwork in Nature. Their goals are simple:

- 1) Produce honey
- 2) Protect the Queen
- 3) Support the growth and development of new bees



A corporation can identify goals and objectives that parallel those of bees, including:

- 1) Producing the company's product or service
- 2) Responsibly tending to the assets of the business
- 3) Supporting the growth and development of "Newbies"

# Getting Started

## 1<sup>ST</sup> Step

Determine that your company wants to incorporate the Beehive Assembly Event into its team building events, or annual meetings, or other company-related activities - picnics, etc.

## 2<sup>ND</sup> Step

Outline the logistics for your event including your goals and objectives, budget, location, number of participants, in-house orientation, internal/external promotions, etc.

## 3<sup>RD</sup> Step

Contact us to discuss your specific needs and to review the team building options available, to create a timeline, and to finalize your budget.

# The Cycle Complete

YOU Build It!



Bees Collect It!



Bees Use It!



Women Harvest It!



# Beehive Components

## Tops



## Bottoms



## Hive Bodies



## Frames



# For Assembly...Two Approaches

## Complete Assembly

Teams of four persons will assemble each component – top, bottom, frame inserts, and hive body - and create a complete beehive.

This will take approximately **90** minutes of assembly time as teams will have different instructions for each component requiring more learning time, preparation time, and finishing time.

## Specific Assembly

Participants will be broken into four large teams. Each team will assemble a specific component of the beehives – top, bottom, frame inserts, and hive body.

This will take approximately **60** minutes of assembly time as teams will be assembling the same component and thus experience a learning curve effect as they begin to master the assembly of a specific component.

# Logistics (2 – 3 Hours)

## Orientation

This will take approximately **20** minutes to give the following:

- Background
- Purpose of Activity
- Instructions

## Assembly

- Complete Assembly – **90** minutes
- Specific Assembly – **60** minutes

## Honey & Stings

We recommend that teams review the experience in terms of the “Honey” (most beneficial aspects of the exercise) and the “Stings” (most challenging aspects of the exercise) in a group forum following the event - **30** minutes maximum.

# Participation of the Women

## Shopping Option

We all know that Southern California is a great place to *bee*. It is even better for those who like to shop. Whenever we host events in the region, women from the beehive cooperative can bring products to sell to your group as souvenirs, gifts, etc.



## Products

Whether it is beeswax candles, hand and facial creams, healing salves, or just plain alfalfa-flower honey, you will have plenty to choose from as a participant in a Beehive Assembly Event.



# \$\$Pricing\$\$

Pricing is based upon number of beehives to be assembled. Each beehive is \$100. Minimum number of beehives to be assembled per group is 10 or a \$1,000 investment in San Diego County. Minimum of 25 or a \$2,500 investment in destinations outside of San Diego County. (Additional shipping charges and travel expenses will apply for groups outside of San Diego County.)

## Pricing includes:

- All supplies and tools necessary for beehive assembly
- Delivery of beehives to Mexicali, Mexico
- Coordination, logistics, and implementation

*If you prefer to have a woman, or women, from the Cooperative come to your event... as long as your group is willing to pay for transportation and accommodations some of the women have the necessary papers and visas for travel outside of Mexico.*

# Tax Deductible Contributions

LOS Niños IS...

- - A 501 (c)3 Nonprofit Organization - -



Participation in a Beehive Assembly Event is tax deductible under IRS codes regarding nonprofit, 501 (c)3 organizations.

All participating groups will receive a tax deductible letter from Los Niños that includes the purchase amount for the number of beehives assembled and any additional shipping charges.

# Final Comments

Here at Los Niños, we have learned a great deal from the thirty years of community development work we have conducted in the Baja Norte Border Region.

The Greatest Lesson - We realize that people of the Border Region are no different than anyone, anywhere else. They want to live a prosperous life and to take care of their families through earning an honest wage. Rather than hand outs or hand ups, these folks respond to opportunities to engage in their own sustainability. This means providing them ways to gain new skills with which they can earn a living through self-motivation and entrepreneurial efforts.

By participating in a Beehive Assembly Event you and your team are contributing to that process! We Thank You!

# Contact Information

## YES!!! We Want To Build Hives!

You have decided that a Beehive Assembly Event is right for you and your team... Excellent! Here is how to reach us:

Contact: David Clemmons

Email: [david@voluntours.org](mailto:david@voluntours.org)

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