

# HUMANITY IN ACTION

POLAND

PROJECT  
REPORT:

HUMANITY  
BOX

WARSAW | 4 JULY  
2018

## BOX IT!

Do you care about **social justice** and **human rights** but are not sure how to get engaged? We want to make sure that you are educated on the issues and equipped with right tools to not only act but also to inform others.

How?

With our **HumanityBox** we want to deliver you social justice and human rights **straight to your doorstep.**

# >> THE TEAM

*We are a group of three young activists and Humanity in Action 2018 fellows who are deeply passionate about the field of human and minority rights. We are an international group of fellows and therefore had the chance to bring many different experiences and approaches to the project and develop a unique product for aspiring activists!*



CHELSEA  
RACELIS

2018 Fellow from Michigan, USA. Exploring the relationship between business and human rights and creating peer-facilitated dialogue



MALGORZATA  
ZUROWSKA

2018 Fellow from Warsaw, Poland. Focused on research about gender and race with a strong interest in intersectionality, neo-colonialism as well as popular culture.



ONUR  
AKSU

2018 Fellow from Cologne, Germany. Active as a mediator in the field of migration, cross-cultural and interreligious exchange.

# >> ABOUT THE PROBLEM

## BACKGROUND

Humanity in Action Poland (HIA PL) is a foundation created on the values of human rights and diversity, working with young people as part of a global Humanity in Action network.<sup>1</sup> HIA PL creates the Humanity in Action Fellowship in Warsaw annually, hosting 25-30 fellows each summer. While HIA PL has supporters such as the EVZ Foundation, it has little to no funding for its other activities.

HIA PL's situation is reflective of a broader issue of a growingly difficult position of NGOs in Poland. Diminishing access to funding along with insufficient capabilities and readiness of the society to support organizations causes many of them to be financially unstable. Political situation fuels further problems, as the current government often puts itself in direct opposition to organizations working for human rights and denies their funding. One third of NGOs has a yearly budget below 10 000 PLN.<sup>2</sup> Therefore, finding secure revenue stream might be crucial in the NGO sector.

Through our work we wanted to offer a funding solution not only for HIA PL but also for HIA Senior Fellows' projects and other organizations with human rights and social justice missions by . Nonprofit organizations often struggle to fund their activities, and the same is true of senior fellows who may need financial support for their action projects.

A large part of HIA's goal is to inspire more people to engage with human rights and social justice issues. In our solution, we tackled the challenge of how to reach out to those who are interested and want to learn more in a way that brings joy, curiosity and knowledge.

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<sup>1</sup> About Us, Humanity in Action. Web. <https://www.humanityinaction.org/about>

<sup>2</sup> Finanse NGO, ngo.pl. Web. <http://fakty.ngo.pl/finanse-ngo#>

# >> ABOUT THE SOLUTION

Humanity in Action Polska (HIA PL) *sought* a new, sustainable revenue stream that spreads the values of human rights and diversity to more people. *Our team's* solution to this is the **HumanityBox**, a bundled product sold through a monthly subscription-based model and centered around themes of human rights and social justice. Each month's box would contain items, resources, and inspiration related to a specific theme such as LGBTQ+ Pride, Women's Rights, or *Environmental Justice*. The HumanityBox was inspired by the subscription box trend popularized in the United States within the past five years. Successful examples include Birchbox, Loot Crate, and Try the World.<sup>3</sup>

**Our team envisions a HumanityBox customer to be a person in the HIA network** or their friend, colleague, or family member. Such a person cares deeply about human rights and social justice and may identify as an activist, but always seeks out new knowledge about issues. In today's global political climate, this person may feel at a loss for how to help. The HumanityBox empowers customers to get involved in a fun way, putting their money toward a good cause.

HumanityBox will launch in the Polish market initially, with opportunity for expansion internationally. A subscription to HumanityBox will get the customer one box per month, each with a different theme. Ideally, a different Senior Fellow creates each month's box and has an opportunity to directly promote their initiative as well as encourage direct donations. Once profits are achieved a division needs to be established to secure additional income for Senior Fellow's projects. Optionally the profits can, and should also benefit other partnering organizations. We see transparent reporting on the profits as the key to building a trusting relationship with potential customers.

Each HumanityBox is a fun surprise to open - part of the appeal is never knowing exactly what you are going to get. However, the customer can expect every HumanityBox to **include these five components**:

1. Senior Fellow's story

*The Senior Fellow who created that month's box can write a letter or personal story to the customer about how they relate to that month's theme, whether it's through their work, activism, or personal experiences.*

2. Self-care item/exercise

*Every activist needs to practice self-care! Examples of self-care items are: sweets, journals, breathing exercises, bath bombs, etc.*

3. Inspirational quote

*Serves as a "collectible" item, with the same design in every box. Aesthetically pleasing enough to hang on the wall.*

4. Call to action (actionable steps)

*1-3 actions that the customer can take to support the cause of the month's theme. Examples include donation, social media engagement, or volunteering.*

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<sup>3</sup> Birchbox. Web. [www.birchbox.com](http://www.birchbox.com)

Loot Crate. Web. [www.lootcrate.com](http://www.lootcrate.com)

Try the World. Web. [www.trytheworld.com](http://www.trytheworld.com)

Chen, T., K. Fenyo, S. Yang, J. Zhang, February 2018. "Thinking inside the subscription box: New research on e-commerce consumers." *McKinsey & Company*. Accessed 14 June 2018.

<https://www.mckinsey.com/industries/high-tech/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers>

## 5. Fun items

*Depends on the month's theme. Ideally sourced from organizations connected to the HIA network. Examples include pins, stickers, stationery, etc.*

# >> ABOUT THE SOLUTION

## IMPACT MEASUREMENTS

### 1. SUPPORT FOR ORGANIZATIONS WITH HUMAN RIGHTS AND SOCIAL JUSTICE MISSION

A percentage of each month's HumanityBox would be donated to a featured organization or initiative that relates to the month's theme. As such, the key impact indicator for this would be the total donations to featured organizations.

### 2. CREATING A SUSTAINABLE REVENUE STREAM FOR FUNDING HIA POLSKA'S ACTIVITIES

HIA PL would keep a percentage of profits from the sales of the HumanityBox, serving as a sustainable revenue source for the organization. The key impact indicator for HIA PL is the total profit.

### 3. REACHING OUT AND ENGAGEMENT OF A GREATER AUDIENCE

The HumanityBox is intended to inspire more people to engage with human rights and social justice issues. The key impact indicator for engagement is the number of distinct customers. Therefore, our target group will not only be consisting of people who are already human rights activists but also people who are interested in human rights and social justice issues and that need knowledge, guidelines and pro tips for certain topics.

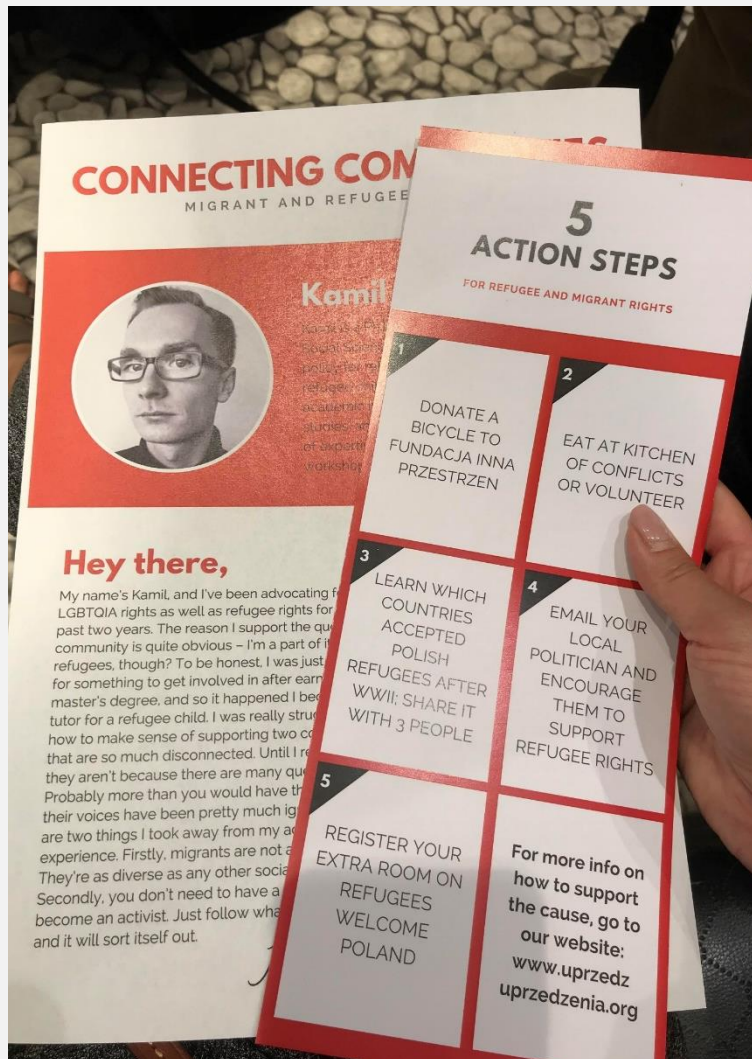
## >> APPENDIX: PHOTOS



Onur Aksu, Chelsea Racelis and Malgorzata Zurowska with the prototype of the HumanityBox.



Prototype of the HumanityBox, containing items such as a bath bomb, food from Kitchen of Conflicts, stickers, a quote postcard, and letter from activist and 2018 Fellow, Kamil Kuhr.



Examples of materials that may be in a HumanityBox.

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