



Meeting the needs of others

Starting a new business venture in the middle of a global health pandemic — complete with shelter-in-place orders and an economic recession — may seem less than ideal, but Grace Gehlken '22 and Kenzie Syiem '23 have accepted the challenge.

The two became friends through Launch, Wofford College's Entrepreneurship and Innovation program that supports students interested in starting their own businesses or social enterprises. Through Launch, the two developed a business plan and identified issues they were passionate about supporting, but they couldn't sort through all of the details until COVID-19 freed up their schedules.

"Coronacation began, and we finally had dedicated time to do nothing but this," says Syiem, who is from Shillong, India.

They've named their project SEED (Sowing Empowerment Every Day), and since leaving Wofford's campus in March, they've started an Instagram account and reached out to potential partners they can support by selling earrings made by a Spartanburg jeweler.

Their plan is to fund work promoting menstrual equity before eventually assisting

with projects focused on education, clean water and human trafficking. Gehlken emphasizes their focus is on supporting those already working in local and international communities. She saw the benefits in supporting work that promotes sustainable change during an Interim trip to Tanzania.

"People don't need others to come in their countries to bring solutions for them," says Gehlken from home in Charleston, South Carolina.

Their original hope was to rally the campus community behind SEED, but current events have given them an opportunity to make connections away from Wofford through social media. Follow SEED's Instagram account [@seed.co_](#). SEED's Dare to Dream earrings are being pre-sold for \$22.

"During these times of uncertainty, there are still some things you can take charge of and make a difference," says Syiem.

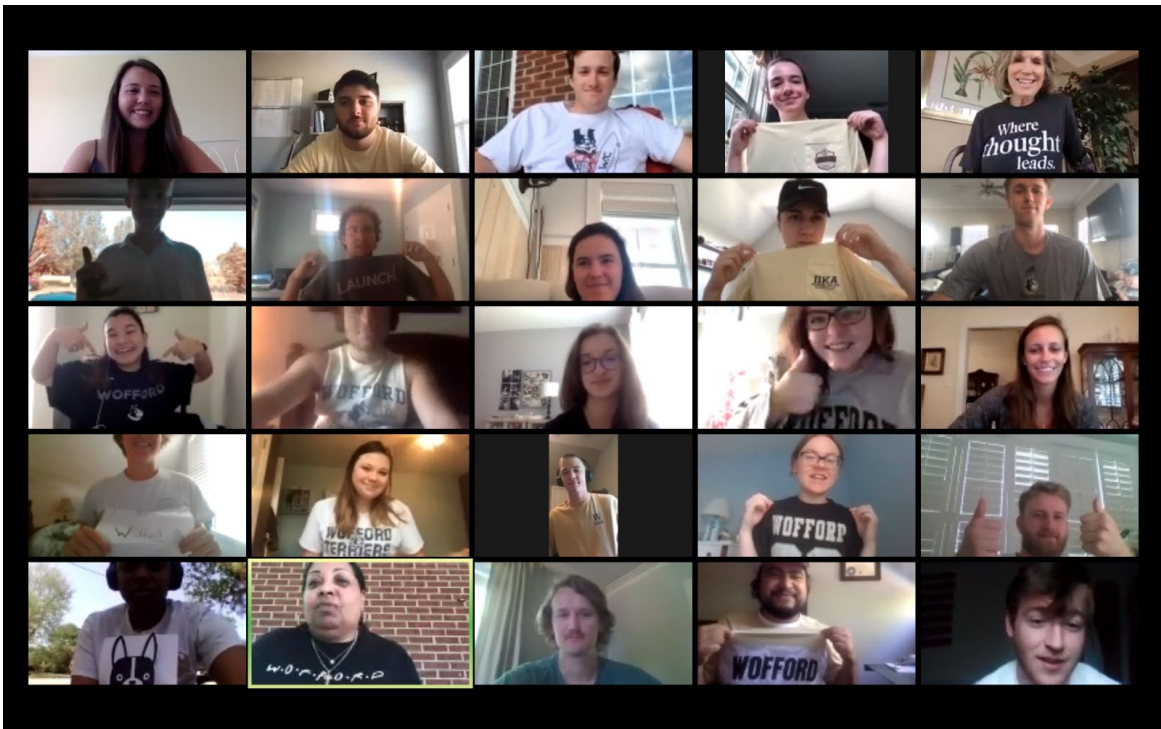
How to help Wofford students right now

The Terrier family, like many across our nation, is experiencing an unprecedented moment in history as the situation involving COVID-19 evolves. As you can imagine, this can be a stressful time for students. Some incurred unexpected travel expenses. Some are without a job that they depended on for income. Others are finding technology a barrier. Still others live with food insecurity when they're back home. The college has received an outpouring of offers to support students in this time of need. Wofford already has a fund — **OneWofford** — that is used for just such emergencies.

Making a **gift to OneWofford** is one way to help, but there are others as well:

- If you have a part-time job or paid internship experience through your company, especially something a student could do remotely, please contact the **Career Center** at Wofford College. The Class of 2020 also is looking for employment. Keep our bright Terriers in mind!
- Also, if you're willing to serve as a professional mentor for a Wofford student, visit Wofford.firsthand.co and select "Give Advice" to begin the registration process.

If you have other ideas for how you can contribute to student success, contact alumni@wofford.edu.



Wofford pride

Distance isn't keeping the Launch team in the Office of Entrepreneurship and Innovation from showing their Wofford pride! They all wore their favorite Wofford gear to a recent online meeting!

Wofford backgrounds for video conferencing

If you'd like to show your Wofford pride during Zoom calls, [click here](#) to download photos of your favorite campus sights and upload through the video conferencing service.

Office of Marketing and Communications

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