

Project Lemonade

Oftentimes, as a public university, we are visited by groups that seek to create disharmony with speech and conduct that, while protected by free speech laws, may still create an unsettling environment for the campus community. Project Lemonade comes from a similar program at West Chester University and is based on the idea that when life gives you lemons, you make lemonade! In order to provide an effective, creative, and peaceful way to respond to those groups who promote values antithetical to the University's values in regard to diversity, inclusion, and multiculturalism, the Diversity and Inclusion Committee asks for your financial support.

Project Lemonade invites individuals to pledge a set amount of money for every minute that a hate preacher speaks on campus (e.g. If the speaker speaks for 2 hours [120 minutes] and a pledge of 10 cents per minute was made, you would have donated \$12.00 to the cause!) or a single "set-price" donation (e.g. \$20 every time one of these people comes to our campus) Therefore, the longer that they talk, the more money they are helping us raise. This money will provide opportunities to educate the University community about issues surrounding diversity. The outcome is either they leave campus or they stay and raise money for us! Funds will be deposited into an ESU account and will be made available to organizations, academic departments, interdisciplinary teams, administrative offices, etc. who would like to create programming that responds directly to the anti-inclusion messaging that these groups espouse. A report of the funds available and a general call for proposals will be offered at the start of each academic semester with criteria for submission to an intercampus group consisting of faculty, staff, and students.

If you are interested in participating in this program, please print out and complete the form below and either a) email to Gene Kelly at ekelly2@esu.edu or b) send through intercampus mail to Reibman Administration Building, Room 121

Name _____

Title _____

Department _____

Office Location _____

Office Phone _____

Email _____

Faculty _____ Staff _____ (check one)

Pledge Amount

_____ a minute

OR

_____ a visit (flat donation)

(Examples:)

5 cents a minute (60 minutes = \$3.00)

10 cents a minute (60 minutes = \$6.00)

25 cents a minute (60 minutes = \$15.00)

If Project Lemonade is activated for an event, we will contact you with your pledge amount and means of completing your pledge. Thank you for your support!