



Bubbles of Hope

# Bubbles of Hope Background

Bubbles of Hope, a branch of the Global Soap Project, is a non-profit organization that aims to save lives by recycling and reusing used hand soaps in hotels across the United States. Bubbles of Hope particularly targets hotels to participate in areas West of the Mississippi River, and hopefully manifest to the Pacific Ocean. Currently Radica Patel, the founder of Bubbles of Hope, is asking local hotels to participate and donations to ship the soaps to the headquarters in Atlanta, Georgia



# Objectives

To reduce waste generated by the hotel industry

To increase resources for humanitarian aid to refugees and other vulnerable populations in Africa, Haiti, and other third-world countries

To create a sustainable business model that provides long-term sanitation solutions to the above populations



# Business Drivers

More than 2 million children die from diarrheal diseases every year

Washing hands with soap can reduce this statistic by 42-67 percent

The hotel industry discards close to one billion bars of usable soap every day

To convert waste in to a life-saving and humanizing resource for vulnerable populations



## Leading Causes for Death In Africa per Developing Country in 2001

HIV/AIDS	2,678,000
Lower respiratory infections	2,643,000
Ischaemic heart disease	2,484,000
Diarrhoeal diseases	1,793,000
Cerebrovascular disease	1,381,000
Childhood diseases	1,217,000
Malaria	1,103,000

731,445,000 vs. 420,530,000



# Business Drivers – Hotel Industry

Remove tons of viable resources from the waste stream

Bolster employee morale programs

Increase corporate responsibility at a low cost to hoteliers

Promote market leadership and engage new audiences



# The Collection Process

## Collection

Housekeepers collect used soap from rooms during routine cleaning

## Storage

Soap is stored in large industrial waste bins provided by Hotel

## Removal

Hotels transport the soap to BOH Headquarters in Atlanta, Georgia

## Shipping

Finished soap is transported to receiving Aid organization for distribution to refugees

# The Collection Process

Processing

Unusable, or “dirty” soap is sorted and removed

Melting

Soaps are melted, poured into molds and dried organically

Packaging

Partner in Atlanta packages up bundles to send to Africa

Distribution

Partner agencies distribute soap to refugee camps



# The Costs



Processing

Melting

Packaging

Distribution

# Participating Chains:



INTERCONTINENTAL.  
HOTELS & RESORTS



# Steps to collect the soap

## Remember the following are the steps for you to get started:

1. Designate a housekeeping contact for the project
2. Designate a recycling bin for your housekeeping staff to put the soap in. Most hotels use ECOLAB, a laundry detergent sold in 5-gallon buckets. It is easy to place and ship the used soaps in these reusable buckets
3. Have a special meeting with housekeeping staff letting them know how important this project is so they can buy into it.
4. Recruit other hotels so they too can start collecting.
5. Address to Delivered to:

Global Soap Project  
6901 Peachtree Industrial Blvd  
Norcross, GA 30092

# Transportation Costs

- Currently, Bubbles of Hope is using Westlake Mail to ship the soaps. Using UPS, a consistent rate for shipping has been compromised, at \$15 per label.

Hotel Units	Average Cost per Year
0-70	\$180
71-100+	\$360

# Contact Information



**Bubbles of Hope**  
*One Soap...Many Hands*

**Radica Patel**

2013 FM 620 South  
Lakeway, TX 78734  
Phone: 512-745-7031  
Fax: 888-457-1060  
radicapatel@gmail.com