



**Brooklyn Bridge to Cambodia**  
20 Sidney Place, Suite 3A  
Brooklyn, NY 11201, United States

**Agri-Smart Cambodia**  
253A St 2 | Prek Tanou 2 Sangkhat  
Chak Angre Lour | Khan Mean Chay  
Phnom Penh, Cambodia

## Historical Information about the Organization

Brooklyn Bridge to Cambodia (BB2C), a U.S. 501(c)(3) nonprofit organization, was founded in 2007. In its own name, recognizes the connections between people all over the world. It grew out of our efforts to assist one family in Cambodia. Founder Paula Shirk adopted her son Rudi from Cambodia in 2003. She later found out that his birth family was homeless, had no food and living against a factory fence. She felt she had to help them.

"I didn't want Rudi at 18 to say to me, 'you knew the despair my family lived in and you did nothing?'"

Believing that the support of entrepreneurship can spur positive, sustainable change, she helped Rudi's family start a small business in the local market. With the same goal of promoting entrepreneurship, BB2C has expanded to provide developmental aid to poor Cambodian.

We now sell low-cost, highly efficient agricultural tools to farmers so they can irrigate and diversify their crops, sell the surplus, and have a means to escape poverty.

## Mission and Vision Statement

We believe that entrepreneurship is a model for positive, sustainable change. Our mission is to restore and strengthen rural communities in Cambodia by providing innovative agricultural tools for subsistence farmers. BB2C provides the technology but the farmers provide the drive and the skills to create a better life.

BB2C is a social enterprise that partners with the poorest farmers, the majority of whom are women. We embed ourselves in the communities we work with to understand the farmer's situation and provide solutions borne out of participation. This approach allows us to provide cutting edge products that improves the lives of farmers and helps break the trappings of generational poverty.

We listen, learn, educate. We invest, employ and nurture local talent, build the capacity of our local manufacturing partners, harnessing their knowledge to find practical solutions to the challenges the farmers face.

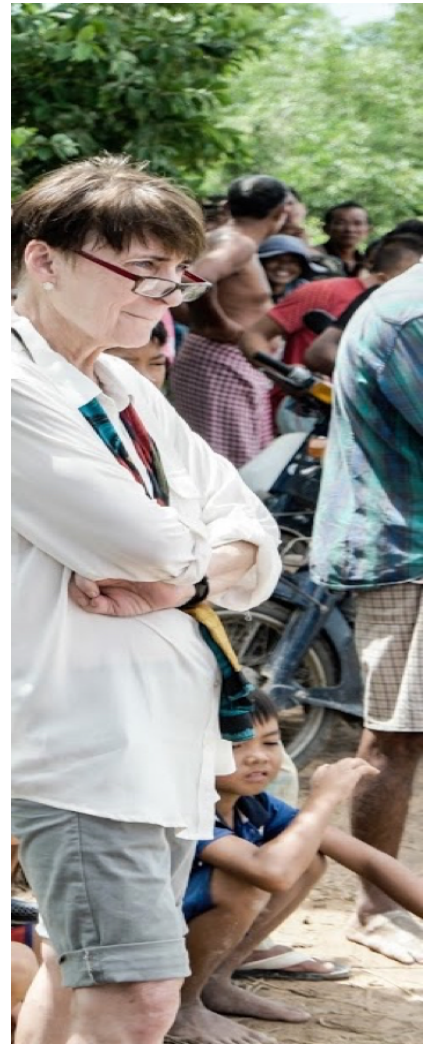
We respect and admire farmers and we believe we can help empower them in their economic development. We believe in Cambodian ingenuity; we believe in their resourcefulness.



## Biographies of Senior Staff

### Paula Shirk, Founder & Executive Director

Paula is an experienced entrepreneur. Her innovative streak, marketing and leadership skills have been recognized in such publications as the New York Times, New York Magazine, Vogue, Runner's World, Cosmopolitan, American Health, Working Woman, Elle, The New Yorker, New York Post, New York Daily News, Women's Wear Daily, Crain's and the Japanese magazine Nikkei Woman. The Christian Science Monitor called her a "Change Agent". She has been awarded the B'nai B'rith Board of Governors' Distinguished Achievement Award as "a woman of accomplishment and stature as an innovative business leader." In recognition of her work in Cambodia, District Attorney Charles Hynes, who praised Paula's "exceptional selflessness, dedication and compassion", chose Ms. Shirk as one of Brooklyn's Extraordinary Women. She is the mother of two sons, one of whom is adopted from Cambodia. She is the visionary behind BB2C.



*Witness to History - Watching the final testing of the Eli Seeder*

### Bunika San, Country Director



Bunika brings to this role 20 years of experience in rural development and agricultural extension. He has worked for bilateral institutions such as GIZ and AusAid, and his international project management experience in the agricultural sector spans South Africa, Mexico and Cambodia. A horticulturist by training, Bunika San is also a proven business owner, having built a diner franchise in California's Inland Empire.

