The Northern High School
Future Business Leaders of America
Partnership with Business Project
2015-2016

Rise to End Hunger

In conjunction with End Hunger
in Calvert County

Coordinators
Christian Kincaid
Tommy O'Brien
Alissa Lambert

Northern High School
2950 Chaneyville Road
Owings, Maryland 20736
Chapter 6108
FBLA Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in & understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
  - Encourage and practice efficient money management.
  - Encourage scholarship and promote school loyalty.
  - Assist students in the establishment of occupational goals.
  - Facilitate the transition from school to work.

“If you can’t feed a hundred people, then just feed one.”
~Mother Teresa
PROJECT DEVELOPMENT

**Description of Partnership Goals**

- **Raise awareness of the major hunger problem in Calvert County**: Because Calvert County is a wealthy area, most of its residents do not view hunger as a problem. However, the wealth disparity in the county is pronounced, and this leads to a significant portion of its residents living below the poverty line, who often lack the basic necessities of life, such as food. Therefore, one of our central goals in this project is to inform both FBLA members and Calvert County residents of the hunger problem facing our area.

- **Organize a successful food drive to donate to End Hunger’s partner food pantries**: Through a school-wide food drive with advertisements around the school and an incentive program, FBLA will mobilize its large student body and donate several hundred pounds of food to End Hunger’s partner pantries in Calvert County.

- **Learn business skills through FBLA involvement in End Hunger activities**: End Hunger in Calvert County is a successful organization because of its effective business strategies, exceptional organization as a non-profit, and community outreach structure. Through FBLA’s involvement in many of End Hunger’s programs, we can analyze their social media techniques and strategies in planning large-scale events and fundraisers.

- **Involve FBLA members in End Hunger’s Calvert Cash program**: Calvert Cash, a program done completely for free by End Hunger, allows low-income individuals and families to file their taxes at no cost. End Hunger’s free tax service saves families thousands of dollars per year, and by volunteering our chapter in this program, we can educate our members on tax forms, tax credits, and deductions available to their clients.

- **Organize an End Hunger warehouse tour for members to learn more about End Hunger’s structure and organization**: To understand End Hunger’s mission, one must see their warehouse distribution center first hand. Through a warehouse tour, members can begin to understand the magnitude of demand for food in our county and how End Hunger accomplishes their ambitious goals.

- **Participate and help organize End Hunger’s annual Obstacle Run**: The Live Out Loud Obstacle Run is one of End Hunger’s largest events, and by participating and volunteering our time setting up/tearing down, organizing different aspects of the event on the day of the run, as well as helping to market this event, we learn what it takes to organize a large-scale community fundraiser.

**Description of Planning Activities Used to Build a Partnership**

Our Partnership with Business Project coordinators were chosen during the summer of the 2015-2016 school year. We decided to work with End Hunger in Calvert County because they are a successful, reputable, and beneficial organization, and we all had prior knowledge of End Hunger’s activities. In addition to volunteering and organizing events, we also felt that a partnership with End Hunger would allow members to learn valuable business skills from one of the county’s most successful non-profit organizations. Armed with ideas and guidance from our advisors, Ms. Nancy Wilt and Ms. Theresa Jackson, as well as our fellow officers, the project coordinators scheduled a preliminary meeting with End Hunger’s Creative Events Designer, Megan Sickle, and our advisor, Nancy Wilt.

In our meeting with Ms. Sickle on August 22, 2015, we discussed the importance of both a meaningful and mutual partnership between FBLA and End Hunger and the kind of activities we could incorporate into our project, as well as a general timetable for events throughout the year. End Hunger’s activities span multiple disciplines to accomplish the fundamental goal of ending hunger for thousands of families in Calvert County. We
knew going into the conversation that FBLA members would have ample opportunities to serve in this partnership; from Calvert Cash, which assists low-income individuals and families in filing their taxes, to the Live Out Loud Obstacle Run, one of End Hunger’s annual fundraisers, to their annual community Bike Ride, there was much to discuss in this meeting.

Starting in mid-August, the team began to prepare for significant events that would take place throughout the year. Our first goal was to develop a rough outline of activities throughout the year, which included the following:

- The Live Out Loud Obstacle Run - September 26, 2015
- An End Hunger warehouse tour - October 26, 2015
- School-wide food drive throughout November and December to celebrate End Hunger months
- Distribute flyers to families to raise awareness of End Hunger and the Calvert Cash program in December
- End Hunger warehouse volunteer days beginning on February 20 and continuing throughout the year to help with sorting, labeling, collecting food, etc.
- Involve students in the data entry and tax filing aspects of End Hunger’s Calvert Cash program in February, March, and April including February 26, March 11, April 1, and April 8
- End Hunger Bike Ride - April 30

By setting manageable goals in a general timetable, our team was able to stay organized and up-to-date on End Hunger’s activities, while at the same time working to involve our members in the best ways possible. Throughout this process, we kept in correspondence with Ahna Miller, End Hunger’s Community Coordinator, as well as Creative Events Designer, Megan Sickle, via e-mail and phone. In our correspondence, we discussed dates, times, locations, and all pertinent details related to each activity.

After learning more about the project with End Hunger, the coordinators, with the guidance of the End Hunger staff, designed a presentation to give to members at the first chapter meeting on September 3, 2015, which carried over to the second meeting on September 10. At the second meeting, members were given an interest form, where they could express their interest and desire to commit to the partnership project if they so chose. After collecting all interest forms from members, we began to distribute information regarding our schedule and plans for the year, as well as relevant details about our first major activity, the Obstacle Run. 30 members submitted forms, and they received information within a week regarding time, date, and carpooling options for this event.

In mid-September, we set up another meeting, this time with Mrs. Miller, mainly to plan for the Obstacle Run, set the details for members, and plan our activities for End Hunger month. After reviewing the details of the Obstacle Run, such as the start and end times, whether members wanted to be a “runner” in the race or a “spotter” who monitors the race, and the ways in which FBLA members could volunteer in setting up/tearing down or assist with marketing the event, the additional topics we covered in the meeting were:

- End Hunger’s organizational structure
- Its role as a non-profit organization
- Annual events hosted/sponsored by End Hunger
- The hunger problem in Calvert County
- Tips for a successful food drive

This meeting allowed our advisors, officer team, and FBLA chapter as a whole to plan for the project’s activities, and it also served as a way to inform us of End Hunger as a non-profit organization and the various ongoing events and fundraisers required in order to achieve its mission.

Later, during our chapter meeting on October 15, the project coordinators announced a tour of the End Hunger warehouse on October 26, and an informational flyer and permission slip were included with the meeting’s agenda. By next week’s meeting on October 22, FBLA had received over 30 signed permission slips,
and on that Friday, reminder slips, which included the time, date, and carpooling information, were distributed to all members who had committed. In total, over 30 members and parents attended the two-hour tour, and it served as an effective way to learn about End Hunger’s day-to-day operations and business structure. The End Hunger warehouse in Prince Frederick was responsible for sorting and moving over 1.5 millions pounds of food last year, and it was fascinating for our FBLA members to watch such an operation in action.

After going on the warehouse tour and exposing members to End Hunger’s activities, we entered our November-December food drive with a renewed sense of its mission to end hunger in Calvert County. In our second chapter meeting in November, we proposed a requirement of 5-10 items per member for our food drive, which could be in the form of soup, cereal, or any other canned or dried foods. We also involved all English classes in the school and designed an incentive system in order to encourage participation throughout the school. As a result, Northern High School raised over 850 pounds of food, which we delivered to End Hunger’s warehouse in mid-December.

In the months of January and February, our chapter organized volunteer days at the warehouse to help sort, collect, and move food during the week, and the project coordinators began to schedule dates during school for student volunteers at End Hunger’s Calvert Cash program, which helps low income individuals in filing their taxes. Although inclement weather, as well as our annual Community Service Project auction, delayed or canceled some of our scheduled volunteer days, our partnership was able to move forward in a meaningful way to reschedule opportunities for members. We began our monthly volunteering at the warehouse on February 20, where six members moved over 50,000 pounds of food in under three hours. We also began to plan for the upcoming Calvert Cash program, occurring during the busier times of the 2016 tax season.

Through frequent communication between FBLA and End Hunger, guidance from our advisors and members, and enthusiasm and coordination from both organizations, FBLA and End Hunger formed a successful partnership grounded in business skills, volunteerism, and a drive to end hunger in our county.

Roles of Business Leaders and Chapter Members in Developing the Partnership

When we first approached End Hunger over the summer, Ms. Megan Sickle, Creative Events Designer, and Ahna Miller, Community Coordinator, were very receptive to a partnership with our FBLA chapter, and our officer team and advisors were immediately excited to have the opportunity to work with them. Although the entire End Hunger staff was key in this partnership, Ms. Sickle and Mrs. Miller were especially important in the first few meetings, and they made it a priority to involve FBLA members in the best ways possible.

While Ms. Sickle helped explain End Hunger’s programs, missions, and structure, Mrs. Miller met with us before major events in order to explain logistical details and specific aspects regarding each of the End Hunger activities. Ms. Sickle helped the coordinators create a slideshow presentation to introduce our members to the Partnership with Business Project, and Mrs. Miller ensured that our chapter was well-informed and apprised of all information, especially before events like the Obstacle Run, the food drive, or the Calvert Cash flyer distribution. They both worked diligently to ensure that FBLA members and advisors understood fully the mission and purpose of End Hunger. Even when we were not meeting face to face, our project coordinators stayed in contact with them via e-mail and phone. Some of the main ideas our coordinators and members learned from Ms. Sickle and Mrs. Miller were:
The structure of End Hunger as a non-profit organization
The various programs and events End Hunger holds to engage the community
The widespread hunger and poverty epidemic facing Calvert County
How End Hunger, as an organization, relates to Chesapeake Church and the various food pantries around the county
That by working with End Hunger, FBLA can develop and improve upon business skills by helping our community

Both Ms. Sickle and Mrs. Miller shared their passion for community volunteerism through End Hunger with our FBLA members, and it was inspiring to see how much they enjoyed working toward such an important cause.

Ms. Cathy Ring, Director of Operations, and Mr. Ray Brungard, a contractor for End Hunger, were also extremely excited to be a part of this partnership. Mr. Brungard led the warehouse tour, and his explanation of End Hunger’s day-to-day operations at the warehouse was a great way to learn about the organization. It was during this event that we met Ms. Ring, with whom we corresponded throughout our November-December food drive, where she offered tips and ideas to make the food drive successful at our school.

There were 30 members that participated in various aspects of the project. The key members and their contributions in coordinating the project are listed below.

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<tr>
<th>Member</th>
<th>FBLA Role</th>
<th>Contributions to Project</th>
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| Christian Kincaid | Chapter Webmaster, Project Coordinator | Scheduled meetings and correspondence with key End Hunger staff throughout the year  
|                 |                                     | Assisted with the promotion of the End Hunger Obstacle Run at Northern High School  
|                 |                                     | Organized the End Hunger warehouse tour  
|                 |                                     | Assisted with organizing the schoolwide food drive and sorted all food when finished  
|                 |                                     | Helped deliver 850+ pounds of food to the warehouse after our food drive  
|                 |                                     | Helped assemble and mail over 2,000 packets and envelopes to low-income residents promoting the Calvert Cash program  
|                 |                                     | Coordinated and participated in moving over 50,000 pounds of food at the End Hunger warehouse |
| Tommy O’Brien   | Chapter Treasurer, Project Coordinator | Was responsible for all permission slips and reminders for all End Hunger activities  
|                 |                                     | Worked closely with the End Hunger staff to find workers for the End Hunger Obstacle Run  
|                 |                                     | Planned transportation for all activities  
|                 |                                     | Assisted with organizing the schoolwide food drive and sorted all food when finished  
|                 |                                     | Helped assemble and mail over 2,000 packets and envelopes to low-income residents promoting the Calvert Cash program  
<p>|                 |                                     | Organized workers for the Calvert Cash program, working closely with the End Hunger staff and our school administration to make this possible for four school days in the tax season |</p>
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<tr>
<th><strong>Alissa Lambert</strong></th>
<th>Chapter Vice President, Project Coordinator</th>
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<tr>
<td></td>
<td>o Responsible for designing posters and marketing the November-December food drive</td>
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<tr>
<td></td>
<td>o Helped assemble and mail over 2,000 packets and envelopes to low-income residents promoting the Calvert Cash program</td>
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<td></td>
<td>o Promoted all End Hunger activities at all of our chapter meetings</td>
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<td></td>
<td>o Assisted with planning the Calvert Cash meeting days and transportation needs for our FBLA members</td>
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<tr>
<th><strong>Mac McGrath</strong></th>
<th>Chapter President</th>
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<tr>
<td></td>
<td>o Promoted the Obstacle Run and participated in the race as a representative of FBLA</td>
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<tr>
<td></td>
<td>o Helped assemble and mail over 2,000 packets and envelopes to low-income residents promoting the Calvert Cash program</td>
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<td></td>
<td>o Helped with unloading heavy boxes of food delivered to the warehouse at various times during February</td>
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<th><strong>Saylor Mealing</strong></th>
<th>Chapter Vice President</th>
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<tr>
<td></td>
<td>o Worked the entire Obstacle Run and facilitated workers the day of the event</td>
</tr>
<tr>
<td></td>
<td>o Helped assemble and mail over 2,000 packets and envelopes to low-income residents promoting the Calvert Cash program</td>
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<tr>
<th><strong>Kelsey Crum</strong></th>
<th>Member</th>
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<tr>
<td></td>
<td>o Helped sort and deliver 850+ pounds of food to the warehouse after our food drive</td>
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The project coordinators stayed in contact with the End Hunger staff throughout the year, and they were responsible for informing the members, planning all activities, and managing the details of each event. The coordinators were always present to answer any questions from the End Hunger staff or FBLA members and advisors.

**PROJECT IMPLEMENTATION**

**Description of the Activities Implemented to Learn Concepts of Business Operations**

Northern FBLA partnered with End Hunger in Calvert County in order to educate our chapter on business skills from one of the most respected non-profit organizations in our county. Through participation, planning, and organizing several key events, we informed and involved our community in the central goal of ending hunger in Calvert County. As FBLA members, we wanted to explore business skills such as marketing, large-scale event planning, and the strategies and operations of a local non-profit organization. We were immediately excited to help End Hunger operate effectively, expand their outreach, and achieve a successful partnership that makes a difference in our community.

On August 22, 2015, the project coordinators and our advisor met with Ms. Megan Sickle to discuss the ways in which FBLA members can form a successful partnership with End Hunger, exploring how the needs of the organization and the goals of the partnership project could best work together. We also discussed End Hunger’s structure as a non-profit, as well as how they interact with local food pantries and churches. Later, in September, we met with End Hunger’s Community Coordinator, Ahna Miller. She explained what would be our first major event, the Live Out Loud Obstacle Run, scheduled for September 26, 2015. Later, we created a timeline of events, activities, and other ideas, outlining each individual month to set manageable goals and ensure success for End Hunger and FBLA. In just two meetings, our Partnership with Business Project was established.

Our officer team was thrilled to be able to combine our business skills with meaningful volunteerism in order to effect change. We, along with our other chapter members, knew that if we applied ourselves in ways that encourage business skills and passion for community service, we could make a real difference to the thousands of families who rely on End Hunger’s partner pantries in our county.

According to Michael Milken, who was named one of the 75 Most Influential People of the 21st Century by *Esquire* magazine, “Empower the most talented people in each field and encourage them to pursue their
passions.” That is what our advisor allowed us to do with this Partnership with Business Project, *Rise to End Hunger*!

**End Hunger in Calvert County**

“*End Hunger in Calvert County works to create permanent solutions that move people from dependency to self-sufficiency. We believe that all people matter and life change happens through relationships. We strive for excellence in all aspects of our operations and organization.*” - End Hunger’s mission, vision, and core values

Beginning in early September 2015, the partnership with End Hunger in Calvert County and Northern High School’s FBLA included the following business skills:

- Marketing upcoming events
- Learning the internal operations of End Hunger throughout the year
- Data entry and analysis
- Understanding tax forms and elements of our tax system, like W-2 forms and tax credits
- The ability to go outside FBLA and involve other students and staff at Northern High School
- Distribution of informational flyers to promote End Hunger events
- Offering incentives to encourage schoolwide involvement
- Organizing large-scale events
- Making and delivering effective presentations in order to gain interest and support from our chapter members

**Live Out Loud Obstacle Run**

On Saturday, September 26, 2015, 30 FBLA members participated in and helped clean up after the End Hunger Obstacle Run. Members had the opportunity to serve in one of two capacities: as a runner, who ran in the 2.5+ mile obstacle course, or as a spotter, who monitored a certain part of the course and supplied runners with water throughout the race. At this event, our members were able to meet Mrs. Ahna Miller, End Hunger’s Community Coordinator, and we worked with Matt and Holly Deans, who led the members in the cleanup process after the run had concluded. The End Hunger team’s time spent cleaning up was cut from six hours to two hours with the help of our members. The event allowed for our members to appreciate the coordination and planning involved in organizing and planning a major community activity.

**Warehouse Tour**

On Monday, October 26, 2015, 30 members, as well as several parents of members, attended a tour of the End Hunger warehouse in Prince Frederick, Maryland. Led by Mr. Ray Brungard, a contractor and manager at the warehouse, the tour was the perfect opportunity to appreciate the true scope and magnitude of End Hunger. From the warehouse, over 1.5 million pounds of food are distributed to food pantries and church communities all around Calvert County. Mr. Brungard also explained the business strategies End Hunger uses to stay efficient
around the warehouse and always in communication with the End Hunger offices. It was a beneficial experience to see how important charitable organizations are in the local economy.

Food Drive
Beginning in mid-November, Northern FBLA began its month-long schoolwide food drive, lasting until mid-December.

Each FBLA member was required to bring in 5-10 items; going beyond our chapter, the three coordinators designed an incentive system open to all English classes at Northern High School in order to encourage schoolwide participation. As a result, a large portion of our donations came from outside of our chapter. To further increase awareness, coordinators designed posters around the school to market the event, along with some information on End Hunger and the hunger crisis in Calvert County.

Calvert Cash Flyer Distribution

Each year during tax season, End Hunger offers their Calvert Cash program to low-income individuals and families as a way for them to file their taxes, as well as become eligible for certain tax credits, for free. On Wednesday, December 16, 2015, 12 FBLA members arrived at the End Hunger offices to fill 2,000 envelopes with information on End Hunger and the Calvert Cash program. These were distributed to low-income families in Calvert County as a way to raise awareness of the program throughout the community. Before beginning, Mrs. Miller explained in-depth how Calvert Cash works and the important role of publicity in the success of the program.

Ongoing and Upcoming Projects

Warehouse Volunteering

Beginning on Saturday, February 20, 2016, from 8:30 to 11:30, six FBLA members, as well as the former President of Northern FBLA, helped move 50,000 pounds of government-supplied food at the End Hunger warehouse in Prince Frederick. Throughout the day, members learned how to operate equipment like the palette jack, as well as learn many of the business strategies and techniques the warehouse managers use on a day-to-day basis to maximize efficiency,
such as inventory-keeping techniques and space efficiency. Members reversed roles after each palette was organized and labeled, with each member counting inventory, operating the palette jack, and sorting food to maximize space in the warehouse. Our members, working in conjunction with the End Hunger staff, shortened a normally weekend-long job to 2.5 hours, saving the staff countless hours of extra work. Each month, End Hunger will alert our chapter when a new shipment of food arrives at the warehouse, giving new members a valuable educational experience at the warehouse.

**Calvert Cash**

One of End Hunger’s most valuable activities for low-income families is the Calvert Cash program, which provides tax filing for free to the economically disadvantaged in our community. By involving our FBLA members in this program, we can learn about different aspects of our tax system, such as W-2 forms, tax credits and deductions (like the Earned Income Tax Credit), as well as data entry, through this program. Beginning on Friday, February 26, this program has been and will continue to be an immensely valuable learning experience for our FBLA chapter.

**Bike Ride**

As one of its biggest events, End Hunger’s Bike Ride was a great opportunity for members to gain more experience organizing and working a large-scale community fundraiser. In the weeks leading up to the event, members marketed the event around the school to encourage participation. On April 30, 15 FBLA members worked two rest stops to supply over 700 bikers with water and snacks. Through the Bike Ride, our members were able to market and participate in an effective community fundraiser and be involved in one of End Hunger’s biggest events.

**Roles of Business Leaders and Chapter Members in Implementing the Project**

In order to maintain a successful partnership with a business, it is crucial that the members of FBLA, specifically project coordinators, be in close contact with leaders from the partnering business. Through this partnership, our chapter members have formed meaningful relationships with many of the most distinguished business leaders in our community.

All of the staff members were vital in supporting and assisting us in learning more about the internal operations and business aspects of End Hunger in Calvert County. Through periodic meetings, marketing, and volunteering in End Hunger’s programs, our members were able to hone skills necessary to in business and management.

Each description below details the roles of each member of the End Hunger staff in fulfilling the goals of this project:
Ahna Miller, Community Coordinator

- Served as lead contact person for the entire project
- Led meetings with FBLA project coordinators, advisors, and End Hunger staff
- Led and organized FBLA members in several community service activities, including the Obstacle Run and Calvert Cash information distribution
- Assisted project coordinators and advisors in explaining key aspects of End Hunger’s activities
- Helped FBLA members become part of the business

Megan Sickle, Creative Events Designer

- Met with project coordinators and set the project in motion
- Assisted coordinators with proposals and ideas for the partnership
- Helped set ambitious, yet achievable goals for the project

Cathy Ring, Director of Operations

- Helped establish days for volunteering at the warehouse
- Aided members on volunteer days and helped explain the structure of End Hunger as a non-profit organization in Calvert County
- Assigned roles and responsibilities to FBLA members who volunteered at the warehouse

Ray Brungard, End Hunger Contractor

- Led warehouse volunteer days
- Led the warehouse tour in October and explained in detail the numerous programs End Hunger leads in the community
- Taught members how to operate equipment and keep inventory, as well as maximize space and time in the warehouse

Results and Concepts Learned from the Partnership

<table>
<thead>
<tr>
<th>Event</th>
<th>Results</th>
<th>Concepts Learned</th>
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<tbody>
<tr>
<td>Live Out Loud</td>
<td>o Shortened clean up time of the race by three hours</td>
<td>o Effective money management at check in</td>
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<td>Obstacle Run</td>
<td>o Provided a substantial amount of volunteers and participants for the entire race</td>
<td>o Organization of registration materials</td>
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<td></td>
<td>o Created enthusiasm for members and conveyed the importance of the project</td>
<td>o Effective marketing of the event</td>
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<td>Warehouse Tour</td>
<td>o Increased knowledge of End Hunger’s day-to-day operations</td>
<td>o The structure of End Hunger as a non-profit organization</td>
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<td></td>
<td>o Familiarized members with End Hunger’s staff and facilities</td>
<td>o How End Hunger interacts with other local organization (food pantries, churches) to reach as much of the community as possible</td>
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<tr>
<td></td>
<td></td>
<td>o How End Hunger processes and organizes the food they receive</td>
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<tr>
<td>Event</td>
<td>Results</td>
<td>Concepts Learned</td>
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<td><strong>Food Drive</strong></td>
<td>o Assisted End Hunger in a county-wide effort</td>
<td>o Created and posted promotional materials</td>
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<td></td>
<td>o Raised awareness of hunger in Calvert County</td>
<td>o Managed a large-scale project from beginning to end</td>
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<td>o Went outside of FBLA and involved the whole school in this effort</td>
<td>o Promoted individual member responsibility</td>
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<td>o 936 items/868 pounds of food donated</td>
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<tr>
<td><strong>Calvert Cash Envelope Distribution</strong></td>
<td>o 2,000 envelopes filed and mailed to low-income families</td>
<td>o How to create and deliver effective informational flyers around the county</td>
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<td></td>
<td>o Reduced work load for End Hunger staff</td>
<td></td>
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<tr>
<td><strong>Warehouse Volunteering</strong></td>
<td>o Moved over 50,000 pounds of food</td>
<td>o How to effectively manage and count inventory</td>
</tr>
<tr>
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<td>o Reduced time for End Hunger staff from 10+ hours to 2.5 hours</td>
<td>o Operation of the palette jack and other industrial tools used in the warehouse</td>
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<tr>
<td><strong>Calvert Cash</strong></td>
<td>o Assisted numerous individuals in filing their taxes and qualifying them for tax credits and deductions, free of charge</td>
<td>o Data entry skills through entering client information</td>
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<tr>
<td></td>
<td></td>
<td>o Learned about income tax forms, tax credits (such as the Earned Income Tax Credit), tax deductions, and other elements of the US tax system</td>
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**Impact of the Partnership**

Through our efforts with End Hunger in Calvert County, our chapter has been given the opportunity to volunteer in a local business and increase awareness of an important cause in our community. Although Calvert County is a wealthy area, the growing demand for End Hunger’s services prove that the hunger crisis is one of the major issues in our area. We coordinated a successful partnership not only through effective communication and active member participation, but also with enthusiasm and passion in implementing End Hunger’s core mission. Sharecropper shacks intermingle with million dollar homes, and to be a partner with End Hunger in Calvert County provided a unique and inspirational experience for our chapter. Throughout the project, many members came forth stating that their families, in fact, have had to utilize End Hunger’s programs because of various situations, such as government shutdowns, unemployment, or illness within the family. Oftentimes, people feel embarrassed or shameful for misfortune or unfavorable circumstances and they do not want to be open about their needs. Project Coordinator, Tommy O’Brien, made his story vulnerable from the beginning; although his family is considered middle class, that variable did not matter when both of his parents were facing financial trouble because they both worked for the federal government. During a shutdown, they had no income coming in. As he explained to us, our neighbors could be in need, the students in the desk right next to you could be in need, we do not know who might be in need, but it is our philanthropic spirit that made us determined to help those most in need in Calvert County.

Without the involvement of such dedicated members, this project would not have been as beneficial as it was for both FBLA and End Hunger. Our members, coordinators, and advisors steadily developed new ways to involve ourselves with all community aspects of End Hunger in meaningful ways. From organizing a large-scale food drive to volunteering at the warehouse to entering data as part of the Calvert Cash program, our chapter was constantly involved in End Hunger’s community programs. Not only have we been able to participate in this project, we have truly become a part of it. As we progressed through the project, the impact was quite powerful. The recipients at the food pantries, as well as those who needed to use Calvert Cash, were extremely humble and grateful for our services. One of the most beneficial impacts of this partnership is that our members now rid the
stigma of those they thought utilized food pantries and are low-income. They are free of judgement of why they need help and realize this help can be short-lived or temporary for many. Through the various activities, members gained a new appreciation of hardships that many families face and now understand the sometimes four miles of traffic lining up for their weekly food to support their families.

Through participation, organization, and active involvement in all of their major events, we have been able to benefit fully from both the business aspects of the partnership and the greater good of the community. Members gained from this partnership a sense of purpose greater than themselves; when determining the impact of the partnership, member involvement and skills learned from the partnership cannot be understated. Not only has the project benefitted members of FBLA – it has benefitted the members of our community who are most in need of End Hunger's services.

**Degree of Involvement**

Numerous business skills were developed through the partnership with Northern High School’s Future Business Leaders of America and End Hunger in Calvert County. When beginning the project, it was understood that we could not help every business and not everyone is familiar with the hunger crisis in our county. Knowing from the beginning that we had to explain the problem to our officer team and convince them of our idea, we used persuasion and testimonials to make our project stand out among the others.

1. **Contacting Local Businesses:**
   Over the summer, the three project coordinators researched and contacted several small businesses in the area by phone, e-mail, and face-to-face. After gathering all of the information needed to make a decision, the officer team met and presented their ideas for potential business partners. The winner was End Hunger in Calvert County, who serves over 10,000 families per year, 40% of which are children, and facilitates the distribution of over a million pounds of food per year in the southern Maryland area.

2. **Personal Contacts:**
   - Mrs. Ahna Miller, Community Coordinator of End Hunger
   - Ms. Megan Sickle, Creative Events Designer of End Hunger
   - Ms. Cathy Ring, Director of Operations of End Hunger
   - Mr. Ray Brungard, contractor of End Hunger
   - Ms. Mary LaBorie, Director of Programs of End Hunger
   - Mr. Matt Deans, volunteer and organizer of End Hunger
   - Mrs. Holly Deans, volunteer and organizer of End Hunger

3. **Core Group of Volunteers:**
   The project coordinators wanted to include members in the project. We distributed an interest form to our members, asking them to choose between the Partnership with Business Project and the American Enterprise Project. There were 30 students who made up our members as part of this project. Although all the members were involved in the project’s activities, a core group of 6 members emerged and stood out based on their dedication, reliability, and interest in the project. These members were vital in making this project a success.

4. **Volunteering:**
   Volunteering was one of the most important parts of our project. In order to gain a greater appreciation of End Hunger’s activities, as well as more knowledge on how to run a small business, we volunteered at numerous events, including the Obstacle Run and the warehouse in Prince Frederick. By participating in the many daily tasks that keep the business organized and updated, our members learned skills such as: how to organize and sort inventory in the warehouse, maximize space, organize food drives, and work and coordinate fundraisers. Through volunteering, we implemented the goals of the Partnership with...
Business Project - our group learned core aspects of running a successful business, and as a result, End Hunger received extra help in their daily tasks. In the end, both parties of the partnership benefitted.

There was a tremendous amount of time taken to make this partnership successful, and the time and dedication our members volunteered made the project even more meaningful. It also made the experience more rewarding for our members to see the effects of our hard work in the warehouse and how that translates to the community. We maximized our time spent learning and volunteering, and also offered us the opportunity to make a positive impact in our community through End Hunger. The chart featured on the next page details the number of students involved in each event as well as the number of hours completed by our chapter for those events. We are proud that so far we have contributed 244 hours to assisting End Hunger with plans to continue. When reviewing our goals of this project, we realize we exceeded each of them. The popularity of this project resonates personally with so many of our members and they are excited for future events. We plan to play a big role in their upcoming annual bike ride and to continue our volunteer days with warehouse distribution. We are confident this project has had a powerful impact with End Hunger, our community, our project coordinators, and the FBLA chapter.

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Volunteers</th>
<th>Hours Volunteered</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Live Out Loud Obstacle Run</strong></td>
<td>22</td>
<td>154 Hours</td>
</tr>
<tr>
<td><strong>Warehouse Tour</strong></td>
<td>16</td>
<td>32 Hours</td>
</tr>
<tr>
<td><strong>Calvert Cash Envelope Distribution</strong></td>
<td>12</td>
<td>24 Hours</td>
</tr>
<tr>
<td><strong>Warehouse Volunteering</strong></td>
<td>6</td>
<td>18 Hours</td>
</tr>
<tr>
<td><strong>Calvert Cash</strong></td>
<td>8</td>
<td>16 Hours</td>
</tr>
<tr>
<td><strong>Bike Ride</strong></td>
<td>15</td>
<td>60 Hours</td>
</tr>
<tr>
<td><strong>TOTAL HOURS WITH END HUNGER</strong></td>
<td></td>
<td><strong>304 and Counting!</strong></td>
</tr>
</tbody>
</table>
EXAMPLES OF PUBLICITY AND RECOGNITION RECEIVED AS A RESULT OF THE PARTNERSHIP

An article written by Kelli Kaiser, a FBLA member, covering our first major event, the Live Out Loud Obstacle Run.

Letter to the Editor in The Calvert County Recorder, written by Christian Kincaid, about FBLA’s school wide food drive that took place in November and December.

Hi FBLA Coordinators,

I just wanted to send you a quick note to say thank you for all you three did to support the End Hunger Bike Ride this weekend. Thank you for coordinating the student volunteers and personally volunteering on Saturday at the End Hunger Bike Ride. You guys are awesome!

Between manning two rest stops, serving at the Post-ride Picnic and helping with clean-up, FBLA students were all over this year’s Bike Ride and everyone did a fantastic job! I only heard and saw good things. You guys were a huge blessing to me and to the event as a whole, so thank you from me and the rest of the End Hunger Team.

Thanks again!
Ahna

Ahna Miller
Community Coordinator
End Hunger In Calvert County
#givewhereyoulive

E-mail recognition regarding the End Hunger bike ride
Many staff members from End Hunger have shown their gratitude and appreciation of our partnership. They are thankful for the helping hands at the warehouse, the food contributions, and decreasing both their workload and hours spent at various events.