Community Service Project

“Community Helping Community”
Centennial High School
Oregon FBLA 2016-2017
# Community Helping Community

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INTRODUCTION

Food insecurity is being unable to have access to a sufficient quantity of affordable and nutritious food. In 2013, 49.1 million Americans lived in households that lacked food security, including 33.3 million adults and 15.8 million children (www.ers.usda.gov). In Oregon, one out of six residents struggled with hunger, and in the Centennial School District, 73 percent of students qualified for free or reduced lunch through the National School Lunch Program.

In order to meet the qualifications required for free or reduced lunch in Oregon, a family of four must earn less than $41,349 annually or $3,446 a month. Most families that are under this benchmark also fall under the poverty line in Oregon, struggling to put food on the table for themselves and their children. With the goal of easing the burden of hunger on the direct community, Centennial High School’s students set out to begin their own nonprofit organization, Food for Families.

In June 2014, the idea of Food for Families, Inc. began when Centennial School District (CSD) Board Chair, Shar Giard, approached Centennial High School teacher, Adriann Hardin, about alleviating the issue of childhood hunger within the Centennial community. The nonprofit was officially incorporated by the Oregon Secretary of State on October 8, 2014. Subsequently, Food for Families became a registered 501(c)3 nonprofit organization on November 14, 2014 with the following mission: **Food for Families will gather, store, and distribute food at no cost to those in need while empowering individuals through education and resources, promoting opportunities for food to become secure. The program will focus on ‘Community Helping Community’ while being compassionate and respectful.**

The first meeting of the nonprofit was held on November 9, 2014 by the Board of Directors including Adriann Hardin, chair, Ehren Schneider, vice chair, Shar Giard, community representative, and Bryan Lobato, student representative to accept Food for Families’ bylaws.

The first project planned by the Food for Families Board of Directors was to create and establish a mobile food pantry within the Centennial School District to serve families who are food insecure. Using a donated school bus, families would be able to “shop” for food provided by the Oregon Food Bank and community donations. Families would enter the bus through the front and exit through the back while shopping along the way. The bus would operate under a system of self-declaration to respect community members’ privacy. The mobile food pantry would also offer culturally sensitive options to the families within the community to accommodate those various allegories, religious beliefs, or family and cultural preferences.
“Community Helping Community”

Purpose of Project

STATEMENT OF PROJECT GOALS

For over a decade, the Portland and Gresham communities have supported the development of the Future Business Leaders of America program at Centennial High School. Their support came in the form of generous donations to community service projects sponsored by Centennial FBLA for national non-profit organizations such as the March of Dimes, Make-a-Wish, and Habitat for Humanity. While such organizations have a positive impact on many people, our chapter felt that our emphasis should be on our immediate community. Furthermore, our new principal Mrs. Mairi Scott-Aguirre, encouraged student organizations to focus on establishing school pride and giving back to the community.

The theme for this year’s annual Community Service project was, "Community Helping Community" and centered on giving back to our direct community. Food for Families exemplified this theme and offered a variety of opportunities for our chapter to aide and assist. In working with Food for Families, our chapter felt that we would be able to spread awareness about the organization’s mission, raise funds, donate groceries, serve, and work together. The major goals established by our chapter for our partnership with Food for Families included:

- **Fundraising**: raise a minimum of $1,200 for Food for Families, providing over 400 families with perishable foods.
- **Enjoyment**: develop a family fun carnival with 100 community members in attendance to benefit Food for Families.
- **Serve**: have 90 percent chapter participation through the carnival and allow community members an opportunity to volunteer and gain essential leadership skills.
- **Teamwork**: expand the relationships between students and members of the community by working with at least five other organizations within the community.

With the accomplishment of each goal, our chapter believed the impact, although relatively small in immediate results, had the potential to help many community members in the long run. By educating the community about Food for Families, community members would become aware of resources that would help minimize financial hardships on families throughout the community. In addition, by raising $1,200 our chapter would help provide additional financial assistance for the organization to supplement the increased demand for Food for Families’ resources. Through service, volunteers were presented an opportunity to gain networking skills and build relationships with other community members. Finally, by developing a family fun carnival, our chapter could provide the organization with lasting resources to continue the promotion of Food for Families for years to come.
“Community Helping Community”

SERVICE TO THE COMMUNITY AND ITS CITIZENS

Founded in 2014 by Centennial High School students, Food for Families, is a nonprofit mobile food pantry, organized and operated out of a retired school bus. Food distributions occur the second and fourth Tuesday of each month with the pantry offering a wide variety of perishable and non-perishable groceries to reduce food insecurities in the area. In 2016, Food for Families provided 82,000 lbs. of groceries to approximately 2,065 families (nearly 9,000 local community members), providing approximately 30-50 lbs. of groceries lasting 3-5 days.

Goal F: Through the first goal, fundraising, Centennial FBLA would provide Food for Families with at least $1,200 of additional funds to fulfill the increased need of the community. By providing additional funds, Centennial FBLA would ensure that ample funds were allocated to important resources including perishables, and equipment needed for distributions.

Goal E: To achieve the second goal, enjoyment, Centennial FBLA sought to maximize the number of individuals who utilize the new family fun carnival, and provide a safe space for community members to be entertained. Additionally, through publicity in major newspapers and online publications, community members would gain awareness and attend the carnival.

Goal S: With the accomplishment of the third goal, serve, Centennial FBLA aimed to have 90 percent chapter participation through the entirety of the carnival. Also, volunteering allowed members to incorporate valuable management skills into practice, plus students gained community service hours.

Goal T: With the completion of the goal teamwork, relationships within the community were strengthened, which united volunteers and families alike creating a general feeling of respect and comfort while at the carnival. Furthermore, FBLA members aimed to work with at least five other organizations in order to gain a better understanding about the impact of giving back to their community.

Centennial FBLA knew that through our promotional efforts, we would be able to inform teachers and community members about how to contribute, as well as spread awareness regarding the wide array of available resources. Through these efforts, Centennial FBLA was confident that the number of individuals using Food for Families’ resources would increase drastically. Additionally, with the completion of the project goals, the carnival assisted Centennial FBLA in the accomplishment of the theme “Community Helping Community.”
PLANNING OF PROJECT

Each year, a community service committee is established to research and identify a non-profit organization which could benefit from partnering with our student organization. In past years, Centennial FBLA has partnered with local and national non-profit organizations including Tribute to Honor, Make-a-Wish, Habitat for Humanity, and the March of Dimes. Each of these organizations allowed FBLA members to learn the dynamics of non-profit business, realize the importance of giving back to those less fortunate, and develop the skills and abilities to successfully organize and execute fundraising and awareness campaigns. At the same time, our chapter raised awareness for each organization’s personal mission, raised thousands of dollars, and assisted in outreach to other student service organizations to reciprocate our chapter’s initiative. While every organization varied in their outreach and mission, each was considered to be an organization in need of student assistance.

This year, a community service committee was once again established to evaluate the greatest philanthropic need. In previous years, the community service committee evaluated specific causes as the most pressing. On August 24, the committee met and unanimously agreed that the most dire need had arisen in our own backyard. Having heard of Food for Families and their mission to provide community members with groceries, the committee chose to reach out to Food for Families and evaluate their needs.

The following day, a survey compiled of students and teachers from different schools in the Centennial School District was conducted to decide what elements had to be present in the event. After FBLA members reviewed the data from the survey, it was concluded that there was a scarcity of local, inexpensive, family oriented events. Recognizing the shortage of family oriented events, it was decided to implement a family fun carnival.

FBLA members reconvened and evaluated whether the family fun carnival would be in the best interest of Centennial FBLA and Food for Families. Realizing that the needs of the community could be improved through the family fun carnival, Centennial FBLA was enthusiastic about the project. The family fun carnival was unanimously adopted as the Community Service Project for the 2016-2017 school year. Members of Centennial FBLA developed a checklist that needed to be completed for a successful event to take place. These ideas included:

- Planning activities
- Social media presence
- Recruiting volunteers
- Printing and distributing fliers
- Confirming specifics of carnival
- Presenting at local schools
DEVELOPMENT OF PROJECT

After choosing to create a family oriented carnival, logistics had to be established. The first step after establishing that the Community Service Project would be a carnival was the development of committees to oversee the implementation of the event and its various goals. The committees consisted of Awareness, Fundraising, and Volunteering. Each of the committees had detailed tasks to ensure that the carnival was a success.

The main goal for the project was to increase awareness about the upcoming family fun carnival. The responsibility of the awareness committee was to insure that community members were properly informed. The awareness committee was split into two divisions; one regarding the carnival, and the other Food for Families.

The carnival division of the awareness committee focused on developing promotional materials such as posters and fliers, as well as making presentations to community groups and Centennial schools. The committee’s main outlets of awareness included presentations to elementary, middle, and high schools; as well as using intercom announcements, posters, an event page on Facebook, and news release submissions to local news outlets.

The second division of the awareness committee was the Food for Families promotion subcommittee which focused on spreading awareness of Food for Families role in the community and the resources available to community members. In addition, a Food for Families website and Facebook page were to be created and updated regularly.

The fundraising committee, of whose focus was on fundraising for Food for Families, comprised of two individual subcommittees: Donations and Event Coordination. The donation subcommittee was assigned to call local businesses and community members and solicit donations including cash, gift cards, prizes, and raffle baskets. The second subcommittee was event coordination, which was tasked with soliciting support from FBLA members, parents, and teachers with assistance at the family fun carnival.

The final committee for our project was the volunteer committee, which focused on volunteer efforts for the carnival. Their primary responsibility would consist of set up, clean up, leadership of carnival activities, the sale of carnival tickets, and the operation of the raffle. In addition, this committee was tasked with coordinating with other organizations such as Centennial Key Club, the Hi-C’s Dance Team, Student Council, Boy Scouts, and Schools Uniting Neighborhoods (SUN), as well as spread awareness of our chapter’s partnership with Food for Families. Overall, each of our 47 members were involved in some facet of the project, attaining 100 percent chapter participation.
Implementation of Project

Our community service project officially began on the first day of school, September 7, when the community service committee presented our chapter’s project idea to the returning members of Centennial FBLA. The committee shared information regarding Food for Families, as well as the carnival which our chapter hoped to create, in order to accomplish our four main goals. From the outset, the chapter focused on our fundraising efforts by developing a concrete plan of action for the carnival.

Throughout the first two weeks of school, Centennial High School FBLA members devoted their time to brainstorming carnival games, promotional outlets, and potential local business sponsors. The chapter first developed the name, location, date, time and ticket prices for the event. Then, the chapter unanimously decided to call the carnival, Eagle Scream Fest, and set the date for Friday, October 28 at Centennial High School.

The chapter then researched and selected 20 different carnival games adapted to fit the theme, including a sponge-toss, duck pond, pin-the-tail, a photo booth, and ring toss to name a few. Members then outlined the necessary equipment and materials to host the games. The donation subcommittee made phone calls to local businesses, picked up donations throughout the community, and purchased additional supplies. The budget for the carnival was $500, to purchase carnival prizes, tickets, and supplies. The event promotion subcommittee made classroom, school, and Booster Club presentations on September 28-30; created posters and fliers; made morning announcements at the elementary, middle, and high schools. The committee also developed a Facebook page, Twitter, and Instagram hashtag, #eaglescreamfest; and submitted press releases to local media outlets such as the Gresham Outlook, Oregonian, the Talon, C-Mail, KPTV, KGW, KOIN, FOX, and OPB. Finally, the event coordination committee recruited volunteers to work during the event and worked with school administration to reserve the Centennial High School cafeteria, the commons, and outlying classrooms.

Another project completed was the creation of Eagle Scream Fest’s social media presence to keep community members up to date on the carnival. Furthermore, promotional materials were developed and distributed at:

- SUN Activities  
- Staff Meetings  
- Conferences  
- Football Games  
- Open Houses  
- Other District Events
Also, the two awareness committees worked together during the week of October 17–21 to visit each of the six elementary schools and the middle school to distribute promotional carnival flyers at school assemblies, publicizing Eagle Scream Fest. Each of the 6,000 students in the Centennial School District received a flier in English, Spanish, or Russian as needed. The entire chapter then focused exclusively on preparing for Eagle Scream Fest. Preparations included preparing signs, making in-class presentations to high school students and picking up donations from local businesses. Finally, all of the planning and hard work of the community service committees came together with the execution of Eagle Scream Fest on Friday, October 28.

Being the first year that Centennial FBLA hosted Eagle Scream Fest, the anticipated attendance was unknown, and the chapter knew that the event could be extremely successful or a total failure. The event began promptly at 5:30 pm, with a swarm of young students and parents dressed in their favorite Halloween costumes. To ensure that the event was a success, Centennial FBLA wanted to keep the event low-cost, while at the same time profitable for Food for Families. Therefore, game prices were kept at a minimum with three tickets for $1 or 20 tickets for $5. Most games cost between one and three tickets, with dozens of options for community members to choose from.

In addition, through the generous donations of local companies and national corporations such as A to Z pets, Bella Cupcakes, Franz Bakery, Trail Blazers, US Army, US Marines, US Coast Guard, and Safeway, our chapter had 17 separate raffle baskets. The baskets included prizes such as gift cards, jackets, candles, and memorabilia. Tickets for the raffle were one ticket for $1 or six tickets for $5. At 7:30pm Eagle Scream Fest came to a close, with nearly 500 students, parents, and community members in attendance, and over $2,000 in proceeds for Food for Families.

Eagle Scream Fest marked the end of Centennial FBLA’s fundraising efforts, yet the chapter continued to work tirelessly to educate the community about Food for Families and its volunteering opportunities. The next project undertaken was the development of the Food for Families website. Chapter Officer, Director of Technology, Madison Higgins worked for several weeks with Food for Families Pantry Coordinator, Madison Taylor, to develop a website that accurately conveyed the pantry’s mission and history, and was easily accessible, visually appealing, and incorporated the necessary contact information. The site was featured in...
conjunction with the Centennial School District’s website, ensuring easy access for students, parents, and community members.

Impact and Benefits to Community

IMPACTS ON THE COMMUNITY

While our project had many short term accomplishments, our project overall had the greatest impact in the long term. At the beginning of our project, our chapter sent out a survey to students and teachers within Centennial, to gauge the elements needed in our community event. We found that more local, inexpensive, family oriented events needed to be established. In a similar survey conducted after the conclusion of Eagle Scream Fest, a resounding 97 percent of community members felt that the carnival had met their needs. One hundred percent of people surveyed agreed that the carnival should be hosted annually, which will result in thousands of additional dollars in the coming years for Food for Families.

Through educating community members on this important resource, we have effectively spread awareness throughout our district of the vast resources available to community members. By the success of Eagle Scream Fest and the many resources offered by Food for Families, Eagle Scream Fest will likely receive larger amounts of community involvement in years to come, ensuring ample funds for Food for Families for decades in the future. Also, by informing community members about upcoming distributions, our chapter has ensured that the maximum amount of community members have access to the vital resources that they desperately need.

In addition, through our partnership, our chapter has provided Food for Families with lasting promotional resources such as a website and handouts, to continue to spread awareness throughout our community. With internet access becoming the primary outlet for information exchange in the United States, without providing such resources, Food for Families would not be able to provide services to clients, receive donations, or appeal to volunteers.

Furthermore, with the impressive fundraising total, high attendance, and overall enjoyment of community members, our chapter has decided to continue hosting Eagle Scream Fest in the coming years. In general our project has reestablished a sense of community and reignited the enthusiasm of community members. Overall, our project has laid the foundation for a successful future for Food for Families and the Portland and Gresham communities.
BENEFITS TO THE COMMUNITY

At the outset of the project, the chapter felt the greatest benefit by partnering with Food for Families was informing community members about existing resources within the community. By directing community members to the resources provided by Food for Families, families have been able to save money that would have gone towards groceries, and instead would be put towards paying for other basic necessities.

In addition to directing community members to Food for Families, by hosting Eagle Scream Fest at the high school, our chapter was able to provide 600 hundred families with 3-5 days worth of groceries. Non-perishables are donated during food drives; therefore, there is always a greater variety and quantity available to community members. Because perishables have to be purchased fresh from the Oregon Food Bank, the availability of such necessities are limited. In donating the proceeds from Eagle Scream Fest our chapter helped purchase six months worth of perishable groceries, fulfilling the greatest need of Food for Families, and ensuring that every student was provided with these necessities.

Centennial FBLA felt that the greatest benefit of creating Eagle Scream Fest was the carnivals ability to build a strong sense of community by partnering with local businesses, recruiting volunteers, and the attendance of community members. Overall, the efforts of Centennial FBLA to fundraise $1,200, entertain 100 community members, achieve 90 percent chapter participation, and work with five organizations were exceeded. Finally, 70 people were able to serve their community, including 100 percent of our chapter. Eagle Scream Fest efficiently supported the food insecure families in our community through fundraising for Food for Families. With a high attendance rate, Centennial FBLA raised substantial funds for Food for Families, providing more families with groceries which served as an example of “Community Helping Community” helping reignite the spirit of our community.

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<th>Teamwork</th>
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<td>Raise $1,200 and provide 400 families with groceries</td>
<td>Have 100 community members attend Eagle Scream Fest</td>
<td>Achieve 90 percent chapter participation</td>
<td>Work with five organizations</td>
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<td>Accomplished</td>
<td>Raised $2,000 and provided 600 families with groceries</td>
<td>Had 500 community members in attendance</td>
<td>Achieved 100 percent chapter participation</td>
<td>Worked with 20 organizations</td>
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Evidence of Publicity

C-Mail Updates sent to Staff members

**Centennial High School Newsletter**

October 5, 2016

**EAGLE SCREAM FEST**

**News Release submitted to local media outlets**

Contact: Adriana Harland, Advisor
Centennial Future Business Leaders of America (FBLA)
1501 SE 182nd Avenue
Gresham, OR 97030
503.982.8140 ext. 5507

Releases October 5, 2016

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**CENTENNIAL FUTURE BUSINESS LEADERS OF AMERICA STUDENTS HOST BENEFIT CARNIVAL FOR FOOD PANTRY PROJECT**

Gresham, OR: Members of the Centennial Future Business Leaders of America (FBLA) have spent the last month actively developing and planning their latest community service project. This year’s chapter members unanimously chose to continue to support the Food for Families, Food for Families is the nonprofit that the students started in 2014 as their inaugural community service project. Out of a formal school year, Food for Families provides a monthly food pantry/mobile market to the members of the Centennial community.

The program focuses on community building, while empowering individuals to become food secure through education and success. By completing a service project, members are able to be a part of a larger community while also being a part of the process of getting food to those in need. The goal is to reduce hunger and food insecurity in the community.

News Release submitted to local media outlets

**The Oregonian: Oregon state newspaper**

**The Talon: Centennial High Schools newspaper**

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**Eagle Scream Fest...a family fun carnival (External Submission)**

Friday, October 28
5:30 PM – 7:30 PM PST

Venue Information:
Centennial High School
3900 S.E. 182nd Ave, Gresham, OR 97030
503-762-6180
"Community Helping Community"

Twitter Updates

Centennial HS FBLA
@centennial_fbla

#EAGLESCREAMFEST - come support CHS FBLA on October 28th @ 5:30-7:30pm in CHS commons 🎃😈🔥

Centennial HS Eagles
@centennialeagles

Eagle Scream Fest is happening tonight at 5:30! Please join us in the CHS commons 🎃
fb.me/36c5bODyZ

Centennial HS FBLA
@centennial_fbla

Tonight is Eagle Scream Fest at 5:30-7:30pm in the CHS commons! Bring your family for some festive fun! 🎃👻🎃

Facebook Invite

EAGLE SCREAM FEST
Family Fun Night / Family Fun Night

Instagram Posts

#eaglescreamfest
3 posts

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