

Phi Beta Lambda

2017-2018

Community Service Project

“Farm to Table”



North Carolina

Central Carolina Community College

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Farm to Table

The 2017-2018 Community Service Project, “Farm to Table,” gave Phi Beta Lambda (PBL) chapter members at Central Carolina Community College (CCCC) an opportunity to foster a commitment to the communities of Chatham, Harnett, and Lee. The chapter established a Community Service program that requires all students to give of their time, talents and energy to help people who are in need of food assistance.



PURPOSE OF PROJECT

The Farm to Table project's purpose was to create a partnership with local and regional services that provides food for people in need, within these counties. The chapter looks to foster the drive of its members and to recognize, nurture, and support profoundly intelligent young people and to provide opportunities for them to develop their talents to make a positive difference. By partnering up with the Food Bank of Central & Eastern North Carolina and Christian United Outreach Center (CUOC) it provided an opportunity for the members of the chapter to accomplish these goals as well as creating an environment that the whole chapter can participate in. The chapter's main goal was to support and implement their mission to harness and supply resources so that no individual goes hungry in central and eastern North Carolina.

Established in 1980, the Food Bank is a nonprofit organization that has provided food for people at risk of hunger in 34 central and eastern counties for over 30 years. The Food Bank serves a network of more than 800 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults through warehouses in Central & Eastern North Carolina.

Sadly, food insecurity remains a serious problem in central and eastern North Carolina. In the counties we serve, nearly 630,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. 1 in 3 of the people served by the Food Bank's network are children, and another 8 percent are elderly. Since its founding, the Food Bank has expanded services in an attempt to keep

pace with the vast growing demand for emergency food. Last year alone, the Food Bank of Central & Eastern North Carolina distributed more than 70 million pounds of food. In our three service areas (counties) over 2.5 million meals were distributed to those in need and that is expected to grow each year. This is not only a growing concern for CCCC's communities but also for the other communities of central and eastern NC.

Statement of Project Goals

The Central Carolina Community College's chapter of Phi Beta Lambda believes in community service, therefore, CCCC PBL created specific goals for this community service project such as:

- To obtain a lifetime commitment to community involvement as an integral part of a satisfying life
- To nurture a sense of social responsibility and community citizenship
- To elicit reflective, empathic and sensitive personal responses to the needs and experiences of others
- To help students develop self-esteem and self-reliance through substantive responsibility and committed work ethic
- To cultivate an awareness of human circumstances and differences that extends beyond the student's typical classroom or home experience
- To increase understanding of issues pertinent to the community in which they live
- To encourage the development of a partnerships with other agencies in the community



Service to Community and its Citizens:

The Christians United Outreach Center of Lee County was founded in February 2003. As members of the community clearly saw the need for a food pantry and other services that would meet the needs of individuals and families during the point of a crisis. After speaking with the Food Bank of Central & Eastern North Carolina the CCCC chapter was introduced to CUOC of Lee County and partnered up to complete the mission of the chapter project.

It was important for the chapter not only to support the Food Bank of the region but also for the CCCC students that live with in these communities. Currently the CCCC campuses, which are located in Chatham, Harnett, and Lee counties, have over 80% of the student body on some sort of financial aid. So the mission is to harness and supply resources so that the student body of CCCC as well as the community does not go hungry. The project enables the chapter to provide assistance to both, while creating a sense of community responsibility for the chapter and its members.



PLANNING AND DEVELOPMENT OF THE PROJECT

Planning:

The Community Service Project Committee set out to determine what it could provide and accomplish to aid the community. Once established the chapter would focus its efforts in aiding the Food Bank through aligning with the CUOC of Lee County. The CCCC chapter next needed to find out where its assistance in the community was most needed. Questions such as: “Where can our chapter help to fill the biggest need?” and “What is the greatest resource the chapter can provide?” helped to create a blueprint for the chapter to follow.

The CUOC of Lee County needed volunteers to provide time and efforts to obtain and collect food. The greatest resource the chapter had available was its members. When the call went out to all the members to help it was answered with 100% participation by the members, advisors, and professional division members.

The chapter also wanted to expand its efforts by partnering with local clubs on campus, high school organizations, and local youth groups. This would allow the members of the chapter to put forth their knowledge of organizing, planning, and

leadership, to promote projects such as Farm to table. As the word spread of what the chapter was hoping to accomplish, so did our ranks with volunteers as more organizations and clubs contacted the chapter. The PBL chapter at CCCC took the lead on what is now called the “Farm to Table” project.

Development:

The chapter would focus on what needed to be done and what the time frame would be to accomplish the project. The committee for the project created a plan of action that would establish goals for the chapter and other members of the community. These goals would be accomplished at different stages leading up to the final goal of reaching the desired result that would provide the greatest assistance within the timeframe. So resources needed to be utilized in a very efficient manner.

The overall project was to help fill the pantry with food for the local and regional food banks of NC. The members felt they had an obligation to the student body of CCCC and to the community. The same students they saw on a daily basis and sat next to in class as well as the same members of the community they lived next to, worked a long side of, and saw in their daily activities. Central Carolina Community College makes up a substantial part of the community. So the CCCC chapter focused on creating several stages to accomplish the goals of the project.

The first stage was called “The Grape Escape”. It would take place at a local vineyard in Lee County. This project would bring members together with local FBLA chapters to harvest grapes straight from the vine to be delivered to the Food Bank.

The second stage of the service project was called, “Mustard Madness”, a continuation of an annual project that was developed from the previous year. Mr. Griffin, the owner of Griffin Farms in Lee County, once again saw a very healthy harvest this past year and did not want to see any of his crops go to waste. Mr. Griffin decided to donate a few acres of mustard greens to help the “Fresh Produce Program”, created by the Food Bank. Fresh produce is a vital part of a healthy diet and good nutrition. The Food Bank strives to provide high quality food through many avenues, including The Fresh Produce Program. So the chapter through the Farm to Table project established a harvest calendar that allowed different organizations to pick a time to harvest from the fields. This stage expanded over seven weeks.



The third stage this year was “Turn it Up”. This stage members visited another local farm to help collect turnips in December. The farmer offered to the CUOC 8 acres of turnips to collect for the food bank. The chapter was once again asked to help organize and create the logistical support needed to carry out the task and once again the chapter was able to come through.

The main challenges the chapter had to address once the dates were established were a few logistical issues. These issues included trucks for loading and the distribution of the produce as well as containers for collection of grapes. Logistical issues that the chapter was able to handle from past experiences working with other community service projects.



IMPLEMENTATION OF PROJECT

The Grape Escape would take place the first part of September. The chapter would meet twice to accomplish the goal. The members would arrive at the vineyards at 3:30pm and would be joined by FBLA members from one of the local chapters. Containers would be distributed and the members would press onward to pick and fill the containers. From there each member would deliver what they picked to a large bin. Each member would average about 150 pounds of grapes each.



Mustard Madness began on Thursday September 28th. The event ran for every Thursday for seven consecutive weeks. Participants would arrive at 3:30pm and pick until the truck was full. The truck, a 28ft box truck, would arrive at 3:30pm as well to start setting up for collection. Participants would collect mustard greens in large plastic bags. From there they would be brought over to the truck and sorted out into large trays. Once the truck was filled the collection that Thursday would be finished and participants would clean up the area if needed. A full truck would contain close to 250 trays of produce.

The third and final phase was Turn it Up. This stage created a unique logistical problem. The acres of turnips were offered to the CUOC the last week of the fall semester with a date selected to work the field after members were on Christmas break. The members answered the call and within 2 hours collected over 1000 pounds of turnips

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for the CUOC and the Food Bank. The members returned to the CUOC to help clean and prepare the produce to be distributed.

The list below contains dates in which the chapter participated in and the other groups that participated:

The Grape Escape:

September 7th, 2017 West Harnett HS, FBLA

September 14th, 2017 Southern Lee HS, DECA

Mustard Madness:

September 28th, 2017 FCCLA Family, Career & Community Leaders of America

October 5th, 2017 Lee Senior HS, DECA

October 12th, 2017 Overhills HS, FFA-Future Farmers of America

October 19th, 2017 St. Stephens Youth Mission Group

October 26th, 2017 Sustainability Club, CCCC Chapter

November 2nd, 2017 Lee Early College, FBLA

November 9th, 2017 PTK-Phi Theta Kappa CCCC chapter

Turn it Up:

December 19th, 2017 CCCC SGA & PTK-Phi Theta Kappa CCCC chapter



IMPACTS AND BENEFITS TO COMMUNITY

Impact to the Community:

The chapter was able to create a plan of action for the community. Members found an opportunity to give back and become a contributing member of the community with their efforts. The community will see the chapter as a valuable resource for its contributions. Contributions demonstrating leadership, organization, and most of all, it's most valuable resource, its members, to help answer the call of those in need.

The project each week saw different segments come together to provide resources necessary in achieving the goals set forth. Whether it was high school students showing strength and determination to provide a helping hand, church groups who devote time to create a better community, or college students who are learning the value of citizenship within their own community, the project demonstrated to the community that we are all in it together.

The project provided more food for the pantries of the local and regional food banks. As they see an increase in numbers of those in need each year, more will be called upon to help out. The members of the chapter created a blueprint for success that may



help others achieve the goals they set out to accomplish. The chapter has also demonstrated its leadership ability and will be prepared the next time their assistance is required.

Benefit to the Community:

The benefit provided to the community could not have gone better. First the project allowed extra resources to be provided to food banks to help those in need. It also demonstrated to the community that many organizations will answer the call when a need arises. It provides hope that so many are willing to help to make sure others do not have to struggle in a time of need.

It also created a strong sense of community that helped to nurture a sense of social responsibility and community citizenship for everyone that participated in the project. A goal the chapter set forth for the project. It is important for any community that all those in it realize that problems like hunger have no boundaries on where they may surface. Everyone must understand these issues are out there and as a member of the community cannot wait until it finds you, but must provide what assistance you can to prevent it from growing.

Another goal set forth was to cultivate an awareness of human circumstances and differences that extends beyond the student's typical classroom or home experience;

increasing understanding of the issues pertinent to the community in which they live. The members were able to do this and demonstrated the community can count on them in the future. That no matter the issue that may arise, the Phi Beta Lambda chapter at Central Carolina Community College will be ready to respond.

EVIDENCE OF PUBLICITY

The chapter is fortunate that the college not only offers a degree program in broadcasting, but also owns and operates a television station as well as a two radio stations. Both reach all the counties involved in the project and who the college services. Once the project timeline was setup interviews and PSA announcement were generated via both forms of media.

WDCC, 90.5 FM and WUAW, 88.3 FM provided initial public service announcements so the community was aware of the project. The radio stations also provided airtime to update the community on the project as well as



upcoming events. Several members and advisors involved were interviewed through the



project and participated in live broadcast promoting the project and discussing results.

The college TV Station 4CNC broadcasted information of the event and attended events to record the event. Recordings of the events were played



on the air and made available for later viewing through the video vault. By using both the radio and TV stations the community was able to learn firsthand what PBL does and represents.

CONCLUSION

The chapter wanted to create a project that would help strengthen a current organization and provide resources to strengthen their efforts in the community the chapter represents and supports. There is no reason to reinvent the wheel, but keep that wheel moving forward was the goal. The members also wanted to create a project that would include every member, advisor, and professional division member. It was important for the chapter to utilize every resource to demonstrate to the community Phi Beta Lambda is not just a college club seeking to fulfill community service hours, but an organization that is striving to become a pillar in the community. The chapter set a precedence that the community will now look to for leadership. A quality instilled in every member as the foundation of the Phi Beta Lambda in its goal to develop future leaders.



FARM to TABLE



Come Join Us On

The Grape Escape

September 7th, 2017

September 14th, 2017

Mustard Madness

September 28th, 2017

October 5th, 2017

October 12th, 2017

October 19th, 2017

October 26th, 2017

November 2nd, 2017

November 9th, 2017

