



**A I M**  
**Action In Motion**

Presented by

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COMMUNITY SERVICE PROJECT  
NORTH ARKANSAS COLLEGE – RHO ZETA CHAPTER  
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## INTRODUCTION

AIM, Action in Motion, is a vision that came from a Phi Beta Lambda member that collaborated with Phi Theta Kappa at North Arkansas College. The idea was introduced and adopted in the fall of 2017 by the two groups and has been implemented into action in the spring of 2018. The North Arkansas College PBL Chapter consists of 34 members for the 2017-2018 school year. The team gathers commodities to help with local organizations to provide for the less fortunate. After rising above the events in life that created hardship and struggle, two of the team members decided the way to give back to those that helped them would be by paying it forward and helping the organizations similar to the ones that assisted them during those hardships. The vision started with simply trying to donate food and has grown to include clothing and other basic necessities such as hygiene products and baby items.

In 2016, The American Community Survey put together a survey to look at the poverty level in the area. Of the 12,835 surveyed, 3,055 subjects were classified below poverty level. Out of the 3,055 considered below poverty level, 1,011 are children 17 years of age and younger (Survey, 2016). In the Harrison School District, there are 2,699 students enrolled in school. 1,365 of the children receive free or reduced lunches. This calculates to 50.57% of the student population (Program, 2015-2016).

As you can see, the programs in place to help the disadvantaged are greatly needed in areas like our community. Resources and jobs are limited. With various groups working together such as AIM and the local charities, these needs can be met.



Figure 1: PBL members welcome Mayor Dan Sherrell and Bill Lovell, a local businessman and PBL alumni, during proclamation of FBLA-PBL Week.

## Purpose of the Project

The purpose of AIM is to provide philanthropy and social well-being. The project will provide necessary commodities to families in need and the organizations that help those families in need. The overall goal is to bring a better quality of life to those less fortunate whether it be a hungry child, a struggling college student, a homeless individual or family, and the senior citizens struggling to get by on a set income. AIM is designed to reach all age groups. It is the mission of this project to help as many people as possible and fight the number one greatest solvable problem – hunger.



Figure 2: Sign posted at North Arkansas College's food pantry.

The project will gather and distribute necessities to those who cannot provide these necessities for themselves. It is aimed to help those in distress whether it be for a long-term or short-term period of time. Inaction is action, but “action in motion” is what will set the project apart from others like it. AIM began to see action in the spring of 2018.

### **Statement of Project Goals**

The primary goals of AIM are to feed, clothe, and assist the organizations that help the disadvantaged citizens in the area.

- **Feeding:** The project will help elementary and middle school age children with hunger by joining forces with the Children’s Charity Ministry (CCM). Together it will gather food donations and bag up sack lunches for hungry children in the area. Other food donations will be made to six small food pantries located in various locations throughout the city that provide a self-service to the hungry. The local college has a food pantry, Pete’s Pantry, set up for college students that struggle while away from home, single parents, and others who are short on money while attending college. Pete’s Pantry will receive donations gathered by the project.
- **Clothing and hygiene:** AIM encourages donations and drop off of gently worn clothing for children and adults of all ages and sizes. Hygiene items are also being requested for donation. Donation stations have been set up to receive these items. Once collected, the clothing will be taken to various thrift shops that assist battered women, underprivileged children and homeless people.

## Service to the Community and Its Citizens

AIM brings together local organizations and PBL to ensure the needs of the community and the citizens are met. Local organizations such as Children's Charity Ministries (CCM) and Pete's Pantry provide services to assist those that are struggling financially to provide food and basic necessities for them and their families. A.I.M is working with local non-profits to offer volunteer services and provide staples these organizations need. Harrison has six local self-serve food pantries placed throughout the city. AIM will work to keep commodities available to supply these blessing boxes.



Figure 3: PBL members Odessa Barron, Betty Wade, and Brent Lawrence pack lunches for children at CCM. PBL was accompanied by PTK members while working one service for CCM in February 2018.

## **Planning and Development of Project**

AIM was an idea developed in the fall of 2017 from a vision of giving back to those that give forward. Local agencies often need assistance with services and provisions they provide for their clients.

The first step in planning for the project began with surveys and interviews of the local organizations to find out what needs were not being met. Once these needs were established, PBL met to discuss how those needs affected the community and what to do to assist with these provisions.

The next step involved the Chapter finding ways to provide services along with material items requested. Volunteering to work with these organizations to provide service was the first action taken by the Chapter.

Finally, PBL came up with a plan on how we would start a food drive and implement it in the biggest way possible. What would be the best way to get the most items from a group of people in our community?

## **Implementation of Project**

After gathering information regarding the necessities of the community and the local organizations, PBL discussed how and when they would be able to help. Dates were set for involvement with services being offered. Donation stations have been placed around campus and other locations. Posters, signs, campus flat screen broadcasts, bulletin boards, and television have been utilized to get the message out to the public. Social media is the largest platform we are using to spread the word.

AIM officially became more than just an idea when it was put into action in the spring of 2018. The project has joined forces with the Bellefonte Masonic Lodge #165 and the Eastern Star group to gather donations throughout the community.

The next group to become involved is the entire student body of North Arkansas College. We implemented a food/hygiene drive by asking instructors if they would give bonus points to the students that participated. Eleven faculty members agreed to provide bonus points to their classes. AIM's team went and spoke to over a dozen classes to spread the message. The donations started pouring in because everyone was winning from participation. People wanted to donate but did not really know how to help out until they were instructed. The food/hygiene drive has become a huge success!

### **Impact and Benefits to the Community**

AIM is still in the early stages of implementation which serves as potential impacts and benefits to the community. North Arkansas College PBL has served with Children's Charity Ministries this spring to provide lunches for school age children. As of March 2018, nine PBL members, two advisers, and CCM volunteers have packed over 1,300 lunches for underprivileged children.

The self-serve food pantries has provided people with basic necessities without having to fear humiliation from their situation. These pantries are located in various places in town that are accessible 24-7 to the public. PBL members have teamed up to make trips to the blessing boxes and have been successful at keeping them stocked with items each week.

Eastern Star and Bellefonte Masonic Lodge #165 provided business suits for students for an upcoming career fair. The groups are also meeting to discuss how they can assist AIM with other provisions for the community.

Ace Roofing Company heard about the project and reached out to help. The owner of the company collaborated with his employees to ask if they would help the project by donating goods to the cause. They were happy to be a part of the project.

An individual from Kingston, which is one hour away from Harrison, brought over 100 canned food items to give to our project. She was excited to know we were working hard to help those in need and promised to bring more in the future.

Another individual has involved the company she works for to help with hygiene items as they are needed.

Because of the support we have pouring in, AIM has donated over 1,460 items back out into the community. Every day that number is growing.

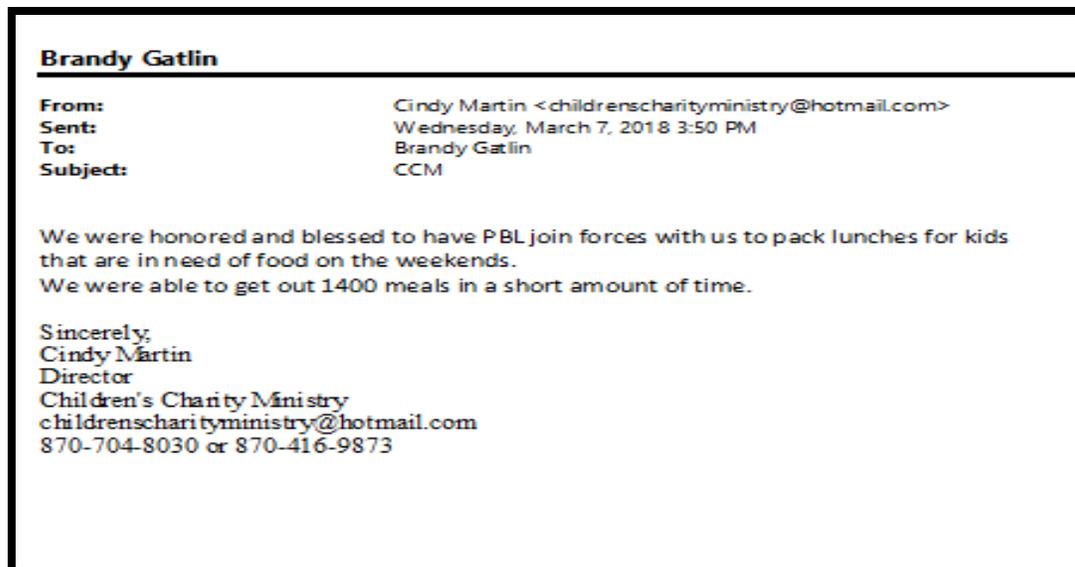


Figure 4: Appreciation is shown for service provided by the AIM project.

## Evidence of Publicity

PBL members appeared on the local news to talk about the community service project and how PBL serves the community. The broadcast aired February 7, 2018, in Harrison, Arkansas, on HomeTown Television. Other media coverage for PBL and the services in the community are provided on the Northark PBL Facebook page. Campus publicity is provided by campus flat screens, bulletin boards, flyers and donation boxes. During the North Arkansas College Pink Out game, PBL publicized the project to members of the community.

One North Arkansas College student created a presentation through Adobe Spark to help spread the message of the blessing boxes AIM is working to keep stocked. The presentation included the locations of the boxes throughout the community and the history of how they came into existence in our area. That presentation has been shared on Facebook and in the classroom.



Figure 5: Still image of news broadcast on K-26, HomeTown News including PBL members.

## Summary

AIM is a brand new community service project with the intention of living up to its name. The potential impacts and benefits of this project are incredible. Action in motion is what sets us apart from other groups. AIM is truly a team effort bringing together groups like North Arkansas College PBL and PTK to work with local charities such as CCM, Pete's Pantry, House of Hope, Sanctuary, etc. The focus of the group will be to help out one person at a time to make a difference.



Figure 6: L to R Sherry Eudy and Brandy Gatlin

with one of the blessing boxes in town.

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