

Hygiene for Humanity



Community Service Project
Centennial FBLA
Oregon FBLA
2017-2018



Hygiene for Humanity

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Hygiene for Humanity

Introduction

Lead2Feed

In the most recent study in 2018, more than 1.3 million students in America were homeless. In Oregon, over 800,000 homeless students were enrolled in schools, and in the Centennial School District 400 students were effected by homelessness.

The Lead2Feed program has been a national FBLA’s partner for many years. However, the organization was first introduced to Adriann Hardin, the Centennial FBLA adviser, at the 2017 National Leadership Conference in Anaheim, California. The Lead2Feed lessons are student-centered and designed to help students to take ownership for their learning. After participating in the leadership lessons, students are inspired to make a difference within their own communities.



Lead2Feed

Lead2Feed is a student-leadership program that motivates students to take initiative and includes lessons that provide opportunities for students to engage in collaboration, critical thinking, problem-solving, reflection and creativity. Throughout the lessons and experience, students increase their knowledge of leadership skills and take initiative on a need in their local communities.

David Novak

David Novak, the former Yum! Brands, Inc. CEO, developed the leadership program Lead2Feed. He was inspired to help young adults reach their full potential through leadership lessons, aimed to support people suffering from food insecurities, early childhood education and military family support. In each of the lessons, a ‘David Novak Leadership Video’ is included, taking the students through a step-by-step process to creating an influential project.



David Novak

The idea of Hygiene for Humanity was created in conjunction with the Lead2Feed program. Centennial FBLA participated in the leadership lessons, which guided students through the process of solving a problem within the Centennial Community. The project was launched in September 2017 with the following BIG goal: **To develop a hygiene drive and promote awareness by partnering with the Centennial School District. Additionally, Centennial FBLA members would execute a system that distributes hygiene products to homeless students within the community.**

Community Service Project



Hygiene for Humanity

Specific Project Goals

Project Goals

For over a decade, community members in the Gresham area have supported the development of the Future Business Leaders of America (FBLA) 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; March of Dimes, Habitat for Humanity, and the Make-a-Wish Foundation. While such organizations have had a positive impact on many individuals nationwide, Centennial FBLA chapter members felt that this year, the community service project should involve the immediate community.



Previous Community Service Project

This year, Centennial FBLA chapter members decided to work in conjunction with the Lead2Feed program and give back to the local community by assisting the 400 homeless students in the Centennial School District. The chapter quickly realized that the best way to provide assistance was by distributing hygiene products. Chapter members decided to spread awareness, organize and distribute care packages, acquire hygiene products, and get members excited about giving back to their direct community. With the help of the Lead2Feed program, the lessons guided the members to come up with these goals. The quantitatively defined goals established for the project included:

Spread: spread awareness about the hygiene drive.

Organize: organize and distribute hygiene care packages to the 400 homeless students in the Centennial School District.

Acquire: acquire both male and female hygiene products to create care packages.

Participation: have 100 percent chapter participation through the entirety of the project.

As we worked to achieve the goals, the Centennial FBLA chapter believed the project had the potential to help Centennial community members. Finally, through participation, Centennial FBLA members were presented an opportunity to see first-hand what was going on in their direct community while building leadership, networking, and time management skills.



Centennial FBLA members

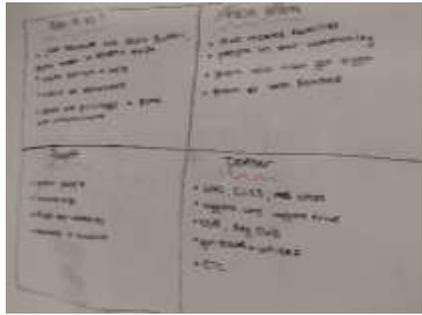
Community Service Project



Hygiene for Humanity

Service to the Community and its Citizens

Together, Centennial FBLA members devised a plan with the help of the Lead2Feed program to start a hygiene drive and create hygiene care packages which resulted in the creation of "Hygiene for Humanity." Hygiene for Humanity was designed to provide homeless students in the Centennial School District with hygiene care packages and aimed to include hygiene products lasting approximately six weeks. By providing students with care packages, Hygiene for Humanity was also supplying their entire family with hygiene products as well.



Lead2Feed brainstorming community impacts

Goal S: For the first goal, **Spread**, our chapter promoted Hygiene for Humanity in online publications, social media, and advertised the project around the Centennial School District to raise awareness regarding the hygiene drive.

Goal O: For the second goal, **Organize**, Centennial FBLA members planned to create a hygiene drive where students and community members could make donations to various locations within the community.



Acquired products

Goal A: For the third goal, **Acquire**, Centennial FBLA planned to collect both male and female hygiene products to create personalized care packages to fulfill the needs of the homeless student population and their families.

Goal P: Finally, for the goal **Participation**, Centennial FBLA aimed to have 100 percent chapter participation through the entirety of Hygiene for Humanity.

In addition to providing a hygiene care package, Centennial FBLA wanted to inform students about the other resources offered within the Centennial School District. Closest to Closet, a second-hand clothing distribution center, supplies clothes to students within the Centennial School District. A Closet to Closet voucher was included within each care package to further assist the students and their families. With the combination of Closest to Closet and Hygiene for Humanity, the Centennial FBLA chapter managed to provide students with basic necessities.



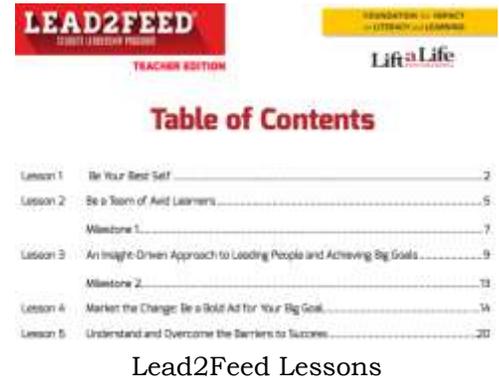
Closest to Closet



Hygiene for Humanity

Future Activities and Steps to Further Work Started

The students and members who completed the Lead2Feed lessons gained leadership skills aligned with the 21st Century. Furthermore, members and students gained better communication, critical thinking, innovation and problem-solving skills. With these new techniques and skills, returning Centennial FBLA members would transition into next year's Lead2Feed leaders. The experience of the returning members would help enhance and make next year's process run more efficiently.



Next year, when Centennial FBLA hosts Hygiene for Humanity again, members plan to further the work started, by spreading awareness about the negative effect homelessness has on a student's ability to learn. Additionally, members plan to organize two hygiene drives one in the fall and one in the spring to increase the amount of hygiene products distributed throughout the year. Lastly, Centennial FBLA would like to incorporate additional school organizations, businesses and community members to help further the work and development started.

Research into School and Community Needs

Planned

In August, Shar Giard, the Centennial School Board Chair, approached the Centennial FBLA adviser, Adriann Hardin, about the 400 homeless students in the district and a need for hygiene products. Mrs. Hardin passed the information on to the Centennial FBLA officer team who unanimously agreed to present the project to members.



Members at meetings

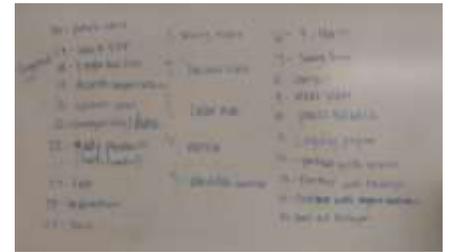
During a chapter meeting, Centennial FBLA members began researching the need for hygiene products within the Centennial School District. Using Lesson 3, of the Lead2Feed program, members researched the issue of poor hygiene. Students discovered that currently in the state of Oregon, there are 837,326 children that are homeless or live in poverty. Additional research lead to the discovery that of 550 homeless people surveyed in Oregon: 21 percent have been denied access to food or services because of poor hygiene, 22 percent were turned away from shelters due to hygiene issues, and 40 percent reported medical problems. The only hygiene distribution center is 15 miles away from the Centennial School District and was too far for the homeless students and families to access.



Hygiene for Humanity

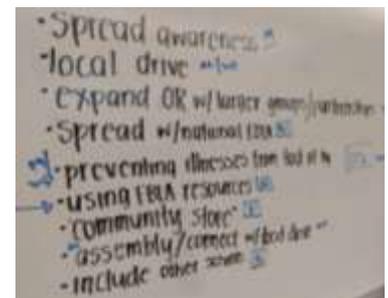
Executed

To initiate Hygiene for Humanity, during Lead2Feed Lesson 2 members created a brand for the project. Several different ideas were shared, yet students agreed to name the project Hygiene for Humanity. By combining the research, members generated project ideas to achieve the main goal established by the Centennial FBLA chapter. Students wanted to focus their efforts on benefiting the community while also creating a list of local organizations to partner with. Some of the ideas shared were to create flyer, a community market, and host many other activities within the Centennial School District.



Ideas to accomplish

Furthermore, in Lead2Feed Lesson 4, Centennial FBLA chapter members determined their BIG goal. The chapter members' main goal was to develop a hygiene drive and promote awareness by partnering with the Centennial School District. Additionally, Centennial FBLA members would execute a system that distributes hygiene products to homeless students within the community.



Brainstorming

Evaluated

Using Lead2Feed Lesson 5, students evaluated the logistics of the project. During this lesson, members learned that the most important part of creating a project was the mindset and vision. Using the information and facts gathered from previous research and other students, the Centennial FBLA chapter members believed that Hygiene for Humanity would be effective within the Centennial School District.

Members believed the project would be successful because of the creation of a clear and concise outline. Additionally, the goals, ways to promote Hygiene for Humanity, and organizations to partner with were realistic and attainable. Members realized that teamwork was the strongest asset to the process and everyone working toward the same goal would help advance the project even further.

Therefore, the value of providing the homeless students with hygiene products had a significant impact on the students, their families, and surrounding community members. Hygiene for Humanity allowed a unique exchange between Centennial FBLA and community members because both groups were drawn together by the common purpose of helping the local community.



Students researching hygiene statistics



Hygiene for Humanity

Planning, Development and Implementation

Planning of Project

During the first planning meeting in August, Adriann Hardin and the officer team met and discussed how to approach the hygiene problem within the Centennial School District. Realizing that the needs of the community could improve with the care packages, Centennial FBLA members were enthusiastic about the project. Hygiene for Humanity was unanimously adopted as the Community Service Project for the 2017-2018 school year.

Centennial FBLA wanted to include the entire community rather than focusing only on the school district for donations. Centennial FBLA members spread awareness by creating flyers, and making morning announcements at the elementary, middle and high schools. Additionally, members submitted news releases to TV stations, radio stations, and newspapers such as *The Oregonian*, *Oregon Live*, *Willamette Week*, *The Gresham Outlook*, *The CHS Talon*, and *Portland Tribune*.



Hygiene for Humanity flyer

After chapter members established ways to promote Hygiene for Humanity, members of Centennial FBLA developed a list of ideas to complete with the help of the Lead2Feed lessons. These ideas included:

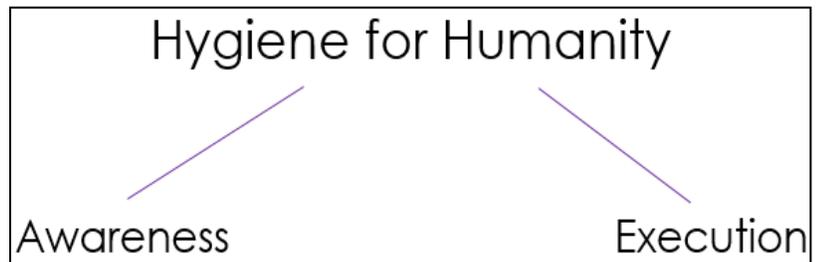
- Social media posts
- Media outlets
- Create and hang posters
- Printing and distributing flyers
- Decorate and place boxes around the district
- Develop new promotional materials
- Acquire hygiene products
- Eagle Fun Fest



Creating donation boxes

Development of Project

The first step taken after the adoption of Hygiene for Humanity as Centennial FBLA's Community Service Project was the development of committees to oversee the implementation of the various events, projects, and goals. Two community service committees were established; Awareness and Execution. Each committee was enthusiastic to complete the goals SOAP and benefit the overall development of the project.



Hygiene for Humanity Committees



Hygiene for Humanity

The responsibility of the Awareness committee was to inform community members about: Hygiene for Humanity, the upcoming hygiene drive, donations, and Eagle Fun Fest. Using Lead2Feed Lesson 6, committee members created an action plan regarding how to spread awareness. Members were responsible for creating social media posts on all Centennial FBLA platforms, host multiple meetings, and network with additional people outside of the Centennial School District.



Eagle Fun Fest flyer

Furthermore, the Awareness committee created posters, morning announcements, and informational flyers. Additionally, committee members kept community members updated through social media: Facebook, Twitter, Instagram, Snapchat and various websites such as Centennial FBLA, Centennial School District, The Talon, and the Centennial High School. Also, using Lead2Feed Lesson 5, members' contacted individuals on their "People Map" to help achieve Hygiene for Humanity's goal. By using, the annual family fun carnival Eagle Fun Fest members generated promotional materials that were distributed at elementary/middle schools, small businesses, libraries, school sporting events, and churches. Later, using Lead2Feed Lesson 8, members created a flyer to help market the Hygiene for Humanity project.

Centennial FBLA's Execution committee created donation boxes and placed them throughout the Centennial School District. Specifically, at Centennial High School, Centennial Park School, Centennial Middle School, and the seven elementary schools: Meadows, Parklane, Oliver, Patrick Lynch, Butler Creek, Wood, and Pleasant Valley. Furthermore, donation boxes were delivered to the district office to help expand the outreach.

Implementation of Project

Throughout the month of September, the Centennial FBLA chapter worked on the leadership activities in the Lead2Feed student program. As members worked through the leadership activities, Centennial FBLA began the implementation of the project. With the help of the Lead2Feed program, members were able to envision what the project would consist of while the Execution committee planned and prepared for the hygiene drive.



Eagle Fun Fest

During November 2, Centennial FBLA hosted the annual family fun carnival, Eagle Fun Fest, where donations and proceeds benefited Hygiene for Humanity. The event raised over \$750 and acquired four large boxes of donated hygiene products from community members and other organizations.

Community Service Project



Hygiene for Humanity

Mid-November 13-17, the Execution committee initiated the hygiene drive. Students made presentations to all of the English classrooms regarding Hygiene for Humanity and the need for hygiene products. Additionally, boxes were placed throughout the Centennial School District and morning announcements were made daily.



Execution committee

In December 11-15, Centennial High School hosted the annual canned food drive in conjunction with Hygiene for Humanity where community members donated canned food and hygiene products. Combining the hygiene drive and the canned food drive helped with additional donations and raised students' awareness regarding Hygiene for Humanity.

On January 22, the Execution committee initiated a day where Centennial FBLA members helped count and organize hygiene products. By doing this, the Execution Committee and chapter members were able to compile 410 care packages consisting of basic necessities such as soap, shampoo, conditioner, toothbrushes, toothpaste, toilet paper, deodorant, and other products.



Compiling care packages

Lastly, on February 17, the final step was to develop a way to distribute the completed care packages throughout the Centennial School District. The Centennial FBLA chapter contacted the Centennial School District to find an accessible location where students could receive care packages. Centennial School District Housing Liaison, Lori Palmetter, replied that the best option was to deliver the packages to Centennial School District counselors who would ultimately be the ones responsible for distributing the care packages based on needs and requests.

At the conclusion of the Community Service Project the chapter collected over 8,100 hygiene products weighing over 1,400 pounds creating 410 care packages. The Centennial FBLA chapter ensured that a maximum amount of students would have access to hygiene products. When the project was officially over, the Centennial FBLA chapter left a lasting impression on the community by exceeding the initial goal. Hygiene for Humanity was small, but a crucial start within the local community.



410 care packages



Hygiene for Humanity

After the completion of Hygiene for Humanity, the 410 care packages were distributed to the following elementary, middle and high schools within the Centennial School District. The care packages were delivered to various counselors and school administrators who then distributed them to the students.

Care Package Delivery

Person	School	Boys	Girls	Extra	Total
Elizabeth Taylor	Meadows Elementary	12	13	5	
Stacy Page	Parklane Elementary	10	10		
Janine Estell-Steppe	Oliver Elementary	25	25	10	
Susan McParker	Wood Elementary	10	10		
Andrea Rose	Pleasant Vally Elementary	15	10	5	
Linda Ernstrom	Butler Creek Elementary	13	10	10	
Elementary Total		85	78	30	193
Chris O'Connor	Centennial Middle	50	50	12	
Middle Total		50	50	12	112
Sally Menolascina	Centennial High	20	20	5	
Samantha Pelkey-Flock	Centennial Park High	5	5	5	
Nures Tori	Centennial High Health	15	20		
Loir Palmeter	District Office	5	5		
High Total		45	50	10	105
Total of all Packages		180	178	52	410

Hygiene for Humanity

Evidence of Publicity

The media attention Centennial FBLA received, efficiently spread the word about the project and generated extra publicity for Hygiene for Humanity.



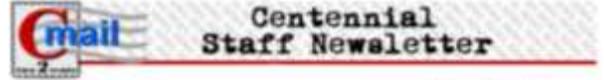
Eagle Fun Fest tomorrow
Eagle Fun Fest, a community carnival, is tomorrow night. The community event is hosted by CHS's Future Business Leaders of America (FBLA) organization and is fun for the entire family. Bring your kids, your grandkids, your grandparents, nieces, nephews, anyone - all are welcome. Fun Fest will be in the CHS Commons from 5:30 - 7:30 p.m.

Photos from Around the District

Last Wednesday, Connie Snively, Hiam Hadeed (pictured), and the rest of the kitchen and the Functional Living Skills classroom staff, provided a Halloween feast for all staff members at Oliver Elementary School. This has become a tradition that the Oliver employees love. Each year the feast and the decorations are more amazing.



C-Mail update: Eagle Fun Fest



This year, the FBLA students took on the task of creating and developing a hygiene drive that members referred to as Hygiene for Humanity. The goal was to collect enough hygiene products to put together 400 care packages for the homeless students in our school district and have extras to provide at food pantry.

C-Mail update: Hygiene for Humanity

Eagle Fun Fest Runs Tomorrow



The Eagle Fun Fest is a great way to help bring the community together. It is a carnival-like event that is aimed towards middle school and younger students. But it is not limited to those ages and is open to everyone! While it is a great way to bring the community together, it's also a great way to bring the whole family together.

The main purpose for this is to benefit the Hygiene For Humanity project. Those who donate hygiene items earn up to three free raffle tickets. The goal for this year is to get 400 care packages this year.

There are many different things you can do like play different games, buy raffle tickets, and win lots of prizes. Another activity is the snack walk.

Another great thing about the Eagle Fun Fest is that it is also a very cheap way to have fun with friends and family. On average, most families spend around ten dollars. Also, families tend to spend an hour to an hour and a half.

Carnival tickets are 3 for \$1 and 20 for \$5. Raffle tickets are 1 for \$1 and 9 for \$5. Many items will be included in the raffle including Dutch tone gift card.

The Eagle fun fest will be Friday, November 3 from 5:30-7:30. It will be in the cafeteria and commons.

Centennial High School's Newspaper, The Talon

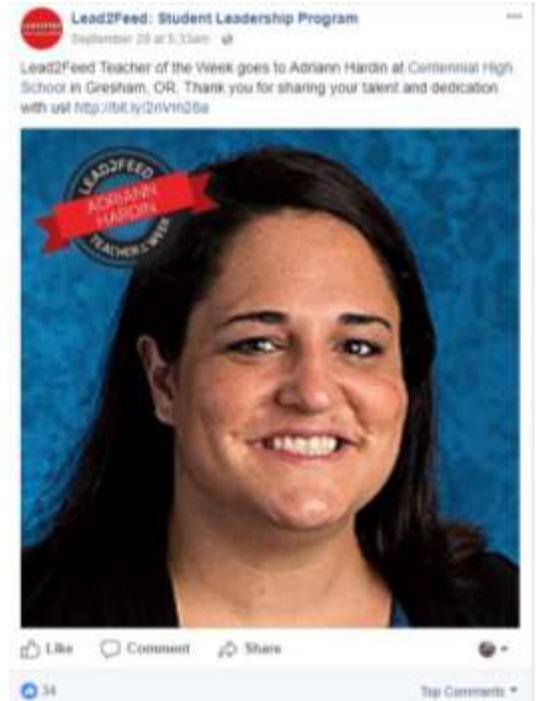


The Gresham Outlook

Hygiene for Humanity



Centennial FBLA Twitter posts



Adriann Hardin, Lead2Feed teacher of the week



Centennial FBLA Instagram Posts



Hygiene for Humanity

Benefits and Degree of Impact on the School and Community

Impact on the School

With the conclusion of the Lead2Feed program, Centennial FBLA members are now able to teach the Lead2Feed program to students within Centennial High School. Next year, Centennial FBLA members would like to share Hygiene for Humanity and the Lead2Feed program with other organizations within Centennial High School such as: National Honors Society, Key Club, and the Human Trafficking Awareness Club. By involving other organizations within the high school, Centennial FBLA will create better leaders and teach more students on how to give back to their direct community.

At the completion of the project, using Lesson 10, members reviewed the successes of Hygiene for Humanity and realized that making a difference regardless of how big or small will help change the community for the greater good. Centennial FBLA members helped raise awareness about the 400 homeless students within the Centennial School District. With the help of the “People Map” from Lead2Feed Lesson 5, members were able to expand their network outside the Centennial School District and gain the help of the entire community.

Many teachers, and students within the Centennial School District were unaware of the need for hygiene products within the district. Most did not know how to provide help and resources to students in need, until hearing about Hygiene for Humanity. Through educating community members on Hygiene for Humanity, Centennial FBLA efficiently spread awareness throughout the district of the vast resources available to students.

Furthermore, with the high chapter and community involvement, and the accomplishment of Centennial FBLA’s goals, the Centennial FBLA chapter decided to continue hosting Hygiene for Humanity in the future. Not only were community members given the opportunity to donate to the project, but many have also been inspired to make annual donations to the project. In general, the Centennial FBLA Community Service Project reestablished the sense of community and united the enthusiasm of community members.

Hygiene Product	Amount	Weight (lbs)
Cotton Swabs	700	1.5
Towels	55	4
Deodorant Men	41	41
Deodorant Women	107	24.5
Shave Gel Men	20	9.5
Shave Gel women	3	11
Detergent	36	11.8
Tissues	76	27
Toilet Paper	49	16.5
Women Body Wash	57	191
Foot Care	79	10
Baby wipes	24	22
Men Cologne	53	71
Bar soap	235	60
Wipes	36	131
Lotion	126	99
Male Body Wash	18	3.5
Chapstick	50	2
Hairspray	65	24.4
Hair Care	170	28.5
Tampons	792	11.5
Pads	1440	25
Pantle Liners	1840	8
Handsoap	46	21
Dryer sheets	24	7.5
Mouth wash	15	7
Floss	313	8.5
Toothbrush	336	151
Male Shampoo	53	35
Toothpaste	434	61.5
Female Shampoo	218	153.5
Conditioner	221	113
Baby Wash	36	11
Mics.	344	59
Total	8112	1461.7

Amount and weight of hygiene products

Hygiene for Humanity

Evaluation of Project

Evaluation of Project

An evaluation of Hygiene for Humanity was done using a SWOT analysis: strengths, weaknesses, opportunities and threats.

One **strength** of the project was that Centennial FBLA fulfilled the need of hygiene products in the Centennial School District by developing a hygiene drive. Another strength was involving the entire community as well as gaining 100 percent Centennial FBLA chapter participation to contribute to Hygiene for Humanity.

One leading **weakness** of the project was the time limitation which interfered with the completion of some of the fundraising ideas such as: a donation website and making a promotional video. Additionally, being a student led project, transportation was limited due to few students having a car or license.

A main **opportunity** the project had was working with Closet to Closet, a pre-established Centennial FBLA organization. Closet to Closet helped Centennial FBLA excel in gathering hygiene products and expanded the outreach within the community. Additionally, Closet to Closet helped provide a free voucher in each care package to help students even more.

Lastly, a major **threat** to the project was solely relying on community members. Without the donations of community members, Centennial FBLA would not have been able to reach Hygiene for Humanity's goal of creating and distributing 400 care packages to students within the Centennial School District.

Recommendation

Next year, when Centennial FBLA completes the project again, members plan to expand beyond chapter and community involvement and focus more on organizations within Centennial High School such as Key Club, National Honors Society, and MeCha. By gaining additional participation, the amount of work Centennial FBLA could take on would be distributed in a manner that would make the project more time efficient as well as involve all of Centennial High School.



Distributing packages



Closet to Closet