

A New Point of



VIEW

**Community Service Project
Odessa High School
Washington State
2018-19**

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Introduction

Odessa, Washington, is a small, tight-knit, farming community of 900 people. Odessa Schools, home to 262 students in preschool through twelfth grade, is the focal point of the community. The Odessa community has always looked out for one another. Residents pass levies to support the school and hospital, five local churches support their congregations, and the ambulance service and volunteer fire department are ready to respond when needed. The school is the heart of the community, and our Future Business Leaders of America (FBLA) chapter plays a key role in helping it beat strong and steady. Our chapter has a long history of service and often takes on a leadership role in assisting with community needs. Many times, it is our chapter who initiates the action, and the adults of our community join in later to help out. This project united our community in creating a new point of view.

Defining the Problem

Odessa may seem to be a cozy, happy community on the outside; but if one knows where to look, there is loneliness, hunger, and poor health. Often, needs are not always obvious. It was brought to our attention by local leaders that the people with the greatest needs in our community are senior citizens. Our research indicated that we all have needs, but it is often the elderly whose voices go unheard or they are often content to “make do” and not ask for help. This project would meet many of their short and long-term needs.

We decided to use our skills, talents, and man-power to make a difference for this group, knowing that sometimes, the smallest things can make a big difference. “A New Point of View” was chosen as the theme of our FBLA Community Service Project. We set the following goals to meet some of the needs of our senior citizens.

Statement of Project Goals:



1. **Volunteer**– Volunteer to assist senior citizens with household chores including yard work, house work, moving items, and shoveling snow.



2. **Increase**– Increase opportunities for positive social experiences by hosting the “Senior Bash” and extending the hours of the Old Town Hall.



3. **Exercise and Nutrition**– Establish long-term funding for weekly “Stay Active and Independent for Life” (SAIL) exercise classes for those over age 65 and cook and deliver 450 freezer meals for seniors in need of nutritious food.



4. **Windows**– Fund and replace 32 new windows for the Senior Citizen Center at the Old Town Hall by initiating a window campaign.

Future Goals

We decided to focus on these four goals this year and table other identified needs for next year. Future goals include developing a community contact system so that seniors can get help from community volunteers and expanding a room in the Old Town Hall so there is more room for SAIL classes.

Research—Plan

While searching for a worthy service project, the representatives from the Community Service Project (CSP) team, Maddy Wagner, Eric Johnston, Chloe Winkler, and Colton Messer, decided to meet with people who were knowledgeable about the community, namely Bill Crossley, the Mayor of Odessa, and Barb Schlimmer, the local hospital clinic manager.

After much discussion, the CSP team determined to direct the service project toward a group with the greatest needs in Odessa: senior citizens. Bill and Barb shared their concerns for loneliness, assistance with everyday tasks like changing a lightbulb and their concern about the deteriorating condition of the Old Town Hall, which serves as the Odessa Senior Center.

Barb shared that seniors gather at the Old Town Hall on Mondays, Wednesdays, and Thursdays from 12:00-1:00 p.m. for the Senior Meals Program, which provides free or reduced lunches prepared by Okanagan County Nutrition, and twice a week for SAIL classes. Barb stated, “Many seniors lack the skills or resources to cook nutritious meals.” The building is open for socializing three to four hours each day.

Research—Execution

Basic needs are often defined by food, shelter, and clothing, but we expanded our view point based on Barb and Bill’s suggestions. We narrowed the ideas down to four basic needs that were essential to most seniors: assistance with household chores, more social experiences, better health through nutrition and exercise, and the Old Town Hall. Mayor Crossley emphasized that the biggest barrier to meeting their needs is the deteriorating condition of the Old Town Hall. Our chapter had won \$10,000 in the Lead2Feed Challenge in May of 2018, and donated \$9,000 to replace the Old Town Hall roof over the summer. However, the windows were in desperate need of replacement. A plan called “A New Point of View” was implemented to meet these needs. With 38 members, our chapter had the manpower, the skills, and the determination to make big things happen. We could create a “New Point of View” for seniors both on the outside of the building and on the inside.

To determine healthcare needs, we met with Kelly Weber from the Physical Therapy Department at Odessa Memorial Healthcare Center. She shared that falls are the leading cause of injury-related hospitalizations and death among older adults. Falls often result in loss of function, diminished socialization, and decrease in quality of life. Research has shown exercise programs that incorporate aerobic, strength, and balance exercises are effective in improving functionality, increasing independence, and reducing the risks of falling (Stay Active and Independent for Life-Instructor Manual).



CSP team meeting with Mayor Crossley



The deteriorating Old Town Hall



**Lisa giving our chapter a tour
of the Old Town Hall**



**Members meet with Mayor
Crossley and Lisa**



Old single pane windows

To learn more about the Old Town Hall, we met with Lisa Ott, President of the Old Town Hall Rejuvenation Society (OTHRs). She is a part of an organization that has been working to improve the building since 2014. Through bake sales and yard sales, they have managed to paint and update the kitchen and repair the front steps. However, replacing the 41 windows was far beyond the scope of their fundraising efforts. Lisa gave our chapter a tour of the Old Town Hall where members witnessed first hand the old single pane windows. Many were broken or their casings were rotting. Clearly, rejuvenating the Old Town Hall would prove to be a most worthy service project.

Research—Evaluation

Our research confirmed the need for this project. Loneliness is an issue for Odessa. In a community with 25 percent of the population age 65 and over, loneliness is a common experience (census.gov). We also found that isolated elders had a 59 percent greater risk of mental and physical decline than their more social counterparts (agingcare.com). Lonely seniors are most likely to decline and increase their risk of death by 45 percent (agingcare.com). Loneliness is contagious. Older adults who feel lonely are more prone to behave in ways that may cause other people to not want to be around them.



Odessa, Washington

Introduction—Volunteer

Barb shared that nearly half of people age 65 and older need help with routine daily tasks including mobility, medication, transportation, and shopping. As the Medicare coordinator for many senior citizens, she receives daily phone calls from seniors seeking assistance of some sort.

Planning and Development—Volunteer

Our chapter initially decided to create a volunteer list and assign chores to members as needs arose. However, our superintendent, Mr. Read, who is concerned about liability, stated that students could assist only on their own time, outside of school, and with parent permission. He did agree to a workday if parents were willing to help supervise. The workday was scheduled for Wednesday, November 14, 2018.

To promote the workday, the CSP committee advertised with social media and placed posters around the community. The team also spoke with Mrs. Walter, senior meal coordinator, and Barb to help spread the word that we were having a workday. After advertising, we began receiving calls from senior citizens with requests.

Implementation—Volunteer

Senior citizens called our adviser, Mrs. King, and a list was made. Members divided into teams and were assigned jobs including, raking leaves, moving furniture, pulling weeds, and household chores.

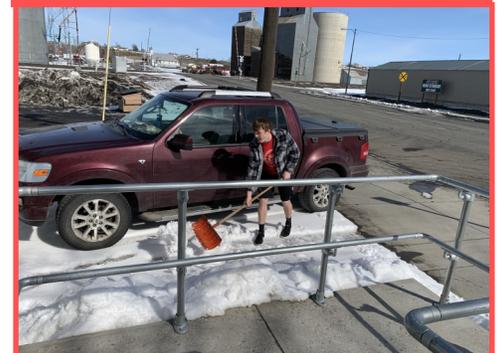
Odessa senior citizens continue to call requesting help. To respect Mr. Read's rules, FBLA members volunteer before or after school with parent permission. With one of the biggest snowfalls on record, our shoveling of snow this past winter was in high demand.



Members raking leaves



Members moving furniture



Member shoveling snow



Members helping a senior with chores

Introduction—Senior Bash

Leadership and service are the foundation to our FBLA chapter. To ensure our chapter develops these skills, all of our members are trained in the Lead2Feed curriculum. The program was developed by David Novak, former Executive Chairman of Yum! Brands, one of the world’s largest restaurant chains. He developed Lead2Feed, a free student service learning program based on principles from his *New York Times* best seller, *Taking People With You*. This phase of our project resulted from the principles learned through this training.

While most of our FBLA chapter had completed the Lead2Feed training, the 11 new freshmen members had not. Now it was their turn for service learning.

Planning and Development—Senior Bash

The freshmen spent October and November engaged in the Lead2Feed curriculum. After completing the first three lessons, they decided to set a big goal: host a Christmas party for all senior citizens in Odessa. They named their party the “Senior Bash.” The event started with coffee, cookies, and board games for a happy hour so the seniors could socialize. The highlight of the evening consisted of the six-course meal and bingo.

The team developed an action plan for this phase of the project:

1. Rent Old Town Hall for the event
2. Market the event by hanging posters, mailing invitations, posting on Facebook, advertising in the *Odessa Record*, and advertising in the church bulletins
3. Make decorations to be used for prizes
4. Make Christmas Cookies
5. Prepare menu and shop for food
6. Clean
7. Purchase Bingo prizes

Senior Bash Menu 2019

- ◇ Hors d’oeuvres and Beverages
- ◇ Caesar Salad
- ◇ Roasted Vegetables
- ◇ Wild Rice Pilaf
- ◇ Herb Stuffed Chicken Breast
- ◇ Chocolate Mud Pie or Strawberry Cheesecake

Implementation—Senior Bash

Members arrived at 1:00 p.m. to decorate the Old Town Hall and began cooking to get everything ready before guests arrived. Guests began to arrive at 4:00 p.m. decked out in their Christmas sweaters and ties. They enjoyed playing board games with FBLA members. Meanwhile, other members and their parents cooked the meal and prepared to serve it. Thirty seven guests were treated to salad followed by dinner and then dessert. The kitchen was cleaned as Bingo began. At 8:00 p.m. guests gathered up their leftovers, prizes, and homemade cookies. The seniors were very grateful. The Senior Bash was a big hit and the freshmen improved their leadership skills.



Seniors enjoying their meal at the Senior Bash

Introduction—Exercise

We all know that good health is important at every age, but our research indicates seniors have special needs. Performing exercises that improve strength, balance and fitness is the single most important activity adults can do to stay active and reduce their chances of falling (<https://www.doh.wa.gov>).

In 2017, our chapter worked with Hospital Administrator, Mo Sheldon, to learn more about the SAIL exercise program for senior citizens. The team met with Mo who spoke highly of the program. Mo shared that the SAIL classes were offered three years ago through a grant, but the grant had not been renewed. Without funding, the SAIL classes could not be reactivated. Mo suggested meeting with Kelly Weber from the Physical Therapy (PT) department who had been trained to teach the classes. Kelly enlightened us on the program and shared she would be willing to teach it again if funding could be found.

We entered a competition in 2017 that was sponsored by Spokane Teachers Credit Union and were thrilled to learn we were the winners of the Hundred Dollar Project. Our first place prize was \$2,500. We used the money to fund sixteen weeks of SAIL classes. When the funding ran out, our chapter went into a problem-solving mode again.

Planning and Development—Exercise

When our chapter initially funded the classes, Kelly agreed to teach two days a week for an hour and a half. We negotiated with Mo to pay Kelly's salary of \$25.00 per hour. The hospital agreed to pay her benefits. She would work an average of three hours per week for an estimated cost of \$75.00 per week. With Kelly's guidance, classes were scheduled for 16 weeks beginning January 29, 2018, and ending May 14, 2018. In May of 2018, an average of 40 people were showing up each week to exercise. With the FBLA-funding running out, our chapter worked with the PT department to find a strategy to continue the classes. The classes had become very popular, and the hospital knew it was benefitting from the great public relations. The PT department agreed to release Kelly from work and pay her salary if we continued to assist with assessments and purchase additional weights.

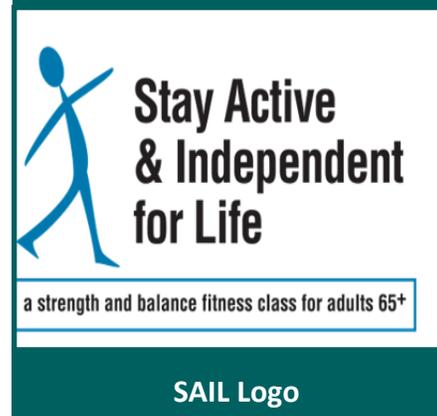
Implementation—Exercise

The CSP committee met with Kelly to prepare for classes. She provided information to prepare packets for new participants. All participants have to be assessed for strength, balance, and mobility three times a year. Each participant takes an average of 15 minutes to be assessed, and FBLA members helped with assessments. Classes continue to grow in size each week and many times are too crowded.

The agreement has been very successful, and 50-60 people attend classes each week. The room is filled beyond capacity. To keep the SAIL classes running smoothly, our chapter will consider funding a remodeling project to expand the room.



Seniors exercising



SAIL Logo

Introduction—Nutrition

Nutritious food is essential for good health, but for many seniors it is a challenge. Senior citizens are in need of nutritious meals for a variety of reasons: icy sidewalks and streets, health conditions, lack of cooking ability, or finances. We decided to use the remaining \$1,000 won in the Lead2Feed challenge to fund the preparation of 500 freezer meals.

Planning and Development—Nutrition

The action plan for “Freezer Meals” included the following:

- Get permission from administrators to use school kitchen.
- Research and gather recipes that can be produced in large quantities, freeze well, and are pleasing to the palate of senior citizens. Identify eight recipes, multiply quantities to feed 50, and order or purchase ingredients. Reserve the school kitchen for an after school cooking session on December 4, 2018.

The eight recipes included:

- | | |
|-----------------------|-----------------------------|
| • Mexican lasagna | • Lasagna |
| • Beef stew | • Chicken pasta bake |
| • Chicken wild rice | • Chicken enchiladas |
| • Tater tot casserole | • Beef pasta with mushrooms |

Implementation—Nutrition

With permission granted from all parties and our plan in place, we were ready to cook. Volunteers from our chapter met in the school kitchen. We cooked eight different meals and packaged them individually. Next, labels were made for each package, which included cooking instructions. Each individual package contained two portions. We cooked for six hours to reach our goal. We prepared 240 pans of food for a total of 480 meals.

With the guidance of Barb, meals were distributed as gifts at the Senior Bash and delivered to shut-ins. This phase of the project was considered a great success. Seniors who could not easily obtain meals for themselves now had a supply that would last them for weeks.



Members preparing freezer meals



Member delivers freezer meals



Members hard at work

Introduction—Windows

Bill Crossley and Barb Schlimmer were great help when it came to setting our goals. With the focus on senior citizens, Mayor Crossley brought up the condition of the Old Town Hall. Over the summer, our chapter had won the Lead2Feed Challenge and donated \$9,000 to replace the Old Town Hall roof. Now it was time to focus on the windows.

Planning and Development—Windows

The CSP committee brainstormed ways to address this issue. We then began to create an action plan. We decided a campaign would help raise the money needed to replace the windows. We planned to solicit businesses and groups in Odessa with our window campaign. We believed knowing this building is primarily used by the senior citizens would inspire Odessa to support the Window Campaign.

Our next step was to talk with Dale Ramm, owner of Ramm Hardware in Odessa, about what type of windows would be most appropriate to install in the Old Town Hall and how much they would cost. Dale suggested Low-E vinyl insulated windows. He measured the windows and prepared a bid of \$16,132 to replace the 22 upstairs windows. Once we got the bid, we decided to break down the cost to \$756 for each of the 22 windows. Our window campaign would involve finding 22 sponsors for each of the windows. Our CSP team created a presentation to be used with businesses and organizations. The presentations discussed the current conditions of the windows, cost of the project, and how people could sponsor a window.

Implementation—Windows

The hardest part of any fundraiser is getting the ball rolling. Our chapter sponsored the first window. We raised \$756 by selling curly fries. Then we went to many businesses and organizations to present. We also mailed letters, created brochures, and applied for grants. Over the next three months our chapter was able to raise the \$16,132 needed to replace all 22 windows. The money kept pouring in so we made a decision to replace all 41 windows in the building at a cost of \$31,212.



CSP team members sell curly fries to raise money to sponsor a window



CSP team members present their Window Campaign to the Lions Club



Members move windows

Another strategy was to feature a “Window Sponsor of the Week” in the *Odessa Record*. This recognition featured those who had donated in the previous week and told their “Odessa” story. This created more hype about the project throughout the community and inspired people to donate. It was very successful and soon donations were received from all over the nation, most in memory of parents or grandparents. To date, \$32,589 has been received in donations, and all 41 windows have been sponsored. The project is fully funded, the windows have arrived, and they are scheduled to be installed in May of this year.

Gies Family Foundation buys two OTH windows



Dorothy and George Gies

George and Dorothy (Hopp) Gies, both descendants of Odessa pioneer families, were longtime farmers in the Odessa and Columbia Basin areas, retiring in 1990. They were both born in Odessa, attended local schools and graduated from Odessa High School. They were active in their church and community. George was one of the first district hospital commissioners, and Dorothy was a found-

and their niece Coleen Janke of Odessa is treasurer. Recent projects include the trees on First Avenue and the Odessa Food Bank.

The George and Dorothy Gies Family Foundation has now donated two windows for the Old Town Hall Window Campaign project. The campaign is very close to reaching the goal of replacing all 22 single-pane windows

Sponsor of the week



Promoting the Window Campaign

Old Town Hall's single pane windows are broken and cracked.

WINDOW CAMPAIGN GOALS
The goal of this campaign is to replace all 22 windows in the Old Town Hall by raising \$16,632. In addition to writing grants for funding, we are seeking grassroots/business/family businesses to sponsor a new window at a cost of \$756 (or whatever one can afford). The bid for window installation was received by Ramon Hardware.

Objectives:

1. Improve energy efficiency by replacing single pane, wood sash windows installed in 1920 with vinyl insulated Low E picture windows.
2. Reduce energy bill by an estimated \$1,500 annually.
3. Preserve the Old Town Hall for future generations by protecting the interior from weather damage and improving cleanliness by eliminating air blowing through windows.
4. Ensure a long-term location for Odessa senior citizens to gather, eat and exercise.
5. Make available an affordable facility to all Odessa residents and guests who need meeting space or special occasion facilities.

GOAL: 22 WINDOWS

\$16,632

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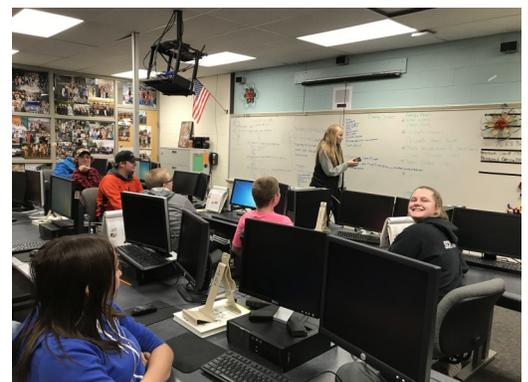
OLD TOWN HALL HISTORY

The "Old Town Hall" was built in 1920 to serve the community of Odessa. Originally, it served as a meeting hall and was used to hold district court, dances and the library. It was the cultural center of Odessa. During the 70's, the building was condemned and the community made a choice to remodel and bring it up to code. The second floor was closed off and the bathroom and kitchen were relocated to the main floor. In 2014 the Old Town Hall Rejuvenation Society was formed to preserve the building. While the building belongs to the "Town of Odessa," their budget barely covers the overhead costs.

Over the years, the Old Town Hall served many purposes, but its most important role today is home to Odessa's Senior Citizen Center. Seniors are provided with a place to socialize, eat home-cooked meals, and do SAIL (Stay Active and Independent for Us) exercise classes each week.

The Old Town Hall serves many people including free SAIL exercises classes for senior citizens.

Brochure used to fundraise



Planning kickoff event

Evidence of Publicity

The following articles appeared in the *Odessa Record*, our local newspaper, and more information regarding the Senior meals was posted on our chapter's Facebook page. The *Odessa Record* is the only local paper and has 700 subscribers, with half living out of the area, but still having ties to the community.

January 17, 2019 The Odessa Record 3

Scene



—Photo courtesy of Terri King.

Maddy Wagner and Eric Johnston of the high school FBLA chapter explain the Old Town Hall window project to members of the business community.

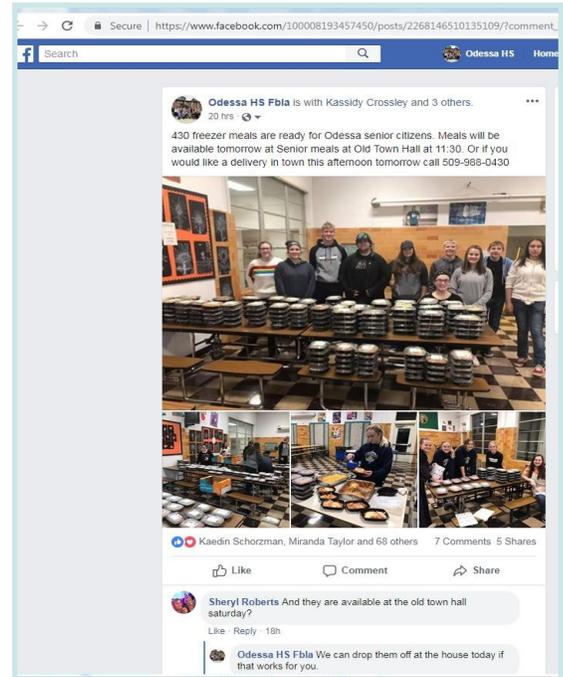
FBLA window campaign for OTH making progress

Replacing the 22 single-pane wood-frame windows in the Old Town Hall is the goal of Odessa High School FBLA's current Window Campaign, says FBLA advisor Terri King. The students have been approaching business organizations and

nyl, insulated, Low-E picture windows which will reduce energy costs and preserve the building.

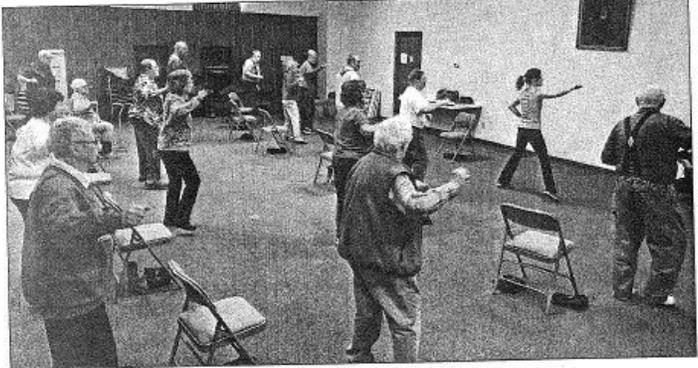
The chapter is pleased to announce that this week's featured window sponsor is the Odessa Lion's Club. This organization has been mak-

Article in the *Odessa Record* regarding the window campaign



Message on our Facebook saying "Freezer meals are ready"

FBLA assists older members of community



Above: The senior citizens exercise class is led by Kelly Weber, second from right, in the Old Town Hall. Below: FBLA students and senior citizens enjoyed dinner and bingo recently at Any Occasion Banquet Hall. —Photos courtesy of Terri King.

Photo in the *Odessa Record* about SAIL classes

...t nears goal, only five left to go



—Archive photo courtesy of Terri King.

...ol FBLA chapter ... Odessa senior ... asses at the Old ... Town Hall. The seniors donated enough to replace 3.5 windows in the building, leaving only 5.5 windows out of the original 22 that still need sponsors.

z, Joy Puglesi, Jim Zimprich, Cheryl Jeske, Alan and st, Clarene Haynie, ler, Corrine Schuh, d Harley Wraspir, Judy Scrupps, Vici d Jo Ann Hardt.

The classes began in January 2018 and were sponsored by Odessa High School FBLA through grant dollars. After the first five months, Kelly and the Physical Therapy Department agreed to continue providing the class at no cost

The goal of the Old Town Hall Window Campaign was to secure 22 groups, individuals or organizations to sponsor the cost of replacing one window at the Old Town Hall at a cost of \$756. Only 5.5 windows remain to be spon-

Article in the *Odessa Record* regarding our window goals

Impact and Benefits to Senior Citizens and Community

The impact of “A New Point of View” was huge. Never had any group or organization done so much for our senior citizens in such a short amount of time. Many of the seniors who participated have lived in Odessa their entire lives. They went to high school and raised their family here. After spending an entire lifetime in the same small town, it meant a great deal to the seniors to know that younger generations still took pride in and wanted to serve their community. Every senior in Odessa was offered the opportunity to participate in every phase of this project.

Exercise is important for people of all ages, but when the body gets stiff and tired, SAIL class provides an excellent form of low-impact exercise. Before beginning the SAIL classes, 27 participants had to complete the assessment packet. According to the assessments, there were 25 reported falls in the 3 months prior to the start of the class. Obviously, there was a need for a program like this! Since the SAIL classes began, there have not been any reported falls amongst the dedicated participants, and they have all improved balance and strength.

The freezer meals provided for the seniors not only kept them fed through the end of our harsh winter, but it showed that the younger generation of Odessa truly cared about them and their well-being.

The Old Town Hall will be 100 years old in 2020. Over the years, it has served as a dance hall, library, court house and, of course, the Senior Center. In less than a year, our chapter has helped replace the roof and raise funds to replace all 41 windows. These improvements reduce energy costs, improve cleanliness, and ensure the building will be around another 100 years for senior citizens and the community.

This project created new relationships and connected our community in new ways. Many senior citizens have become our biggest fans at sporting events. Through numerous meetings, we have created new relationships with people we hardly knew before. We have all developed a new respect for the people in our community.



**Odessa FBLA member and a
community member**



Odessa FBLA and Odessa senior citizens

Impact and Benefits for Members

This project impacted FBLA members in multiple ways. The first and most profound impact was the relationship members established with the older generation of the community. Through “A New Point of View,” we learned about the needs and challenges of the older generation, as well as established relationships with them through our many interactions. FBLA members also learned the valuable skill of researching and identifying needs within a community. Members were able to identify four basic needs in our community and developed ways to address all of these needs. The impact this project had on FBLA members was invaluable, as they gained a sense of service-minded thinking that will impact them for the rest of their lives. There is always a need. It does not have to be a big event or crisis that calls for action to serve.

The impact that this service project had on our student body was more than just knowing that we had helped those in need. People always talk about making a difference, but rarely do people take action and implement their ideas. This showed all of the students, not just FBLA members, that if one decides to take action to help people in need, it will pay off for everyone. Completing a project like this has motivated and instilled everyone with the confidence to continue helping without hesitation in taking action for those in need.

"A community that is engaged and working together can be a powerful force."

—Idowu Koyenikan



Odessa High School FBLA Chapter

Evaluation

Our chapter has performed service projects every year, but never have we been involved in a project that touched so many hearts. In evaluating this project, we are proud of our efforts to improve the lives of senior citizens. We are confident that through our work, many of our contributions will continue indefinitely. This includes the SAIL classes, extended hours at the senior center, and improvements to the Old Town Hall.

As we evaluate the entirety of “A New Point of View,” we truly believe we have made a huge impact on our entire community. Not only did we accomplish all of our goals, but we exceeded them. We discovered that a sense of community, of belonging, is best nurtured through empathy and kindness. As a result of our caring for the elderly, we contributed to their well-being and enriched our community.

Improvements

One recommendation for improvement of this project would be to use grant money to pay for a second person to be trained as a SAIL instructor. If the current instructor decides to cut back or becomes ill, or the current classes are filled to capacity, it would be nice to have a second person on hand. With a second instructor, more classes at different times of the day could be provided.

Another recommendation is to learn more about the project details before soliciting donations. The first window campaign presentation was given to the Odessa Lion’s Club. We were asked very detailed questions about the window composition and installation methods and did not know the answers. Fortunately, Dale Ramm is a member of the Lions Club and could answer them.

Future recommendations for this project would be finding more ways to assist seniors day-to-day. Many of the seniors had needs in areas students could not help. There were requests for providing rides to the grocery store, post office, or doctor appointments. With the constraints students have on time and the inability to drive, this was another area where we could not help. Odessa has many people who have the time to help, but our chapter needs to develop a system to match volunteers with people in need. This would be a huge service to the community.



FBLA members preparing the meal for the Senior Bash



FBLA members preparing to pack and deliver the freezer meals



FBLA member delivers the freezer meals

Conclusion

We started this project with the idea that seniors could have “A New Point of View” for their physical and mental well-being. After looking back on this project, we have found ourselves having “A New Point of View” because of our true enjoyment in spending time with seniors and their faith in our ability to make life better for them.



Members at the Old Town Hall