

# 17<sup>th</sup> Annual Fight Against Hunger

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Community Service Project  
Kickapoo High School, Missouri  
2018-19



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## Introduction

In the Kickapoo High School chapter of FBLA, we pride ourselves on many things including leadership, competitiveness, and success, but first and foremost is service. Our organization has a history and reputation for assistance to the community, and the leading factor in that reputation is our annual Fall Festival. Beginning in 2002 and every year since, we have partnered with the Ozarks Food Harvest to put on the Ozarks Food Harvest Fall Festival to both provide a safe place to celebrate and enjoy the season and



give back to the area of Southwest Missouri. One of the most prevalent aspects of the Fall Festival is the collaboration between many different members of our school. Lead by FBLA officers, almost every club or organization of Kickapoo has a chance to participate in the festival and give an example of how easy and fun it can be to help and give back to the Ozarks community. Every single year the Ozarks Food Harvest can count on at least 3,000 pounds of food to be contributed by our Fall Festival, and it is an

honor to be able to keep up that achievement. The Ozarks Food Harvest Fall Festival has become a tradition for students and families alike to attend, and it becomes more successful every year. It's incredible that with the organization and leadership of Kickapoo's FBLA, we are able to bond with the community and help give back in such a substantial way.

## Purpose of Project

Over the past few years, Kickapoo FBLA has been fortunate to be surrounded by a community that supports the school through various school events including the Ozarks Food Harvest Fall Carnival. Members of the community have supported this FBLA chapter by donating food during these food drives and giving various members of the organization a chance at volunteerism in the community. However, when creating this event, Kickapoo FBLA wanted a way to help out an organization that affected the lives of people around the Ozarks.

## Statement of Project Goals



Raise 3,500 lbs. of canned food items for the Ozarks Food Harvest



Provide a Halloween activity for families in Southwest Missouri



Unite the community in order to fight hunger in the Ozarks



Show the importance of service and altruism in the community



Raise awareness for the Ozarks Food Harvest

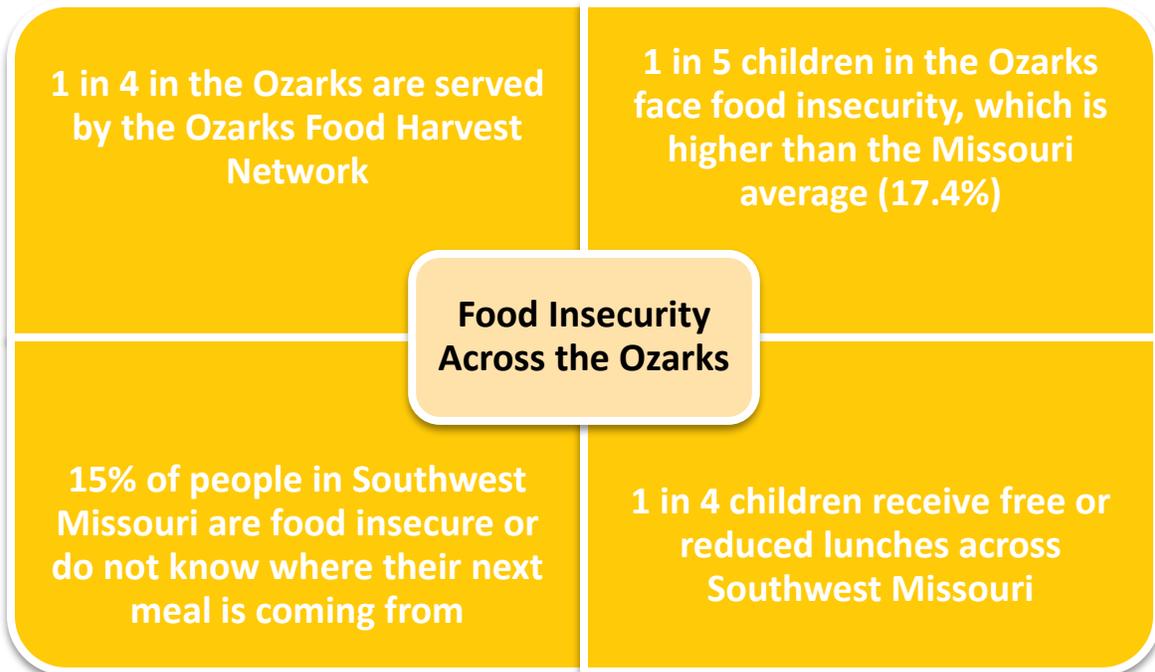
## Service to the Community and Citizens

Our Fall Carnival provided a safe, fun, and family friendly activity for the citizens of Southwest Missouri to come and enjoy themselves and get into the fall spirit. We also assisted the Ozarks Food Harvest because we set the admission to our carnival to at least two non-perishable food items per person, and also had an FBLA sponsored, school-wide donation of canned goods to support the foundation. By doing this we directly helped those in hardship across the Ozarks while including many clubs, students, families, and citizens in donating to the cause of hunger.

Since its foundation in 1983, the Ozarks Food Harvest strives to help families in poverty to be able to put food on the table and support themselves. The Ozarks Food Harvest distributes food and services to the greater Springfield area and the Ozarks as a whole. This organization has been the leading Feeding America food bank for the Southwest Missouri area, serving more than 200 hunger relief organizations across 28 counties. They supply more than 17 million meals every year and deliver to approximately 30,000 people every single week. Their mission statement, “Transforming Hunger into Hope”, clearly shows their good intentions and their aspiration to help people by not only supplying them with the food they need to survive, but also give them optimism for their futures. The Ozarks Food Harvest also has direct-service programs such as the Weekend Backpack Program, Mobile Food Pantry, After-School and Summer Food programs, and the Senior Food Program.



## Research



## Planning and Development of Project

The first thing we did to plan the 17th annual Ozarks Food Harvest Fight Against Hunger project was to have our chapter officers and advisors come together to brainstorm. We initially researched the surrounding area, looking at poverty rates for the city of Springfield and also in our school. We looked at what percentage of the Kickapoo High School population was on free and reduced lunch to see how this would directly apply to our own community.

Next, we sent out emails to all of the club advisors to see who would like to participate in our event. In our emails, we had information about what the carnival was, statistics for the target audience we were trying to reach, and different options for how the clubs could get involved and help our carnival. In return, the clubs who wanted to participate stated the activity they planned on doing, the time they were going to set up their station, how much room they were going to need, and other questions they had for how the carnival was going to operate. Once we had a list of the participating

clubs, we devised a map of who would go where and what the area was going to look like in order to have another successful year.

For the main attraction of the night, our FBLA chapter always has a grandiose haunted house, completely run by the students themselves. To plan for this, we took different suggestions from our members about how we wanted the layout of the house to work. Some ideas we had were to build different themed “halls” or sections of the haunted house, including a blackout maze, haunted hospital, insane asylum, purge, scary classics, deranged circus, and a miscellaneous hall. After the layout of the haunted house was chosen, we held multiple meetings where “hall leaders” were chosen to run each individual hall, and members signed up for what hall they wanted to participate in. Once these steps were completed, the hall leaders were tasked with communicating to their group what decorations, costumes, supplies, and props would be needed to make their halls the best and scariest they could possibly be.

The following steps consisted of getting the word out and spreading awareness. We came together with some of our creative minds in the chapter to create handouts and media postings about the event. This year, we also wanted to introduce the new idea of having food available for guests to buy at the carnival. The officers presented the idea of inviting local food trucks to supply that need and bring business to our community all in one. We planned how many we may need and a variety of different food choices to fit the different cravings of the guests.



## Implementation of the Project

On the day of the event, Kickapoo High School was transformed from a place of learning to a place of service and excitement. We began when we started to carry out our objectives and designs of what the Fall Festival was going to be. The process started when members of our FBLA chapter arrived at Kickapoo early the morning of the Festival. We first arranged the gym according to the layout map that was previously created during the planning process. We got each area ready for the participating clubs from our school and made sure they had enough space to do their games.

After this was complete, we began work on the haunted house. Each hall leader was tasked with leading their group in setting up their hall before the Festival started in the evening. Groups decorated



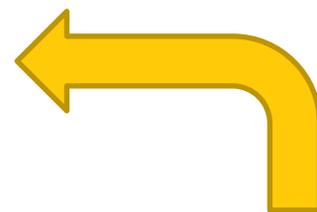
their halls head to toe using butcher paper, bed sheets, paint, fake blood, strobe lights, and fog machines, among other things. Some groups even hired professional makeup artists to make their halls even more realistic and horrifying. Each hall was then tested multiple times by the tour guides and our chapter advisors to make sure that everything was running smoothly. Once these run-throughs were complete, one final check was made through the entire festival and the clubs and halls were ready to go.

As the guests began to arrive, they were greeted at the door by members and volunteers and instantly felt the welcoming but spooky vibe. They enjoyed face painting, pumpkin art, pin the coccyx on the skeleton, and more creative games and fall themed art projects. Additionally, they could go a short walk outside to indulge in delicious, local food trucks including a supreme hot dog truck, nachos and tacos truck, and Twisted Mikes, which is a Springfield favorite.

## Publicity

In order to receive the maximum amount of donations for the Ozarks Food Harvest we needed to advertise our carnival as much as possible. To accomplish this, we devised the plan to spread the news using different forms of media such as hard copy flyers, social media, press releases, local newspapers, and news stations. We started by first designing a creative flyer. Once the designs were set, our advisors and members spent an afternoon copying and organizing the needed flyers to send out to the feeder elementary and middle schools. A total of 12 schools received flyers for each classroom that were delivered by the Kickapoo journalism class. Many different Springfield Public School promotions were advertised using a couple different website posts, newsletters sent to the parents and staff of the school district, a press release and social media posts from the district. With the help of these promotions completed by the Senior Communications Specialist of Springfield Public Schools, Pam Bodine, and the flyers made by the members of our Kickapoo FBLA chapter, this event was able to reach its maximum potential.

Ozark Food Harvest Carnival Communications			
School	Classes	Half Sheets	Flyers
Cowden Elem.	14	25	1
Gray Elem.	26	25	1
Mann Elem.	17	25	1
Jeffries Elem.	24	30	1
McBride Elem.	21	25	1
Disney Elem.	24	25	1
Harrison Elem.	19	25	1
Wilder	15	25	1
Wilson's Creek	18	30	1
Carver Middle			5
Cherokee Middle			5
Hickory Hills	15	30	5
<b>Totals</b>	<b>193</b>	<b>265</b>	<b>24</b>



**Table showing the number of flyers distributed**



## Kickapoo High School's Ozark Food Harvest Fall Carnival Saturday, October 27, 2018



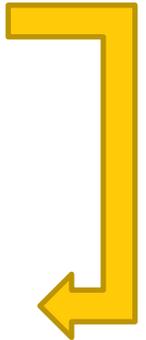
Happy Halloween Ghosts and Goblins! Come to Kickapoo High School, (East entrance) for a fun, safe, and SPOOKY time!

- When: 6:00 p.m.-8:00 p.m.
- Price: **Minimum** - 2 Nonperishable food items per person (Bring all you can!)
- Sponsors: KHS clubs (Adult Supervised)
- Activities: Freaky Face Painting, Fake Your Own Injury, Tattoo Parlor, Trunk or Treating, Crazy Hair, a Haunted House and much more!!! OVER 15 DIFFERENT BOOTHS

Half-size flyer sent out to local elementary and middle feeder schools



Kickapoo FBLA's Instagram post made to promote the carnival




## Fall Carnival

17th Annual

Happy Halloween

Tattoo Parlor

Trunk or Treat

**Haunted House**

When: Saturday, October 27th  
6:00 p.m. - 8:00 p.m.

Where: Kickapoo High School

What: Ozarks Food Harvest Fall Carnival

Why: To Collect Food Items For the Ozark Food Harvest

Entrance Fee: **Minimum Two Nonperishable Food Items Per Person (Bring ALL you can!)**

Activities: Coloring, Games, Fake an Injury, Face Painting, Crazy Hair, and more

 kickapooFBLA • Following  
Kickapoo High School (Springfield, Mis...

kickapooFBLA 🎃👻 it's spooky szn!! 🎃👻  
That means it's time for Kickapoo's biggest community service event... The Fall Carnival!! If you want volunteer hours, sign up to help scare in the haunted house 🎃👻  
👻 All clubs/organizations are encouraged to run a booth or activity, please sign up with Mr. Wooderson soon if you haven't already. We hope to see everyone on October 27th @ 6-8 pm, invite your friends and family too!! 🎃👻

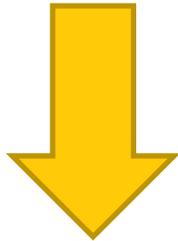
kickapootheatre Costumed characters will be there with a photo booth! ❤️

👍👍👍 Liked by joey\_\_morris and 32 others

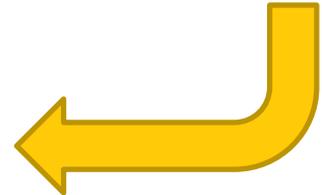
OCTOBER 11, 2018

Add a comment... ⋮

Post made on the Springfield Public Schools website



Full-size flyer sent to local elementary and middle feeder schools



## Impact and Benefits to the Community

The Kickapoo FBLA chapter succeeded in this event while completing many short term and long term goals that were created prior to the event. Many people suffer from food insecurity across the Ozarks and it is important that the Ozarks Food Harvest has options or various sources of canned food items. With our accomplishments, we were allowed to provide the OFH network with food that can contribute to their strides in making southwest Missouri more food secure. In addition to providing for the Ozarks Food Harvest, Kickapoo FBLA offered a service to the community.



We provided these donors with various activities that could entertain them on a Saturday night. Our great connection with the community allowed us the opportunity to collect these cans and build a carnival that could entertain all ages. Various benefits of our event include providing around 2,923 meals for families and children all across the Ozarks. This number explains our interaction with the community and how various people are giving to others that would help them on a bigger scale.

Many of the people who are receiving assistance from Ozarks Food Harvest are disqualified based on their income level. Along with this, almost 20% of children located in the Ozarks do not receive government help. Therefore, in this region, children and families must rely on the help of the Ozarks Food Harvest for finding their next meal.



Kickapoo's FBLA chapter recognized the call for help from the community and from local organizations like the Ozarks Food Harvest. Therefore, Kickapoo created the annual fall carnival to take a stand against hunger. Our chapter developed an

understanding of this process and worked hard in order to make a huge difference in our community. As mentioned, our goal was to raise 3,500 pounds of canned goods. However, by the end of the carnival, we raised 3,507 pounds of nonperishable items.

With the work of the school and its student body led by the Kickapoo FBLA chapter, this event had a great impact on our community. Children were able to understand how important service is and how events like these bring the community together for a positive reason because of the behavior of many of the volunteers at the carnival. They got to see teenagers being kind and caring citizens in order to achieve one goal: raising as much food as possible for the community.

## **Evaluation**

This project and annual staple was an even bigger success than previous years with the total pounds of food reaching over to 3,500. This event takes a lot of hard work, with much of it done behind the scenes, and lots of volunteers are needed to make it successful. For this event, as mentioned, we had a total of 140 FBLA members help with this project. Kickapoo High School was able to answer the call, as it does every year, to have it succeed to its fullest potential and assist those in need alongside the Ozarks Food Harvest.

Being a participant in this event is one of the most fun things a person can do, especially knowing that this is helping the community. It is shocking to think this was accomplished mostly by high school students, with the help of advisers, and it was a huge success. Not many students can pull off making a haunted house and carnival to help the community, nor would want to spend their Saturday doing this, but Kickapoo students do. The compassionate and caring nature of this student body to spend their Saturday helping the community and their leadership abilities in doing so speaks volumes as a community member. As an officer of Kickapoo High School FBLA, it can be said that we represented the FBLA chapter of Kickapoo with pride and stood for what this organization is about: service, leadership, and excellence.