Executive Summary

Lunch shaming in our school systems is a problem that not many people are aware of. Lunch shaming is the practice of holding children publicly accountable for unpaid school lunch bills by throwing away their food, providing a less desirable alternative lunch, "branding" them with markers or stamps, requiring students eligible for free or reduced lunch to use a different lunchline, and other means. Through intensive research we have obtained an exceptional amount of information regarding this national problem; we have determined an easy solution that can be easily put into practice to assist a local school with lunch fees - a bake sale hosted at Pikes Peak Community College. The profits earned will be donated to the students of Ellicott Elementary, located in Ellicott, Colorado. Before donation, we will compare our bake sale profits to those of a successful bake sale; this can give helpful insight to those in our community how to host a successful bake sale for other schools. Our proposal is a smart, and feasible way to raise money for local children's lunches, while bringing awareness to lunch shaming practices in our community. We hope to establish a way for local schools to prevent lunch shaming practices, by offering our community an easy solution to raise funds for the students who are unable to afford regular price meals.

Statement of the Problem

Here in our very own communities children are being bullied and shamed for not being able to afford normal school lunches like their classmates. Even more so, children all across America are shamed due to lack of sufficient funds in their lunch account to supply them with a school lunch or breakfast. Many of the shamed children's families cannot afford to pay for their lunch due to very low income from the guardian's jobs. The children are most commonly the
one’s receiving all of the repercussions from this issue, even though they have no control over the situation. When a child’s account has no funds, it is very rare that the child is able to keep the already prepared meal. In some cases, cafeteria employees throw the child’s meal and replace it with a cold sandwich, and possibly, an apple. Not only is the child embarrassed, but more importantly, the alternative meal lacks nutritional value and appearance compared to the regular, hot meals. Lunch shaming can be of other means as well. Students with unpaid lunch fees, or who are eligible for free or reduced lunch, may be required to go through separate lunch lines, eat at different lunch times, and even sit at separate tables. Most commonly, to be easily identified by lunch staff, select students are marked with a demeaning handstamps, or are required to “work” for a meal. Testimonials and further research is discussed, and can be found, throughout our Review of Literature.

Technical Approach

To ensure the fundraiser proposal is elaborate, several goals must be set in place. Each participating member of our group will be assigned several tasks specific to their individual strengths such as: leadership, communication, time management, organization, planning, and topic expertise; these tasks will be addressed under “Project Management”. Furthermore, these tasks will be distributed evenly and made so they are easily adjustable, allowing room for any changes in task or solutions from other members. Despite assigned task, each member will be expected to commit to completing their task timely, accurately, and professionally. If any changes in requirements or goals is noted, immediate action will be taken to accommodate with the group member’s request.
Upon discussion with the group, via class time and texting in a group chat, we have established that we will be holding a fundraiser for a small school east of Colorado Springs. District 22 has allowed us to fundraise money for the unpaid lunch debts of Ellicott Elementary School. The fundraiser will be held Tuesday, April 24th, 2018 and Friday, April 27th, 2018 from 9:15 A.M. to 1:00 P.M., at the Pikes Peak Centennial Campus; this idea was proposed by Jaden.

Upon further research, we found that fundraisers are very successful if done for a charitable cause. An online fundraiser to pay off public lunch debts, was done by Lamar Consolidated Independent School District in Texas. Though their original goal was to raise $15,000, they were able raise more than $20,000 (n.d.). This allowed for schools to pay off all lunch debts in the city's public schools. Steps are being taken all across the United States, and it's time to start taking our own steps in Colorado.

Our goal for the fundraiser is a mere $500. We want to set realistic goals, with our main goal of creating awareness, in mind. As a small group, we want to start small, and perhaps grow with the community as we slowly attract more people willing to donate or spread awareness. Even with a small financial goal in mind, we can save many kids the embarrassment and harassment caused by lunch shaming. As a group of driven individuals who all have strong assets, we are more than capable of starting something that can change the way children grow, eat, and learn. We will not settle for less, but start this project strong, and end it even stronger. Our full-proof plan will bring relief to the students and families of Ellicott Elementary.

Project Management

During the fourth week of April, we will be hosting a bake sale to raise funds for Ellicott Elementary School. There will be several phases: Research, Contact, Design/Preparation, Bake
Sale, Comparison of Funds, and Final Presentation. First and foremost, we must research several successful bake sales to compare our profits with. Following research, we will contact Ellicott Elementary to inform the Board of our proposal, and obtain approval from a PPCC event coordinator. Several members will then design posters and flyers that will advertise our bake sale. On the 24th and 27th of April, we will host our bake sale at PPCC. After concluding both bake sales, we will then compare our profits to those of the researched profits. Finally, we will present our findings through a PowerPoint presentation and elaborate how future bake sales can pay off local school lunch fees.

Each member of the team will be assigned specific tasks to ensure a successful presentation. Alexis and Valerie are to research successful bake sales; Alexis has also volunteered to contact both Ellicott Elementary, and a PPCC event coordinator. Savannah will make large posters; Jaden and Brianna will be in charge of making flyers to hand out at the sale.

Each member will provide one or more baked goods each enough to feed thirty customers per item. Savannah will be making several gluten-free food choices to accommodate for any dietary requests. Furthermore, everyone will be required to help set up the bake sale presentation, and clean up afterwards. To ensure that all proceeds are collected honestly, two members will be required to work cashier at all times; total earnings will be recorded at the end of every hour.

After all funds have been collected and compared, Valerie will create a PowerPoint to compare statistics to researched bake sales, and explain any improvements that would lead to successful fundraisers to pay off lunch debt in the future. The team will have all fundraising tasks complete by May 1st, 2018.
Project Proposal Timeline

BAKE SALE

- Research 1-2 successful bake sales designed to alleviate community distress, such as hurricanes, floods, school debt.

- Contact Elementary
  - Contact PFCC event coordinator

- Design poster boards to advertise bake sale at PFCC
  - Savannah
- Design flyers to handout at bake sale
  - (Jaden & Val)
- Bring one healthy and one baked good for 30 people (all)

- Everyone must set up and clean up
- Two members catering at all time
- Record sales hourly

RESEARCH / ALEXIS & VAL
4/17

CONTACT / ALEXIS
4/20

DESIGN & PREPARATION
/ SAV, JADEN & VAL
4/29

BAKE SALE / ALL
4/24 & 4/27 PFCC

COMPARISON OF FUNDS
/ VAL
4/28

ROUGH DRAFT PRESENTATION / ALL
4/30

FINAL PRESENTATION
3/4 or 3/5

- Create PowerPoint to briefly explain bake selling, where donations will be sent, and why
- Compared funds raised in researched funds

- Practice presentation, edit any mistakes in PP

- Present
- Donate proceeds to Elliott Elementary
Deliverables

To pursue our idea of a fundraiser to prevent lunch shaming, it is important that we have a way to propose this idea, not just to the class but also to Ellicott Elementary School. Our group has hand created various posters and flyers to draw people to our bake sale. We will be running our bake sale on Tuesday, April 24, and Friday, April 27; each bake sale will last from 9:15 A.M. to 1:00 P.M. After the bake sale, we will be presenting our PowerPoint presentation, “Lunch Shaming”, to a group of Pikes Peak Community College educators, and our class. This slide show presentation will discuss why lunch shaming must be ended, and what lunch shaming looks like. Furthermore, we will discuss and compare our fundraiser proceeds to successful bake sales, and provide suggestions for a successful “lunch shaming” bake sale.

Communication

By referring to the project proposal timeline, each member knows exactly when their assigned tasks and responsibilities will be due. This ensures a communicative, copacetic schedule for all members to abide to. In addition, our group will meet every Tuesday, Thursday, and Friday, to discuss the advancements of our proposal. We have also established a group message, via text message, to communicate any additional information, immediate concerns, and any additional commentary. Although Alexis is our group leader, everyone is allowed to suggest new ideas, and scheduling tasks. Our finisher, Valerie, will be responsible for submitting any written assignments. Upon completion of our fundraiser, we will donate our bake sale proceeds to Ellicott Elementary! We were able to contact with the principal of Ellicott Elementary School, via email, to discuss how the fundraiser details, and where the money we raise will go toward. In
order to hold the bake sale fundraiser, we had a short meeting with Pikes Peak Community
College's Events Manager, Patti Bower. Within this short meeting, we were able to secure our
bake sale spot, set dates, and discuss guidelines for this bake sale.
References

Comment 1
Defines lunch shaming.

Comment 2
Executive Summary includes goals and objectives to share strategies for using fundraising to eliminate lunch debt.

Comment 3
Nice - references the reader to the Review of Literature.
Good - clearly describes the problem.

Comment 4
Good - gathers information regarding charitable donations used to reduce lunch debt.

Comment 5
Good - sets goals.
Comment 6
Good - describes task phases.

Comment 7
Good - creates a timeline and division of responsibilities.

Comment 8
WOW! Professional and clean timeline.

Comment 9
Includes communication methods.