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Colleges Connect to Collect: The Atlanta Collegiate Food Drive (CAPSTONE)

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ABSTRACT

JESSICA L. EKHOMU
Colleges Connect to Collect: The Atlanta Collegiate Food Drive
(Under the direction of Professor John Steward)

Hunger and food insecurity exist across millions of households in the US, and in even greater numbers in the state of Georgia. In fact, Georgia ranks fourth among the ten states with the highest food insecurity. Hunger and food insecurity have negative implications for the health and well being of children and adults. Such outcomes include fatigue, headaches, and frequent colds among children, and worsening chronic and acute diseases among adults. A non-governmental approach to addressing hunger and food insecurity includes food-banking. The Atlanta Community Food Bank (ACFB) collects, warehouses, and distributes 2 million pounds of food and other donated items to Georgia households each month. Among its other activities, the ACFB collects food donations through food drives. The capstone project, Colleges Connect to Collect, was created to assist Atlanta college students in hosting food drives on their college campuses. There were 2088 pounds of food collected and donated to the ACFB through the project. Recommendations for sustaining the project are included in this report.

INDEX WORDS: hunger, food insecurity, food banking, food drives, college students

TITLE

COLLEGES CONNECT TO COLLECT:
THE ATLANTA COLLEGIATE FOOD DRIVE

by

JESSICA L. EKHOMU

B.S., GEORGIA STATE UNIVERSITY

A Capstone Project Submitted to the Graduate Faculty
of Georgia State University in Partial Fulfillment
of the
Requirements for the Degree

MASTER OF PUBLIC HEALTH

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APPROVAL

COLLEGES CONNECT TO COLLECT:
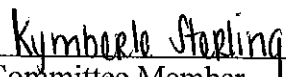THE ATLANTA COLLEGIATE FOOD DRIVE

by

JESSICA L. EKHOMU

Approved:

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Committee Chair

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Committee Member

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Committee Member

_May 10, 2010_____
Date

DEDICATION

This capstone report is first dedicated to the immediate family members of Jessica L. Ekhomu, who served as the primary support system for the completion of the capstone project, and for the completion of the MPH degree program. With gratitude, Jessica L. Ekhomu acknowledges Georgeann Youngblood, Richard Youngblood, Jonathan Youngblood, and Alena Sharp for their love and support. She also acknowledges her partner, Stanley McCall II, for his love, support, and encouragement throughout the process.

Secondly, this capstone report is dedicated to the Atlanta Community Food Bank, which served as the site for the project and for the affiliated practicum. It is desired that the Atlanta Community Food Bank continue strengthening relations with Atlanta college students, engaging them in the important work of reducing hunger, food insecurity, and poverty in Atlanta, GA.

Finally, this capstone report is dedicated to the Fall 2008 Masters in Public Health cohort, and faculty and staff of the Institute of Public Health. Their support during the MPH program is greatly appreciated.

ACKNOWLEDGEMENTS

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Research Interests: Correctional Health Care, Domestic Violence, Youth Risk Behaviors, Prison Conditions, Sexual Assault, Urban Health, Public Housing

Program Development/Coordination (2010) Colleges Connect to Collect: Atlanta College Food Drive Coordinated a collaborative effort among Atlanta colleges and universities to conduct food drives for the Atlanta Community Food Bank in Spring 2010 **(2009) Food Fight (Georgia Tech vs. UGA)** Coordinated Georgia Tech's contribution to the Food Fight between Georgia Tech and University of Georgia. Collaborated with Georgia Tech students and Atlanta community members to raise food for the Atlanta Community Food Bank during November 2009 **(2009) Food For Thought--Health Promotion for Atlanta 9th Graders** Worked with 3 classmates to develop and implement a 2 session, 50 minute health promotion program on nutrition. The program was executed at Carver Early College High School in Atlanta, GA for incoming 9th graders.

Honors and Awards: (2010/2008/2005) Who's Who among Students in American Universities and Colleges (2009) David E. Whitmire Scholarship (2008) Summa Cum Laude (2008)Southern Criminal Justice Association Undergraduate Award (2008) Leszek Wegrzyn Scholarship (2008) Kell Award (2008) Undergraduate Academic Honors Student Award (2008)Royal Flame Georgia Board of Regents Academic Award (2008)Advanced Honors Recognition (2008) Student Justice Award (2004-2008) Hope Scholarship (2004-2008) Gates Millennium Scholarship Award (2004-2008) Faculty Scholar Recognition (8 times) (2005-2008) Georgia State University Scholar (2007) Georgia State Foundation Annual Report Student Profile (2007) Max M. Cuba Scholarship (2007) Ronald E. McNair Scholar (2007/2005) James L. Maddex, Jr. Scholarship (2007) Alumni Foundation Scholarship (2006-2007) Dean's Scholarship Key (twice) (2006-2007) Faculty Scholarship Award (twice) (2006) Marshall L. Bowie Scholarship

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Colleges Connect to Collect: The Atlanta Collegiate Food Drive (CCC) was created as a project for the Atlanta Community Food Bank (ACFB). It operated from January 2010 to April 2010. The project coordinated with 12 Atlanta colleges and universities to host a week-long food drive on their campuses during the Spring 2010 academic semester. CCC was designed to contribute towards the ACFB's mission of reducing hunger, food insecurity, and poverty in Atlanta by collecting food through food drives. It was also developed to strengthen and make more systematic the ACFB's relationship with the Atlanta area collegiate communities, and to increase the number of food drives conducted during months that tend to have fewer food drives. The project was planned and coordinated by Jessica L. Ekhomu, an MPH candidate in Georgia State University's Institute of Public Health, and completed as a Capstone Project towards her Master's in Public Health degree.

During a visit to the ACFB as part of an urban health class, Ms. Ekhomu was first exposed to the facility, function, and impact of the organization. She inquired of the Hunger 101 Coordinator and tour guide, Lindy Wood, about ACFB's interaction with the surrounding college community, convinced that such a relationship could be beneficial to both groups. She believed many college students had intense passions for community service and leadership, and presumed the ACFB would welcome such energetic individuals to contribute towards their hunger relief efforts. In response to the inquiry,

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Mrs. Wood indicated that there was not a current effort in place for ACFB to work specifically with Atlanta college students, though one might be helpful.

About four months later, following an ACFB volunteer experience and in preparation to select a practicum site, Ms. Ekhomu recalled the dialogue that was had at her initial visit. Drawing upon previous experiences of working with college student leaders and volunteer work, she proceeded to develop an idea that would bring together Atlanta college campuses in collaboration with the ACFB to contribute towards hunger relief in Atlanta. The idea, later named Colleges Connect to Collect: The Atlanta Collegiate Food Drive (CCC), was proposed as a project where various colleges would host food drives across the city during the Spring academic semester, and donate their collections to the ACFB. The seasonal placement (i.e., in the Spring) was important to one aim of the project—to increase the number of food drives held during certain parts of the year. Food drives tend to be popular during the Fall/Winter holiday months and decrease in number during the following Spring months, though people's need for emergency food remains unchanged (Various ACFB Staff, Personal Communication).

With a desire to raise food across the city with the help of college students, CCC was planned and launched in January 2010. The project goals included the following:

- to introduce students to the work and function of the ACFB
- to engage students in the fight against hunger and food insecurity through food drives and other ACFB activities
- to provide student leadership experience in the community
- to foster relations and discussions between student leaders, ACFB, and the community on issues of hunger and food insecurity

Chapter II: Review of Literature

Anti-hunger advocates utilize many definitions for hunger, including the strong desire, need, or craving for food (American Heritage Dictionary); the condition in which people do not get enough food to provide the nutrients for fully productive and active lives (ACFB, 2010); the uneasy or painful sensation caused by lack of food (FRAC, 2009c); and recurrent and involuntary lack of access to food (Anderson, 1990). Further, the term food insecurity is used to describe a household-level economic and social condition of limited or uncertain access to adequate food (USDA, 2009). Hunger and/or food insecurity are not only uncomfortable positions, but also unhealthy ones.

Hunger, Food Insecurity, and Health

Having recurring or persistent hunger, or living in a food insecure household—defined by the federal government as the lack of resources to obtain adequate food, and discussed further in the following section—can yield a variety of negative health outcomes for an individual. The Food Research and Action Center (FRAC) conducted the Community Childhood Hunger Identification Project (CCHIP) in 1991 and 1995, which gathered information about the health experiences of children in households with incomes less than 1.85 times the poverty rate. The CCHIP project (FRAC, 2009b) found that low income children with food insecurity were two to four times more likely to experience individual health problems (e.g., fatigue, headaches, frequent colds) than low income children without food insecurity, suggesting that hunger can negatively affect children's health, regardless of their household's income. Moreover, CCHIP found that hungry children were more likely to be ill and absent from school. Other child health

research has found that higher infant mortality is linked to poor diets of pregnant mothers; undernourished pregnant women are more likely to have low birth-weight babies; stunting—or low height for age—results from inadequate nutrition; iron deficiency anemia in children can lead to developmental and behavioral disturbances, and increased susceptibility to lead poisoning; and hunger has a negative impact on children's learning and academic abilities (FRAC, 2009b).

Even for older populations, hunger and food insecurity can lead to negative health outcomes. According to FRAC (2009b), hunger and poor nutrition among the elderly population worsens chronic and acute diseases, and speeds the onset of degenerative diseases. Further, chronic worry about hunger and access to food has an emotional impact on parents, as well as children, and can lead to anxiety, negative feeling about self worth, and hostility towards others (FRAC, 2009b). Given the above information, it is apparent that hunger and food insecurity have a significant impact on people's health and well being. To best address hunger and food insecurity, agencies, communities, and individuals should be aware of the picture of the issue across the nation and in local communities. The following sections will detail the number and characteristics of people that are hungry and food insecure in the US and in the state of Georgia.

Hunger and Food Insecurity in the US

The United States Department of Agriculture (USDA) conducted a study of food security in US households in 2008. The report (Nord, Andrews, & Carlson, 2009) revealed that 49.1 million people lived in food insecure households; 17 million, or nearly 15 percent, of US households had food insecurity. This was an 11 percent increase from the previous year's 13 million households. The USDA defined food insecurity as having

difficulty providing enough food for the members of the household at some point during the year, due to lack of resources. The USDA also distinguished between different levels of food security: low food security and very low food security. Low food security refers to households with multiple indications of food access problems, but few indications of reduced food intake for one or more house members. Very low food security refers to households with a reduction in food intake and disruption of eating patterns of one or more house members, due to insufficient finances or resources. Key indicators of a person's very low food security status include situations where they worry that their food will run out before they can buy more; where the food they buy does not last, and they cannot afford to buy more; where they cannot afford to eat balanced meals; and where an adult cuts the size of, or skips meals because there is no money to buy more food (US Census Bureau, 2008). The USDA report claims that about 6 percent of households have very low food security.

Food insecure households share a number of key characteristics; identifying these congruencies and understanding who is most impacted can help inform policies and practices towards reducing hunger for vulnerable populations. According to the USDA (Nord, Andrews, & Carlson, 2009), rates of food insecurity were significantly increased for households below the poverty line (42 percent food insecure), households headed by single mothers (37 percent food insecure), households headed by single fathers (28 percent food insecure), Hispanic households (27 percent food insecure), and Black households (26 percent food insecure). Among households with children under 18 years old, 21 percent were food insecure. Groups with the highest food security included households with elderly house members and households with incomes 1.85 times above

the poverty line; for both groups, about 92 percent of households were food secure in 2008.

Hunger and Food Insecurity in the State of Georgia

Using an average from 2006 to 2008, Georgia ranked as number four among the top ten states with significantly higher than average household food insecurity; 14.2 percent of Georgia households were food insecure, while the national average was 12.2 percent (Nord, Andrews, & Carlson, 2009). Using data from 2005 to 2007, FRAC (2009d) reported that approximately 467,000 Georgia households were food insecure and roughly 179,000 of them had very low food security.

Addressing Hunger and Food Insecurity

Both governmental and non-governmental approaches are used to reduce hunger and food insecurity in the US and in the state of Georgia. Governmental approaches include federally funded and administered programs like the Supplemental Nutrition Assistance Program (SNAP, formally known as Food Stamps); the National School Lunch Program; and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) (FRAC, 2009a). SNAP provides to eligible applicants monthly benefits that can be used to purchase food. The National School Lunch Program provides to public schools monetary reimbursement and other benefits to provide nutritious lunch meals to students at school. WIC provides to low income mothers and mothers-to-be vouchers to purchase healthy foods for themselves and their children.

Non-governmental or community approaches to reducing hunger and food insecurity include operating emergency food kitchens, setting up food pantries, and creating food banking networks. Feeding America (formerly known as America's Second

Harvest) is an organized network of over 200 US food banks that annually distribute more than 2.5 billion pounds of food for more than 37 million low-income people across the nation (Feeding America, 2010). The network was created to collect, warehouse, and redistribute disposable food items through community partners who interact with members of households with food insecurity.

The Atlanta Community Food Bank (ACFB) is part of the Feeding America network, and is one of the largest food banks in the southeast region. ACFB collects and distributes over 2 million pounds of food and other donated items per month with the help of over 700 partner agencies (ACFB, 2006a). Partner agencies include churches, homeless shelters, community kitchens, and child care centers, and the agencies receive food from ACFB to distribute to low income families with whom they interact in the community.

In addition to serving as a food warehouse, ACFB operates seven programs to address hunger, food insecurity, and poverty in Atlanta, GA. The *Atlanta Prosperity Campaign* helps connect working families and individuals to financial benefits and money-saving programs to help reduce poverty; *Atlanta's Table* collects perishable food from the service industry and helps distribute it to community partners; the *Community Gardens* program helps local communities create gardens to grow supplemental food in their neighborhoods; *Hunger 101* helps educate and engage the community on issues of hunger, food insecurity, and poverty; *Hunger Walk/Run* helps raise monetary donations for the food bank; *Kids in Need* helps provide teachers in low-income schools with school supplies for their students; and the *Product Rescue Center* houses the sorting and packing

activities for food that is donated to the ACFB (ACFB, 2006b). Furthermore, the ACFB coordinates activities for volunteering, community outreach, and food drives.

An ethnographic study of food banks in Canada examined various food banks' processes. The researchers found that limitations of food banks include the reliance on charitable giving to fill warehouse shelves, and the subsequent inability to consistently and adequately respond to all clients' food needs (Tarasuk & Eakin, 2003). With such limitations in mind, it is necessary for food banks like the ACFB to secure donations from multiple sources, including vendors, government, and community donations.

While hosting a food drive is a simple, yet active way for people to raise food to contribute to those in need, some critics believe food drives do not address the underlying issue of hunger and food insecurity—poverty (Poppendieck, 1999). Moreover, the ACFB's food drive component contributes a fraction of the agency's overall food collections throughout the year. From July 2008 to June 2009, the ACFB received about 1.32 million pounds of food from food drives (S. Robertson, personal communication, January 19, 2010); in comparison, ACFB distributes nearly 2 million pounds of food and other donated items *per month* to partner agencies (ACFB, 2006). With an opportunity to increase the contribution of food drives to the ACFB collections each year, a project like CCC could create a new wave of donations brought in by local college students.

Food Drives

Hosting a food drive is a way for organizations, schools, businesses, churches, and lay community members to contribute towards a larger effort of reducing hunger, food insecurity, and poverty by collecting food and donating it to a food bank. It consists of acquiring containers (e.g., barrels, boxes) to place at a site, and encouraging members

or affiliates of the host group to donate non-perishable food items during a certain time period. The food items are then transported to a food bank or another food distribution facility to later be supplied to families and individuals in need. Various web pages dedicated to guiding food drive hosts (e.g., Catholic Charities of the Diocese of Arlington, 2006; Food Bank Council of Michigan, 2004; Second Harvest Food Bank of Metrolina, 2010; and Share Our Strength, no date) give the following recommendations for facilitating a drive:

- create a food drive team

- set a date/timeline for the food drive

- notify the local food bank about the efforts

- select a collection site for the drive

- obtain a list of most needed food items from the food bank

- publicize the food drive at least 2 weeks in advance to raise awareness

- make food collection receptacles visible and accessible

- arrange for transportation to the food bank

- deliver the collected food to the food bank

- announce the food drive results to the participating community

- acknowledge the people who donated to the food drive

Further, Second Harvest Food Bank of Metrolina (2010) provides a method for estimating the productivity of a food drive, where raising 1 pound is equivalent to providing one meal to a hungry person.

Though food drives are implemented in a variety of settings, through a variety of organizations, and using a variety of techniques, very little academic research has been

conducted on how to lead, organize, administer, and measure the success of food drives. In fact, a literature search using "food drives," "donate food," "organize food drive," "successful food drive," and "evaluate food drive" as search terms yielded few results for published articles on the topic. This dearth of published research suggests a need for more articles that examine the administration and evaluation of food drives academically. Though not focused on how to conduct a food drive specifically, a few food drive-related articles and their findings will be discussed below.

One study (Chaves & Tsitsos, 2001) used national church congregation data to examine churches' service activities. They found that one third of the congregations participate in service related to food programs, including donating money to community food banks, supplying volunteers for "Meals on Wheels," organizing food drives every Thanksgiving, and operating food pantries or soup kitchens. They also found that 84 percent of all the churches' service activities are conducted in collaboration with other organizations. While this study looked at organizational behavior related to food drives, others examined individual behavior.

A Minnesota study (Verpy, Smith & Reicks, 2003) focused on the characteristics and behaviors of donors to, and clients of, food drives. The researchers found that most of the donors were older, White, and educated; one-third had incomes over $50,000; and most gave food or money at least one time per month through food drives or directly to food shelves. The paper also discussed what motivated donors to give, including knowledge about hungry people in need of food, the desire to help people in their own community, and receiving feedback that their donation efforts were helpful. Additionally, the authors asked respondents about how they decide what food to donate, and found that

those who donated food from their own supplies usually gave food they were unlikely to consume, and those who purchased food to donate usually gave items from a "most needed items" list or purchased what they could afford.

Related to the focus on individuals contributing to the community, another article provides a conceptual framework for understanding citizenry. Westheimer and Kahne (2004) offer a discussion about what it means to be a good citizen and a typology that distinguishes between three kinds of citizens: the personally responsible citizen (who acts responsibly in the community), the participatory citizen (who is an active member of community organizations and/or improvement efforts), and the justice-oriented citizen (who critically assesses social, political, and economic structures to see beyond surface causes). The authors use food drives to illustrate the framework, where the personally responsible citizen contributes to a food drive, the participatory citizen organizes a food drive, and the justice-oriented citizen explores and addresses the root causes of hunger. The discussion of citizenry is important to the service learning approach used to engage students as active members of society (Giles & Eyler, 1994), which served as part of the CCC framework discussed further in the next section.

Purpose of the Capstone Project

The purpose of the capstone project was to create a city-wide collaboration between colleges to host campus food drives for ACFB hunger relief efforts. Using a collaboration theory perspective, it was believed that a complex problem like hunger or food insecurity could be addressed more effectively by collective efforts of individuals, academic institutions, non-profit organizations and others to make an impact. Principles

of collaboration, including building inter-personal connections with people and viewing collaboration as imperative (Gajda, 2004), were employed throughout the project.

The project was also created to provide college student leaders with a service and leadership opportunity that would benefit their city. The service-learning approach was considered during the formative stages of CCC. Though not fully coordinated through a service learning approach, a few tenets of the framework applied to the work of CCC participants: it was positive, meaningful, and real; it involved cooperative skills promoting teamwork; it addressed a complex problem (hunger) in a complex setting (college campus, and city-wide); and it encouraged problem solving and required participants to gain knowledge of the specific context of their activity (Eyler & Giles, 1999).

With foundation from collaboration theory and the service learning perspective, CCC was created to provide an opportunity for college students and the ACFB to work together in the fight against hunger in Atlanta. It was believed that Atlanta students, like other city residents, would have a personal stake in reducing hunger and food insecurity in the city, and that ACFB could utilize the energies and passion of students towards its mission. Participants of CCC were instructed on how to conduct food drives, were given suggestions for using four food drive strategies (see Methods and Procedures for descriptions), and were allowed the flexibility to choose the tools that would best fit their campus culture.

The project was evaluated based on the amount of food that was collected and the participating students' perceptions of their experience with the project. Collection amounts were compared between participating institutions and compared to food drive

collection amounts from the previous year. Student participants' perceptions were collected using an evaluation tool, which will be further described in Methods and Procedures. The following section will outline the steps taken while operating CCC in Spring of 2010.

Chapter III: Methods and Procedures

CCC Project Overview

CCC was proposed to the Atlanta Community Food Bank in Fall of 2009. It was reviewed and approved by Sarah Robertson (Food Procurement, ACFB) and Lindy Wood (Hunger 101, ACFB) for implementation in Spring of 2010. A copy of the original proposal is included as Appendix A. CCC was coordinated by Jessica L. Ekhomu under the supervision of Mrs. Robertson and James Johnson (Food Procurement, ACFB). A workplan and a logic model were developed for the operation of the project.

The workplan (Appendix B) was developed to organize each task associated with the project, from the first step (proposing the capstone project) to the last (defending the capstone project). The workplan listed 19 activities to be conducted to complete the project, and included corresponding target dates for the completion of each activity. The 19 activities consisted of items like contacting and inviting institutions to participate in the project, conducting a planning meeting with participating student leaders, and obtaining data on the collection amounts. The workplan was developed using the project coordinator's goals of CCC, prior experience setting up food drives, prior experience working with college students, and capstone guidelines provided by Georgia State University's Institute of Public Health. The workplan was important for organizing and monitoring the status of each step of the project, and illustrating the progress being made over time.

The program logic model (Appendix C) was created to illustrate the various considerations for conducting CCC. A program logic model is a systematic and visual

way to present the relationships between the resources available to operate a program, activities that are planned, and changes and results that are desired (W.K. Kellogg Foundation, 2004). Logic models illustrate the inputs, activities, outputs, short term outcomes, and long term impact associated with a program (W.K. Kellogg Foundation, 2004), and such tools are commonly used in health program planning and implementation. The CCC logic model was created based on the coordinator's prior experience setting up ACFB food drives, and the goals of the project as set out in the proposal. It included the five basic components of a logic model (discussed above), as well as assumptions and external factors associated with operating the project. The tool was important for organizing and implementing CCC, and guiding the evaluation of the project based on the intended outcomes and impact objectives.

Food Drive Strategies and Tools

Creative food drive ideas were gathered from various food drive websites[1] and reviewed for inclusion in the "How to Have the Best Food Drive EVER" guide, which is discussed further in the following section. After more than 35 food drive ideas were examined, they were subsequently organized into four main strategies for soliciting food drive donations:

- Evoking participants' sympathy towards the need for food for unfortunate populations (e.g., Hunger Fast)

- Inciting participants' competitive drives through creating donation contests or setting goals (e.g., Thermometer)

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[1] The food drive ideas that were reviewed came from Community Food Bank, Arizona (2009); Do Something website; American Public Health Association (2003); Foodgatherers (2010); and Manna Outreach, Inc (2006).

- Establishing a system whereby food donations are exchanged for a desirable service or commodity (e.g., Raffle Tickets)

- Inspiring participants' passion for community building and interaction (e.g., Neighborhood Canvass)

Based on these four food drive strategies, CCC participants were provided at least 13 suggestions of food drive tools (see Notes section for detailed description) that they could use towards their efforts. This exchange of information occurred during an in-person meeting, described further in the following section.

Steps to Coordinating CCC

Nine steps were followed to complete the project. Table 1 provides each step's activities, summarizing the activities performed during Spring 2010 and serving as a roadmap for conducting the project in the future. An explanation of how each step was performed is included in the text following the table.

Table 1. Nine Steps Taken to Conduct CCC during Spring 2010

Steps	Activities
1	Compiled list of potential college participants
2	Identified a college staff person responsible for community service
3	Contacted the college staff person and informed them of the CCC project and obtained a response about their college's commitment to participate and the student leader(s) who would organize the food drive on campus
4	Set up a 30-45 minute meeting with the student leader(s)
5	Facilitated the 30-45 minute meeting with the student leaders(s)
6	Placed food drive order with ACFB
7	Followed up with students as they were preparing for their drive
8	Followed up with students at the close of their food drive to provide their collection numbers

9	Followed up with students at close of the project to send food drive guide and evaluation

For *step one*, various websites that listed academic institutions in Atlanta were used to compile the participants list, which is included as Appendix D. All colleges with an Atlanta address, excluding online-only colleges, were included in the initial list. There were 25 colleges on the initial list; Kennesaw State University was later added to the list, thus creating a list of 26 total colleges and universities as potential participants. For *step two* phone calls were made and websites were browsed to identify which staff person worked with community service on the campus. A few campuses had a community service office with staff dedicated to service projects, while most had a student services, student life, or career services office where community service fell under a staff member's general duties.

For *step three*, once contact was made with a staff person, the project was explained to them and their college was invited to host a week long food drive during the Spring 2010 academic semester. If they expressed initial interest in the project, they were emailed an information sheet. The information sheet is included as Appendix E. To participate, the staff person was asked to provide the name and email address for 1-3 students who would be interested in leading the food drive effort on their campus. For *step four*, details about a meeting time, date, and location were discussed with the students through email. Meetings were scheduled at the convenience of the students, and students were met on their campuses to prevent transportation problems or other barriers to meeting. For *step five*, the 30-45 minute meeting was held on the student's campus. The meeting agenda included a description of the role of the ACFB, an explanation of

where the CCC project originated, discussion about the materials needed for their food drive, discussion about promotional tools for their campus, and an invitation to a May 1st gathering for CCC participants. (The May 1st gathering was later cancelled due to time constraints of the capstone project.) All of the meeting information was recorded on the Meeting Summary document, which is included as Appendix F.

For *step six*, the information from the Meeting Summary document was used to place an order for the delivery and pick up of barrels, bags, and posters for each campus's food drive. The information was sent to the Product Procurement Coordinator for the ACFB (James Johnson) via email. For *step seven*, students were contacted via email or phone to be asked about the progress of their food drive promotion and set up, and to discuss any last minute questions. For *step eight*, students were contacted via email or phone and informed about their collection amounts. This occurred for some, but not all, students, because the collection amounts were not immediately available for everyone. Others were provided their collection amounts in step nine. For *step nine*, students were informed of their collection amounts and were emailed an evaluation survey to complete. The evaluation asked about their experience with CCC and asked what food drive tools were used and most effective. The evaluation tool is included as Appendix G. A summary of their responses is included in Table 3 of this report. Once the completed evaluations were returned, and the final collection numbers were assembled, the participants were emailed the collection amounts for all the participants. The summary of results is provided in Table 2 of this report. The email also included a "How to Have the Best Food Drive EVER" guide, which is included as Appendix H and explained further below.

The "How to Have the <u>Best</u> Food Drive EVER" guide was developed during the course of the capstone project and the associated ACFB practicum completed by Jessica L. Ekhomu. While assisting ACFB's Mr. Johnson with food drive activities, he expressed to Ms. Ekhomu the need for a guide to help aide volunteers who sign up to host food drives. He wanted some form of handout that could provide volunteers with relevant information about "how to have the best food drive ever," such as naming the food drive or holding contests to increase donations. Following this discussion, while assisting ACFB's Lindy Wood with Hunger 101 activities, Mrs. Wood expressed to Ms. Ekhomu the need for a method to educate food drive volunteers about the importance and impact of their efforts. Mrs. Wood lamented that most people host food drives without knowing where their donations are going, who their donations are feeding, and how much impact their donations have. She wanted a way to relay the educational information to those who decided to host food drives.

After reflecting on both conversations, and after having experienced food drives through the capstone project and the practicum, Ms. Ekhomu proceeded to develop a guide that would provide information, advice, and specific instructions for those who plan to host an ACFB food drive. The creation, "How to Have the <u>Best</u> Food Drive EVER," is a guide in the form of a three-paneled brochure, and is included as Appendix H. The guide provides pointers for how to plan, prepare, and promote a food drive, as well as information on the impact of the donations, the work of the ACFB, and 30 creative food drive tools. The guide was developed and delivered to Mr. Johnson, Mrs. Wood, and the capstone committee for review and approval. It was well received by the ACFB; in fact, on the day of receipt, Mr. Johnson applauded the guide, and said that he

planned to begin using it the very same day. The guide was later disseminated to CCC participants via email to be used for future reference.

CCC Objectives

Two objectives were set for CCC: number of participating institutions and amount of food collected. The first objective was 50 percent participation among the 26 schools identified as potential food drive sites. The 50 percent target was based on the project coordinator's desire for at least half of the city's colleges to participate. This information was gathered using the final results of the list of participants.

The second objective was to collect the equivalent of 3 percent of the food drive donation amounts received by ACFB during February, March, and April of 2009—which corresponds with the February, March, and April 2010 operation of CCC. Specifically, from February to April of 2009, 101,812 lbs of food were donated through ACFB food drives (5472 lbs in February, 79,543 lbs in March, and 16,797 lbs in April). Based on the total food drive donations of these three months (i.e., 101,812 lbs), CCC's goal was to collect 3054 lbs of food (or 3 percent x 101,812 lbs) from February to April of 2010. After each CCC donation was received and weighed at the ACFB, the 2010 CCC collection amounts were provided via email by Mr. Johnson. The 3 percent target was arbitrary, and selected as an attainable goal that could still contribute towards the overall ACFB food drive collections.

Two additional objectives were set for CCC that addressed awareness of and participation in hunger and food insecurity relief. The first additional objective was to

increase awareness of hunger, food insecurity, and poverty in Atlanta for 50 percent of the participating student leaders. As part of the project, students were to be made aware that hunger was a serious issue in Atlanta and agencies like the ACFB play a role in reducing the problem. The 50 percent target was based on the project coordinator's desire for at least half of the participating student leaders to become more aware of hunger and the ACFB's role in reducing it.

The second additional objective was to increase the likelihood of participating with ACFB activities (i.e., food drives or other activities) in the future for 50 percent of the participating student leaders. The 50 percent target was based on the project coordinator's desire for at least half of the participating student leaders to want to engage with ACFB again in the future, as a result of their participation in CCC. Data to evaluate the two additional objectives were collected using the evaluation tool described below.

An evaluation tool was developed to measure the two additional objectives stated above. The tool also was designed to collect information that would be useful for determining whether the project should be conducted again in the future, and to identify changes that would improve the project. The questions were developed specifically for evaluation of CCC. Employing the evaluation tool was the most appropriate method for evaluating the project because its survey form made data accessible, solicited the data needed, and was feasible, given the time and resource constraints of the project.

The evaluation tool included items asking the CCC student participants to indicate their level of agreement with six statements including, "If given the opportunity, I would participate in CCC again next year as part of my college" and "I want to engage more in

ACFB's work to fight against hunger and poverty." Response options included totally agree (5), somewhat agree (4), neither agree nor disagree (3), somewhat disagree (2), and totally disagree (1). The seventh item asked participants, "How much do you feel your college contributed to ACFB's goals through CCC?" The response scale ranged from greatest possible contribution (10) to no contribution (1), and respondents were asked to provide the number (from 1 to 10) that best indicated what they perceived to be their college's contribution to ACFB's goals through CCC. The final section of the tool asked open-ended questions about what worked, what were some challenges, what changes should be made to the project, and which food drive strategies were used and most effective.

The evaluation tool was distributed via email to all 19 student leaders that hosted CCC food drives in Spring 2010. The 19 students were recommended by college staff members as food drive hosts, and thus were considered a convenience sample from the student population of that institution. Because all 19 student leaders participated in CCC, each student was asked about his/her experience with the project. The evaluation tool is included as Appendix G and the results of the evaluation tool responses is provided in Table 3.

Chapter IV: Results

Twelve institutions participated in CCC and collection numbers were obtained from ACFB for each institution's food drive. A total of 2088 lbs of food were collected through the project. Seven out of 19 evaluations tools were completed and returned. The following table (Table 2) lists the CCC participants, and the corresponding collection amounts for each institution:

Table 2. CCC Participants and Food Drive Collections

Institution	Food Drive Dates	Approximate Student Population	Pounds of Food Collected (lbs)	Pounds of Food per Student (lbs/student)
Atlanta Metropolitan College	Apr 12 to Apr 16, 2010	1700[2]	Unavailable[3]	Unavailable[2]
Atlanta School of Massage	Mar 22 to Mar 26, 2010	300[1]	226	0.7533
Brown College of Court Reporting	Mar 15 to Mar 19, 2010	200[1]	179	0.8950
Emory University	Mar 22 to Mar 26, 2010	12,950[4]	193	0.0149
Georgia Institute of Technology	Apr 5 to Apr 9, 2010	19,500[3]	Unavailable[2]	Unavailable[2]
Georgia State University	Apr 19 to Apr 23, 2010	30,000[3]	274	0.0091
Herzing University, Atlanta	Mar 8 to Mar 12, 2010	300[1]	148	0.4933
Interdenominational Theological Center	Apr 12 to Apr 16, 2010	450[1]	Unavailable[2]	Unavailable[2]
Kennesaw State University	Unavailable[2]	19,850[1]	345	0.0174
Morehouse College	Feb 17 to Feb 24, 2010	2,950[1]	1[5]	0.0003
Oglethorpe University	Mar 29 to Apr 2, 2010	1000[3]	525	0.5250
Troy University	Mar 15 to Mar 19, 2010	750[6]	197	0.2627

[2] Figure obtained from www.stateuniversity.com
[3] Unavailable indicates that the food drive data were delayed, and not available at the time of this writing
[4] Figure obtained from the college/university's website
[5] This institution also collected $20 in monetary donations during the food drive
[6] Estimate unavailable through official website; figure obtained through personal communication with a staff person from admissions

The participating institutions ranged in size from 130 students to 30,000 students. The median student population was 1,850. Fifty percent (n=6) of the participating colleges had student populations of 1000 or less; 33 percent (n=4) had student populations above 10,000. At the writing of this report, collection numbers for three of the participating institutions were missing; ACFB's lack of transportation and absent staff prevented donations from being collected in time. Using the collection amounts available, the donations ranged from 1 lb to 525 lbs. The median collection amount was 197, with a mean collection amount of 232 lbs. Using the data available, the pounds-to-student ratios ranged from .0003 lbs collected per student to .8950 lbs collected per student. The median ratio was .2627 lbs per student, with a mean ratio of .3301 lbs per student.

Twelve institutions participated in CCC, which is one unit less than the objective of 13 participating institutions. With the 12 institutions' contributions, 2088 pounds of food were collected. This amount fell short of the objective of 3054 lbs of food by 966 lbs, or 31.6 percent. The evaluation tool was distributed to 19 participating student leaders; 7 of them completed and returned the evaluation, providing a response rate of about 36.8 percent. The summary of responses is included in Table 3. Among the respondents, 4 agreed or strongly agreed that they were more aware of the hunger, food insecurity, and poverty in Atlanta as a result of participating in CCC. Moreover, 5 agreed or strongly agreed that they were more likely to participate in ACFB activities, including food drives, in the future, as a result of their participation in CCC.

Of the 7 respondents, 6 enjoyed participating in the project; 4 said they would participate in the project again next year, if given the opportunity; and all 7 believed that their college should participate in the project again next year. Only 1 of the 7 respondents

believed his/her college responded well to the food drive efforts; moreover, only 2 of the

7 respondents perceived their college's contribution to be over 5 on a 1-10 point scale.

Table 3. Summary of CCC Evaluation Results

Statements[7]	Number of Respondents that Agreed/Strongly Agreed	Number of Respondents that Disagreed/Strongly Disagreed	Number of Respondents that Neither Agreed nor Disagreed
Enjoyed participating in CCC	6	0	1
Would participate again as part of college	4	1	2
More aware of hunger, food insecurity, and poverty in Atlanta	4	0	3
Believes college should participate annually	7	0	0
Wants to engage more with ACFB	5	1	1
Believes college responded well to food drive efforts	1	2	4

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[7] Respondents were also asked to indicate how much they felt their college contributed to ACFB's goals through CCC, with 1=no contribution and 10=greatest possible contribution from their college. Two respondents (from Georgia State and ITC) ranked their perceived contributions as 3; three respondents (from Brown College, Georgia Tech, and Oglethorpe) ranked their perceived contributions as 4; one respondent (from Herzing) ranked their perceived contribution as a 6; and one respondent (from Georgia Tech) ranked their perceived contribution as an 8.

Chapter V: Discussion and Conclusion

The short term objectives of the project included hosting 13 food drives during the Spring 2010 academic semester and raising 3054 pounds of food through food drives. CCC achieved 92.3 percent of objective one (12 out of 13 participating institutions) and 68.4 percent of objective two (2088 lbs out of 3054 lbs of food collected). The capability to meet these objectives depended on the project coordinator's ability to recruit enough institutions to participate (objective one) and the participating students' abilities to plan, prepare, and promote their food drives in a way that encouraged the greatest volume of donations (objective two). Objectives three and four (increased awareness among 50 percent of participants and increased likelihood of engaging with ACFB among 50 percent of participants, respectively) could not be assessed because only 7 out of the 19 participants completed and returned the evaluation tool that was designed to capture this information. Nevertheless, 4 out of 7 (57.1 percent) of the respondents agreed that they had increased awareness of hunger, food insecurity, and poverty as a result of CCC. Also, 5 out of 7 (71.4 percent) of the respondents agreed that they wanted to engage more with ACFB in the future. Moreover, 4 out of 7 (57.1 percent) of the respondents agreed that they would participate in CCC again as part of their college.

Using data collected from the evaluation tool, respondents shared some things that went well with their food drives, including enthusiastic responses from fellow college students, ACFB's openness to ideas and eagerness for their participation, and interdepartmental efforts to promote the food drive. Among the challenges faced, respondents cited apathy, general ACFB communication failures, busy campuses, and

lack of graduate student participation. When asked what changes should be made for next year, respondents suggested more accurate and efficient scheduling and communication, and assistance with flyers.

Many of the colleges used a variety of food drive tools to promote their efforts, including posting ACFB posters, distributing ACFB bags for collections, and using a variety of online and print resources to inform their college communities about the food drive. At the initial meeting with the student leaders (*step 5*), at least 13 different food drive tools were explained and encouraged for use; those tools are found at the bottom of the Meeting Summary document (Appendix F). Additional explanation of the 13 tools is provided in the Notes section at the end of this report.[1] During the meeting, student leaders were asked to identify what tools they could envision being used on their campus, and what additional tools they might use that were not on the list. The discussion of tools was included to help students generate ideas for how to promote their food drives.

The evaluation results indicate that students reduced the number of food drive tools they initially expressed interest in using during the meeting. It is presumed that the only tool used by every institution was likely the ACFB posters because each institution requested and received them. Because of the low response to the evaluation tool, it was difficult to determine what other tools may have been commonly used across campuses. Based on the 7 completed evaluations that were received, some used flyers, while others used competitions, assistance from campus organizations, or listserv. When asked which food drive tools they believed to be most helpful, one respondent said that collecting money worked best; one respondent said that sending out e-mailed flyers helped; one respondent said creating incentives for organizations to compete against each other

helped; and one respondent admitted that when their other tactics failed, they resorted to "begging" for donations, which worked. One of the respondents indicated that none of their strategies were effective, while two respondents did not indicate any tools as most effective.

While the primary CCC objectives were to have 13 participating institutions, 3054 lbs of food raised, 50 percent of participants with increased awareness, and 50 percent of participants with increased desire to engage with ACFB, it was also desired that each participating institution host a food drive that could be labeled as "successful." For the current project, success was conceptualized in two ways: having a high contribution to the overall volume of food donated through CCC or having a high pounds-to-student ratio. The concepts are different, but either can be used to describe a successful food drive depending on the context of the discussion. Both concepts are explained in the following paragraphs.

A high contribution—the first concept—simply refers to the number of pounds raised. To determine which CCC participant made the highest contribution, one would identify which institution collected and donated the most pounds of food. Among the 2010 CCC participants, Oglethorpe University collected and donated the most pounds (525 lbs) to ACFB. Using this measure of success—highest contribution—Oglethorpe University's food drive would be considered most successful.

A high pounds-to-student ratio—the second concept—refers to the number of pounds of food that were raised, while accounting for the size of the institution's student population. To determine which CCC participant had the highest ratio of pounds-to-student, one would divide "pounds of food collected" by "student population" (these

ratios are provided in Table 2). Among the 2010 CCC participating institutions, Brown College of Court Reporting had the highest pounds-to-student ratio (.8950 lbs/student). Using this measure of success—highest pounds-to-student ratio—Brown College's food drive would be considered most successful.

The previous paragraphs compared CCC participant institutions to one another using two different concepts of success. To determine whether the CCC participant institutions had successful food drives compared to previous ACFB food drives, additional calculations were performed. To answer this question, ACFB food drive collection data for 2009 were used. ACFB 2010 food drive collection data were not available at the time of this writing, but would have been preferred for this comparison.

First, the donation totals for all 75 ACFB food drives hosted during February, March, and April 2009 were put in numerical order and the median donation amount was found: 248 lbs. (The mean was not used because there were a few large outliers that drastically affected the means for each month, which distorted the overall picture of what was considered a "normal" food drive collection amount.) This median of 248 lbs was used as a reference point for determining whether CCC participants' food drives were successful compared to the previous year's 75 ACFB food drives. If the CCC participant's food drive collection amount exceeded the reference point of 248 lbs, the drive was considered successful. Using this method, three CCC participating institutions had "successful" food drives: Georgia State University (274 lbs), Kennesaw State University (345 lbs), and Oglethorpe University (525 lbs).

Based on the experiences of the 2010 trial of CCC, and in hopes of addressing the educational and food procurement needs identified by ACFB staff, a guide was created to

assist future food drive hosts. The "How to Have the Best Food Drive EVER" document, which is the deliverable for the capstone project, was created and disseminated to the CCC participants at the close of the project to assist in any future food drive endeavors. The document not only provides creative food drive strategies, but highlights the role and function of the ACFB; the ACFB's impact on hunger in Atlanta; and the picture of hunger, poverty, and food insecurity in Atlanta. This document (Appendix H) also contributes towards the objective of increasing the students' likelihood of participating with the ACFB in the future by inviting participants to host future food drives, and by highlighting other opportunities to engage in ACFB activities.

Before ACFB decides to use it permanently, the "How to Have the Best Food Drive EVER" guide should be evaluated for its readability, utilization, and impact. First, the text should be evaluated to ensure that it is written at a reading level appropriate for consumption among persons of different age groups and education levels. Second, ACFB food drive hosts with access to the guide should be surveyed about whether they actually used the guide's information towards their efforts. Some hosts may receive, but not read, the guide, so it is important to determine how many actually utilize the recommendations set forth in the guide. Third, and related to assessing utilization, the impact of the guide on food drive efforts should be assessed. Users of the guide should be asked whether, and to what extent, the guide improved their food drive operations (i.e., using the helpful information in the planning and preparing sections to support a smooth process) and/or their food drive collections (i.e., using the helpful information in the promoting and creative food drive ideas sections to encourage more food donations). The readability, utilization, and impact of the "How to Have the Best Food Drive EVER" guide can be

assessed by the ACFB using Microsoft Word or another common test (for readability), a short survey asking whether ACFB food drive hosts accessed and/or used the guide (for utilization), and a more in-depth questionnaire or focus group asking ACFB food drive hosts about how the guide impacted their processes and collection amounts (for impact).

Despite its accomplishments, the project was not without its challenges, as identified through personal observations of the project coordinator. Early challenges included inefficient communication with institutions. Several institutions had to be called multiple times, and followed up with over the course of 3 months, and many still did not result in food drives. Many institutions' staff members had competing obligations that did not allow them to focus on soliciting students to help with the food drive. In the future, operating CCC requires much more time on the front end for establishing and solidifying the best contact person at the college/university.

Other challenges occurred during the food drive set up phase; for five colleges, their food drive materials were not received on the agreed upon date due to breakdowns of communication between the coordinator and the ACFB (for two institutions), and ACFB and the contracted delivery persons (for three institutions). Future efforts should have in place a seamless and predictable system for inputting and confirming receipt of food drive orders. Another challenge during the set up was failed communication with the institutions. For one institution, the delivery truck arrived with 18 barrels, and waited for 30 minutes outside of the school while trying to deliver the barrels. Because the delivery people were unable to reach the student contact person via phone, and because the delivery people were unable to leave the barrels unwatched at the institution, they were forced to return to ACFB to unload the barrels, and had to readjust their remaining

delivery schedule to reflect the botched delivery. As a consequence, Ms. Ekhomu and Mr. Johnson had to personally arrange and fulfill a second delivery. In the future, ACFB should implement a more precise procedure for the delivery of food drive materials, and delivery persons should prepare to contact a second student representative if needed.

There were also challenges at the end of the process for some institutions. Some institutions' barrels were not retrieved by delivery persons on time. In such instances, the project coordinator had to arrange for a special pick up, conducted by Mr. Johnson. Further, two institutions misplaced their barrels, and special arrangements had to be made to pick up the misplaced barrels once they were located.

Two institutions were already conducting food drives that were planned before they were added to the list of CCC participants. One of those late-coming institutions began planning its food drive before being made aware of the CCC project. Unbeknownst to the CCC coordinator, she contacted a staff person of the institution, requesting that a student leader be identified to help organize a CCC food drive. The staff member had trouble finding a student to lead the effort; a few days after the project coordinator's final attempt to contact the institution's staff person, Mr. Johnson contacted Ms. Ekhomu to inform her of the other food drive effort that was already underway through another department. A preparation meeting was not held, and students were not involved as hosts at the institution; only 1 lb of food and a $20 donation were collected. CCC was introduced to the institution's food drive host at the end of the institution's drive, and therefore there were no efforts to reorganize and retain the food drive on the campus. The institution's efforts were considered part of CCC because it was an Atlanta college,

because it was initially invited (and accepted the invitation) to participate, and because it hosted its food drive during the CCC time frame.

The second late-coming institution completed its food drive in March 2010, and was subsequently added to the list of participants. They were not originally contacted as potential participants because they did not have an Atlanta address. At the request of Mr. Johnson, their donations were included towards the final CCC collection figures, and the institution was then added as a CCC participant. After their food drive, their student leaders participated in an educational workshop at the ACFB where Ms. Ekhomu helped to conduct Hunger 101 activities, and informed them of CCC. A student leader from the institution agreed to have their college listed as a CCC participant because their food drive was held during the CCC time frame. The institution's participation increased the potential participant institutions number from 25 to 26 colleges, increased the number of participating institutions from 11 to 12, and increased the total CCC donation from to 1743 to 2088 lbs.

Overall, the CCC project operated with slight variations to the originally proposed timing of activities. For example, it was intended for the food drives to begin in February 2010, but because institutions were taking longer than expected to respond to the invitation to participate, food drives did not begin occurring until late March 2010. Also, it was the intention of the coordinator to contact each institution's student representative(s) one week before and one week after their food drives to answer final questions and follow up with their results; this schedule was adjusted to where contact was still made, but not within a one week period. Finally, the May 1 debriefing gathering was cancelled due to limited time and resources.

In conclusion, the CCC project was an effort to begin building stronger networks among local college communities and the ACFB. College students were engaged in the fight to reduce hunger and poverty in Atlanta by contributing 2088 lbs of food to be distributed to those in need. Moreover, college students were made aware of the role and function of ACFB, and several indicated a desire to participate with the agency in the future. Finally, a trial of a project was conducted, and many lessons were learned to improve the collaborative effort in the future.

Looking at the broader picture, the CCC project was useful in the discipline of public health because it contributed to three of the 10 essential public health services (available at American Public Health Association website, 2010). Specifically, CCC helped inform, educate, and empower Atlanta college students about hunger; mobilized community partnerships between colleges and universities, ACFB, and other community members to address hunger; and developed a plan to support community health efforts by encouraging collaboration to host food drives across college campuses each year. Moreover, over 2000 lbs of food were donated to ACFB to be distributed to individuals and families who face poor health outcomes due to hunger.

While the 2010 CCC collection numbers did not meet the stated objectives, experiences from this year's trials and errors have created a blueprint for how to approach the project next year. James Johnson of the ACFB has already expressed interest in conducting the project again, tweaking some aspects to allow for a smoother delivery the second time around. This report and the "How to Have the Best Food Drive EVER" guide will assist another individual who wishes to assume leadership over the effort. In subsequent years, the effort could grow to help build strong relationships between key

stakeholders in the community, fostering collaborations between students and non-profit workers to improve the social conditions of Atlanta. Recommendations for implementing CCC in the future are provided below:

- College institutions should be contacted and invited to participate during the previous Fall academic semester; this would allow time for adequate planning and scheduling that does not conflict with other events at the institution.

- Participating students should be provided the "How to Have the Best Food Drive EVER" guide, and directed to some of its most important pieces of advice, like setting and making clear the dates of the food drive.

- Participating students should be advised to make their college community aware of the hosting, sponsoring and/or endorsing groups associated with the food drive.

- A more precise and reliable method of delivering food drive materials should be considered. This, however, is not controlled by the Product Procurement component of the ACFB, and therefore might be difficult to adjust. Perhaps institutions should consider using their own receptacles, instead of relying on the ACFB to provide them.

- Institutions should be made aware of the transportation limitations of the ACFB, and encouraged to personally pick up and/or drop off food drive materials to eliminate miscommunications with ACFB delivery persons.

- A gathering should be held prior to kicking-off the food drive project; such a gathering could motivate students with ideas for how to approach their food drive, and could encourage friendly competition between the students to raise the most food possible.

Notes

1. Ten 24x36 inch ACFB posters were provided to participants to be displayed around campus; three electronic flyers were provided to participants to be distributed through campus as e-flyers or printed as paper flyers; campus events was explained as an arrangement where admission to events would be reduced for attendees that donated food; dorms and student housing was explained as an arrangement with the housing facilities to distribute ACFB collection bags to student residents to collect donations in the dorms; neighboring communities was explained as an arrangement with nearby apartment complexes, condos, or businesses where the college students were able to solicit donations from tenants/employees; neighboring businesses was explained as soliciting food donations, or monetary donations to purchase food, from nearby businesses; student media was explained as soliciting student newspapers, newsletters, radio stations, and television channels to advertise the food drive to the student body; faculty and administration was explained as finding unique ways to engage faculty members and administrators in the collection efforts, including contests or endorsements; student organizations was explained as soliciting different student groups to carry out their community service or engage their general interest by helping to conduct the food drive; athletics and music was explained as establishing an agreement with either department to partner an athletic or music event with food collection efforts; online was explained as using online social media (e.g., Facebook groups) and school websites to promote the food drive to online users; the college-wide email blast was explained as arranging with the postmaster to distribute an email or e-flyer to the entire college campus informing students of the food drive efforts; Greek Life and SGA was explained as soliciting support from official, and often visible, campus groups to help promote and/or operate the food drive.

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Appendix A

Original Proposal

Atlanta Community Food Bank Collaboration with Atlanta Colleges and Universities:
Initiative Proposal

Purpose: to help the Atlanta Community Food Bank (ACFB) prevent hunger and food insecurity with the aid of local Atlanta colleges and universities.

Objectives: to build a network that will allow local Atlanta colleges and universities to collaborate with ACFB and to work with the college students to develop a 10-day campus-wide food drive at their various institutions. Each food drive will be organized and administered by the institution's students, and food collected will be donated to the ACFB. All Atlanta-based colleges/universities will be invited to participate, and those that accept the invitation will work towards a successful collaborative effort.

Rationale: The ACFB is a national model organization because of the contribution it makes to fight poverty and hunger in Atlanta. There are 28 colleges and universities in Atlanta—public, private, community, and technical—that educate thousands of students who are stakeholders in the city's efforts to improve residents' quality of life by working to reduce hunger and poverty. Many of these students also share a commitment to civil service, and have time and energies to commit to service projects locally. This collaboration effort would involve each of the 28 institutions that accept the invitation to host 1 food drive on their campus during the 2010 calendar year. Food drives will be staggered throughout the year, with a few being held simultaneously, to ensure that steady donations are being collected for the ACFB year-round.

My Role and the Proposed Process:
1. Obtain ACFB's approval to pursue the initiative
2. Establish contact with each of the 28 colleges/universities through 1 of 3 avenues:
    a. Community service or civic engagement office
    b. Student Government Association
    c. Public relations or community relations office
3. Formally invite each college/university to participate in the collaborative effort
4. Schedule a planning meeting with the college/university's representative to:
    a. Assign them a food drive slot in the 2010 calendar year
    b. Discuss the recruitment & roles of the student volunteers leading their campus' efforts
    c. Discuss follow up planning meetings with the student volunteers
5. Monitor the preparation of each college/university within the month preceding their food drive
6. Make arrangements to receive the donations when the food drive is complete
7. Correspond with the student volunteers during their food drive
8. Receive the donations and transport them to the ACFB
9. Send "Thank You" letters to all of the involved volunteers, on behalf of the ACFB
10. Communicate to the institutions how many pounds they donated, and how many meals they provided
11. Develop a plan for evaluation of the project
12. Notify local media and local Atlanta leaders on the ongoing collaborative effort and its productivity
13. Develop a plan for sustainability of the project
14. Complete a project report to document the effort, describe "lessons learned," and provide recommendations

Food Bank and College/University Collaboration Proposal 1

Projected Time Frame:
- Steps 1-5 would occur with each of the 28 institutions during August 2009-November 2009
- Steps 6-10 would occur during January 2010-December 2010

Additional Ideas:
- An end-of-the-year inter-campus gathering for all of the volunteers, with possible "most donations" awards given
- Arrange for the collection of school supplies as well as food

Short Term Impact: In the short term, this collaborative effort will help stabilize the food donations received by the ACFB, in light of an economy that has negatively impacted charitable giving. The collaboration will also give college students a fun, yet impactful opportunity to engage in community service through their college/university. The activity will make students aware of hunger and poverty in Atlanta, ACFB's role in minimizing hunger and poverty, and the impact of conducting food drives and related activities to help the city. In addition to the educational impact for the students, the collaboration will build collective community engagement among the different colleges in the area, especially for those that may not participate with each other in any other opportunities throughout the year.

Long Term Impact: If this collaboration is successful in its first year of implementation, it could lead to a second year, or third year, or continual implementation. The initiative could potentially become part of the other signature programs of the ACFB, and could allow other dedicated volunteers to step up to lead the program each successive year. This newly explored source of donations would gradually add to the ACFB's calculated donations each year, hopefully raising the number significantly over the years. The program will also build relations between the academic community and the ACFB, potentially resulting in additional partnerships, donations, collaborative projects, and volunteerism. Overall, the initiative could be an important collaborative component of the great work that the ACFB does to fight hunger and poverty.

Conclusion: I am a Master's student in Public Health at Georgia State University, so issues of hunger and poverty are important to my discipline. If you accept my proposal, I wish to participate in this initiative as my Capstone Project, the final requirement for my MPH degree. I mention this to demonstrate the importance that this project will play in my academic career, as well as to assure you that the project will be managed with great care and consideration.

I thank you for the opportunity to propose this initiative. I am open to any revisions and suggestions that the ACFB staff might identify. Please feel free to contact me with any questions, concerns, or responses regarding the above proposal.

Sincerely,

Jessica L. Ekhomu
Georgia State University
PO Box 4018
Atlanta, GA 30302-4018

Email: crjile@langate.gsu.edu
Phone: (770) 572-9545

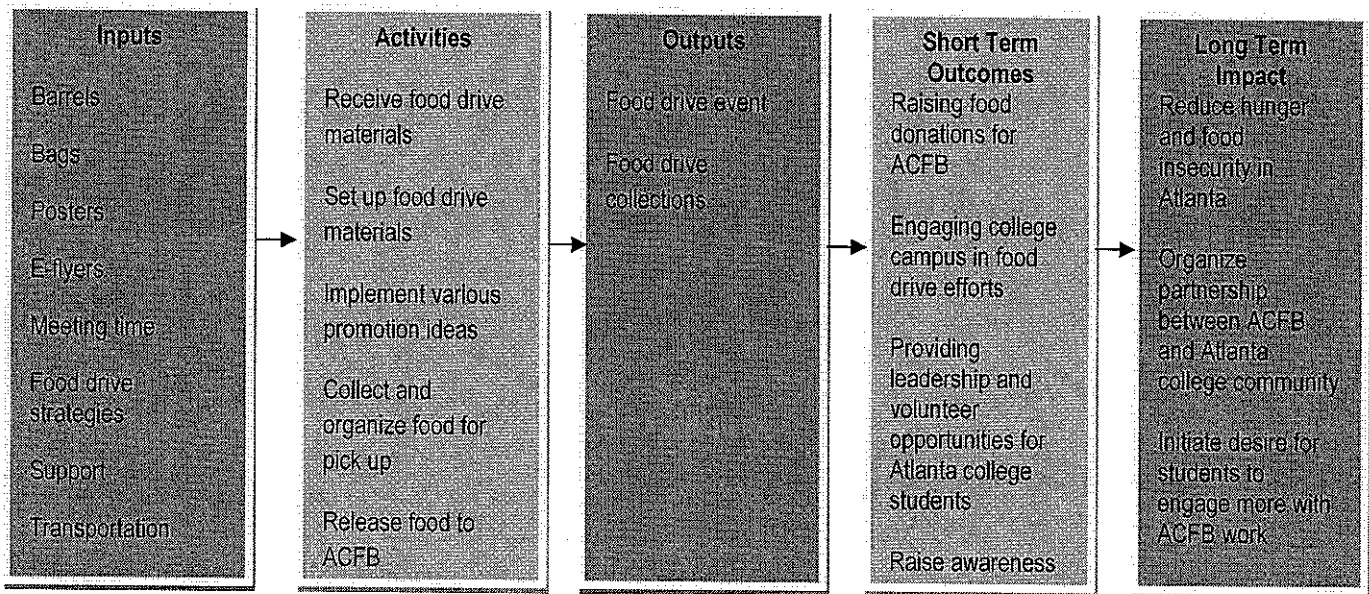Food Bank and College/University Collaboration Proposal 2

Appendix B

Colleges Connect to Collect: The Atlanta Collegiate Food Drive—A Workplan

Task	Target Due Date	Status
Propose project to the ACFB	Fall 2009	Complete
Obtain approval from ACFB to conduct project	Fall 2009	Complete
Meet with capstone chair about goals and structure of project	Fall 2009	Complete
Develop work plan (this table) to conduct project	January 11, 2010	Complete
Develop logic model to guide project	January 11, 2010	Complete
Compile a list of colleges/universities and their contacts to invite to participate in project	January 11, 2010	Complete
Contact and invite each institution on list to participate in project	January 15, 2010	Complete
Create and distribute information sheet to interested institutions	January 15, 2010	Complete
Compile a list of participating institutions and their student representative(s)	January 31, 2010	Complete
Create materials for planning meeting with student representative(s)	January 18, 2010	Complete
Conduct planning meeting with the student representative(s) from participating institutions	January 31, 2010	Complete
Order food drive materials to be delivered to each institution	January 31, 2010	Complete
Contact student representative(s) during the week before food drive	On Going	Complete
Contact student representative(s) during the week after food drive	On Going	Complete
Collect data on amount of food collected by each institution	On Going	In Progress
Organize and distribute data to capstone committee, ACFB, and media contact	April 26, 2010	In Progress
Host a lunch to appreciate participants and talk about CCC, hunger/poverty, and ACFB	May 1, 2010	Cancelled
Create report that includes literature on hunger/poverty, description & results of CCC, and recommendations	April 30, 2010	Complete
Present and defend capstone project	May 5, 2010	In Progress

Appendix C

Logic Model

Program: *Colleges Connect to Collect: The Atlanta Collegiate Food Drive* Logic Model
Situation: Capstone Project

Inputs	Activities	Outputs	Short Term Outcomes	Long Term Impact
Barrels	Receive food drive materials	Food drive event	Raising food donations for ACFB	Reduce hunger and food insecurity in Atlanta
Bags	Set up food drive materials	Food drive collections	Engaging college campus in food drive efforts	Organize partnership between ACFB and Atlanta college community
Posters	Implement various promotion ideas		Providing leadership and volunteer opportunities for Atlanta college students	Initiate desire for students to engage more with ACFB work
E-flyers	Collect and organize food for pick up			
Meeting time	Release food to ACFB			
Food drive strategies			Raise awareness	
Support				
Transportation				

Assumptions: students will follow through on their food drive commitment; logistics (e.g., material drop off dates) will be carried out as requested to the ACFB; predictability of setting up a food drive on different campuses; approval from college administrators

External Factors: Availability of ACFB transportation and food drive materials; student leader participation; other volunteering or relief efforts being conducted simultaneously (e.g., Hatian Relief); students' willingness to donate food

Appendix D

List of Potential Participants

American Intercontinental University 6600 Peachtree Dunwoody Rd, 500 Embassy Row Atlanta, GA 30328	Georgia State University 44 Courtland St Atlanta, GA 30302-3973
Argosy University 980 Hammond Drive NE Atlanta, GA 30328-6162	Herzing University, Atlanta 3393 Peachtree Rd, NE Atlanta, GA 30326
Art Institute of Atlanta 6600 Peachtree Dunwoody Rd, NE, 100 Embassy Row Atlanta, GA 30328-1635	Interdenominational Theological Center 700 Martin Luther King Jr Dr Atlanta, GA 30314-4143
Atlanta Metropolitan College 1630 Metropolitan Parkway, SW Atlanta, GA 30310	John Marshall Law School 1422 W. Peachtree St, NW Atlanta, GA 30309-2954
Atlanta School of Massage 2 Dunwoody Park Atlanta, GA 30338	Kennesaw State University 1000 Chastain Rd, MD #5500 Building 55 Kennesaw, GA 30144-5591
Atlanta Technical College 1560 Metropolitan Parkway, SW Atlanta, GA 30310-4446	Morehouse College 830 Westview Dr, Kilgore Center 210 Atlanta, GA 30314-3773
Bauder College, Atlanta 384 Northyards Blvd, #190 Atlanta, GA 30313	Morris Brown College 643 Martin Luther King Jr Dr Atlanta, GA 30314
Beulah Heights Bible College 892 Berne St, SE Atlanta, GA 30316	Oglethorpe University 4484 Peachtree Rd, NE Atlanta, GA 30319
Brown College of Court Reporting and Medical Transcription 1900 Emery St, NW, Suite 200 Atlanta, GA 30318	Salvation Army Evangeline Booth College 1032 Metropolitan Parkway, SW Atlanta, GA 30310
Clark Atlanta University 223 James P. Brawley Atlanta, GA 30314	Sanford Brown Institute 1140 Hammond Dr, Suite A-1150 Atlanta, GA 30328
Brown Mackie College 4370 Peachtree Rd, NE Atlanta, GA 30319	Spelman College 350 Spelman Lane, SW Atlanta, GA 30314-4399
Emory University 605 Ashbury Cir, Suite 340-E Atlanta, GA 30322	Troy University 1117 Perimeter Center West, Suite N101 Atlanta, GA 30338
Georgia Institute of Technology 350 Ferst Dr Atlanta, GA 30332-0285	Westwood College 1100 Spring St, Suite 102 Atlanta, GA 30309

The colleges highlighted with green cells were participants in the 2010 CCC project

Appendix E

Information Sheet

COLLEGES CONNECT TO COLLECT:
The Atlanta Collegiate Food Drive

THE ISSUE

Nearly 15% of Georgians live in poverty. In Fulton County, the number rises to almost 25% — or 1 in 4 people. In 2008, over 9% of Georgia's households were receiving food stamps, over 20% of Georgia's children were living in poverty, nearly 12% of Georgia's senior citizens were living in poverty, and over 12% of Georgia's households did not have access to enough food for an active, healthy life. Hunger and poverty certainly impact our city and state.

OUR ROLE

The Atlanta Community Food Bank (ACFB) receives and distributes nearly 2 million pounds of food and other donated grocery items each month to more than 800 non-profit partner agencies in Metro Atlanta and North Georgia. The food we collect is donated to food pantries, community kitchens, childcare centers, night shelters, senior centers and other agencies to help feed low-income Georgians who suffer from hunger and food insecurity.

Our Need

Though thousands of Georgians are hungry and in need of food assistance year-round, many people tend to limit their food donations to the holiday seasons only. As a result, ACFB has a need for more donations during certain times of the year, particularly in the late Winter and Spring months. "Colleges Connect to Collect: The Atlanta Collegiate Food Drive" (CCC) is a project created to address this need by engaging students to host food drives in these "drier" months.

Colleges Connect to Collect

CCC was created to help ACFB collaborate with local colleges and universities to collect food. ACFB encourages community service and involvement, and looks for exciting ways to engage students to help fight against hunger and poverty. Through CCC, participating institutions commit to conducting a week-long food drive on their campus during the Spring semester. Materials and strategies to host a food drive are provided by the ACFB to aid the students.

TO PARTICIPATE

To become part of the CCC project, please:
(1) Indicate that your institution is interested in participating,
(2) Identify 1-3 students interested in serving as your institution's CCC representative(s), and
(3) Provide contact information for your student representative(s).

AFTER YOUR COMMITMENT...

An ACFB representative will meet with your student representative(s) on your campus, following your commitment to participate. At this meeting, your food drive week will be selected, your free food drive materials (i.e., posters, collection barrels, and collection bags) will be ordered and scheduled for delivery, and strategies for conducting a successful food drive will be discussed. ACFB will be in communication before, during, and immediately after your campus food drive.

If you have any questions or comments, please contact Jessica L. Ekhomu at crijle@langate.gsu.edu

Appendix F

Meeting Summary Document

Colleges Connect to Collect
Summary of Planning Meeting

Meeting Date	Number of Barrels
Institution	Number of Posters
Week Selected	Number of Bags

Delivery of Materials

Contact #1
Phone #1

Contact #2
Phone#2

Address _____

_____

_____

_____

Special Instructions

Food Drive Strategies

☐ ACFB Posters ☐ Faculty and Administration
☐ Flyers ☐ Student Organizations
☐ Campus Events ☐ Athletics and Music
☐ Dorms/Student Housing ☐ Online (e.g., Facebook, Twitter)
☐ Neighboring Communities ☐ College-Wide Email Blast
☐ Neighboring Businesses ☐ Greek Life and SGA
☐ Student Media ☐ Other

Appendix G

Evaluation Tool

Colleges Connect to Collect Evaluation Tool

Please indicate your level of agreement with each statement, where:

1=totally disagree, 2=somewhat disagree, 3=neither disagree or agree, 4=somewhat agree, 5=totally agree

____ I enjoyed participating in CCC
____ If given the opportunity, I would participate in CCC again next year as part of my college
____ I am more aware of hunger, food insecurity, and poverty in Atlanta as a result of this project
____ If ACFB were to make CCC an annual event, I believe our college should participate
____ I want to engage more in ACFB's work to fight against hunger and poverty
____ My college responded well to our food drive efforts

____ On a scale from 1 to 10, with 1=no contribution and 10=greatest possible contribution, how much do you feel your college contributed to ACFB's goals through CCC?

Additional Comments

The ACFB is considering making CCC an annual project for Atlanta colleges in the Spring semester. We need your feedback on your experience with the project to ensure that we make CCC the best possible opportunity for students who choose to engage with the ACFB by hosting food drives. Please provide your feedback below.

What went well with your participation in CCC?
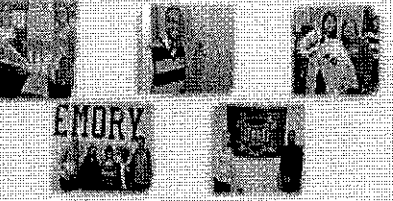
What challenges did you experience with CCC?

What changes should be made for next year's participants?

What food drive strategies did you use, and which did you find to be most effective?

Please contact Jessica L. Ekhomu or James A. Johnson for additional information, or to indicate if you are interested in organizing CCC on behalf of ACFB next year: jekhomu@gmail.com or james.johnson@acfb.org

Appendix H

How to Have the <u>Best</u> Food Drive EVER Guide

The Impact of Your Food Drive

Georgia ranks near the top of the list of states with the highest food insecurity. Over 14% of Georgian households are food insecure—meaning they lack the resources to provide enough food for their household throughout the year.

The food collected from your drive will be taken to the ACFB Product Rescue Center and packed and distributed to community kitchens, churches and other partner agencies that help low-income Georgians who struggle with food insecurity.

1 lb. of food can help provide at least 1 meal, or a $1 donation can help provide at least 2 meals for a person in need.

Atlanta Community Food Bank

ACFB is located in downtown Atlanta, and, through 700 partner agencies, distributes over 2 million lbs of food and other donated items per month to low-income Georgians.

ACFB was founded in 1979 by Director Bill Bolling, and is part of a national network, called Feeding America, that organizes over 200 food banks to collect, warehouse, and distribute food in the US. It now has seven programs focused on reducing hunger, food insecurity, and poverty in Atlanta.

ACFB encourages community members to engage in the fight against hunger through volunteering, donating, or organizing in the community. For opportunities to get involved, including hosting a food drive, visit www.acfb.org to get started!

How to Have the <u>Best</u> Food Drive EVER!!!

The Atlanta Community Food Bank is excited that you want to host a food drive! Included in this quick guide are a few pointers to help ensure you have the food drive results you hope for. Here you can find suggestions on planning, preparing, and promoting your drive, as well as information on the impact of your collections and the work of the ACFB.

Creative Food Drive Ideas!

Creative Food Drive Ideas!	Creative Food Drive Ideas!	Creative Food Drive Ideas!
Partner Up: Ask a local grocery store to set up a food drive at the store; station a group member at the door to promote, and encourage consumers to purchase an extra item to donate	**Food Sculptures:** Host a competition for the best canned food sculpture; display the sculptures, and create recognitions, such as funniest or biggest sculpture	**Involve Management:** Request that executive members or supervisors support the food drive by sending emails, voicemails, or letters encouraging donations
Movie Night: Accept a food donation as admission to a movie night at a group member's home, or at a local movie theatre that agrees to host the event	**School Advertisements:** Spread the word about the food drive through morning announcements, newsletters, emails, or websites at school	**5 lb Party:** Encourage participants to bring 5 lbs of non-perishable food, and give recognition to the person that brings the most food items within the 5 lb limit
Pajama Day: If a certain food drive goal is met, students of the school can wear pajamas to school, and staff members are required to also wear pajamas	**Stamp Out Hunger:** Coordinate the drive with the Stamp Out Hunger campaign run by the US Postal Service & the National Association of Letter Carriers; participants leave food by their mailboxes to be picked up	**$5 Party:** Encourage participants to purchase $5 worth of food, and give recognition to the person that brings the most food items, or fills the largest box with food items
Neighborhood Competition: Have members of a neighborhood compete to see who can canvass the area to collect the most donations in a specified time period (e.g., 2 hours)	**Community Advertisements:** Write a press release about the drive and send it to the local newspaper; request that they help promote the food drive, or photograph the donations	**New Time of Year:** Host a Christmas in July food drive, an Easter food drive, a Back-to-School food drive, or some other food drive theme in a non-November/December month
Theme Day: Create a theme for each day of the week and encourage people to bring donations that fit the day's theme (e.g., Macaroni Monday, Tuna Tuesday, etc)	**Birthday Gifts:** Request food donations, instead of birthday gifts, at a birthday party	**Neighborhood Drive:** Host a food drive in a neighborhood, encouraging community residents to donate

PLANNING your Food Drive

Set a timeframe for your drive, with a clear start and end date. Anywhere from 1-2 weeks is common.

Determine the materials you will need, including containers to collect your donations (e.g., boxes from the office or barrels from the ACFB) and supplies for decoration and promotion.

Find people to help operate the food drive. You may need help setting up/placing the containers, re-arranging food as containers get full, implementing various promotional strategies, or gathering the food for drop off to or pick up by the ACFB.

Set a goal for how much food you intend to raise. Balance reasonableness and ambition to set a goal most appropriate for your group.

PREPARING your Food Drive

Order food drive materials from the ACFB. You can order free ACFB posters, barrels (each holds 300lbs of food), and bags with the 10 most needed food items listed on front (in bundles of 50).

Plan to receive your food drive items from ACFB. The ACFB delivery schedule is unpredictable during the day. On the date of delivery, someone should be available from 9am-4pm to receive the materials.

Place your collection and promotion materials in strategic places to allow visibility and easy access. You may have to request special permissions to set up in some areas.

Prepare for too many or too few donations, and have a plan to help store excess donations, or to help encourage additional last minute donations.

PROMOTING your Food Drive

Name your food drive to make it personal to your group and to make it easier for people to identify the event. It should be creative and memorable.

Use a couple different food drive ideas to help appeal to different segments of your target population, and to maintain excitement and variety.

Follow through on using food drive ideas, even if they are not the ones originally planned. If one idea doesn't work, try a new one to keep the food drive in people's mind—some promotion is better than none.

Make your food drive fun and something that people really want to be part of. You can do this using any number of food drive ideas provided throughout this guide, or other ideas you think would appeal to your audience.

Creative Food Drive Ideas!

Thermometer: To illustrate the goal, create a thermometer or chart (e.g., shaped like a can) to track the progress of the food collected and the overall	**Fundraisers:** Host bake sales, car washes, breakfasts, lunches, concerts, coffee houses or other fundraisers, and give discounts to those who make a donation to the food drive	**Hunger Fast:** Encourage participants to skip one meal and donate the meal money to the food drive
Competitions: Initiate competitions between classrooms, departments, groups, or floors to see who will collect the most donations, and recognize the highest collectors with an honor or award	**Raffle:** Solicit local businesses, the company, or staff members for items that can be raffled off (e.g., movie tickets), and request food or monetary donations as the cost for participation	**Dare:** Set up the food drive to where a certain level of donations collected requires a group member to fulfill a dare (e.g. principal must shave his hair, or coach must get hit in the face with a pie)
Matching Donations: Encourage the company or school to match the cash donations through a financial match program	**Loose Change:** Set up a "loose change" bin in the cafeteria or break room to collect employees' monetary donations toward the food drive	**Hot Chocolate Stand:** Advertise and host a hot chocolate stand, where a can of food can purchase a cup of cocoa; extra donations could buy participants extra marshmallows
House Party: Host a house party at an affiliate's home, and collect admission donations to benefit the food bank	**Penny War:** Place large glass jars in rooms, and have a race to see who can fill up their room's jar with pennies first, with collections going towards the food drive	**Donation Bags:** Provide plastic/paper bags for participants to take home, fill with food, and return to donate; include a most needed items list with the bag or in participants' mailboxes
Envelope Donations: Distribute envelopes to employees, students, congregation members, etc with instructions for making a cash donation to the food bank	**Casual Day:** Allow employees to wear jeans to work for a day if they contribute towards the food drive; "dress down" or "casual day" passes can be sold in exchange for a food donation	**Special Events:** Partner the food drive with a special event, and accept food donations in exchange for discounted admission to the event