

Funding Proposal: Education and Service Event Support

To: Office of Leadership, Student Engagement, and First-Year Experience

From: ENGL 306 Marketing and Logistics Team

Overview

We write to request the Leadership & Student Development's sponsorship of \$75 to support printing costs for a Giving Tuesday Fundraiser that involves student organizations. Our ENGL 306 Professional Writing class is partnering with the Brown County UW-Extension Community Gardens Program (BCCG) to fundraise for the non-profit Friends of the Community Garden (FCG)—an endowment whose goal is to “Grow Better Together” and expand community gardens in the greater Green Bay area. We recognize your department's leadership in engaging with the student body and efforts to support local and national needs, and we seek your help in serving our community.

Background

By partnering with the BCCG, ENGL 306 aims to raise money with the FCG. This organization's mission is to monetarily support the growth and expansion of community gardens in our area. The FCG battles food insecurity and advocates for food justice by providing community gardeners with a sustainable source of garden-fresh food.

With this fundraiser, we are launching an ongoing fundraising effort for the FCG Fund—an endowment designed to protect, support, and grow community gardening in our area. Beginning on November 14th, the ENGL 306 class is hosting a donation station each week of November leading up until its biggest fundraiser on the 28th for Giving Tuesday. The donation station will operate outside the cafeteria every Tuesday starting on November 14th from 11:30am to 1:00pm and from 4:00pm to 6:30pm. The last giving station will be on November 28th, Giving Tuesday.

On November 20th, 11:30am-1:00pm we will be hosting a “Grow-a-Meal” fundraising initiative for faculty and staff. By donating a meal to FCGF, each dollar that is donated “grows” to an estimated \$5 in economic relief for the community. To achieve this, we need help getting the word out to the whole SNC community as well as the outside De Pere community.

There is a wonderful opportunity for students to fulfill requirements while impacting the community in a positive way. During the education event on November 19th, student organizations will receive information on the BCCG, its growing endowment and will receive flyers and infographics to pass out on November 20th. The flyers promote the donation station and upcoming events leading up to Grow-A-Meal and Giving Tuesday. The infographic educates students, orgs and donors on the importance of community gardens, the BCCG, and the FCG.

Budget Request

Several printed materials are needed for the service event. The student orgs will promote the Grow-A-Meal event by passing out flyers and infographics to the SNC community. The poster will showcase the giving station. These items are a large component in promoting our events leading up to Grow-a-Meal. The breakdown of funds requested is as follows:

Flyers: \$20
Infographics: \$20
Giving Station Poster: \$35
Total Request: \$75

Assessment

In order to showcase the effectiveness of this sponsorship, we will be actively keeping track of how much total money was raised as a result of the donation station, the total number of donations, and all the sponsors that have come on board to aid our mission. We already have several sponsors currently supporting us, including Dale's Sports Lounge, Waseda Farms, the Connected Community Consulting Group, the Emmaus Center and the Sturzl Center. We also extend an invitation to the LSE office to join us for our check-signing where we will present our work and what we have raised thus far.

Thank you for your time and consideration for this empowering work and series of events!

