



Project Management Guide (PMG)

Chapter Name: Greensboro

State Name: North Carolina

Project Name: Kidsmas Miracle

Area of Opportunity: Community

Category: Local Community Empowerment Program

Project Manager's Officer: Ty Hillenbrand

Primary Phone: 336-908-0777

Email Address: thillenb@gmail.com

Supervising Chapter Officer: Jessica Cranfill **Primary Phone:** 336-332-3429

Email Address: jessica_cranfill@vfc.com

PURPOSE OF THE GUIDE:

Good advanced planning and record-keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions and updating information as the project progresses. Evaluate the impact of your project and provide recommendations for future Project Managers.

PLANNING

1. **Primary Purpose** *(How does this project align with the Jaycee Mission Statement, which is to provide development opportunities for young people to create positive change?)*

Provide Christmas gifts and joy to children from some of the less fortunate households in Greensboro. Jaycee members will have an opportunity to provide an uplifting holiday experience for the children in our community and prevent an otherwise bleak Christmas.

2. **Project Overview**

- a. **Give a brief description of the proposed project and background information.** *(Who, what, when, where and why?)*

Greensboro Jaycees would work with the Greensboro Salvation army to take children Christmas shopping to provide Christmas gifts for local children in need. Event would take place at a local retailer (Target, Walmart, ToysRUs) in early to mid-December 2017. The Jaycees will coordinate the Volunteers to take children shopping, along with gift wrapping the presents and work with the Greensboro Salvation army to take those wrapped gifts to the corresponding child's family. Event's primary focus is to provide needed clothing/school supplies/ and toys to local children up to age 17.

- b. **How will this project benefit the individual member, the chapter, and the community?**

Individual members will gain a heartwarming experience of bringing joy to children in a time of need. Spreading Christmas cheer to all, especially those in need, is what the holiday is about. The chapter has resources that can be utilized (as proven by Winston-Salem Jaycees) to provide a real impact on the youth of the community. These children of our community are not responsible for their situation and this is our chance to give back and further the Jaycee's positive presence in the community. This will strengthen the Greensboro's Jaycees presence, exposure with the community, and inspire youth to join such a great organization in the future.

- c. **List specific and measurable goals to be accomplished by this project.** *(Example: Involve 25 Jaycees. Recruit 2 new members.)*
 - i. **Goal 1 – Raise \$1,500 to offset the \$3,750 cost of hosting 25 kids at \$150/child.**
 - ii. **Goal 2 – Recruit 40 volunteers to help with shopping, gift wrapping, and sign-in.**
 - iii. **Goal 3 – Obtain a sponsor for food/drinks.**
 - iv. **Goal 4 – Recruit a Santa Claus and a Photographer.**

3. Steps to implementation: *List the specific steps to bring this project to a successful completion, showing the planned dates for each step, and the person or people responsible for each step.*

TASK/ACTIVITY	START DATE	FINISH DATE	% COMPLETE	PERSON(S) RESPONSIBLE	CRITICAL TASK (Y/N)	FOR CRITICAL TASKS:	
						POTENTIAL PROBLEM	POTENTIAL SOLUTION
Final local retailer to host the event	6/19	8/31	50	Ty/Liz	Y	No retailers will let us use their space	Buy toys and run the event at a private location
Contact Salvation Army to secure 25 Kids	6/19	8/31	50	Ty/Liz	Y	Liability issues with releasing the children	Bring waivers, and have chaperones
Set up Transportation for Children	6/19	8/31	50	Latoya	Y	No certified drivers for large vehicles	Use Salvation Army Transportation
Obtain a Breakfast Sponsor	9/1	11/30	100	Latoya	Y	No Sponsor	Purchase small snacks
Organize fundraising Opportunities	9/1	10/30	25	Committee	Y	No Funds Raised Externally	Fundraise from Volunteers and Jaycees
Recruit 40 volunteers	9/1	11/30	10	Committee	Y	Not Enough Volunteers	Multiple trips per child
Find a Santa Claus	10/1	11/30	0	Ty/Liz	Y	No Santa Claus	Have a Jaycee dress as an Elf
Host Event and Deliver Gifts	12/16	12/16	0	Committee	Y	Snow	Have a Snow Date

4. Critical Contacts

Project Manager (1)

Name: Ty Hillenbrand

Email: thillenb@gmail.com

Phone 1: 336-908-0777

Duties: Secure Event Space, Coordinate with Salvation Army, Organize Gift Wrapping, Find a Santa, Assist with Day-Of

Project Manager (2)

Name: Elisabeth Rarivoson

Email: elvrarivoson@gmail.com

Phone 1: 321-223-8080

Duties: Secure Event Space, Coordinate with Salvation Army, Organize Fundraising, Find a Santa, Assist with Day-Of Logistics

Project VP

Name: Jessica Cranfill

Email: Jessica_cranfill@vfc.com

Phone 1: 336-332-3429

Duties: Oversee Project Progress, Assist with Fundraising, Media, and Marketing, Assist with Day-Of Logistics

Logistics Coordinator

Name: Latoya Baldwin

Email: latoya.baldwin@greensboro-nc.gov

Phone 1: 336-574-4035

Duties: Secure Food Sponsor, Assist with Transportation, Assist with Day-Of Logistics

Event Coordinator

Name: Caitlin Uhl

Email: uhlcait@gmail.com

Phone 1: 336-601-1554

Duties: Assist with Event Preparation and Day-Of Logistics

5. What specific materials, supplies, and resources will be required?

Material or Supply & Quantity	Person Responsible for Obtaining	Date Needed	Donated, Owned or Purchased?	Cost/Value
Food/Snacks	Latoya	12/16	Donated	\$40
Napkins/Drinks	Latoya	12/16	Donated	\$10
Gift Wrapping	Ty	12/16	Donated	\$20
Santa Claus/Photographer	Ty	12/16	Donated	\$500
Financial Resources	Committee	12/16	Donated	\$1,875
Chapter Resources	Committee	12/16	Owned	\$1,875

6. Complete a proposed budget indicating all anticipated income and expenses

Proposed Budget

INCOME:	<u>PROPOSED</u>
Appropriation from chapter	\$1,875
Value of donated items (list)	
<i>Wrapping Paper</i>	\$20
<i>Breakfast</i>	\$50
<i>Photographer/Santa</i>	\$500
Other sources of income (list)	
<i>Chili Cook-Off</i>	\$650
<i>Fundraising Social</i>	\$225
<i>Sponsorships</i>	\$1,000
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TOTAL INCOME	\$4,320

EXPENSES:	<u>PROPOSED</u>
Value of donated items (list)	
<i>Wrapping Paper</i>	\$20
<i>Breakfast</i>	\$50
<i>Photographer/Santa</i>	\$500
Other expenses (list)	
<i>Shopping for 25 Children at \$150/child</i>	\$3,750
Return of appropriation from chapter	\$0
Return to chapter (profit)	\$-1,875
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TOTAL EXPENSES	\$4,320

7. Describe the potential problems and solutions to successfully complete this project.

1. Potential Problem: Not getting support to find children in need from the Salvation Army in Greensboro.

Potential Solution: Partner with Salvation Army similar to Winston-Salem Jaycees and allow them to access their network of families in need to pick potential candidates. If not the Salvation Army, we can reach out to other Youth oriented non-profit organizations.

2. Potential Problem: Family members of children being a distraction or causing unforeseen problems.

Potential Solution: Have children dropped off at off site location and transported as a group to retailer. Transportation will need to be coordinated with a small bus or entourage of vehicles. Children will then be dropped back off afterwards at drop-off site.

3. Potential Problem: Retailer could experience issues handling 20+ children and accompanying volunteers in an orderly manner.

Potential Solution: Work with retailer prior to event to cover expectations and come up with a system to manage the transactions. Holding event during a lower volume shopping time (early Saturday/Sunday morning) with a designated window of time and experienced retail staff.

4. Potential Problem: Bad weather could make transportation hazardous or impossible.

Potential Solution: We should have a back-up date, as well as a designated time to make a decision to postpone the event, so that volunteers will be notified in advance.

EVALUATION

8. List solutions and/or recommendations for future Project Managers. *(List here anything that you would do differently the next time this project is run. Would you make contacts earlier? Was manpower sufficient? Could this project be broadened or should it be more focused?)*

This project should be run again, and its scope could be broadened. There were enough volunteers to extend the project to 35-40 children. In the future, this project could span multiple Targets in the area.

- Begin fundraising at an earlier date using the images and testimonials from the 2017 event. The fact that the event was new and we started looking for sponsorships after the fiscal year of many businesses hurt our fundraising efforts. Our chapter has the resources and was prepared to take a hit to get the project started, but we plan to use the contacts and experience gained this year to break even in the coming years.
- We used SignupGenius to coordinate our volunteers, and this worked well, it should be used again next year.
- The Cartwheel App for target saved us about \$400, which is the equivalent of more than 2 children for the event. Make sure we use it next year and emphasize that shoppers look for these items.
- Have a policy on cutting off purchases at the item before \$150 and do not allow volunteers to purchase extra items for the children during the event. Since this was the first time we ran the event, we did not want to discourage the participants. However, we ended up going slightly over our \$150 limit in many cases, and allowed our volunteers in some cases to buy extra items for the children. For the sake of fairness during the event, and took stick more closely to our budget, we should implement both of these changes for the event next year.
- Manpower was sufficient, but to expand the project and to allow it to run more smoothly, several drives for volunteers should be done starting in June.
- We arranged for transportation of the children using the Salvation Army, which greatly reduced the burden and liability for the Jaycees, however, we did not arrange transportation for the gifts. We should secure a vehicle capable of transporting all the gifts at one time prior to the event, as we had to use multiple vehicles this time.
- Because of a snowstorm, we had to share the store with a similar event called "Shop with a Cop". This was actually a blessing, because the store was filled with Greensboro Police Officers. We should consider coordinating schedules next year, if the store will allow it, as it makes the environment as secure as possible for the children.
- Next year, we should also coordinate the Santa schedules. There were two Santas at Target that day, and the logistics were tough to make sure the children didn't see them in the same place at the same time.

9. Results

Primary Purpose: Provide Christmas gifts and joy to children from some of the less fortunate households in Greensboro.

Results: *This project successfully brought 47 volunteers together with 25 children in need from the Salvation Army to go shopping for necessities and some toys on a budget of \$150/child, while also giving them the opportunity to have their picture taken with Santa.*

Goal 1: *Raise \$1,500 to offset the \$3,750 the cost of hosting 25 kids at \$150/child.*

Result: *With our combined fundraising efforts, we raised \$1,239 or 83% of our goal.*

Goal 2: *Recruit 40 volunteers to help with shopping, gift wrapping, and sign-in.*

Result: *We recruited 47 volunteers for the event, 118% of our goal.*

Goal 3: *Obtain a sponsor for food/drinks.*

Result: *Biscuitville sponsored our breakfast, 100% of our goal.*

Goal 4: *Recruit a Santa Claus and Photographer.*

Result: *We recruited a Santa Claus and a Photographer, 100% of our goal.*

Project Summary :

This was our first year running this event, and we owe a lot of its success to the assistance of the Winston-Salem Jaycees, who have run a similar project for over two decades. Their advice and CPG was crucial to our success. We held the event at Target off of New Garden Road, and are very thankful for their support. Apart from being about to work with and use the experience of another chapter, this project gave our new members and opportunity to lead a project that meets the needs of a vulnerable population in our community-children. By working to meet the needs of this population in a hands on and public location like a retail store, we were able to raise awareness of our chapter and involve many new and potentially new members. This project should be renewed.

Project Benefit :

Individual Impact: *Our individual chapter members received training in working with a local non-profit, planning an event with a retailer, fundraising through grant requests and fundraisers, and running a shopping event in a large retail space with more than 40 participants. These skills can be used for their own events in the future, as can the contacts they have gained through fundraising.*

Chapter Impact: *Our chapter now has 6 new members with experience in training and fundraising, which will be helpful for some of our other events. The publicity we received will also be useful in running this and other projects in the future.*

Community Impact: *A peaceful society relies on people's basic belief in the kindness of strangers. By showing the children from the Salvation Army that there are strangers who care about their well-being, we are reinforcing this belief for the future. We also brought together local businesses (large and small) such as Target, Gibbs Hundred Brewing Co, and Gate City Growler to work with us to assist with meeting the needs of a vulnerable population in our community. Together, we brought over \$4,000 of financial support and more than 40 volunteers of human support towards this cause.*

10. Appendices

Final Financial Statement

INCOME:

	<u>PROPOSED</u>	<u>ACTUAL</u>
Appropriation from chapter	\$1,875	\$2,644.01
Value of donated items (list)		
<i>Wrapping Paper</i>	\$20	\$20
<i>Breakfast</i>	\$50	\$50
<i>Photographer/Santa</i>	\$500	\$500
Other sources of income (list)		
<i>Chili Cook-Off</i>	\$650	\$501
<i>Fundraising Social</i>	\$225	\$200
<i>Sponsorships</i>	\$1000	\$588
TOTAL INCOME	\$4,320	\$4,503.01

EXPENSES:

	<u>PROPOSED</u>	<u>ACTUAL</u>
Value of donated items (list)		
<i>Wrapping Paper</i>	\$20	\$20
<i>Breakfast</i>	\$50	\$50
<i>Photographer/Santa</i>	\$500	\$500
Other expenses (list)		
<i>Shopping for 25 children at \$150/child</i>	\$3,750	\$3,933.01
Return of appropriation from chapter	\$0	\$0
Return to chapter (profit)	\$-1,875	\$-2,644.01
TOTAL EXPENSES	\$4,320	\$4503.01

Contacts

<u>Name</u>	<u>Role</u>	<u>Email</u>	<u>Phone</u>	<u>Address</u>
Gibbs Hundred Brewing Company	Sponsor	https://gibbshundred.com/charitable-donation-requests/	336-763-7087	504 State St, Greensboro, NC 27405
Gate City Growler	Sponsor	https://www.gatecitygrowlers.com/contact-us/	336-763-9746	1724 Battleground Ave #103, Greensboro, NC 27408
Target	Location	Taylor.fortune@target.com ; Jacob.Young@target.com ; Carson.Dickerson@target.com	336-455-9900	1628 Highwoods Blvd, Greensboro, NC 27410
Salvation Army Boys and Girls Home	Executive Director	Lee.Staton@uss.salvationarmy.org	336-392-4922 336-907-3635	1001 Freeman Mill Rd, Greensboro, NC 27406
Junior League of Greensboro	Fundraising	http://juniorleagueofgreensboro.org/contact-2/	336-852-5542	3101 W Friendly Ave, Greensboro, NC 27408
Winston-Salem Jaycees	Support	https://www.wsjaycees.org/contact/	336-776-0690	223 N Spring St, Winston-Salem, NC 27101

Pictures





Saturday Dec 16 th 2017
8: 15 am - 11:30 am

Target off New Garden Rd, 1628 Highwoods Blvd, Greensboro NC 27410

Come help us bring some KidsMas
Miracle as we take disadvantaged
children from Boys & Girls Club
Christmas Shopping at Target.
Volunteers of all ages needed!



Email: KidsMasMiracle@gmail.com

Sign Up:
<http://www.signupgenius.com/go/508044fabad2ca7ff2-kidsmas>

Sponsored by:



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CHILI COOK-OFF

Sat Nov 11th 2017 12:30- 4PM

Gibb's One Hundred

TICKET
\$10

Chili Entry
\$5



All Proceeds will go to KidsMas Miracle, a GSO Jaycees non-profit event Dec 16th 2017, providing impoverished children basic necessities & toys for Christmas.

Register via Email at KidsMasMiracle@gmail.com w/name, contact info & Chili entry info (if entering chili)

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