

Penny Parade Campaign

Fund Raiser for Servant's Heart Center



THE NEED:

Servant's Heart Center is a hunger action charity, supporting children, seniors and others experiencing food insecurity. This faith based organization is administered and run by volunteers. Over 350 food bags are delivered to households throughout Central Florida, weekly.

Our goal is to supply nutritious foods that promote the healthy development of children. Each food box includes canned vegetables and fruits, packaged foods such as rice, pasta and cereals, fresh produce and bakery items, and a frozen meats.

FUNDRAISER:

"Penny Parade" is a fundraising project that helps to generate monies needed to purchase foods. Servant's Heart Center distributes coin banks to schools, churches, groups, organizations and individuals interested in participating in the fund raiser. Each 16 oz coin bank has the capacity to hold over \$30.00 in change, enough to supply three to four families with 35+ lbs of groceries. Participation will "change" a life!

HOW THE PROGRAM WORKS:

- Schools embrace the vision to address child and senior hunger.
- Students agree to adopt the project with the Faculty support.
- Students commit to filling a Penny Parade coin bank and return it to the school.
- Faculty encourages student participation with incentives.
- Servant's Heart Center provides coin banks and reports total funds raised.

BENEFITS

Participants:

1. learn facts and statistics about childhood hunger in US,
2. will actively address the issue of childhood hunger in their local community,
3. create awareness of childhood hunger in local community,
4. learn leaderships skills,
5. earn Community Service Hours required for high school graduation,
6. earn course credits, and
7. promote their school's involvement in the local community.



Servant's Heart Center, 6448 Pinecastle Blvd Suite 103, Orlando FL 32809

www.ServantsHeartCenter.org - Ph: 407-447-9022 - volunteer@servantsheartcenter.org

CAMPAIGN BEST PRACTICES

1. Faculty presents the campaign project to students and forms a Project Committee with student members, a Faculty Supervisor and a Student Liaison to SHC.
2. Project Committee sets funding goal according to number of students who agree to participate.
3. Campaign is given a start and finish date. (Suggested time of weeks.)
4. Project Committee engages the support of fellow students, teachers and families with posters, flyers, school media and email contact. Students can solicit the help of extended families to fill their individual banks.
5. Posters and banners are made in advance appropriately placed in classrooms, student drop-offs and lunchrooms.
6. Faculty provides email contact for teachers to communicate with the Project Committee.
7. Faculty approves Student Incentives:- coupon rewards (e.g. McDonalds), class party for most change collected, Jean Day, and extra course credit at the discretion of teachers.
8. Project is particularly successful when associated with a school event e.g. Spirit Week.
9. Kick-off event for lower elementary schools (Pre-K through 2nd grade) with a Penny Princess character. Costume provided by Servant's Heart Center. This helps to generate school spirit and participation.
10. Penny Princess makes appearances in classrooms during the collection of POPPs and distributes flyers to parents at student drop-offs.
11. Coin banks should be collected daily because of weight and security. (Each coin bank weighs approximately 5 lbs.)
12. SHC provides the coin banks.
13. SHC will pick up coin banks from school and carry to its banking institution. Total of funds raised is reported to the school liaison.
14. A collection station should be set up for late returns of coin banks

RESOURCES:

[HTTP://www.servantsheartcenter.org](http://www.servantsheartcenter.org)
<http://www.feedingamerica.org/hunger-in-america/our-research/>
<http://www.feedhopenow.org/site/PageServer?>

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