

Chairman's Planning Guide (CPG)

Chapter Name Charleston Chapter # _____ State Name SC State # 34
 Project Name Christmas In July
 Area of Opportunity Community Commission Community Service
 Chairperson's Name Michelle Guilford Supervising Chapter Officer Jennifer Davidson
 Address P.O. Box 30446
 City Charleston State SC ZIP 29407
 Home phone _____ Business phone _____
 Fax _____ E-mail address (_____) _____
 Job Title _____ Employer Name _____

PROPER USE 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. The form should be used as a cover sheet to the Chairman's Planning Guide.

PLANNING

1. Primary Purpose. (What is the one reason this project should be run?)
2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project. (Example: To involve 25 Jaycees.)
3. What are the specific manpower assignments? (Show names and duties.)
4. What specific materials, supplies, and resources will be required?
5. Describe the potential problems and solutions to successfully complete this project.
6. Complete a proposed budget indicating all anticipated income and expense.
7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

IMPLEMENTATION and EVALUATION

8. Record any revision of the original plan.
9. List solutions or recommendations for a future chairperson.
10. Give specific and measurable results for each goal established. Describe the impact of this project on the chapter, individual members, and the community.

**Upon completion of the project, fill out the financial statement.*

Date approved by board/by Chapter 07/05/2009
 Date Final Report approved 08/04/2009

Christmas in July Benefiting Lowcountry Food Bank Chairman's Planning Guide July 6 – August 4, 2009

Planning

1. Primary Purpose

To help the local community food bank raise it's most requested product (peanut butter) during its slowest donation season.

2. Brief Description

The Lowcountry Food Bank (LFB) serves the tri-county area and works to feed families, school-aged children, and seniors. The Charleston Jaycees have worked with LFB before on stocking and collecting food on several occasions. After talking with LFB and researching their website I noticed that one of their most requested food item is peanut butter. Since it's summer and most children are home from school, peanut butter supplies run lower than usual. I decided that I wanted to chair a food collection with a twist.

We're asking members and friends to stock up on all varieties of peanut butter (remembering low sodium varieties for our health conscious seniors!) and bring them to any July Charleston Jaycee event or the August Monthly Membership Meeting. The person who donates the most jars of peanut butter will win a \$25 mystery gift card!

Or, take a few minutes to clear out your cupboards and bring those items, too. Every 5 non-perishable, non-peanut butter item will count as one jar of peanut butter. Please check expiration dates. Expired items will not be accepted.

This project relates to the US Jaycee Areas of Opportunity:

- Area of Opportunity: Community
- Commission: Community Service

Specific and measurable goals:

Goal A: To collect at least 50 jars of peanut butter and another 50 non-perishable food items.

3. Manpower Assignments

Community Development Vice President:

Stephanie Rivers
P.O. Box 30446
Charleston, SC 29417-0446

cd@charlestonjaycees.org

Duties: To ensure that the chapter's overall goals are met and to serve as an advisor.

Event Chairperson:

Michele Guilford
 P.O. Box 30446
 Charleston, SC 29417-0446

Duties: To oversee all aspects of the project and to make sure that the project goals are met.

Chapter Communications Vice President:

Michelle Quaranto
 P.O. Box 30446
 Charleston, SC 29417-0446

communications@charlestonjaycees.org

Duties: To publish event details in applicable local newsletters.

4. Materials, Supplies, and Resources

Quantity	Description	Person Responsible	Date Needed	Purchase/Donate
1	Event flyer	Event Chairperson	7/5/09	Donate
30	Printouts	Chapter President	7/6/09	Donate
2	Boxes	Event Chairperson	7/9/09	Donate
1	\$25 gift card	Chapter Board	8/3/09	Donate
1	Person to deliver collection	Event Chairperson	8/4/09	Donate

5. Potential Problems and Solutions

Problem: Low/no participation
Solution: Deliver what we have
Solution: Extend project for 1 month
Solution: Cancel project

6. Proposed Budget

Income

Item	Proposed
Total Income	\$0

Expenses

Item	Proposed
Cash Expenses	
Gift card	\$25.00
Total Expenses	\$25.00

7. Specific Steps

Date	Action
7/5/09	Michele Guilford accepts Event Chairperson position; Present initial CPG to Board of Directors and request \$25 gift card for Board approval
7/6/09	Present to membership with flyer at Membership Meeting
7/6/09	Pass info to Chapter Communications Vice President to include in newsletter
7/9/09	Event flyers at Party for a Purpose event
7/15/09	Event flyers at Speed Dating event
7/20/09	Event reminder included in Aug Membership Meeting Evite
8/3/09	Event Chairperson to collect items at Membership Meeting and tally winner; announce winner
8/4/09	Event Chairperson to deliver items to LFB

Implementation and Evaluation

8. Revisions to the Original Plan

Date	New Action
7/9/2009	Did not have person available to promote collection at event
7/15/2009	Did not have person available to promote collection at event

9. Changes and Recommendations

1. Make sure that there is personnel available to promote collection at events during the month.
2. Utilize Facebook and MySpace to promote collection. This was an important asset to the collection results.
3. Set goals in the manner of pounds of food raised or meals provided to match the measurements of the Lowcountry Food Bank.
4. Created a logo for flyer. Logo uploaded to Yahoo Exec Group.



10. Results and Impact

Goal A: To collect at least 50 jars of peanut butter and another 50 non-perishable food items.

Result: We collected 43 combined items of peanut butter and non-perishable food items. In LFB terms, we donated 71 pounds or enough for 55 meals.

Impact on Chapter: The impact this project had on the chapter was an easy, inexpensive community service opportunity.

Impact on Individual Members: The impact this project had on the individual members was a sense of community service with low cost and minimal effort.

Impact on Community: The impact this project had on the community was the creation of 55 meals for community members and families.

Final Budget

Income

Item	Proposed	Actual
Total Income	\$0	\$0

Expenses

Item	Proposed	Actual
Cash Expenses		
Gift certificate	\$25.00	\$25.00
Total Cash Expenses	\$25.00	\$25.00
Total Expenses	\$25.00	\$25.00

Proposed Budget

Income

Item	Proposed
Total Income	\$0

Expenses

Item	Proposed
Cash Expenses	
Gift card	\$25.00
Total Expenses	\$25.00

Final Budget

Income

Item	Proposed	Actual
Total Income	\$0	\$0

Expenses

Item	Proposed	Actual
Cash Expenses		
Gift certificate	\$25.00	\$25.00
Total Cash Expenses	\$25.00	\$25.00
Total Expenses	\$25.00	\$25.00



**LOWCOUNTRY
FOOD BANK**

lowcountryfoodbank.org

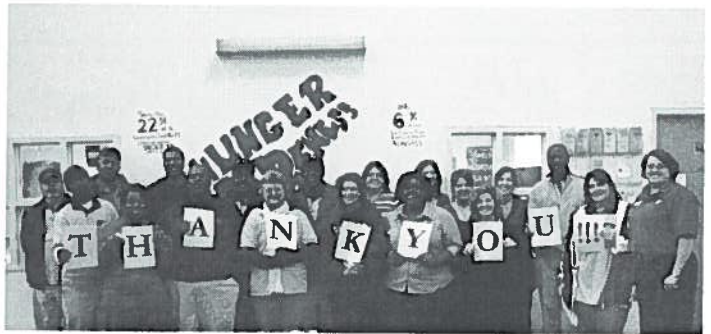
August 20, 2009

Michele Guilford

Charleston, SC 29407

Dear Michele:

Thank you, thank you, thank you! I hope you realize what a profound effect your contribution to the Lowcountry Food Bank has made in our community. With tremendous support in 2008 we were able to distribute more than 10.3 million pounds of food to hungry children, families and the elderly throughout our community. The Lowcountry Food Bank and its network of faith-based and nonprofit emergency feeding programs are dedicated to eradicating hunger in the 10 coastal counties of SC. Without your help this would not be possible.



The staff of the Lowcountry Food Bank thanks you for your generosity. Without you ending hunger would not be possible!

Your food donation of **71 pounds** is enough for **55 meals** that will feed the hungry in the lowcountry! Your generous donation puts us closer to ending hunger in the Lowcountry.

Your selfless commitment has helped to make a positive difference in many lives, including low-income seniors facing malnutrition, poverty-stricken children forced to skip meals, and all the working poor laboring to provide food for their families. If you have any questions or would like to visit our facility, please do not hesitate to reach me at (843) 747-8146 ext. 108 or akosar@lcfbank.org.

Yours in Service,

Amy Kosar
Food Solicitor

The Lowcountry Food Bank has not provided in whole or part any goods or services to the above-named donor in return for this donation.
This letter serves as your legal receipt. IRS ID No. 57-0751835

CHARLESTON DISTRIBUTION CENTER

2864 Azalea Drive | Charleston, SC 29405 | 843.747.8146 | Fax 843.747.8147

YEMASSEE REGIONAL FOOD CENTER One Guess Road | Yemassee, SC 29945 | 843.589.4118 | Fax 843.589.4228

GRAND STRAND REGIONAL FOOD CENTER 200 South Broadway, Unit A | Myrtle Beach, SC 29577 | 843.448.0341 | Fax 843.448.0481

