GOV 335 Non-Profit Management Service Learning Project

George Arena
Sarah Casson
Myra Llenaras
Jennifer Jones
Brennan Lauritzen
Objectives

- Plan and execute a fundraiser for a local non-profit (La Casa)
- Fulfill a quota of service hours
- Gain leadership and communication skills
What is La Casa?

- Emergency shelter for victims of domestic violence often women and children
- Open 365 nights per year (total of 45 beds)
- Founded in 1981 by a group of community volunteers
- Serves Las Cruces and greater Southern New Mexico community.
Services provided by La Casa:

- Crisis counseling and support
- Shelter
- Counseling
- Legal assistance
- Assistance accessing community resources
- ESL, GED, literacy and mentorship services
The Cause: Helping Victims of Domestic Violence

- Domestic violence is a pattern of behavior which establishes power and control over another person through fear, intimidation or violence.

- Can be emotional abuse, economic abuse, sexual abuse, threats, intimidation, isolation, and a variety of other behaviors used to maintain fear, intimidation, and power.
• Over 4 million women are victims of severe assaults by boyfriends and husbands each year.

• 1 in 4 women will be abused by a partner in her lifetime.

• 1 in 6 women and 1 in 33 men have experienced an attempted rape.
Our Planning Process

- Brainstorming
- Coordinated with La Casa
- Established the purpose
- Coordinated with Wal-Mart
- Planned the Fundraiser
- Scheduled convenient volunteer time with Wal-Mart
- Finalized Plan for Fundraiser
## Preparation

**Group**
- We selected the venue
- We agreed on date & time to meet
- We discussed what was needed to give booth professional appearance
- We discussed our game plan and approach

**Individual**
- Jennifer-Made flyers
- Myra- Gathered supplies/did printing
- Sarah-Made posters
- George- Communicated with venue
- Brennan- Chief brainstormer
'SHOP N' DROP'
Supply Drive & Fund Raiser
for La Casa

La Casa needs hygiene and clothing items for **women** and/or **teenage boys**:

- Shampoo, body wash
- Shaving supplies, deodorant
- Make Up, lipstick
- Underwear, socks
- GIFT CARDS (any amount)

What’s a SHOP N’ DROP?
1. Buy a few items for La Casa while you **SHOP**.
2. **DROP** them by our table on your way out.

Quick. Easy. No donation too small.

*Thank you!*

NMSU Service Learning Project • Proudly supporting La Casa & its mission
Event Days 1 & 2 (George)

- (Sat 4/27 and Sun 4/28)
- Made $89.65
- Collected 1 box full of supplies
Event Day 3
(Sarah, Brennan, Myra and Jennifer)

- 3-6:30 pm
- Set up
- Techniques:
  Sarah/Brennan were out front, JJ and Myra inside to maximize awareness of drive
Interactions

- Initial awkwardness of approaching people and asking for money/supplies
- Talked with people who had experienced domestic abuse
- Many community connections with La Casa
- Mostly encouraging crowd that made us feel good about what we were doing!
Issues & Problems Along the Way

- Failure to adequately communicate with Wal-Mart and Target → Sarah established time that fit with group members' schedules

- Failure to remember to pick up table → Jennifer bought a table.

- Dead car battery → Sarah picked up Brennan

- Wind blew over the table and blew off the table cloth, etc. → Jennifer put coins in the change bottle → group taped down the table cloth, posters, and handouts → Brennan put a brick in a box on the table

- Group moved inside entry way until management corrected us.

- Ran out of handouts → group carried the poster instead/spoke more
Goals and Outcomes

Goals

- Collect supplies
- Raise funds
- Spread awareness of domestic violence

Outcomes

- Collected about 4 boxes full of supplies
- Raised about $300
- Spread awareness by verbally inviting people to support victims of domestic violence
- Explained the importance of La Casa in community
Inventory of Supplies Collected

Women's Shampoo: 30 regular bottles & 7 travel sizes
Women's Conditioner: 8 bottles
Men's Shampoo: 1 bottle
Men's Shaving Cream: 3 cans
Men's razors: 3 packs
Men's body wash: 1 bottle
Women's Tampons: 1 box
Women's Razors: 3 packs
Women's shaving cream: 1 can
Women's deodorant: 8
Men's deodorant: 4
Men's briefs: 1
Boy's Underwear: 2

Bars of soap: 40
Wipes: 1 pack
Travel lotion: 1 bottle
Mascara: 3
Boxes of toothpaste: 4
Travel size toothpaste: 5
Travel kits (toothpaste & toothbrush): 2
Toothbrushes: 18 individual brushes
Bathroom tissue: one 12 pack
Bike helmets: 2
Toys: 3
Gift card: one $15
The Wrap Up

- Brennan counted funds (including 243 pennies!)
- Myra inventoried supplies
- Still need to deliver supplies to La Casa
- May have found a group to continue the project
What We Learned

- We learned that if you believe in the cause, you feel more confident asking for money.
- We learned to work with others better and to adapt to things you can’t control like the weather.
- We could have solicited volunteers to support the drive from other locations.
- We should have gone more days and spent less time planning every detail.