

Perry Service Learning

Clothing Room Branding Proposal & Second Hand Outfit Challenge



Background

Currently, 27.5% or 165 of the children who attend Perry Elementary School are identified as economically disadvantaged. For some of these students, a warm winter coat or shoes that fit are budget extras that their families cannot afford. The Perry school nurses report that many students come to school lacking appropriate shoes and outerwear. Lake County has 13 clothing rooms serving 19,231 people living in poverty.

In 1999, The Perry Women's League Clothing Room was founded to discreetly provide free clothing and shoes to those experiencing financial hardship. Last year, the PWL Clothing Room served 322 clients. In 2018, the PWL turned over operation of the clothing room to the PSL program. Ms. Kali Borovic, a PSL grad and fashion writer for *Bustle*, volunteered to serve as the clothing room's Director. Ms. Borovic, along with several PSL volunteers, are working hard to carry on the work started by the PWL and expand the reach of this valuable community asset. Since January, the clothing room has extended its hours from one to two days per week, conducted successful clothing and hanger drives, worked closely with school nurses to get items to PES students, and initiated a shopping program for Pirate Power Pack recipients.

Contest

Current PSL students, working in groups of 2 or 3, will present proposals for the clothing room that include:

1. Program name
2. Program logo
3. Program tagline
4. Campaign to secure donations of new socks and underwear for the clothing room
5. Clothes for a needy child for under \$15 in the Second Hand Outfit Challenge
6. Inexpensive/free special item to be included in the bag that kids who shop in the clothing room take home
7. Information about local resources (clothing rooms, food pantries, soup kitchens, etc.) to include in the bag

Guidelines

Today, each group will be asked to conduct a conference call with the parent and/or guardian of a sample PES student and learn about their clothing needs for the Second Hand Outfit Challenge. Ask questions and take good notes because the outfit you create should be designed with this student in mind. Ultimately, your group will shop for the items your sample PES student needs at a local thrift store with the goal being to buy a complete outfit for under \$15.

Presentations must include the following components:

- Google Slide Pitch: Be prepared to present it on May ___ and share an electronic copy with Mr. Soeder and Mrs. Trentanelli. Please use the template provided and feel free to add your own creativity to the presentation.
- Drawstring bag with clothing items you selected for the student you are outfitting, an inexpensive/free special item, resource card, and original receipt(s): Place required items in the drawstring bag.

Judging

A panel made up of representatives from the clothing room, PES staff, school nurses, local clothing rooms, and community members will be on hand to judge student presentations.

Awards

Students who design the top 5 proposals will receive an exemption on the Final Exam.

Perry Service Learning

Clothing Room Branding Proposal & Second Hand Outfit Challenge



Group Member Names: _____ Block: _____

Judges: Evaluate components by placing number of points earned (0-5) beside each criteria in the points column. Judges' scores will be averaged and discussed to arrive at a combined (average) score for each participant to determine grade and overall winners.

Criteria to Consider	Points	Judge's Comments
PROGRAM NAME (5 points)		
<ul style="list-style-type: none"> • Google Slide presentation includes <ul style="list-style-type: none"> <input type="checkbox"/> An <i>original</i> program name with an accompanying rationale that explains how the name clearly describes the program, its purpose, and the people it serves. 		
PROGRAM LOGO (5 points)		
<ul style="list-style-type: none"> • Google Slide presentation includes <ul style="list-style-type: none"> <input type="checkbox"/> An <i>original</i> program logo with an accompanying rationale that explains how the logo clearly represents the program, its purpose, and the people it serves. 		
PROGRAM TAGLINE (5 points)		
<ul style="list-style-type: none"> • Google Slide presentation includes <ul style="list-style-type: none"> <input type="checkbox"/> An <i>original</i> program tagline with an accompanying rationale that explains how the tagline clearly represents the program, its purpose, and the people it serves. 		
SECOND HAND OUTFIT CHALLENGE (10 points)		
<ul style="list-style-type: none"> • Google Slide presentation includes <ul style="list-style-type: none"> <input type="checkbox"/> The first name and grade of the sample child you shopped for. <input type="checkbox"/> A description of the likes/dislikes and interests of the child you shopped for. <input type="checkbox"/> A summary of the needs communicated to you by the child's parent or guardian. <input type="checkbox"/> Explanation of where you shopped, items purchased, & amount of money spent. 		
<ul style="list-style-type: none"> • Bag contains each item purchased for the Second Hand Outfit Challenge and <ul style="list-style-type: none"> <input type="checkbox"/> all items are clean, neatly folded, and fit nicely in the bag <input type="checkbox"/> includes original receipts (not tags) for all items & total price does not exceed \$15 		
SPECIAL ITEM INCLUDED IN DRAWSTRING BAG (10 points)		
<ul style="list-style-type: none"> • Google Slide presentation includes <ul style="list-style-type: none"> <input type="checkbox"/> A description of a free/inexpensive special item that could be included in the bag along with an analysis of the age and gender appropriateness of the item and rationale for including the item. 		
<ul style="list-style-type: none"> • Bag contains special item that <ul style="list-style-type: none"> <input type="checkbox"/> Is fun, safe, appropriate, child friendly, and has widespread appeal 		
CAMPAIGN TO SECURE DONATIONS OF NEW SOCKS & UNDERWEAR (10 points)		
<ul style="list-style-type: none"> • Google Slide presentation includes <ul style="list-style-type: none"> <input type="checkbox"/> A .pdf of an <i>original</i> pitch letter that you developed to secure donations of new socks and underwear for the clothing room. The letterhead should include the program name, logo, and tagline that you developed. Include ideas about who this letter could be shared with in order to reach the most potential donors. <input type="checkbox"/> A .pdf of a reproducible poster with program logo to secure donations of new socks and underwear for the clothing room. Include ideas about where the poster could be hung in order to reach the most potential donors. 		
<ul style="list-style-type: none"> • Bag contains <i>original</i> pitch letter and reproducible poster that <ul style="list-style-type: none"> <input type="checkbox"/> are clear, visually appealing, creative, and free from grammar/spelling errors 		
INFORMATION ABOUT LOCAL RESOURCES (10 points)		
<ul style="list-style-type: none"> • Google Slide presentation includes <ul style="list-style-type: none"> <input type="checkbox"/> a summary of local resources (food pantries, soup kitchens, clothing rooms, etc.) that can be accessed during service interruptions (holidays, summer, etc.) 		
<ul style="list-style-type: none"> • Bag contains <ul style="list-style-type: none"> <input type="checkbox"/> A reproducible card with information about local resources (food pantries, soup kitchens, clothing rooms, etc.) that can be accessed during service interruptions 		
PRESENTATION (10 points)		
<ul style="list-style-type: none"> • Presentation is professional, rehearsed, organized, and has visual aides to engage audience 		
TOTAL POINTS		

