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CORNUCOPIA

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Our Mission

We are "Cornucopia." Our team applies critical thinking, organization, and creativity to solve food insecurity in the city of Norwalk. We will host a food drive to provide meals and ingredients to help put food on the table and relieve some of the stress of struggling groups of people.

Our Skills

Mediating
Accountability
Critical Thinking
Organization
Timeliness

Target Audience

Low-income families
College & high school students
Elderly people

The Challenge

There is a problem with people being unable to access a consistent and sufficient amount of food. Many worldwide, including the community of Norwalk, low-income families, and the elderly, wonder when they'll get their next healthy meal. For low-income families struggling with financial difficulties, affording nutritious meals often becomes a daily challenge, impacting their well-being and stability. Students who go hungry often have a tough time in school because not eating well can lead to trouble focusing, lower grades, and even long-term health issues. Older adults and people with disabilities might also find it hard to get food because they have trouble moving around, making it difficult for them to stay healthy and independent. When people can't count on having enough good food, they often worry about when their next meal will come, showing how important it is to find ways to help those dealing with food insecurity.

Our Plan of Action

Fundraising/Money Source: Accept sponsorships and donations from local businesses, corporations, and fundraise through local institutions
Resources/Materials Needed: Delivery drivers (to deliver food to disabled and/or elderly peoples' homes), canned foods, fresh fruits & veggies, graphic designer, social media manager, people to organize and package foods
Potential Partnerships: Schools, churches, local sports teams, groups of citizens
Communication/Promotional Ideas: Local social media groups, in schools, mentioned in local sports competitions, promoted in local businesses and institutions, promotional flyers/pamphlet in the mail
Call to Action: Promotions will include links and QR codes to a webpage on the city's site dedicated to our campaign for people to volunteer and donate and spread awareness for our cause

Evaluating Success

To assess the final results, we can see how many donations we received and note how many people attended our food drive. We will also add surveys to our campaign's webpage to measure if people benefitted, what we could do better, what we did right, and if we should ever do a food drive again. We can look at how students' school performance changes after they have meals to eat at home, and the same goes for adults in the workplace. Word about the food drive will also spread, which might be more honest than the survey.