



JAQUELYNN PALAFOX

THE NOURISHMENT LEAGUE

DARLENE LOPEZ
ISABELLA MEDINA



Our Mission

Using our communication, leadership, and organizational skills, our team, The Nourishment League, will look to solve food insecurity and help low-income families and those who have limited access to sustainable foods. We will do this by calling on the community through social media, advertisements, and asking schools/sports to spread the word. By receiving help from the community, using teamwork, and dedicating our time and effort, we hope to better our community by providing facts, resources, and food to everyone.

Our Skills

Organization
Leadership
Communication

Target Audience

Low- income families
Communities with limited access
to sustainable food

The Challenge

Food insecurity affects many families and communities, such as low-income families and those with limited access to sustainable food. This significantly affects our community because they struggle to require food and often go days without the nutrition they need. Some causes that led to this are inflation and limited availability. With this said, some consequences are starvation, poor mental and physical health, and often spending more money to get to food rather than the food itself. Food insecurity is a fundamental problem that needs to be solved because it would keep the community happy, healthy, and fed, and bring us all closer together.

Our Plan of Action

Fundraising/Money Source: We will raise money by asking the community for donations, asking city hall, and schools

Resources/Materials Needed: For resources we need volunteers, food, money, and more buildings.

Potential Partnerships: We can ask schools, those who sponsor school lunches, restaurants, food pantries, and mothers for potential partnerships

Communication/Promotional Ideas: Social media, school sports, friends, and family

Call to Action: Social media accounts, spots, apps, shirts, and advertisements. For our call to action, we would like different advertisements to be put out, like ads on YouTube, apps to show people where the closest food sources are, social media sports accounts promoting our account intending to get 600 followers and any influences or people who have a good way with the community in hopes they would encourage people to donate with a goal of 5,000 dollars.

Evaluating Success

To call our mission successful, we need 5,000 dollars or more to help support our community. We need to enable the Norwalk Community to get the proper food, such as canned food, vegetables, and food with high nutritious value. We could use our community centers to store the food since there is adequate space and storage at these locations. We could also utilize space in schools and warehouses to keep the food stored and fresh to have the most nutritious, high-valued food. The places we have in mind that would benefit our mission would be the MPR at Norwalk High school, the school gym, and classrooms for the people who would like to donate food. Seeing our advertisements around schools, on social media and seeing our community come together will allow us to all our mission successful.