

# No Place Like H.O.P.E.

all you do is follow the yellow brick road to Mobile Hope

Community Giving Project  
Broad Run High School  
21670 Ashburn Road  
Ashburn, VA 20147

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# I. EXECUTIVE SUMMARY



## What is No Place Like H.O.P.E.?

The No Place Like H.O.P.E. Initiative was created to help the homeless youth in the Loudoun County, Virginia. In partnership with the local non-profit, Mobile Hope, we aspired to impact our community by giving back and inspiring others to do the same. By donating money and time to Mobile Hope, we can help them to evolve their programs while housing homeless youth in crisis conditions and effectively collaborate with our neighboring high school to make a greater impact on our community. The journey Dorothy took in the Wizard of Oz taught her 7 lessons similar to the lessons we learned on our journey with Mobile Hope.

## The Problem

Youth homelessness is a prevalent issue in Loudoun County, Virginia and Mobile Hope, a local non-profit organization striving to fix this saddening issue. Additionally, Covid-19 has made the number of homeless youth increase, leading to a higher need for Mobile Hope's services. Since their organization is run on donations such as clothing, money, and service, Mobile Hope needs project's like No Place Like H.O.P.E. to help their youth. Mobile Hope works to end this issue by providing extensive programs and support to those who are at work, providing them to be self-sufficient.

## Lessons We Learned

Lesson Dorothy Learned on Her Journey	Lesson We Learned On Our Journey
Lesson #1: Dream in Color	We helped the youth at Mobile Hope realize their colorful dreams are achievable.
Lesson #2: You Already Have What it Takes	We already had H.O.P.E. throughout our journey.
Lesson #3: Follow your own Yellow Brick Road	We continued to work for our goals by staying on our own path regardless of our obstacles.
Lesson #4: Money isn't everything	We gave Mobile Hope more than just profit to execute their programs.
Lesson #5: Value your Friends	We wouldn't have succeeded on our journey without the strong relationships with the students, teachers and Mobile Hope representatives.
Lesson #6: Good Always Wins	We overcame the challenges on our way to success.
Lesson #7: There's No Place Like Home	There's no place like H.O.P.E. just like everyone needs a home everyone needs hope.

## Milestones

**The First Stop:  
The Land Of The Munchkins**

- Initial Meeting with Mobile Hope
- Marketing Presentations

**The Second Stop:  
Finding our Family**

- Battle of the Burn Week
- Battle of the Burn Meeting
- Spirit Link Competition
- Field Picture Promotion
- Fuddruckers Fundraiser
- Battle of the Burn Football Game

**The Third Stop:  
Emerald City**

- Food Drive
- Cookies for a Cause
- Hooping for Hope
- Mobile Hope Volunteering

## H.O.P.E. Goals

### H

**Help**  
Mobile Hope by raising \$3,000

### O

**Offer**  
opportunities for the community to become involved in our project

### P

**Partner**  
with our neighboring high school, sponsors, and community

### E

**Enable**  
Mobile Hope to change more lives

## Impact

**\$13,800**  
Raised

**18,424**  
People Reached

**100**  
Youth Sheltered

**859**  
Hours of Service

**103**  
Food Donations

**450**  
Letters Written

**"People would rather live in homes regardless of its grayness." There truly is no place like H.O.P.E.**

## II. INITIATING: LIVING IN BLACK AND WHITE

### A. STATEMENT OF THE PROBLEM

According to a Loudoun Times report of 2018, 134 people were experiencing homelessness in Loudoun County, Virginia. Additionally, studies have found that a shocking 15% of people in the state of Virginia are currently homeless. With 1 in 10 young people enduring homelessness in a year, we decided to make an effort to change the statistics. We found it necessary to help the homeless while encouraging our Ashburn community to make an impact for a local charity. The homeless youth in the community are struggling to find hope, **living in a “black and white”** reality. These youth feel they are trapped and afraid in a gray and bleak world, unable to achieve their colorful dreams and goals. These youth want to leave the world they are currently living in, resonating with Dorothy from the Wizard of Oz.

Mobile Hope is a non-profit organization that empowers and assists at-risk homeless youth in Loudoun County. When one becomes homeless at a young age, they quickly lose access to the luxuries available in a home, including clean clothes and food. These struggling adolescents lack access to services that assist them in finding a job, leaving them to be left without the means for shelter. Additionally, when someone becomes homeless, their risk of depression and other mental health related issues increase, due to their feelings of isolation. One previously homeless Mobile Hope client, Tracy, states, “She had been isolated for years and lacked resourceful relationships to rely on when things fell apart. She showed her fear and uncertainty of the world outside.” With the homeless population continuing to grow, direction and support from organizations like Mobile Hope are essential. Mobile Hope helped Tracy build confidence, and connections with others, learning to accept herself, finding her own voice. Amidst the ongoing pandemic, the amount of homeless youth have increased along with the need for Mobile Hope’s programs. This leads to an increased need for more money, donations, and volunteers. Our work with Mobile Hope will help shelter homeless youth and create colorful futures through their programs, escaping their black and white realities.

**“People would rather live in homes regardless of its grayness. There is no place like home.”**

### B. PROJECT SCOPE

#### Purpose

The purpose of No Place Like H.O.P.E. is to raise money for the non-profit organization Mobile Hope, to further evolve their programs, and effectively collaborate with our neighboring high school to make a greater impact on our community. With the profit donated to Mobile Hope, they can continue to support their programs which keeps their doors open to at-risk homeless youth. Without our donations, Mobile Hope would not be able to provide emergency shelter hotel rooms to their clients, leaving the youth without shelter. Alongside Mobile Hope, we plan to provide housing for the homeless youth in Loudoun County with the funds we will raise, eliminating their black and white realities. Together, with Mobile Hope, we will help the youth realize that their colorful goals are achievable.

#### Rationale

Public school data in Virginia reported that during the 2018-2019 school year, an estimated 20,443 public school students experienced homelessness over the course of the year. After understanding the homelessness issue, we decided to work collaboratively with the non-profit, Mobile Hope. While youth homelessness seems endless, working with Mobile Hope can try to end the vicious cycle. Our rationale for working with them is to help achieve their goals by donating money and services. With the money that we raise for Mobile Hope, they can continue to sustain their exceptional programs offered. For example, Mobile Hope has helped over 200,000 homeless youth through their bus donation service, Listen For The Honk, providing their clients with clothes and food donations. In addition, with their accumulated funds, they donate over 40,000 hotel rooms for their clients each year. Mobile Hope plans on creating a thrift store to open job opportunities for their clients, as well as raising money for Mobile Hope’s various support programs. While many have heard of Mobile Hope prior to our project, we hope that all the students at Broad Run High School and other people in our community are inspired to give to the cause Mobile Hope fights for every day.



**Project Directors at  
Mobile Hope**



**Dorothy Living in Black and  
White**





## Expected Benefits

In hopes of the youth fulfilling their dreams and living in color, Broad Run's DECA Chapter, Broad Run High School, and Mobile Hope will work together to change their black and white world. Throughout our journey, we expect to gain a strong relationship and connection with Mobile Hope, to continue working with them in the future. Additionally, we expect to donate money, time, and other resources to strengthen Mobile Hope's programs.

### Broad Run DECA Chapter Benefits:

The benefits that the Broad Run DECA Chapter should expect to obtain are to gain more interest in joining DECA due to the inspirational activities and events held by the members of the Chapter and to involve themselves in an impactful project that positively inspires the community.



### Broad Run High School Benefits:

The benefits we expect the Broad Run High School Community to obtain from these initiatives are to involve themselves with a non-profit that helps the local community and to be able to create change within the community.



### Mobile Hope Benefits:

The benefits we expect Mobile Hope to obtain from these initiatives are to gain a strong relationship and connection with Broad Run High School, allowing us to continue working with them in future endeavors and gain additional profit to further fund their various events and programs.



## III. PLANNING AND ORGANIZING H.O.P.E.: WE WILL HAVE EVERYTHING WE NEED

### A. PROJECT GOALS

Throughout our project, we plan to focus on four main goals. Our four main goals follow the acronym H.O.P.E.; Help, Offer, Partner, and Enable.

**H**elp Mobile Hope by raising \$3,000

**O**ffer opportunities for the community to become involved in our project

**P**artner with our neighboring high school, sponsors, and the community

**E**nable Mobile Hope to change more lives

We will hold these goals close to our hearts, striving to achieve them throughout our journey. Likewise, Dorothy keeps her ruby red slippers with her throughout her journey, allowing us both to hold the power to achieve greatness all along.

**“And remember, never let those ruby slippers off your feet for a moment.” -Glinda the Good Witch**



## HELP

We will help this local charity by raising and donating \$3,000 for Mobile Hope, which allows Mobile Hope to house more at risk youth.



## OFFER

Throughout our project we will offer opportunities for the community to become involved in our project through donating, volunteering, and learning.



## PARTNER

We will partner with our neighboring high school, sponsors, and the community to create a bigger impact in our community by working together to raise money, awareness, and more for Mobile Hope.



## ENABLE

By giving back to Mobile Hope and inspiring others to continue to do the same, we will enable Mobile Hope to change more lives.

### B. HUMAN RESOURCE MANAGEMENT PLAN



**Emilee Lupisella**  
**Creative Director**

**Skills and Strengths:** creative, optimistic, persuasive  
**Responsibilities:** managed promotion and Instagram, brainstormed unique ideas for involvement



**Liz Fikru**  
**Communications Director**

**Skills and Strengths:** realistic, well-organized, effective communicator  
**Responsibilities:** manage finances, managed communication along all internal and external groups



**Ella Harris**  
**Outreach Director**

**Skills and Strengths:** well-organized, passionate, problem solver  
**Responsibilities:** ensured project is organized, ensured we met deadlines and events were properly executed

#### Advisors:

All assisted in organizing and brainstorming project ideas along with event coordination

**Mrs. Sorenson, Mrs Leigh, Ms Buckingham, Ms. Hulse**

#### Mobile Hope Representatives:

Mobile Hope Director of Development: **Allyson Ruscitella**  
Mobile Hope Volunteer and Community Outreach Manager: **Julie Culpepper**

#### Student Volunteers:

Spirit Link Fundraising Ambassadors Sales Assistants (shirt sellers) Event Assemblers (School Decorators)

#### Stone Bridge High School Project Directors

Elizabeth Cohen  
Allie Howard

We are going to use these skills throughout the project, giving us the power to maximize our impact on Mobile Hope and the community.

## C. SCHEDULE

### i. Milestones

With our H.O.P.E. goals in mind, **we will have everything we need**, allowing us to properly execute these milestones, to make the greatest impact on our community.

#### The First Stop: The Land of the Munchkins

Our first milestone is a meeting with Mobile Hope's Director of Development, Allyson Ruscitella. During this meeting we plan to build a positive relationship with Mobile Hope, learn about their programs while touring their campus. We plan to discuss efficient ways for us to leave the biggest impact on Mobile Hope and our community. We will attend this meeting with the Stone Bridge Project Directors, ensuring collaboration among the schools to have the largest impact possible. Keeping the idea of our goal of enabling Mobile Hope to change more lives and offering opportunities for our community to be involved, we will have everything we need to properly implement this milestone. Finally, we plan to take the information collected to our marketing students to inspire and educate them regarding the start of our project.



**Munchkins from Wizard of Oz**

#### The Second Stop: Finding our Family

Our next milestone for the No Place Like H.O.P.E. Initiative, will be Battle of the Burn Week. This milestone will include our week-long collaboration effort with Stone Bridge High School. This will symbolize our new-found family within our Broad Run and Stone Bridge Community similar to the family created with Dorothy, the Lion, Tin Man, and the Scarecrow. We will collaborate with them to execute our spirit link fundraising competition, Fuddruckers fundraiser, t-shirt sales, and the annual Battle of the Burn charity football game. By working with Stone Bridge, we can increase the possible impact on Mobile Hope to further complete our goals. Our goals of enabling, partnering, offering, and helping Mobile Hope will be kept with us throughout this milestone, giving us everything we need to execute this milestone.



**Dorothy Finding Her Family**

#### The Third Stop: Emerald City

Finally, we plan to give back to Mobile Hope with tangible items, aiding them in ways that are larger than money. Along with shelter and clothing, Mobile Hope serves our homeless community with solely donated food daily and we plan to aid their efforts by hosting a week-long food drive to collect food donations from students and faculty at Broad Run. We plan on promoting the food drive on our Instagram as well as on our school announcements to ensure maximum participation. Furthermore, we also plan to collaborate with service oriented clubs at our school to offer students service hours for items donated. We then plan on giving our time to volunteer at Mobile Hope.

Volunteering allows Mobile Hope to efficiently run their programs and by working at their headquarters, we can effectively help them achieve their goals in a hands-on approach. We plan on assisting them with their newest project; opening a thrift store to provide jobs for their clients, as well as raising money to help their clients. Additionally, we plan to have two additional opportunities to raise money, including a Cookies for a Cause Bake Sale and a Hooping for Hope Bake Sale. Finally, we will keep the idea of helping, offering, and enabling our community with us throughout this milestone, giving us everything we need to implement it.



**On The Way to Emerald City**

## ii. Timeline to each each milestone

Milestone	Date	Action Plan
<b>The First Stop: The Land of the Munchkins</b>	<b>September 3rd- September 24th</b>	<p>Come to the meeting with an agenda and build connections with the Mobile Hope representatives.</p> <p>Present inspiring information about our new partnership and the beginning of our project, getting students excited to be involved.</p> <p>Offer an hour of service for each student to further involvement and increase our impact on Mobile Hope.</p>
<b>The Second Stop: Finding our Family</b>	<b>September 27th - October 1st</b>	<p>Implement student volunteers to help us execute various events such as decorating the school, selling T-Shirts, and collecting monetary donations from their peers as a part of our annual spirit link competition against Stone Bridge High School.</p> <p>Involve the entire student body by creating unique spirit days and host a meeting for others to learn more about our project, as well as the annual Battle of the Burn football game for all community members to show their support and enjoy.</p> <p>Work collaboratively with Stone Bridge High School to make the week's impact larger by hosting a fundraiser at our local Fuddrucker's restaurant together.</p>
<b>The Third Stop: Emerald City</b>	<b>November 18 - January 11th</b>	<p>Advertise the food drive on social media and inspire and encourage students to donate to this cause.</p> <p>Spend multiple hours at Mobile Hope by sorting clothes for their clients, and being as efficient as possible to help them reach their goal. Additionally, advertise the bake sales on social media to spread the word effectively.</p>

## D. QUALITY MANAGEMENT PLAN

**We already have everything we need** in our “baskets”, including our key metrics, which we will carry with us throughout our entire journey.



**Dorothy Holding Her Basket**

### Fundraising:

Our first key metric for our project is the fundraising we will implement. Given that we will work with the non-profit organization Mobile Hope, we will give money back to them to further their mission. Originally starting with nothing, we plan to sell shirts for the football game, organize a spirit link competition, and organize various fundraisers to raise money for Mobile Hope. We plan to track these donations by using a spreadsheet with all of our finances and money raised. Through these events, we plan to keep track of our finances to give to Mobile Hope at the end of the year.



**Spirit Link Money**



### Social Media Interactions:

Our second key metric for our project will be the number of Social Media Interactions. We will create a new Instagram account to promote our project, and we will measure our growth through the amount of followers we have on Instagram. Starting an Instagram account from scratch will allow us to measure our growth of followers over the year in hopes of increasing our outreach and promotion.



Flyers on Social Media

### Volunteers:

Our third key metric for our project will be the volunteers for our events and activities. We will track the amount of volunteers that we have for our events to ensure we have a large amount of participation throughout our project. Due to this year being the first year back to school with in-person learning, we expect to have a lower turnout and apathy towards DECA at our school. In order to measure the amount of volunteers we have throughout the project, we plan to create a binder for all the volunteers to sign up with their personal information. We plan to give the students opportunities and get them engaged and excited about our project while keeping track of the amount of students who participate.



Volunteers at our Sunday Decorating

### Community Impact:

Our fourth key metric for our project will be our community impact. We will track how many people we will impact based on the combined efforts of the goods and services donated. We plan to keep track of our community impact by providing a survey for the people involved to fill out about the knowledge they gained due to our project and using a binder to manage the amount of volunteer hours offered.



Donated Goods for Mobile Hope

## E. RISK MANAGEMENT PLAN

On Dorothy's journey, she was presented with risks such as the Winged Monkeys and the Poppy Field, which she combated with her determination to achieve her goals. **We have everything we need** to combat the risks we will encounter on our journey, with our determination to achieve our goals using our combined skills and strengths.



Dorothy Facing Her Obstacles: Poppy Field and Flying Monkeys



### Potential Risk #1: Participation

Our student body is a necessity for our project to be effectively implemented. Furthermore, we need the student body to volunteer for our various events and participate in fundraising strategies. If there is a lack of volunteers or participation at our events, it could be detrimental to the success of our project.

#### Response Strategy

Our strategy for reducing this risk is to get the student body excited and engaged. Since No Place Like H.O.P.E. is a competition and collaborative effort with our neighboring high school, we will be heavily promoting the competition aspect of our project on our social media page as well as speaking to students in school. In order to get the students involved, we also will provide incentives for participation such as optional DECA Points and community service hours.

### Potential Risk #2 : Covid - 19

With Covid -19 still a prominent issue, a major risk is the virus affecting our events needed to make our project successful. We plan to hold many events that involve large group gathering in indoors spaces. With many students in one space, Covid spreading among these students is a concern. Our Battle of the Burn football game takes place at Segra Field that holds over 5,000 people. This size event could potentially cause an outbreak in our community. An outbreak of Covid at any of our events could put an end to any future events and lead to failure for our project.

#### Response Strategy

In order to minimize the risk of covid spreading at our events, we will implement mask wearing at indoor events and encourage social distancing at outdoor events. Contact tracing is implemented to prevent outbreaks from potentially occurring.



### Potential Risk #3: Financials

No Place Like H.O.P.E. will be selling t-shirts for everyone to wear during the Battle of the Burn football game. This exemplifies support for our football team as well as the beneficiary of the event. Due to Covid, the cost of producing t-shirts has increased and if we are not able to sell enough of our shirts, we would end up in debt rather than raising funds. This is a huge risk that could heavily impact our project.

#### Response Strategy

In order to reduce the risk of not selling enough t-shirts, we will sell in the mornings before school, during lunch, and at the local middle school. Additionally, we plan on collaborating with Reston Shirts to provide a sponsorship, allowing us to gain a percentage of the price discounted. Finally, we will heavily promote our shirts on social media and use them as a way to get students and the community excited about the event and giving back to Mobile Hope.



## F. PROPOSED PROJECT BUDGET

Our rationale for spending \$4,523 on the shirts is to ensure we have enough shirts to sell at both Broad Run High School and Farmwell Station Middle School. We plan to order shirts as small as adult small and as large as triple extra large to offer a variety of sizes. Our rationale for spending \$292.93 on paper, staplers and scissors for the Spirit Links is because we wanted to ensure that we had plenty of paper and supplies to fill the stadium with the proper amount of chains, reflecting on the amount of money donated.

Battle of the Burn Week	Cookies for a Cause	Spirit Links	Hoopng For Hope
T-shirts: \$4,253 <ul style="list-style-type: none"> <li>• Small: 85</li> <li>• Medium: 270</li> <li>• Large: 270</li> <li>• X-Large: 100</li> <li>• XX-Large: 25</li> <li>• XXX-Large: 10</li> </ul> Decorations and food will be donated: \$186.67	Cookies: <ul style="list-style-type: none"> <li>• \$24.00</li> </ul>	Paper, Staplers, and Scissors <ul style="list-style-type: none"> <li>• \$292.93</li> </ul>	Bake Goods: <ul style="list-style-type: none"> <li>• \$23.00</li> </ul>

## IV. Execution: Following the Yellow Brick Road

# STOP ONE: THE LAND OF THE MUNCHKINS

**“It’s always best to start at the beginning - and all you do is follow the yellow brick road.”**

**- Glinda the Good Witch**

### Community Giving Events

1. *Initial Meeting with Mobile Hope (September 3rd)*
2. *Marketing Presentations (September 23rd-24th)*
- 2.

#### **Initial Meeting with Mobile Hope (September 3rd)**

Initiating our project, we landed in “The Land of the Munchkins” in Oz on September 3rd by meeting with the representatives from Mobile Hope. We traveled to the Leesburg location to propose our ideas regarding our project alongside the Stone Bridge High School Project Directors. We met with the representatives and toured their campus, allowing us to take our first steps on our Yellow Brick Road towards our project implementation. Furthermore, we shared photos of our visit to their campus on our Instagram to increase student excitement about our new partnership. This meeting allowed us to begin our new relationship with Mobile Hope, in hopes of continuing to work with them in the future. This growing relationship was the key to kick-starting our project, assisting us to reach our goal of enabling Mobile Hope to change more lives.

#### **Marketing Presentations (September 23rd-24th)**

Continuing in “The Land of the Munchkins,” we presented an informative and interactive presentation to our marketing classes and DECA members on September 23rd and 24th. This presentation truly enabled our project to effectively move forward, allowing us to gain a following on Social Media and within our school. We informed the students about “No Place Like H.O.P.E.” and the goals we hope to achieve during the year, inspiring them to volunteer their time and participate in our project. We offered over 400 hours to volunteer for our project, and all the slots filled up immediately. Furthermore, we had a total of 150 students volunteer for our project. The students volunteered to sell shirts at our school and our feeder middle school, become a spirit ambassador, or decorate the school. Concluding our presentation, we offered all 450 marketing students one hour of service by asking them to complete and decorate Mobile Hope buses with inspirational quotes. The purpose of this activity was to provide hope for the youth at Mobile Hope from students who truly care for their well-being. This activity allowed the students to be personally involved with Mobile Hope and their mission. Following this activity, we delivered the buses to Mobile Hope’s office, where they would personally deliver the buses to their clients. To ensure all the marketing students saw our presentation, we involved our DECA Officers in the presentation process. The presentations helped us to stimulate our goal of offering opportunities for our community to be involved in our project. Collectively, “The Land of the Munchkins,” enabled us to begin our project by gathering information from Mobile Hope while also gathering information and educating the students at Broad Run about our project.

- 👉 **People Reached: 806**
- 👉 **Profit Attained: N/A**
- 👉 **Service Hours: 450**



**Pictures from Mobile Hope**



**Students holding and writing letters to send to Mobile Hope**



# STOP TWO: FINDING OUR FAMILY

**“Oh you’re the best friends anybody ever had!” - Dorothy**

## **Community Giving Events**

1. *Battle of the Burn Week (September 26th - October 2nd)*
2. *No Place Like H.O.P.E. Battle of the Burn Meeting (September 30th)*
3. *Spirit Link Competition (September 26th - October 2nd)*
4. *Field Picture Promotion (October 1st)*
5. *Fuddruckers Fundraiser (October 1st)*
6. *Battle of the Burn Football Game (October 3rd)*

## ***Battle of the Burn Week (September 26th - October 2nd)***

Continuing on our journey on the Yellow Brick Road, we implemented six events that lead us to find our family within the community. The process of “Finding our Family” occurred from September 26th to October 2nd. This impactful weeklong event is called Battle of the Burn Week. The reason for this is because of the well-known annual football game that involves Broad Run High School and Stone Bridge High School; two neighboring high schools that reside in Ashburn, Virginia. While the two schools compete in a friendly football competition at the end of the week, they work together to raise funds and awareness for Mobile Hope, finding a family within the community. Similar to the found family of the Scarecrow, Tin Man, Lion, and Dorothy. Throughout the week, we promoted our events and activities on the PA system at Broad Run each morning before school, we spoke on the announcements at Farmwell Station, and we created a short video advertisement to be played each day at Broad Run. Finally, we used Instagram as our main outlet of promotion by creating an account specific for our project. To increase excitement about the event, we decorated the school with 20 student volunteers for 3 hours on Sunday, September 26th. For the following five days leading up to the game, we held a spirit week. Monday was Hat Day, Tuesday was 2000s Day, Wednesday was Denim Day, Thursday was Twin Day, and Friday was Maroon and Gold Day. The purpose of the spirit days were to further involve the students in our project. Hundreds of students participated in these spirit days, showing how we are truly one family at Broad Run High School. Continuing the week, we sold black t-shirts with an original design for students to purchase and wear to the upcoming game. We sold t-shirts each day at Broad Run and at our feeder middle school, Farmwell Station. Additionally, we sold t-shirts during each of the four lunch shifts every day at Broad Run. Through our efforts, we had 120 student volunteers selling shirts throughout the week. We purchased a total of 740 t-shirts and by Thursday morning, we completely sold out. This allowed us to earn a profit of \$2,927. Additionally, Stone Bridge sold t-shirts for the game. They successfully sold out, allowing us to earn a total of \$5,618.25 on t-shirts for Mobile Hope.

## ***Spirit Link Competition (September 26th - October 2nd)***

To increase the profit and impact we could have on Mobile Hope, we continued the Battle of the Burn tradition of holding a Spirit Link Competition. Every year, Broad Run High School and Stone Bridge High School have a competition to see who can raise the most money via spirit links. Spirit links are paper chains that represent the amount of money collected. For every 25 cents donated 1 link would be made and for every dollar donated 5 links will be made. In order to generate more money than our competition, we had spirit ambassadors. Spirit Ambassadors were students who took empty jars in the morning and carried them around the entire day, asking students to donate their spare change. In order to keep track of the student ambassadors, we made group chats informing them of their responsibilities. To further incentivize the spirit ambassadors, we made the spirit link collecting a competition. We informed the students that whoever had the heaviest jar of coins and the most money in cash would win a free old Battle of the Burn shirt.



**Sunday Decorating**



**Hat Day and 2000s Day**



**Denim Day and Twin Day**



**Maroon & Gold Day**



**Spirit Links**



Each day we had 16 new spirit ambassadors, 4 from each grade, to ensure we involved as many students as possible. This competition truly showed how our school could come together as a family to increase the impact made on Mobile Hope. By Friday, October 1st, we were able to collect \$5,837 from the students. This resulted in a grand total of 29,185 spirit links made from Broad Run. While the Spirit Link Competition was a competition against Stone Bridge, the true purpose was to work together to raise money for Mobile Hope, and we were able to make a grand total of \$7,158.36.

### ***No Place Like H.O.P.E. Battle of the Burn Meeting (September 30th)***

Furthering our efforts to involve our student body, we held a meeting in the middle of the week. The meeting was originally planned for Wednesday, September 29th, however, we had to reschedule the date to Thursday, September 30th because of a scheduling conflict with a staff meeting that same day. By thinking quickly and calmly, we were able to effectively reschedule by communicating with those involved with the organization and implementation of the meeting. We decided to open the meeting to the entire student body to ensure maximum occupancy, which allowed us to have 150 people attend. At the meeting, we hosted Mobile Hope's Director of Development, Allyson Ruscitella, and Volunteer and Community Outreach Manager, Julie Culpepper to speak about the programs they offer and the impact they have made. This allowed those interested in our project to come together and understand the personal impact they are making on the clients from Mobile Hope. Following their presentation, we played a game quizzing the attendees on Battle of the Burn History while providing them with Dunkin' Donuts.

### ***Field Picture Promotion (October 1st)***

On Friday, October 1st, the Broad Run family came together on the Broad Run football field dressed in the spirit day of maroon and gold to show their support and excitement about giving back to Mobile Hope and continuing to work towards ending youth homelessness in Loudoun County. At the beginning of 6th block on Friday, 200 students gathered on the football field, where we were able to take a group photo and continue the students' excitement about our project. We also posted this photo on our Instagram to gain attention from our community.

### ***Fuddruckers Fundraiser (October 1st)***

To finish off that Friday, we held a restaurant fundraiser at our local Fuddruckers from 5-9pm. Due to the football game occurring the following evening, we were able to get 140 people to attend our fundraiser, enabling us to earn \$763.07 for Mobile Hope. To promote this event, we spoke on the PA system at Broad Run, made an announcement video to be played before school, and posted a flyer on our Instagram. We integrated a competition with Stone Bridge to see who could get the most attendees from their school.

### ***Battle of the Burn Football Game (October 2nd)***

Finally, on Saturday, October 2nd, we were able to surface as a family for the final time at the Battle of the Burn football game. This year, we held the football game at a larger field called Segra Field, which held 5,000 people. The tickets for both schools were completely sold out. During the game, we took videos of the students getting excited about the game. We then compiled those clips into a singular recap video of the entire game, which was then posted on our Instagram (@battleoftheburn21). Our video was able to reach over 2,733 people, increasing our impact on Mobile Hope. Throughout our week, we "Found our Family" through the various events and efforts implemented for Mobile Hope. During the week, we satisfied all our goals of helping Mobile Hope by raising over \$3,000, offer opportunities for our community to be involved in our project, partnering with our neighboring high school to create a larger impact, and enabling Mobile Hope to change more lives with the money we raised.

- 👊 **People Reached: 15,628**
- 👊 **Profit Attained: \$13,512.43**
- 👊 **Service Hours: 400**



**Spirit Link Money**



**The Meeting**



**Picture on the Field**



**Fuddruckers Fundraiser**



**Battle of the Burn Football Game**





## V. MONITORING AND CONTROLLING: GOOD ALWAYS WINS

### A. MONITORING

**“She is protected by the power of good and this is greater than the power of evil”**

On our journey, we persevered to overcome the “evil” in our project by having proper branding, communication, and budget management.

#### Communication and Schedule:

Throughout our project’s implementation, we used various ways to properly schedule our events and activities. Our main method of monitoring our schedule and staying on top of our activities was to maintain communication with our advisors. We communicated with them via email and text to ensure we had consistency with our communication. In order to communicate with the student volunteers, we created a group chat with all the students who volunteered based on each day. To ensure the vast majority of the school is aware of our schedule, we posted on our Instagram (@battleoftheburn21). To combat scheduling conflicts, we planned out our events at least a week in advance. Our other method of monitoring our schedule was to use an agenda to keep all of our events and activities planned properly.

#### Budget:

To effectively track the budget in our project, we created an Excel spreadsheet of all the items we spent money on. In our spreadsheet, we kept track of our money spent, our net and gross profits, and our money raised. We also communicated with our advisors about the various expenses we had to ensure we were not in debt and that we exceeded our profit goals. The largest portion of our budget was our Battle of the Burn shirts. In collaboration with Reston Shirts, we were able to obtain the shirts at a 15% discount, allowing us to price the shirts at \$10 each. By planning the shirt price points effectively, we were able to make a significant profit. An additional measure that we took to stay in the positives when it came to our money, was to thoroughly promote each event on our Instagram and through Marketing classes.



**Glinda the Good Witch**

#### Project Quality and Branding:

Throughout our project, it was crucial that we planned our events with thorough and concise detail. To make sure we had a consistent audience for our project, we created an Instagram account to promote and serve as a way to receive feedback from the community. We created multiple polls on our Instagram account to gain the opinion of our community regarding several aspects of our project. Additionally, we sought feedback on our Instagram to improve on the activities held. To continue the quality of our project, we documented our events with pictures to further evaluate the conditions of our events to improve them as the project went along. Finally, we made our Instagram account a business account to keep track of various pieces of information, including post activity and the demographics of our followers.

### B. CONTROLLING

While these setbacks momentarily impacted our project, we were able to overcome them and increase our impact.

## Wicked Witch of the West



### Lack of Participation due to Covid:

With Covid still being a huge issue affecting our day-to-day lives, we noticed a lack of participation and interest in our DECA chapter compared to before distanced learning was implemented. With the huge impact we wanted to make, we relied on student involvement to make our project successful. We responded to the initial lack of interest conveyed by the students, by visiting all the Marketing classes and inspiring them with our project goals, as well as heavily advertising on social media to get students excited about the project. Our biggest turning point in participation was our meeting, we had over 100 students attend and after the meeting was held we had high amounts of participation.

### Scheduling Conflict:

A huge conflict we had was with scheduling our meeting. We depended on our No Place Like H.O.P.E. Battle of the Burn meeting to gather students and inspire more than just Marketing students to get involved with our project. We originally wanted our meeting to be on Wednesday, September 29th, and we had that date planned with the Mobile Hope representatives and the school. However, at the beginning of the Battle of the Burn week, we realized that a staff meeting was now scheduled that same day, resulting in our meeting needing to be rescheduled. We responded to this by immediately looking for the next available date for our meeting and contacting the Mobile Hope representatives to see if they would be able to join us on a different date. We decided on Thursday, September 30th for our new meeting date. We calmly and collectively found a quick solution to our problem, as well as heavily advertised the meeting. This led us to our turnout of over 100 people.

## VI. CLOSING THE PROJECT: LIVING IN COLOR

### A. EVALUATION OF KEY METRICS

The following are sponsors and donations who helped No Place Like H.O.P.E. achieve our goals:

Reston Shirt  
discounted shirts  
15%

Madison Small  
Foundation  
Donation  
\$500

Fuddruckers  
Donation  
\$763.07

Lemmond  
Family  
Donation  
\$100

Commonwealth  
Chiropractic  
Donation  
\$100



We carried everything we needed alongside us and our journey to fully accomplish our goals for the youth at Mobile Hope. This allows for their colorful dreams and goals to become a reality.

Event Name:	Key Metrics:	H.O.P.E. Goals Satisfied:	Community Giving Impact and Reach:
<b>The First Stop: The Land Of The Munchkins</b> : Initial Meeting with Mobile Hope	Community Impact	Enable	356 People
Marketing Presentations	Volunteers, Community Impact	Offer	450 People 450 letters written 450 hours of service
<b>Stop 2: Finding our Family</b> : Battle of the Burn Week	Volunteers, Fundraising, Community Impact, Social Media Interactions	Help	6,000 People \$5,618 raised from t-shirts 400 hours of service
The No Place Like H.O.P.E. Battle of the Burn Meeting	Community Impact	Offer	150 People
Spirit link Competition	Volunteers, Community Impact, Fundraising	Help, Offer, Enable	1,605 People \$7,158.36 raised
Field Picture Promotion	Community Impact	Offer	2,733 People
Fuddruckers Fundraiser	Fundraising, Community Impact, Social Media Interactions	Help, Offer, Partner	140 People \$763.07 raised
Battle of the Burn Football Game	Community Impact, Social Media Interactions	Offer, Partner	5,000 People
<b>Stop 3: Emerald City:</b> Food Drive	Community Impact Volunteers	Offer	1,605 people 103 items
Cookies for a Cause	Fundraising, Community Impact	Offer, Enable	80 People \$130.50 raised
Hooping for Hope	Community Impact Fundraising	Help	445 People \$184 raised
Mobile Hope Volunteering	Community Impact	Help	9 hours of service
<b>Total</b>	Community Impact, Fundraising, Social Media Interactions, Volunteers	Help, Offer, Partner, Enable	<b>18,424 people reached \$13,800 raised 859 hours of service 103 food donations 450 letters written</b>

## B. LESSONS LEARNED

Throughout our journey and Dorothy's journey, seven shared lessons were learned along the Yellow Brick Road. For No Place Like H.O.P.E., these lessons helped us reflect on the impact we had on Mobile Hope and the homeless youth. For Dorothy, these lessons helped her appreciate her journey and realize that there is no place like home.

### Initiating: Lesson #1: Dream in Color

When initially beginning No Place Like H.O.P.E., we ensured to have a good first impression when meeting with Mobile Hope, this allowed us to have a strong relationship throughout the rest of our project implementation. We were able to maintain a close connection with Mobile Hope throughout our project, in order to create the biggest impact on the homeless youth they are helping. Finally, alongside Mobile Hope, we helped the youth in the community to realize that their dreams, no matter how big and colorful, are attainable.

**S**

#### Strengths

We gathered statistics to back up our rationale for implementing No Place Like H.O.P.E.

**O**

#### Opportunities

Collaboration with our neighboring High School.  
Building a relationship with Mobile Hope.

**W**

#### Weaknesses

We had no connection to Mobile Hope prior to project implementation.

**T**

#### Threats

We were aware of multiple risks that could extremely alter our project.

### Planning and Organizing: Lesson #2: You Already Have What it Takes

During the planning and organizing portion of No Place Like H.O.P.E., we were able to successfully implement 3 strategic milestone events varying from 2 to 6 events woven within them. We effectively organized our goals into the acronym H.O.P.E. which allowed us to properly track our progress throughout the project. While understanding the potential risks we could encounter on our journey, we were prepared for anything that came our way. Additionally, we learned that it is important to secure everything we need to successfully implement our events, like our ideas and goals. Furthermore, we learned that we had everything we needed to successfully implement our project.

**S**

#### Strengths

We had clear goals and plans to achieve them. We created an organized list of events with dates, purposes, and action plans.

**O**

#### Opportunities

We planned 10+ events to ensure the most participation and impact community wide.

**W**

#### Weaknesses

There was no way for us to 100% control the risk of Covid-19.

**T**

#### Threats

We were aware of multiple risks that could extremely alter our project.

**Execution: Lesson #3: Follow your Own Yellow Brick Road, Lesson #4: Money Isn't Everything, Lesson #5: Value your Friends**

We learned multiple lessons through the execution of our events on our journey. We first learned the importance of following our own Yellow Brick Road. Pursuing your own journey, no matter the obstacles you may face along the way, was something we fully understood during the execution of our events. We also learned the value of non-monetary donations, including food and time. Largely during our journey through Emerald City and traveling back to Mobile Hope to volunteer 9 hours of our time, we truly understood the impact our efforts will have on Mobile Hope and their aspirations. Finally, we learned that the relationships we have made prior to our execution and while our events were occurring, were a crucial part of the effectiveness of our events. The friendships we made with the Mobile Hope Representatives and Broad Run staff and students guided us to the success and impact of our project. Finally, we were able to achieve at least one of our goals during each event we implemented, enabling the success of our journey.

**S**

**Strengths**

We were able to achieve at least one of our H.O.P.E goals at each event. Our event turnout and success was what we aimed for. Mobile Hope representatives were able to attend two of our events.

**O**

**Opportunities**

Various Broad Run social media accounts were promoting our events as well as Broad Run staff members.

**W**

**Weaknesses**

We were unable to have as many service or volunteer based events as we had hoped and planned.

**T**

**Threats**

Covid-19 and weather lead to the cancellation of multiple planned events.

**Monitoring/Controlling: Lesson #6: Good Always Wins**

Through our reflection of our journey, we recognized the challenges and setbacks we endured. This allowed us to learn how to effectively organize and control what occurred during our project. Despite our worry regarding participation due to Covid-19, we were able to learn how to effectively implement safe events, following the proper guidelines needed. Additionally, we learned about the importance of an Instagram account. Our Instagram account allowed us to properly leave our impact on the hundreds of students and faculty who follow it, leaving a lasting impact on them. By fighting to end youth homelessness, we recognized the helpful and considerate nature of our project, allowing us to learn that good will always persevere and win, no matter the conflicts that occur.

**S**

**Strengths**

We were able to efficiently keep track of our budget and in return we collected a large profit to benefit Mobile Hope. We also were able to effectively monitor project quality and scheduling.

**O**

**Opportunities**

An increase in participation and interest school wide Our project was able to become bigger than we expected and we were able to rapidly spread our project throughout the community maximizing the effect of No Place Like H.O.P.E.

**W**

**Weaknesses**

Rescheduling of our Battle of the Burn Meeting from Wednesday to Thursday.

**T**

**Threats**

Lack of participation in our DECA chapter leading up to our project. A scheduling conflict with our school administration.

### **Lesson #7: “There’s No Place Like Home”**

The overall lesson we learned throughout our journey is that just like everyone needs a home, everyone needs hope. Through our collaborative efforts, Mobile Hope will continue to be a home for homeless youth, continuing to spread hope throughout the community.

## **C. RECOMMENDATIONS FOR FUTURE PROJECTS**

*Somewhere over the Rainbow, future projects will use our reflection to make their projects even better!*

### **Internal Communication:**

Due to the Battle of the Burn Meeting having to be rescheduled because of the staff meeting, we had to ensure communication was occurring with all members of our internal team. We had to quickly communicate with the Mobile Hope Representatives, our advisors, and with each other. Thankfully, the meeting was rescheduled for the following morning, however it would not have been accomplished without strong and clear internal communication. Therefore, we recommend that future projects establish strong relationships with your internal project team to ensure that there can be proper communication and so events can be properly executed.

### **Maximize Promotion with Everything the School Offers:**

During our project, we maximized our promotion with as many outlets available. We created an Instagram, used Remind, posted on the school’s morning announcements, using the PA system each morning, and collaborated with our school’s SCA organization to remind all the students about our project. We highly recommend that future projects reach out to other organizations for promotion to maximize the amount of outreach and involvement in the project. Using the school’s morning announcement system and PA system to promote our events allowed us to reach all students in the school and constantly share our project and our project goals across the school.

### **Establish Additional Service Hour Opportunities:**

Throughout our journey, we recognized the attraction for service oriented events such as our canned food drive and our Sunday decorating event during our spirit week. We were able to increase participation during these events by collaborating with service oriented clubs such as National Technical Honors Society, Key Club, and Interact, offering hours and points for the students who participated in our activities. Since our project, the student, and the clubs benefit from attaining hours, we highly recommend future projects to do the same. This collaboration will increase your communication skills with outside organizations and participation.

The homeless youth in Loudon County were first living in black and white, believing that their dreams were too far fetched to achieve.

After following our Yellow Brick Road, we discovered that we already had H.O.P.E., our hearts, our brains and our courage within ourselves throughout our journey. We persevered through our various obstacles, found friends and family that we will treasure forever while learning various ways to give back.

But most importantly we helped Mobile Hope give the youth in Virginia H.O.P.E. and a chance to live their dreams and life in color.

“People would rather live in homes regardless of its grayness.” There truly is **No Place Like H.O.P.E.**



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### HUMAN RESOURCES:

- Casey Sorenson: Lead DECA Advisor
- Allyson Ruschitella: Mobile Hope Director of Development:
- Julie Culpepper: Mobile Hope Volunteer and Community Outreach Manager

## VIII. APPENDIX

