



# Project Refill

Community Giving Project  
Eastlake High School  
Sammamish WA, 98074

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Refilling Plates, Refilling Lives



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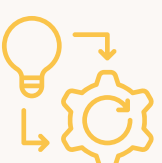
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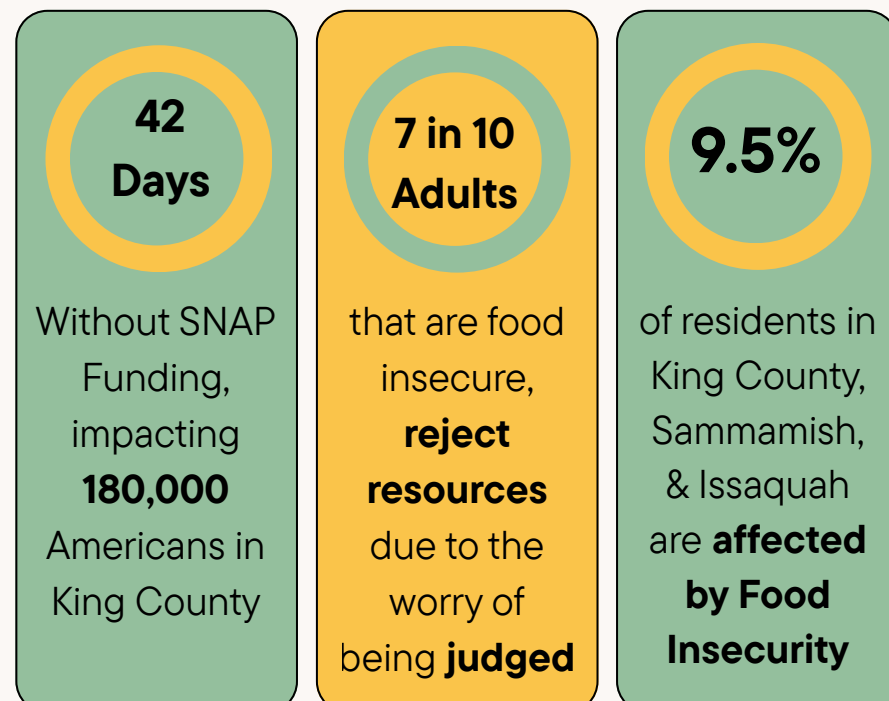
# Executive Summary

## What is Project Refill?

Project Refill is an initiative focused on combatting food insecurity in Sammamish and Issaquah, located in King County. We aim to achieve this goal by supporting established non-profits in their efforts, while leading awareness campaigns on our own social media pages.



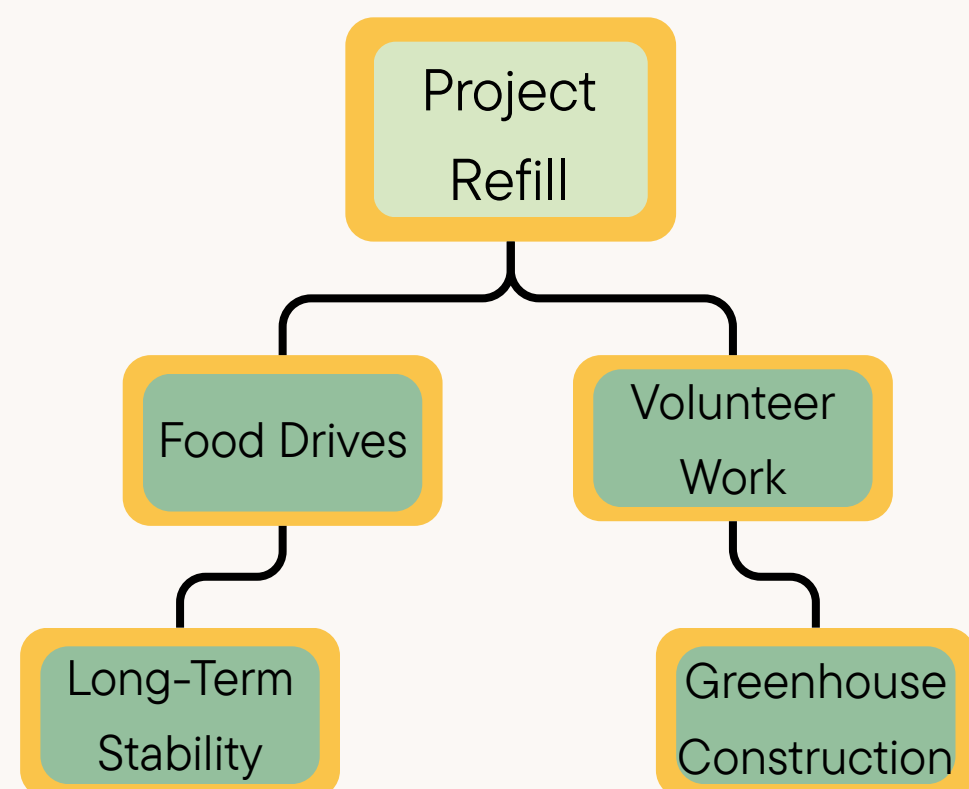
## Problem Statement



Food insecurity affects 9.5% of residents in King County, including communities like Sammamish and Issaquah. This is despite the area's high median household income of \$235,013. A recent federal pause in SNAP funding lasted 42 days, the longest in U.S. history, worsening the issue and impacting approximately 180,000 Americans in King County, as local food banks rapidly dried up. Stigma significantly adds to the issue, with over 7 in 10 food-insecure adults reporting they avoided charitable food resources because they felt uncomfortable or feared being judged.

## Project Scope

Project Refill's focuses on addressing food insecurity in Sammamish and Issaquah through a balanced approach that combines short-term and long-term relief. The project supports established local nonprofits- Issaquah Food and Clothing Bank and Foodbank Farms. Issaquah Food and Clothing Bank is supported through food drives and a food donation, whereas Foodbank Farms is supported through a monetary donation and volunteer work parties.



## Rationale

The rationale behind this approach is to address immediate food access gaps while reducing the reliance we place as a community on temporary aid.

## Expected Benefits

Expected benefits include increased availability of nutritious food, reduced stigma surrounding food insecurity, and stronger community awareness and engagement around the issue.

## Project Goals

- F Food Collected**  
Collect 500+ Food Items to donate to Issaquah Food and Clothing Bank (\$2500+ in monetary value)
- E Earnings Raised**  
Fundraise \$1,500 for Greenhouse Restoration at Foodbank Farms in Snohomish
- E Engagement through Volunteering**  
Organize 3 volunteer workdays (at least 8 volunteers each) focused on restoring the greenhouse we are fundraising for.
- D Digital Outreach**  
Grow Project Refill's Instagram to 500 followers, 500 likes, and 20,000 views

## Human Resources Management



Angad Kochar



Jim Eichner



Raj Sukumaran



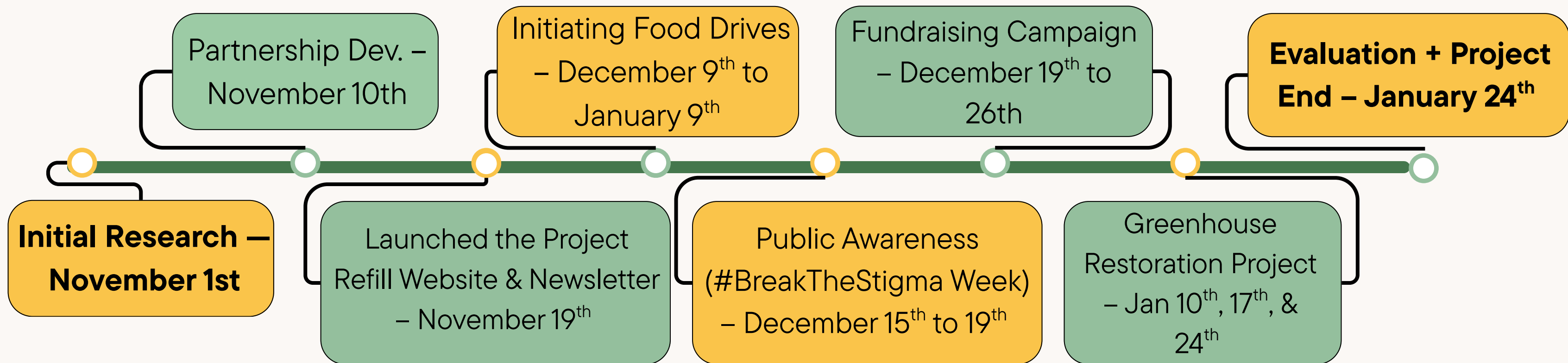
Volunteers

Issaquah Food Bank



# Executive Summary

## Project Timeline – Key Milestones



## Quality Management Plan

Project Refill maintains quality through consistent communication, structured planning, and ongoing evaluation of both impact and engagement. Weekly project manager meetings, shared google drives are examples of steps we take to ensure quality. The quality of our project is defined not only by outcomes, but by positive donor and volunteer experiences, along with the project's ability to create long-term community impact.

### Volunteer Engagement

**Goal:** Host three work parties with at least eight volunteers each. Finance & Logistics schedules and manages events; Outreach promotes participation. Turnout and feedback reviewed after each event to assess organization and experience.

### Partnerships & Outreach

**Goal:** Establish partnerships with Foodbank Farms and Issaquah Food & Clothing Bank. Outreach Director leads communication and follow-ups. Partnerships are reviewed biweekly for clarity, alignment, and effectiveness.

### Fundraising & Donations

**Goal:** Raise \$1,500 through door-to-door fundraising and donations. Finance & Logistics tracks ticket sales, donations, and records on Spreadsheet. Funds reviewed every 3 days for accuracy and transparency,

### Instagram & Growth

**Goal:** Reach 500+ Instagram followers by early January, with 20k views, 500 likes. Outreach Director oversees content, scheduling, and analytics. Engagement metrics and comments are reviewed weekly to ensure informative, respectful messaging.

## Risk Management Plan

| Risk                              | Problem                                                                                  | Solution                                                                                        | Risk Lvl.    |
|-----------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------|
| <b>Lack of Monetary Donations</b> | May limit donations to Foodbank Farms and slow the purchase of greenhouse materials.     | Utilize multiple Donation methods and incentives like Car Wash Tickets                          | Moderate<br> |
| <b>Weather/Scheduling Issues</b>  | May reduce volunteer participation and lower overall project impact.                     | Plan for 3rd day to serve as a backup in case project doesn't finish/weather interrupts Project | Moderate<br> |
| <b>Low Community Awareness</b>    | May reduce volunteer turnout and monetary or in-kind donations, limiting outreach goals. | Market through Social Media and Flyers handed out/hung up in high traffic locations             | Low<br>      |

## Projected Budget

| Item                  | Quantity | Cost                           |
|-----------------------|----------|--------------------------------|
| Cardboard Boxes       | 6        | Exempt (Covered by PM)         |
| Flyers/QR Code Prints | 150      | Exempt (Used Library Printers) |
| Website/Domain Costs  | 1        | Exempt (Covered by PM)         |
| Brown Bear Tickets    | 100      | \$283                          |
| Volunteer Lunch       | 3        | \$250                          |
| <b>Grand Total</b>    |          | <b>\$533</b>                   |

86% of our projected revenue (Monetary and In-Kind) will be donated



# Executive Summary

## Execution

1

### Finished Strategy Development/Planning

Researched target audiences, set goals, and fully developed the Project Refill website with integrated newsletter functionality.

2

### Partnerships Established and Food Drives

Partnered with the Sammamish Chamber of Commerce to launch food drives across schools, businesses, and preschools. All collected food was donated to the Issaquah Food & Clothing Bank on January 9th.

3

### Public Awareness and Outreach

Published 27 Instagram posts addressing food insecurity stigma, grew to 172 newsletter subscribers, and reached 2,000+ students through Pack News (School News).

4

### Fundraising and Greenhouse Restoration

Sold 100 Brown Bear Car Wash tickets through door-to-door outreach. Raised funds via GoFundMe, Venmo, and cash donations, and led X volunteers over three days for X total hours. Project completion is on track to end before January 24th.

## Closing the Project



Total Impact Value (Food Donations & Monetary).  
**\$5902**



Food Items Collected  
**848 Food Items = \$4160**



Monetary Donations  
**\$1742**



Instagram Followers  
**503**



Instagram Impressions  
**53,000+**



Instagram Interactions  
**1107**



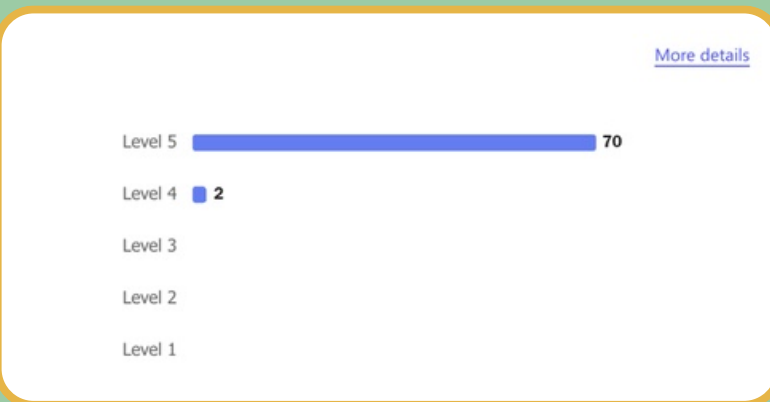
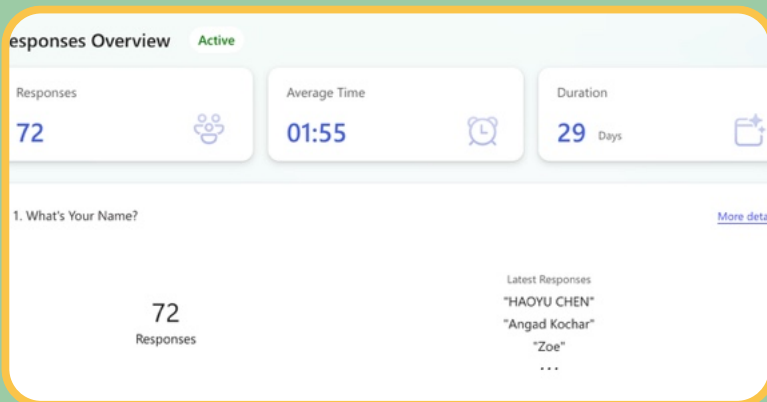
Service Hours Worked On Greenhouse  
**174**



Total Volunteers Mobilized  
**34**

## Monitoring and Controlling

**Tracked donations:** Used Microsoft Forms to monitor donation sources, donor feedback, and overall experience.



**Adjusted outreach:** Added flyers near donation locations after reviewing form feedback to increase engagement.

**Managed weather constraints:** Adapted to flooding delays by shifting to remote planning and rescheduling on-site work when access was restored.

Fundraising - **Exceeded Goal by 16%**

Food Items – **Exceeded Goal by 69%**

Instagram Followers - **Exceeded Goal by 1%**

Interactions - **Exceeded Goal by 133%**

Views - **Exceeded Goal by 163%**

### Recommendations for Future Projects

- 1) Secure Partnerships Earlier in the Planning Phase
- 2) Prioritize Flexibility in the Donor Experience
- 3) Earning 501(c)(3) Status and Focusing More on Building Trust with Target Audience

### Lessons Learned

- 1) Planning for Uncertainty
- 2) Learning to Adapt Under Constraints
- 3) Using Data to Guide Decisions



# Initiating

## A) Statement Of Problem

Food insecurity affects individuals and families throughout the Greater Seattle Area. In King County, the place of residence for our target market of Sammamish and Issaquah, **9.5% of people report that they have struggled with food insecurity at some point (Communities Count)**. Everybody has experienced hunger at one point, and knows how awful the experience can be. At Project Refill, we want to minimize the number of people that are impacted by these negative feelings and experiences.



**180,000 King County Residents Impacted**

The recent pause in SNAP funding by the federal government also had a huge impact on making this existing instability much worse. SNAP, which stands for the Supplemental Nutrition Assistance Program, is one of the most important resources for families facing financial hardship and food insecurity. **Funding was interrupted for 42 days, the highest in US History**. When funding is interrupted, families that are already struggling to meet ends meet lose the only grace and assistance they had. Due to the cut in funding, many were left with few alternatives and tight budgets. Those who were struggling had their problems grow and in some cases, were forced to go without enough food. **This impacted 180,000 Americans in King County Alone (Federal Reserve Bank), as Food Banks here dried up at an alarming rate.**

Stigma plays an even larger role in the problem. The average person living in the suburban areas of Sammamish and Issaquah wouldn't even realize the impact that Food Insecurity has on the people here. **With a median household income of \$235,013, (Livability) most people in this region don't understand the grapple tight finances have on families struggling with food insecurity;** Everyone assumes that everyone else is privileged, but this is far from the truth (As seen in the 9.5% Statistic above). Food insecurity is deeply misunderstood, and many people feel ashamed or even embarrassed to admit they are struggling. In national surveys, more than **7 in 10 food insecure adults who did not access charitable food resources said they avoided help because they felt uncomfortable doing so, with the fear of being judged (Urban Research Institute)**. This silence allows the problem to grow, because those who need support the most often feel the least able to ask for it.



**7 in 10** food insecure adults didn't feel comfortable reaching out for support due to the stigma and fear of being judged

Food insecurity affects far more than a person's diet. It impacts mental health, overall productivity/performance, and the stability of families and communities. Project Refill was created to raise awareness, address these stigmas, and provide relief to those struggling with food insecurity. **By increasing understanding and bridging the gaps between the affected and unaffected, we hope to create a community where asking for help is seen as a strength, not a weakness.**

## B) Project Scope

### Mission & Purpose

The goal of Project Refill is to meet immediate needs and build **sustainable architecture for long-term relief**. We also aim to work toward fostering a community culture **where seeking support, especially when struggling with food insecurity is seen as normal and acceptable**. Project Refill operates through several interconnected initiatives, but they all place a high focus on combating food insecurity on the Eastside of Seattle, specifically towns like **Sammamish and Issaquah**.

### Target Community & Engagement

Our full-community food drive targets families across Sammamish, especially **parents with children ages five to thirteen**. Early exposure to service helps kids learn that **helping others is normal and that needing help should not carry shame**. We aim to collaborate with local businesses and private pre-schools for these food drives, as they are high traffic areas for families. Our high school-based drives and collaborative efforts with DECA and other student clubs focus on students ages **fourteen to eighteen**, who are in a strong position to model leadership and community service. To encourage participation, we will partner with other schools at our club and offer incentives such as **DECA membership points and volunteer hours**.



### Fundraising Strategy

For our fundraising efforts, we will engage Sammamish homeowners and working adults by **selling Brown Bear Car Wash tickets door to door**. A recent survey showed that **88% of donors are significantly more likely to donate if asked for donations on a one-on-one basis**. This aligns well with Sammamish's neighborhood-based, suburban community where many residents prefer personal, local causes they can directly support. This is why we chose a door-to-door fundraising strategy.

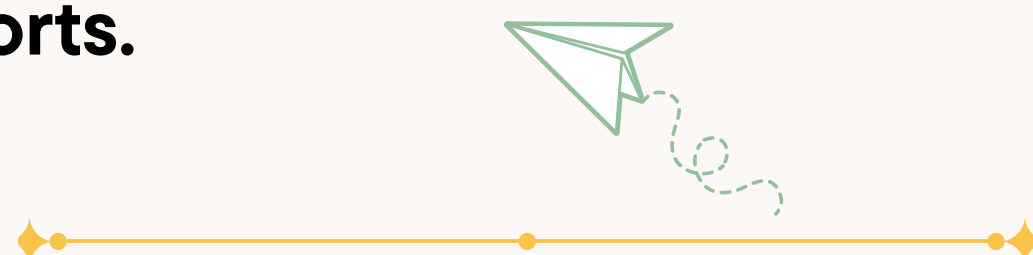
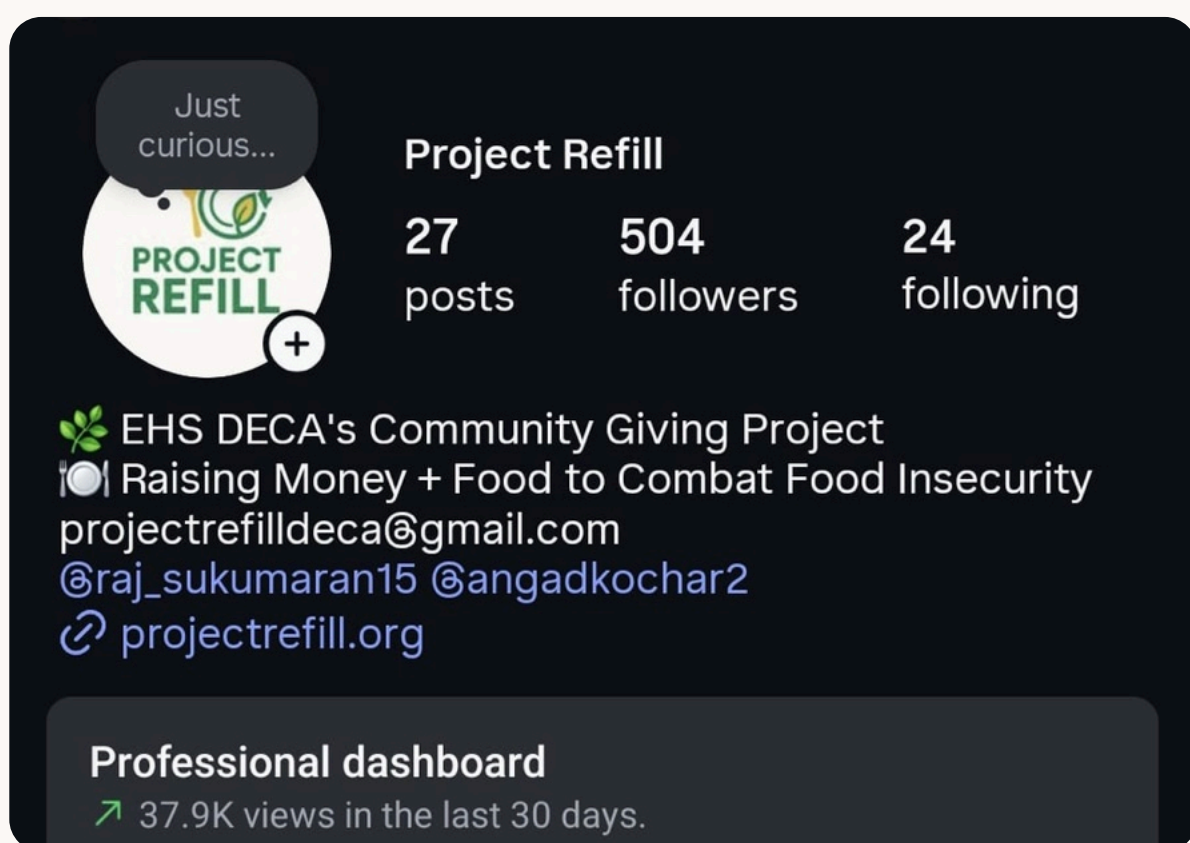
### Long-Term Impact with Greenhouse Project

All donations will be given to Mr. Eichner and Food Bank Farms, a farm that donates 100% of its produce to food banks in Sammamish and Issaquah, totaling approximately **300,000 pounds of food each year**. These donations will support the restoration and maintenance of a greenhouse that was recently destroyed by severe weather, including a cyclone. As part of this project, we will also gather volunteers to help rebuild the greenhouse, creating a long-term, hands-on initiative that leaves a lasting legacy. Our volunteering efforts, paired with our fundraising goal will lead **our direct impact to be a contribution of roughly 30,000 pounds of fresh produce annually to families in need**.



## Community Engagement - Website

To keep our community informed and involved, we will maintain a Project Refill website that includes updates on our initiatives, volunteer opportunities, event calendars, and blog posts. We will also be making a **Newsletter** for us to stay in touch with existing donors and foster a sense of **long-term loyalty**. By offering transparent updates and easy ways to get involved, **the website will serve as a central hub for donors, students, partners and families who want to follow our progress and participate in our efforts.**



## Social Media Outreach

Our social media efforts on Instagram, including our “Break the Stigma” campaign, targets teens aged 14-18 as **70% of teenagers report using at least one social media platform daily** (Pew Research Center). We will also use Facebook to spread awareness about our Food Drives with families who’d like to donate, with an emphasis on an older audience (Same audience as Food Drive).

## Community Impact & Long-Term Initiative

By engaging families, students, and community members across multiple channels, Project Refill strengthens awareness and support within Sammamish and Issaquah. Through short-term efforts like **community and school food drives**, as well as initiatives that leave a long lasting-legacy, such as the **greenhouse restoration project and our #BreakTheStigma campaign**, we work to expand access to nutritious food and reduce the stigma surrounding food insecurity in our community.

Our website, **ProjectRefill.org**, serves as our online hub where families, donors, and students can stay informed and remain involved in our mission. At every level, our goal is to help families feel supported, understood, and never alone when facing food insecurity. **We will evaluate our progress through donation tracking, volunteer turnout, and engagement analytics from our website and social media platforms.**

## Scope Summary and Rationale

Overall, Project Refill was designed with a scope that balances **immediate action and long-term impact**. By combining community food drives, school-based engagement, targeted fundraising, hands-on volunteer work, and sustained digital outreach, the project addresses food insecurity from **multiple angles rather than relying on a single solution**. This approach allows Project Refill to meet **urgent needs through food collection while also investing in sustainable infrastructure, such as the greenhouse restoration project**, that will continue benefiting families over time, alongside initiatives like our website and #BreakTheStigma campaign ensure that awareness, transparency, and community involvement remain central to our mission. This carefully defined scope ensures that Project Refill is both realistic to execute and meaningful in impact, creating **a model that can grow, adapt, and continue supporting the Sammamish and Issaquah communities beyond the duration of this project.**



# Planning and Organizing

## A) Project Goals

Our main goal is to increase awareness around food insecurity and make an impact on our community through our campaign's contributions, while establishing **long-term infrastructure** to leave a legacy that continues combatting food insecurity, even after the initial timeline of our project is complete. We are using a *SMART* goal setting method to set **specific, measurable, attainable, relevant, and timely** goals. To allow us to set an effective estimate, we analyzed data from other successful drives at our school, along with past PMCG Chapter Projects from our DECA Chapter.

### Food Collected

F

Collect **500+ Food** Items to donate to Issaquah Food and Clothing Bank (**\$2500+ in monetary value**)

E

### Earnings Raised

Fundraise **\$1,500** for Greenhouse Restoration at Foodbank Farms in Snohomish

E

### Engagement through Volunteering

Organize **3 volunteer workdays** (at least **8 volunteers each**) focused on restoring the greenhouse we are fundraising for.

D

### Digital Outreach

Grow Project Refill's Instagram to **500 followers, 500 likes, and 20,000 views**

To accomplish these goals, we will collaborate with **local businesses and school-based clubs** to expand outreach, secure donations, and increase volunteer participation. These partnerships allow Project Refill to engage audiences that already have strong community trust, making fundraising and food drives more effective. In addition, we will work with the **Sammamish Chamber of Commerce** to initiate connections with local businesses, helping us establish early partnerships, gain visibility within the community, and strengthen the credibility of Project Refill.

## B) Human Resources Management Plan



Our team consists of **two Project Managers**, supported by a **network of local partners who enable us to make a meaningful impact in the lives of those experiencing food insecurity**. These partners act as essential connectors to our target audience, especially since privacy concerns often prevent individuals from directly approaching high school students for assistance. However, when **support comes from a trusted organization, such as their local food bank, recipients feel far more comfortable**. This is why we focus our outreach on established organizations that already hold the trust, credibility, and confidence of the families we aim to serve.



### Meet Our Project Managers

#### Angad Kochar - Director of Finance and Logistics

Angad oversees the financial side of Project Refill, making sure our fundraising goals are realistic and organized. He handles budgeting, tracks donations, and coordinates the logistics behind our food drives and door-to-door outreach. He plans out the Greenhouse Volunteer work parties by the minute and is also responsible for developing and maintaining the website. Angad keeps our operations running smoothly so the team can stay focused on creating impact. He is qualified for this role due to his work in Boy Scouts Troop. He serves as the **“Senior Patrol Leader” (Troop Leader)**, and is in charge of managing the **annual Christmas Tree Drive for his troop, raising over \$8k**. This familiarity with finances makes him the best candidate for the role of **Director of Finances and Logistics**.



#### Raj Sukumaran - Director of Marketing and Outreach

Raj leads our marketing and community outreach. He manages our social media pages, including our Instagram and Facebook. He also builds partnerships with local organizations and helps spread awareness about our mission across Sammamish and Issaquah. Raj focuses on making sure families, students, and donors feel connected to our mission, and plays a key role in motivating people to support our project. Raj is qualified for this project due to his previous experiences as the **CEO & CMO of StudyQuest**, an initiative that's impacted **25k+ Teenagers and allowed them to gain access to resources for their AP Exams**. This familiarity with outreach, paired with the large impact he's had in the past showcase how he's the best fit for the role of **Director of Marketing and Outreach**.

#### Sources of Support

Our sources of support help us reach our target audience of Families struggling with Food Insecurity in the King County area. **Due to the stigma and privacy concerns that come with directly reaching out for help, Project Refill aims to empower existing organizations that have build trust over time.**



## Jim Eichner - Founder and Owner of Food Bank Farms

Mr. Eichner has built Food Bank Farms into a reliable source of fresh produce for families across Sammamish and Issaquah, donating everything the farm grows. This equates to 300k pounds of food every single year. The greenhouse that **we are building at Foodbank Farms has been unused for the past 7 years, due to damage from a cyclone.** By fundraising for the greenhouse rebuild and bringing student volunteers to help with restoration, we're able to expand the amount of food his farm can produce by ~30k pounds each year. Our fundraising goal and volunteer efforts are designed to strengthen and extend the impact he's already making.



## Issaquah Food and Clothing Bank

The Issaquah Food and Clothing Bank plays a critical role in helping Project Refill reach the families who need support most. **Because many families feel hesitant to seek assistance directly due to stigma, the Food Bank acts as a trusted bridge between our project and the community.** Their established relationships allow us to make a real, meaningful impact while respecting the privacy of each family we serve.



# C) Project Schedule

## 1. Initial Research

Our first milestone involved **understanding the scope of food insecurity in our local community and identifying where intervention would be most impactful.** We focused on gathering data related to food insecurity, stigma, and access to resources in Sammamish and Issaquah to guide our project planning and outreach strategy.

### ⌄⌄⌄ A) Analyzing Local and National Trends

We researched food insecurity data at both **the national and county level** to better understand the prevalence of the issue, especially in suburban communities. This included reviewing statistics related to **food insecurity rates, SNAP funding, and the stigma** associated with seeking food assistance. Refer to our statement of problem for a detailed explanation of our research.

### ⌄⌄⌄ B) Identifying Community Needs

We analyzed how food insecurity presents itself in Sammamish and Issaquah by examining **income disparities, cost-of-living data, and access to food resources.** We did this by having a **1 on 1 interview session with a volunteer from Issaquah Food and Clothing Bank**, who explained how our community can benefit from our drives and how Project Refill could fit into existing initiatives. This helped us identify target groups and determine how Project Refill could best serve families in need. Please refer to our Problem Statement and Scope for more information about this research.



Call with Ms. Prewitt, Volunteer at Issaquah Food Bank

## 2. Initiating Drives and Partnerships

Our second milestone focused on launching food drives and building partnerships to allow for community involvement. We plan on utilizing the **Sammamish Chamber of Commerce to connect with local businesses**. We will also utilize existing connections to put food donation boxes in **TLC Montessori**. We will also email **Club leaders in EHS** to collaborate with them on our issue.

### ⚡ A) Community and School-Based Food Drives

We will also organize full-community food drives targeting families across Sammamish. **We will be active on Facebook** and build our website during this time-period too, in an attempt to motivate people to donate food. Donation locations will be placed in high-traffic areas for our target audience of families with young kids (Refer to project scope), such as **private pre-schools, tutoring centers and music/art lessons to maximize accessibility**.

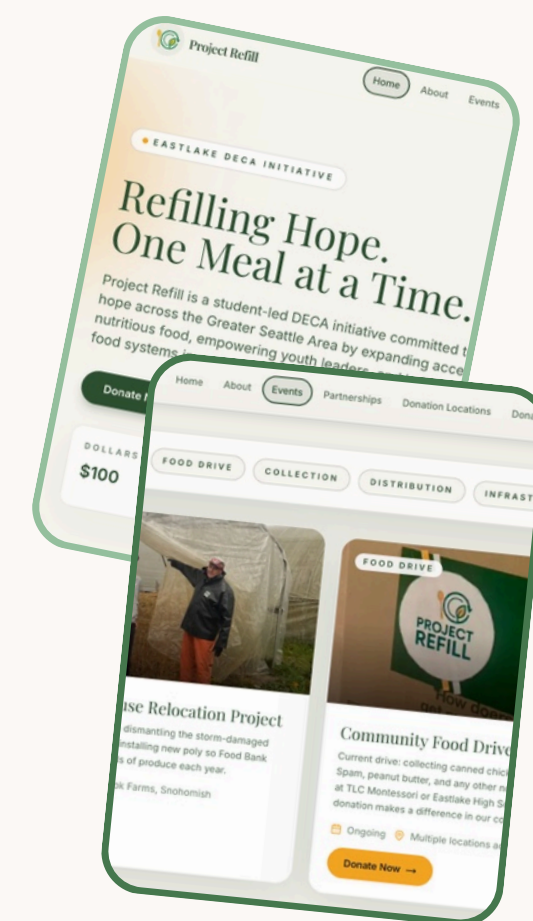
We will also host school-based drives in collaboration with **DECA, Key Club** and other student clubs (Refer to Community Supporters in Human Resources Plan). To encourage student participation, we will offer incentives such as **DECA membership points and volunteer hours**. These incentives will help increase engagement while reinforcing the importance of leadership and community service among students ages fourteen to eighteen.

## 3. Public Awareness and Outreach

Our final milestone focused on increasing awareness, reducing stigma, and enhancing public awareness about food insecurity as many are unaware that this is even a real issue.

### ⚡ A) Public Awareness and Digital Outreach

We will maintain an active online presence through our website and social media platforms. Our **#BreakTheStigma campaign** on Instagram aligned with our food drives to educate teens about food insecurity, while Facebook posts targeted families and adult donors. We will also send out **newsletters every 2 weeks and update our website regularly**. We also plan on putting up **flyers around our community**, including high-traffic spots like the public library and local businesses (with their permission).



## 4. Fundraising and Greenhouse Restoration

This milestone focused on generating the financial and volunteer resources necessary to support long-term sustainability through our greenhouse restoration project. Our fundraising approach emphasized **direct community engagement while ensuring that all funds raised translated into measurable impact**. We will also make sure that volunteers can see their impact tangibly by posting before/after pictures on our instagram.

### ⚡ A) Door-to-Door Fundraising

We will implement a **door-to-door fundraising campaign by selling Brown Bear Car Wash tickets** throughout Sammamish. This strategy was chosen to align with the community's preference for personal, one-on-one engagement and local causes.

### ⚡ B) Direct Donations

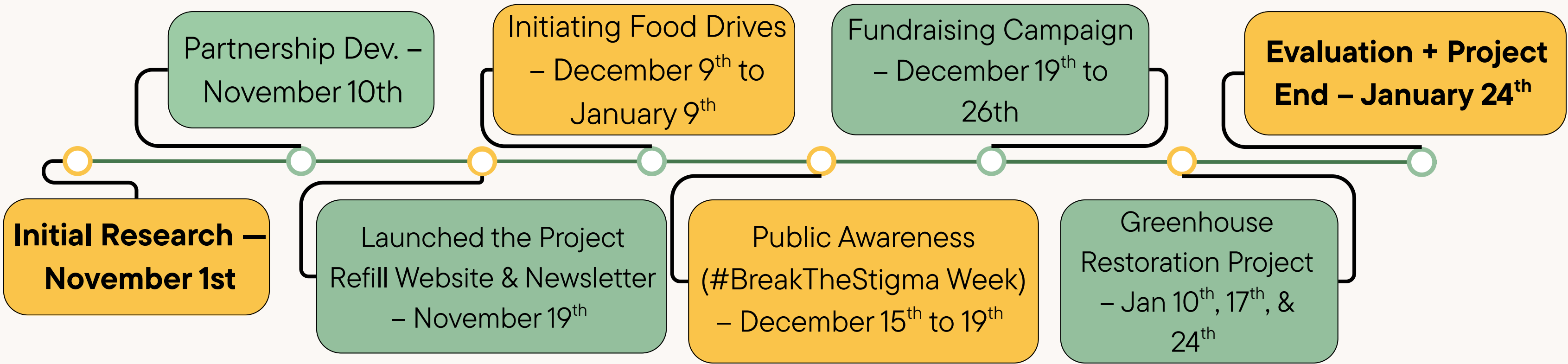
We will be featured in the **Sammamish Chamber of Commerce Newsletter with over 1000+ recipients** within the city and plan on spreading awareness about our donation goals in this way.

## C) Greenhouse Restoration Project

Funds raised will be directed towards supporting Foodbank Farms, which **donates all of its produce to food banks in Sammamish and Issaquah**. We will also gather volunteers to help rebuild a greenhouse damaged by severe weather, that's been unused for 7+ years, creating a **long-term source of fresh produce and a lasting community impact**.



### 5. Final Timeline



## D) Quality Management Plan

Meetings between Project Managers will be held weekly at a minimum. Communication will be maintained between Project Managers through **texting and a shared Google Calendar**. A collaborative **Google Drive** will also be established and maintained to keep track of all materials. To ensure the success and effectiveness of Project Refill, we will focus on several key quality metrics that evaluate both our tangible impact and our community engagement. These metrics allow us to assess whether our initiatives are meeting their intended goals and provide insight into areas for improvement. Quality for Project Refill is defined by consistency and positive donor and volunteer experience. **Each initiative is evaluated not only by output, but by how effectively it engages the community and supports long-term impact.**

| Partnerships & Outreach                                                                                                                                                                                                                                    | Instagram Growth                                                                                                                                                                                                                                                | Volunteer Engagement                                                                                                                                                                                                                        | Fundraising & Donations                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Goal:</b> Establish initial contact with Food Bank Farms and the Issaquah Food and Clothing Bank by mid-November.                                                                                                                                       | <b>Goal:</b> Reach <b>500+</b> Instagram followers by early January, with <b>20k views, 500 likes</b> focused on breaking food insecurity stigma.                                                                                                               | <b>Goal:</b> Organize <b>3 volunteer work party days</b> , with a minimum of <b>8 volunteers</b> per work party.                                                                                                                            | <b>Goal:</b> Raise <b>\$1,500</b> through a door-to-door fundraising strategy/Direct Donations                                                                                                                                                  |
| The Director of Outreach and Partnerships will lead communication with partner organizations and <b>maintain consistent follow-ups</b> to ensure alignment and collaboration.                                                                              | The Director of Outreach and Partnerships will <b>oversee content creation, posting schedules</b> , and engagement analytics to grow reach and interaction.                                                                                                     | The Director of Finance and Logistics will <b>schedule</b> work party dates, <b>coordinate</b> volunteer sign-ups, and manage on-site logistics. The director of Marketing and Outreach will <b>advertise</b> the volunteering opportunity. | The Director of Finance and Logistics will <b>coordinate</b> Brown Bear Car Wash ticket sales, <b>track</b> donations, and manage financial records.                                                                                            |
| <b>Effectiveness:</b> Successful partnerships ensure proper distribution channels and long-term collaboration. <b>Partnerships are reviewed</b> at minimum biweekly to ensure clear communication, confirmed distribution plans, and aligned expectations. | <b>Engagement:</b> Follower growth and interaction rates reflect awareness and stigma reduction. <b>Engagement metrics and comment feedback</b> are reviewed weekly to ensure content is informative, respectful, and stigma-reducing rather than performative. | <b>Participation:</b> Volunteer turnout measures community involvement and operational success. Volunteer turnout and feedback are <b>reviewed after each work party</b> to assess organization, clarity of roles, and overall experience.  | <b>Sustainability:</b> Funds raised support greenhouse restoration and long-term food access initiatives. <b>Donation tracking</b> is reviewed weekly to ensure accurate records, timely deposits, and transparency in how funds are allocated. |

We estimate that **~60 donors** will partake in our drive with an average of **8 items each**, accomplishing our goal of **500 items**. We project to have **100 people** purchase our Brown Bear Tickets for **\$15 each**, adding up to \$1500 in revenue. Given our heavy emphasis on our instagram page, as seen with our **various marketing efforts, promotional reels and long-term campaigns** (like #BreakTheStigma week), our goal of 500 followers, 500 likes and 20k views is very realistic.

## E) Risk Management Plan

To minimize and manage potential risks associated with Project Refill, our team developed **the FOOD risk management plan**. Using this framework, we identified three primary risks that could impact the success of our initiative and created strategies to reduce their likelihood and impact.

- Forecast the Risk
- Outline the Potential Impact
- Offset the risk with Mitigation Strategies
- Determine the Level of Risk

| Forecast:<br>Identifying<br>the Risk        | Outline:<br>Potential Impact                                                                                                                                                                                                   | Offset: Mitigation<br>Strategy                                                                                                                                                                                                                  | Determine:<br>Risk Level |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Lack of Monetary<br>& Food Donations        | Insufficient donations would limit our ability to support families facing food insecurity and contribute to <b>long-term initiatives</b> such as the greenhouse restoration project.                                           | We will implement multiple donation methods, including community and school food drives, door-to-door fundraising, and incentives such as <b>volunteer hours and DECA membership points</b> to encourage participation.                         | Moderate                 |
| Weather or<br>Scheduling Issues             | Severe weather or scheduling conflicts could delay food drives or volunteer work days, impacting overall project execution. <b>With the Weather of the pacific northwest, there is a likelihood we get rained out/flooded.</b> | We will plan backup dates, maintain flexible schedules, and share updates through our website, social media, and volunteer emails. <b>The Greenhouse project is designed to take two volunteer days, with a third day reserved as a backup.</b> | Moderate                 |
| Low Community<br>Awareness or<br>Engagement | Limited awareness could result in <b>reduced participation in food drives, fundraisers, and volunteer efforts.</b>                                                                                                             | We will actively promote Project Refill through our website, social media campaigns such as <b>#BreakTheStigma Week, school announcements, Reaching out to local radio/news outlets, school news and partnerships with local businesses.</b>    | Low                      |

Through our anticipation of risk management, we are sure to maintain project continuity, minimize disruptions, and adapt effectively to challenges while continuing to meet our impact goals.

## F) Proposed Budget

Our proposed project budget outlines the essential expenses required to operate Project Refill effectively. The majority of our initiatives rely on community partnerships, donated resources, and volunteer support, allowing us to keep operating costs minimal. **Project Refill’s project directors will personally cover all expenses below \$50 as their contribution and to allow for the continuity of the project.** Additionally, Project Refill will enter a **Fiscal Partnership with Foodbank Farms**, allowing us to collect donations on their behalf and use their EIN (as all funds are directly supporting their farm).

| Item                                      | Description                                                                                       | Total Cost |
|-------------------------------------------|---------------------------------------------------------------------------------------------------|------------|
| Donation Collection Boxes (Cardboard Box) | Used as collection points for community and school-based food drives                              | \$12       |
| Flyers & Promotional Materials            | Printed materials to advertise food drives, fundraisers, and volunteer opportunities              | *Exempt    |
| QR Code Printouts                         | QR codes placed on donation boxes and flyers to link donors to our website and donation platforms | *Exempt    |
| Website & Domain Costs                    | Website hosting, domain registration, and basic site maintenance                                  | \$25       |
| Brown Bear Car Wash Tickets (100)         | Tickets purchased for door-to-door fundraising efforts throughout Sammamish                       | \$283      |
| Volunteer Lunch (3 Work Days)             | Lunch provided for volunteers during greenhouse restoration work days                             | \$250      |
| Grand Total                               |                                                                                                   | \$570      |

\*Printing costs are exempt, as materials will be printed using free services provided by the school library and local public libraries.

\*\*The \$12 cost for donation boxes and the \$25 website/domain cost will be fully covered by Project Refill project managers.

Projected Value & Impact

| Category                              | Description                                             | Amount   |
|---------------------------------------|---------------------------------------------------------|----------|
| In-Kind Donations                     | Estimated value of donated food                         | \$2,500  |
| Fundraiser Revenue                    | Brown Bear Car Wash fundraiser                          | \$1,500  |
| Total Projected Revenue               | In-kind + Brown Bear Fundraiser + Monetary              | \$4,000  |
| Monetary Donations Profit             | Expenses Subtracted from Monetary Donations             | \$967    |
| Total Projected Impact Value / Profit | Total Revenue + Food Donations Subtracted from Expenses | \$3,467+ |

**We are projected to donate 86.66% of our total impact value to Issaquah Food and Clothing Bank** (in the form of food donations) **and Foodbank Farms** (in the form of a monetary donation for the Greenhouse our volunteers will work on restoring)



# Execution

Phase 1: Finished Planning and Strategy Development

During this phase, the Project Managers conducted research on food insecurity, stigma, and access to resources in Sammamish and Issaquah. **We identified target audiences, established project goals, and outlined initiatives including food drives, fundraising, volunteer engagement, and digital outreach.** This phase ensured the project was data-driven and strategically aligned with community needs. **Alongside this, we had links to fundraise online and sign-up for volunteering events. We also developed our website in this phase.**

## Phase 2 - Partnerships Established and Food Drives Launched

We started this phase by reaching out to the **Sammamish Chamber of Commerce**. We set up a meeting with the **CEO, Julie Honn**, who helped us establish partnerships with members by initiating contact. **Ms. Honn connected us with community partners**. These are groups of people within our community that aid us in meeting our goals. They help us with setting up donation drives/donation boxes in their establishment and raising awareness by reaching out to their customer base in the form of newsletter emails and flyers.



Meeting with Ms. Honn, (11/09)  
Chamber of Commerce

### Local Business Partnerships



Donation Box at Moore  
Brothers Music (12/9/25)

Local business partners are essential to Project Refill's impact. We collaborate with family and student-focused businesses, such as **tutoring centers (Mathnasium, Kumon) and music and art studios (Moore Brothers Music)** to align with our target donors. We reached out to these centers early-on, in Mid November, after the chamber of commerce helped us initiate contact. We waited until our official food drive launch date of December 9th, however, to place donations boxes.

### Clubs within Eastlake High School

For our school-based food drives, we partnered with clubs within our school to provide incentives to participants. This allowed us to directly engage with our target donors for this initiative. These include our **Key Club Chapter (180+ Members), DECA Chapter (450+ Members), and Environmental Club (40+ Members)**. These clubs will provide incentives, such as membership points and interclub event credits, which are required to stay a member of the clubs. **We placed a box in the Key Club and DECA advisor's classrooms to collect Food Donations too, once we initiated our food drive.**



Donation Box at TLC (12/9/25)

### TLC Montessori

TLC Montessori played an important role in supporting Project Refill by hosting a food drive at their school. **Their participation allowed us to reach families and students directly within the community, while also encouraging students to get involved and give back.** Their efforts also align extremely well with our target community food drive donors, which are families and young students (Refer to Project Scope for more information).



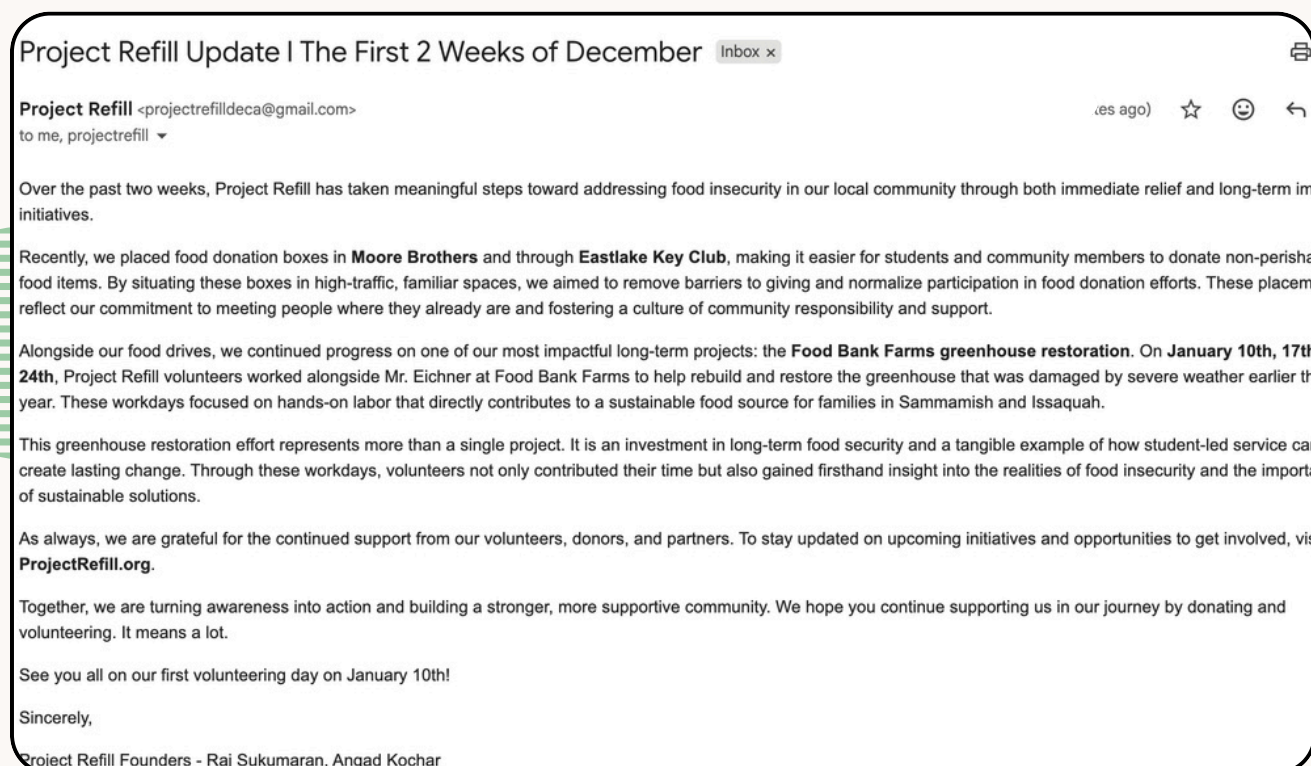
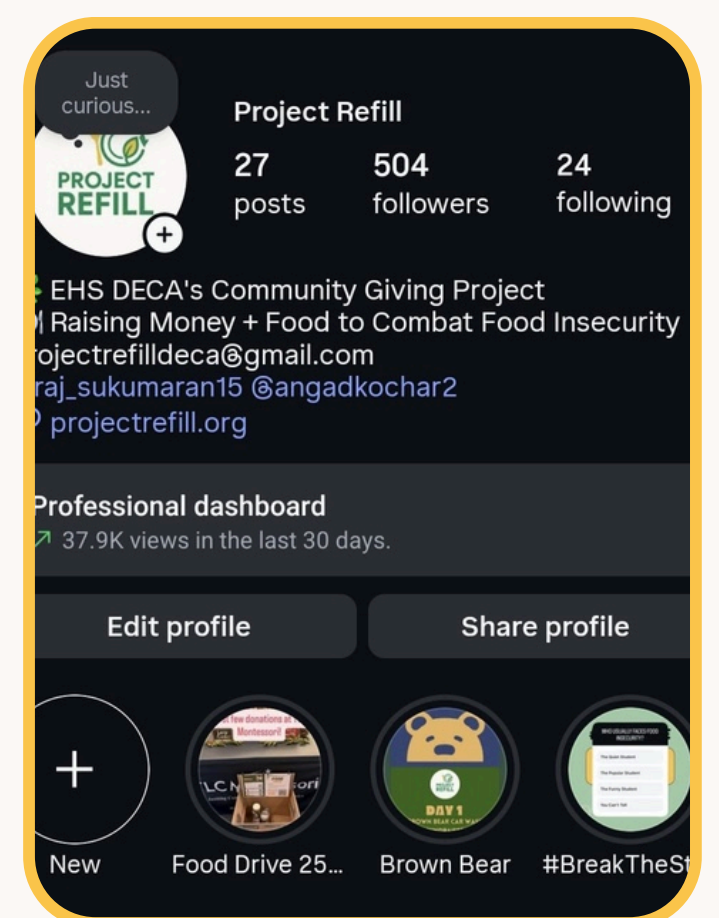
After establishing partnerships and setting up our food donation boxes, we collected donations on a rolling basis. **Food was picked up weekly** from each location and stored in our garages. The project managers conducted weekly meetings, **where items were organized into the following categories:** Proteins, Oils, Canned Foods, Snacks, Carbohydrates, and Miscellaneous. During these meetings, we also conducted quality control checks to ensure all donated items were **unexpired and suitable for donation** to Issaquah Food and Clothing Bank.

Our Food Drives were extremely successful and allowed us to surpass our goal, **raising 832 items**. These items were worth **~\$4160** and weighed in at **414 LBs**. We donated all these items to Issaquah Food and Clothing Bank on January 9<sup>th</sup>, the day our Food Drives ended after another successful processing session with the Project Managers.



## Phase 3 - Launched Public Awareness Campaigns

Our awareness stage focused on getting word out about Food Insecurity. We developed our **#BreakTheStigma campaign**, which took place from December 15<sup>th</sup> to 19<sup>th</sup>. This campaign included 1 short video a day that educated our audience about Food Insecurity, and also **one poll that was posted on our story which directly allowed us to interact with our audience by prompting them to answer questions**. We also posted ads for our upcoming Food Drive in Facebook Groups during this time period.



We continued posting on our Instagram, ensuring that we made at least **1 post every week** to stay relevant. Over the timeframe of the Project, we made **27 posts** in total.

We also gathered **132 newsletter recipients**, and sent out biweekly updates about Project refill to them from **November 9th to January 11th on Sundays**. An example Newsletter is attached. We managed the mailing list directly from our website, which was integrated with "Supabase," a database service that held all emails of subscribers.



We also went on our school's **"Pack News,"** reaching all **2000 students in our school** as this is displayed in every homeroom class. This allowed us to increase the overall donations we received for **our food drive and prompted students to volunteer**.



## Phase 4 - Fundraising and Greenhouse Restoration

### Brown Bear Car Wash

Brown Bear Car Wash is an extremely widespread Car Wash location in Washington, with over 49 locations around the state and 4 locations in just Sammamish and Issaquah. Brown Bear's charity fundraising program will allow us to buy **Car Wash Tickets for \$2.50, and resell them door-to-door for \$15**. Any profits from this campaign will be kept as donations, which will be given to Foodbank Farms for the greenhouse fundraising/restoration initiative.

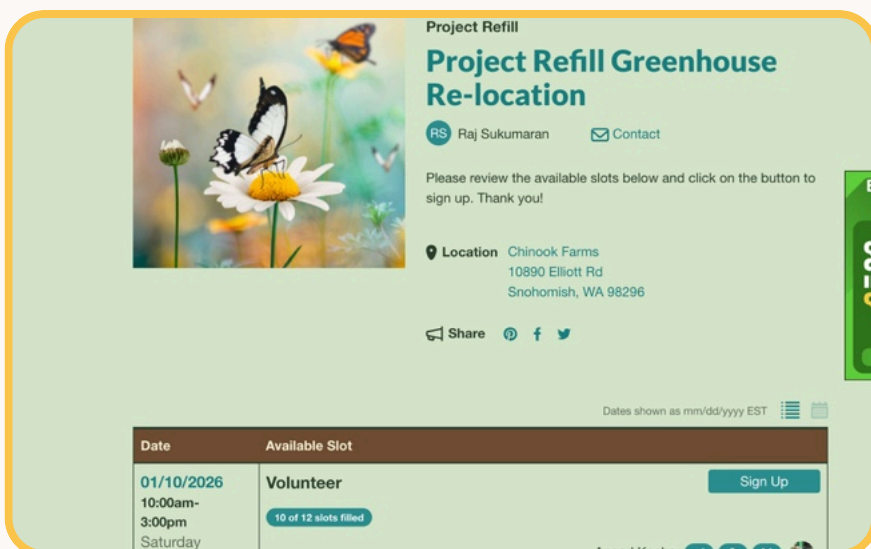


Once our Brown Bear Tickets arrived, **we created a small poster that we could use for the our door to door fundraising strategy and started selling tickets**. Our ticket sales were extremely successful and we managed to sell **all 100 tickets that we bought within 4 days** of door-to-door fundraising. We also talked about the recent flooding that took place in Snohomish when selling the tickets to build more of an emotional appeal.

Apart from this, we also developed a **GoFundMe** that allowed our donors to support our cause online. This also helps out with our Brown Bear Fundraiser as people could simply scan a **QR Code and pay online**. This allows people who don't have cash to still support our fundraiser. The GoFundMe also helped **accommodate for more donors that wanted to donate without the incentive of car wash tickets**.



*\*GoFundMe Doesn't include Cash Donations/Venmo*



SignUpGenius for Volunteer Tracking



End of Volunteer Day 1 at Foodbank Farms (1/10).

We also started advertising our **volunteering opportunities/work parties** with our other partners, as listed in phase 2 and on our **Social Media Pages**. We created a **SignUpGenius** to keep track of Volunteer sign-ups.

After we raised all the money for Foodbank Farms (**\$242 in individual donations and \$1500 in Brown Bear Fundraiser**), we got started on our first volunteer work party day. This was hosted on January 10th. **We got more than enough work done on the 10<sup>th</sup>, putting us on track to complete our Greenhouse restoration before January 21<sup>st</sup> (Our 3<sup>rd</sup> workday).**



Handing Mr. Eichner the Money We Collected (1/10).

This stage marked the end of our work with Foodbank Farms. **The \$1742 donation we provided** (Before covering our costs and combining Brown Bear fundraiser + individual donations) was used to purchase Plastic Sheathing for the restored greenhouse and to pay for a new gate as the cyclone damaged the old one. **Our work on the Greenhouse with 33 volunteers will last 5 hours each day over 3 days. This will come out to 170 individual volunteer hours worked on the Greenhouse.** This results in the addition of ~30k LBs per year to Foodbanks in the Sammamish and Issaquah area by rebirthing a Greenhouse that has been dormant for 7 years now.



# Monitoring and Controlling

## A) Monitoring

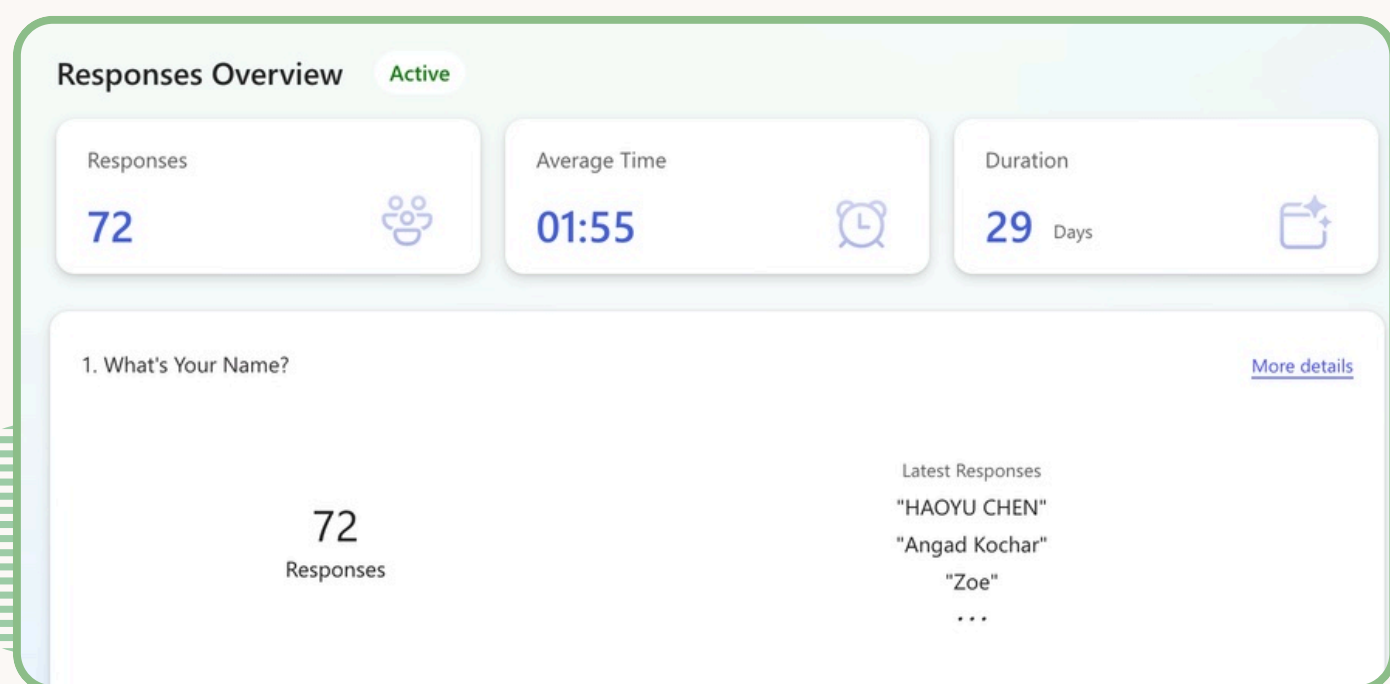
M

Throughout the project, we actively **Monitored** donations, volunteer participation, fundraising progress, and community engagement to ensure our initiatives were effective and aligned with our goals. For food donations, we developed a simple donation form that allowed donors to provide feedback when contributing.

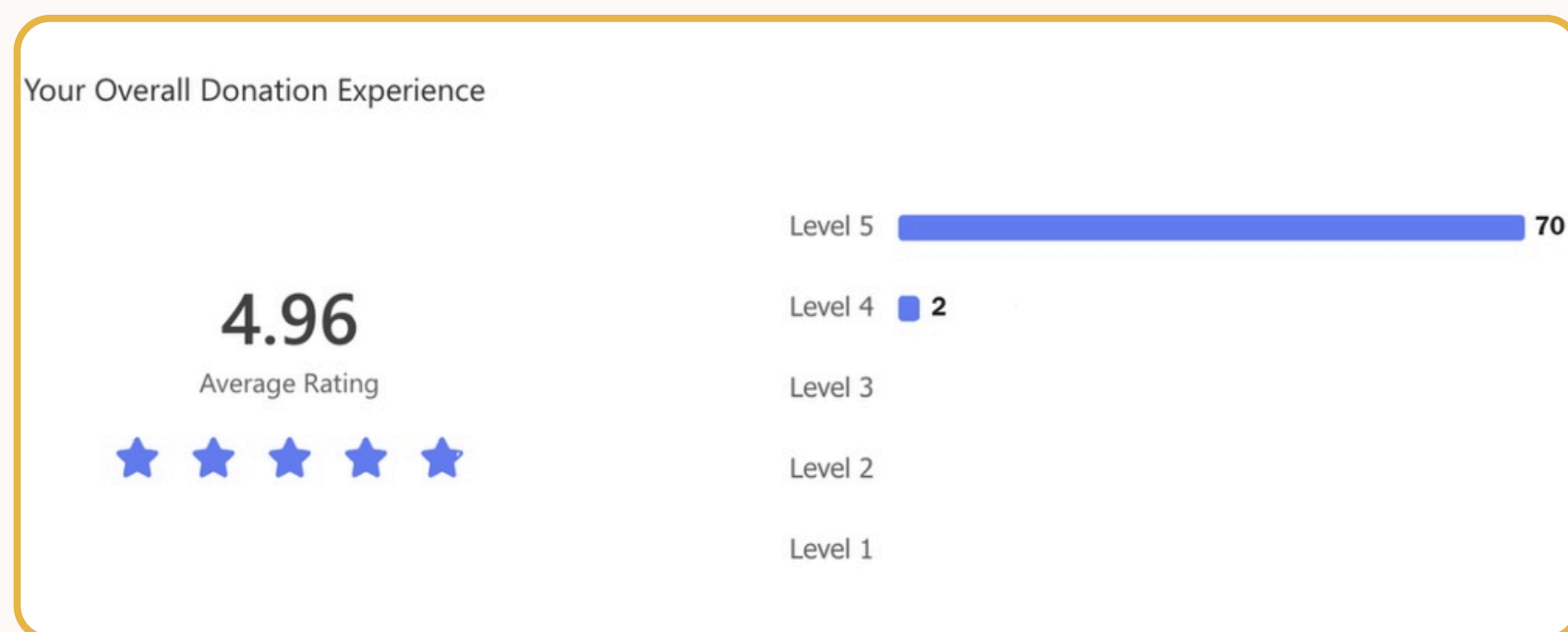


O

This form helped us **Observe** and track where donations were coming from, how donors learned about Project Refill, what motivated them to give and their overall experience/feedback.



We received 72 total food donations



Overall donation rating of 4.96 stars



N

We also **Navigated** donation logistics by visiting our donation locations weekly and relocating the food to appropriate areas for sorting/inspection.



I

All food donated in our drives was sorted into food groups. We also **Inspected** expiry dates to make sure only food that's good to be distributed is being donated to Issaquah Food and Clothing Bank.



T

Volunteer participation was also carefully monitored. For each greenhouse restoration workday on January 10th, 17th, and 24th, we **Tracked** volunteer sign-ups and attendance through our online SignUpGenius.



O

Monitoring sign-up trends before the actual volunteer work days allowed us to **Optimize** outreach by determining when additional reminders or direct outreach with friends/family were needed to ensure sufficient volunteer turnout.



R

Lastly, financial tracking played a key role in monitoring project health and donation numbers. Fundraising progress was recorded consistently as Brown Bear Car Wash tickets were sold, allowing us to compare funds raised against projected goals. We **Reviewed** all Brown Bear Ticket Sales, Cash Donations, and our GoFundMe donations every 3 days to get a sense of where we are in the project. In addition, we monitored social media engagement throughout the project, particularly during the #BreakTheStigma campaign, using metrics such as post reach, interactions, and follower growth to gauge awareness and interest. We also used Instagram analytics to understand when our viewer base is most active.

## B) Controlling

- C** Information gathered through monitoring directly informed how we **Corrected** our execution strategy throughout the project. After reviewing feedback from our donation form, we added flyers near donation boxes highlighting our greenhouse restoration project, volunteer opportunities, and website to increase engagement beyond food donations.
- O** Not all challenges were within our control. Delayed responses from the Sammamish Chamber of Commerce and Brown Bear Car Wash slowed progress. To **Overcome** these delays, we shifted focus toward volunteer recruitment and digital outreach while continuing follow-ups with both organizations.
- N** Severe flooding at Chinook Farms limited on-site access during December, affecting preparation for the greenhouse restoration project. Because we could not visit the farm, our team was unable to **Navigate** the tools, layout, and work requirements as early as planned.
- T** To **Transform** this constraint into a workable solution, we coordinated remotely with Mr. Eichner through Google Meet and hosted a Tool Demo over Winter Break, allowing us to remain prepared and maintain safety once access was restored.
- R** **Recognizing** that verbal outreach alone was ineffective at some doors, Project Refill Refined its approach by incorporating a poster to clearly present our cause during fundraising conversations.
- O** Throughout the process, we **Optimized** our efforts by prioritizing actions within our control, such as social media posts and public awareness campaigns. We reallocated time towards the other initiatives after we were able to get past the communication delays, allowing us to constantly progress towards our goals.
- L** As a result, our team **Logged** these constraints and our responses in a Google Document to inform future planning, ensuring clearer contingency planning for weather-related disruptions and external dependency delays in similar community projects/future initiatives within Project Refill.

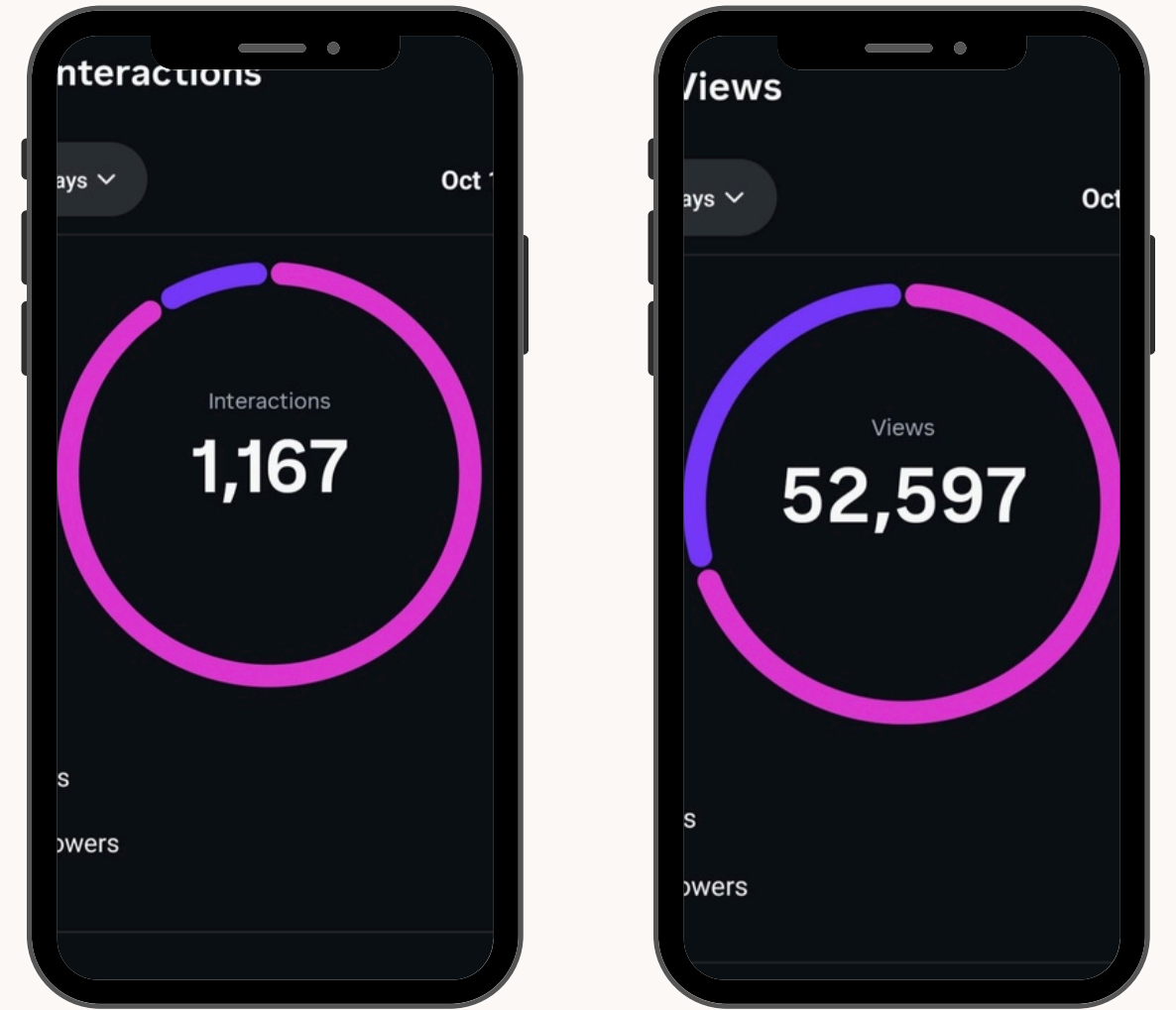
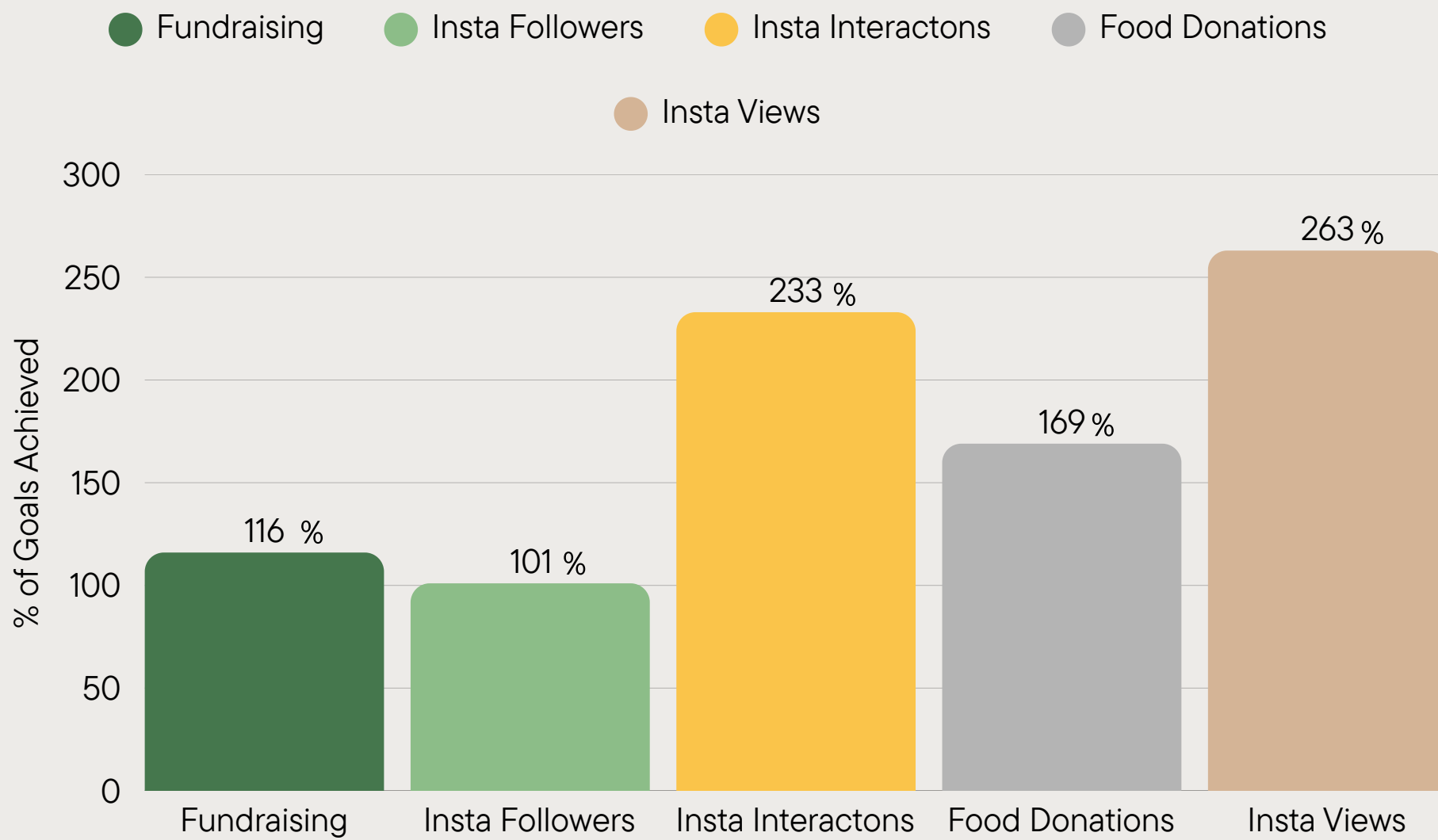
## Closing the Project

### A) Evaluation of Key Metrics

**Project Refill successfully met and in several areas surpassed every goal established at the start of the project.** We exceeded our Food Drive and fundraising targets through a combination of the Brown Bear Car Wash campaign and individual donations. We are on track to fully restore the greenhouse across multiple workdays. We also exceeded all our public awareness goals. Together, these outcomes allowed us to create **both immediate and long-term impact for food security in the Sammamish and Issaquah communities.**



### % of Goals Achieved



Instagram Metrics - Collected on January 6<sup>th</sup> 2026

## Comparing Our Goals to Results

F

## Food Collected

Project Refill exceeded its food collection goal by collecting over **843 non-perishable food items** through school-based drives and community drop-off locations. All donations were sorted, inspected, and organized to ensure they met distribution standards before being delivered to the Issaquah Food and Clothing Bank. This represented a **68.6% increase** over our original goal of 500 items collected. In total, the donated food weighed approximately **414 LBs, and was worth ~\$4215.**

E

## Earnings Raised

Through a combination of the Brown Bear Car Wash fundraiser, individual cash contributions, and online donations, Project Refill raised a total of **\$1742 surpassing its original fundraising target of \$1,500.** Ticket sales accounted for **86.1% of total funds raised,** while other individual donations contributed **\$272.** These funds supported both immediate food assistance initiatives and long-term infrastructure improvements.

E

## Engagement through Volunteering

Funds raised through Project Refill enabled the full restoration of the greenhouse at Chinook Farms, which is projected to **produce over ~30,000 pounds of fresh produce** annually for donation beginning in 2026. Volunteer support across three workdays contributed **174 total service hours** toward greenhouse preparation, planting, and restoration, with an average of **11.3 volunteers per day.** This effort established a sustainable food source with impact extending beyond the project timeline.

D

## Digital Outreach

Project Refill successfully expanded public awareness around food insecurity through social media campaigns, in-person outreach, and community engagement. Our Instagram page grew to **504 followers, with 1167 interactions (likes/comments) and 52.6k views,** surpassing every metric in our Public Awareness category (original goals: 500 followers, 500 interactions, and 20,000 views).

*Project Refill had a Total Impact Value of \$5902*

## B) Lessons Learned

1

### Planning for Uncertainty

Project Refill showed us that even with **strong motivation and clear goals**, projects rarely go exactly as planned. Working with external partners introduced delays that were outside of our control, which taught us the importance of **building flexible timelines and having backup plans early on**. We learned that planning also includes **preparing for uncertainty**.

### Learning to Adapt Under Constraints

2

Throughout execution, we faced challenges such as **weather disruptions and ineffective initial outreach methods**. Instead of letting these obstacles stall our progress, we adjusted our approach by shifting to **remote coordination and introducing visual posters during fundraising**. These moments reinforced that **adaptability and clear communication** are essential when conditions change unexpectedly.

3

### Using Data to Guide Decisions

**Tracking donations, volunteer sign-ups, and donor feedback** helped us make informed adjustments throughout the project. Using tools like **Microsoft Forms and sign-up data** allowed us to refine outreach strategies and reallocate time where it was most effective. We learned that consistent data tracking directly improves decision-making and project outcomes.

## C) Recommendations for Future Projects

Based on the execution and outcomes of Project Refill, here are the key takeaways that emerged that can strengthen our initiatives in the future

### 1. Secure Partnerships Earlier in the Planning Phase

Future projects would benefit from initiating outreach to partners earlier and building in plenty of **buffer time for delayed responses**. Communication delays with organizations such as the Sammamish Chamber of Commerce and Brown Bear Car Wash showed us the importance of following up and having a **backup plan in case of a timeline disruption**.

### 2. Prioritize Flexibility in the Donor Experience

Project Refill highlighted the importance of **flexibility during in-person fundraising and while hosting food drives**. While door-to-door outreach was effective, **limiting payment methods created friction** for potential donors who preferred to simply tap their card. We only accepted Cash and GoFundMe donations, so future projects should consider establishing a **Venmo for Business account and enable tap-to-pay payments** prior to starting fundraising, alongside accepting cash.

Based on what we learned through Project Refill, we plan to keep building on this work by expanding into additional community food drives, continuing hands-on projects like greenhouse restoration, partnering with more local organizations, and running ongoing awareness efforts to reduce stigma. These next steps will allow Project Refill to grow beyond a single project and remain **a lasting source of support within our community**. We also plan to register for our own **501(c)3 non-profit status** and move past simply partnering with existing non-profits; **we want to grow into a source of support and aim to be the name residents in our area think of when they look to help in the fight against food insecurity**.



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