March 29, 2022

Sheila Dion

Founder

Erin’s Angels

P.O. Box 443

Phoenix, NY 13135

RE: WE ALL SCREAM FOR ICE CREAM

Dear, Ms. Dion,

My name is Kara Brown and I work in the Intermediate cafeteria at Michael A. Maroun Elementary school and major in wellness management at SUNY Oswego. As a food service helper, I have noticed firsthand the equity gap presented when it comes to food options and students. Many children are not able to purchase treats like their friends, such as ice cream. These children are always asking about their balance, yet their friends and peers consistently have full accounts from parents that directly deposit money every week. Some children even bring pennies trying to raise their balance so they can get ice cream and have a treat like their friends. Many can reflect and remember ice cream as a sense of childhood nostalgia, but many do not have the same experiences. Nearly 11 million children are living in poverty in America, a crisis that should be unimaginable for one of the world’s wealthiest countries. Children make up almost one-third of all people living in poverty in our country, a major public health concern that has not seen a disproportionate decline. The aim of the program “We All Scream for Ice Cream” is to give the children a day where they do not need to worry about the money and can enjoy a moment of happiness and inclusion with their peers.

This program is in alignment with Erin’s Angels mission and vision because both programs are helping the same group of kids to be happy, healthy, and able to thrive. Both groups are trying to make a difference in the lives of children in phoenix NY whether it be through filling their bellies with healthy meals or giving them a bit of joy through an ice cream.

We all Scream for Ice Cream hopes to get your funding of $116.36 to support the program and buy each of the children who participate in Erin’s Angels an ice cream.

Thank you,

Kara Brown

Food Service helper, MAM

SUNY Oswego student

9580 Horseshoe Island Road

Clay, NY 13041

**We all Scream for Ice Cream**

**“Schools have the enormous potential and responsibility to promote resilience and well-being in children” (**[**Gómez-Baya**](https://www.ncbi.nlm.nih.gov/pubmed/?term=G%26%23x000f3%3Bmez-Baya%20D%5BAuthor%5D&cauthor=true&cauthor_uid=34066702)**, 2021).**

**Submitted to: Erin’s Angles**

**Date: April 5, 2022**

**Kara Brown**

**Food Service helper, MAM**

**SUNY Oswego student**

**9580 Horseshoe Island Road**

**Clay, NY 13041**

**We All Scream for Ice Cream**

**Statement of need**

There are currently 103 students in the Phoenix school district, grades k to eight, that participate in the Erin’s Angels program. As you know these children are from families that are not financially secure and/or unable or unwilling to spend one dollar on school ice cream. The We All Scream for Ice Cream program will focus on the participants already registered with Erin’s Angels. This will ensure that the students who receive the ice cream are the ones who do not normally get the treats.

There are eight dimensions of wellness that affect a person’s overall health. They are environmental, intellectual, physical, occupational, spiritual, social, financial, and emotional (Harris, Keida, & Bidwell, 2020). The We All Scream for Ice Cream program would attempt to impact several of the dimensions such as emotional, social, and environmental. Emotional wellness would be measured by the child’s ability to cope with the activities of daily living. Social wellness is the connection or sense of belonging a child feels to their community and peers. Lastly environmental wellness is the environment in which one lives and attends school. Phoenix, NY has a child poverty rate of 41%, which is double the rate of NYS at 13.6% (U.S. Census Bureau, 2020). There are many health risks associated with living in poverty such as heart disease, hypertension, stroke, obesity, cancers, shorter life expectancy, and mental health diseases (Children’s Bureau, 2019). Unfortunately, the effects of poverty are increased as the level of poverty increases (Hodgkinson, Godoy, Savio Beers, Lewin, 2017). The negative effects of poverty affect children at a higher rate than adults, including the risk of mental health diseases. The Harvard center on the developing child says the best way to interrupt the cycle of poverty is to focus on helping the children as early as possible (Children’s Bureau, 2019).

Many health programs focus on a child’s nutritional or physical health when attempting to mediate the risks of poverty on a child. These programs, such as Erin’s Angels, make sure the children have nutritious food and clean clothing. They are making huge strides in helping these children, that is why the We all Scream for Ice Cream program wants to help. This program wants to join forces with Erin’s Angels to impact these children emotionally, socially, and environmentally. Emotionally this program can help a child cope with going to school since it is focusing on their desire for ice cream and need for community involvement. A student may feel more open and optimistic of making a friend or having a conversation when they have something to celebrate such as a free ice cream. This would affect the child’s social wellness and hopefully help them foster an emotional bond with a friend. The students will also feel increased support from their environment since they will know that the ice cream was a treat from the adults in the school who care for them.

**Program description**

The We All Scream for Ice Cream program is designed to bring joy to the children at Michael A Maroun through a simple gift of ice cream. The program focuses on giving ice cream to children who are participants of Erin’s Angels since they are at a financial disadvantage and cannot buy ice cream like their peers. This program would require funding of $116.35 and would raise the spirits of the children in need while also helping them feel connected to the other children. I currently work in the intermediate kitchen at MAM, so I see and interact with these children five days a week. I am also a student at SUNY Oswego majoring in Wellness Management. I am taking a Program Implementation course that teaches the students how to implement a health promotion program, and I chose to promote happiness through ice cream. Many of the programs whose purpose is health promotion focus on the nutritional quality of food, which is to be applauded and appreciated. These programs, however, do not typically provide something “fun” such as an ice cream treat. While traditionally not healthy, I believe the ice cream would help children feel included in the daily buying of ice cream and raise their level of satisfaction and camaraderie within the school environment. It has been shown that children who are happy do better in school so they can go on to do better in adulthood (Badri, Nuaimi, Guang, Sheryani & Rashedi, 2018).

We All Scream for Ice Cream will be purchasing ice cream tickets from the food service department and distributing them, along with a flier, to the participants of the Erin’s angels’ program. The participants will each get one coupon in their bag of food to take home. The fliers will explain to the parents what the ice cream coupon is for, who has donated to give the children the ice cream, and make sure the parents know that the program will be anonymous. The anonymity will allow children to get the ice cream without potential judgement from other students. If the parents wish to allow their child to purchase the ice cream, they will just bring the coupon to the lunchroom and give it to the cashier who will then give the child an ice cream of their choice. The desired outcome would be that every child who doesn’t normally get an ice cream can get one.

**Goals and Objectives**

We all Scream for Ice Cream is looking to raise the happiness level of the children at MAM and help them feel more included with their peers. While this program only buys the ice cream coupon once per student, it may help them know what it feels like to pick an ice cream and be part of the “click” that buys ice cream every day.

The main objectives include:

1. To raise between 100-150 dollars so that students participating in the Erin’s Angels program can have an ice cream by the end of the 2021-2022 school year.
2. To increase awareness that happiness and inclusion in school is directly related to educational achievement and continuing education.
3. To include the children who are not normally able to purchase ice cream and increase their feelings of self-worth and joy.

**Timeline**

|  |  |
| --- | --- |
| **Activities** |  |
| Submit grant proposal | April 1, 2022 |
| Expected grant notification  | May 2, 2022 |
| Purchase coupons from food service department | May 3, 2022 |
| Put coupons in bags to go home | May 6, 2022 |
| Children use coupons for ice cream | May 9-20, 2022 |
| Food service department will collect coupons | May 9-20, 2022 |
| Program evaluation  | May 23, 2022 |

**Budget**

This budget includes the funds for the ice cream coupons that would be purchased from the food service department and paper and copy supplies needed for the fliers that would be sent home with the coupons. The cost of the paper, ink, and use of a printer is shown in the supplies portion of the chart. The program will print the fliers in an OfficeMax store which charges $0.12 per copy. The program will make 103 informational fliers which would come to a total of $13.35 ($12.36 x .08). The program will purchase the ice cream coupons from the food service director, Patty Barber at a cost of one dollar each. The program will purchase 103 of these coupons which would be distributed with the flier mentioned above and will be placed in each of the Erin’s Angels food distribution bags.

|  |  |  |
| --- | --- | --- |
| Expenditures | Amount | Total  |
| Direct costs- salary and wages | $0.00 | $0.00 |
| Supplies | $13.35 | $13.35 |
| Ice cream coupons | $103.00 | $103.00 |
| Equipment and Advertising | $0.00 | $0.00 |
|  |  |  |
|  |  | Total indirect costs: $0.00 |
|  |  | Total Expenditures: $116.35 |

**Evaluation**

Program evaluation would be done by collecting the coupons and comparing the total used to the number distributed. By evaluating this way, the program can be deemed a success if there is a high rate of use. The evaluation procedure would be a key informant survey. The key informants would be the cashiers and lunch monitors in the lunchrooms. They would be given a quick survey asking if they thought the program was a success and if they noticed any changes within the target population such as increased laughter or talking between new friends. The key informants typically talk to the children when they go through the lunch line and when they are done eating. The interviewing survey could ask if the informant received any feedback from the children and what they thought of the experience.

**Staff and organizational information**

Kara Brown, Food Service helper at MAM, working on a bachelor’s degree in Wellness Management from SUNY Oswego. Kara Brown works with the students at MAM everyday either serving the meals or chasing them out.

**Appendix**

* Flier to be sent home to the parents
* Copy of a coupon

**Reference**

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