

Hunger Awareness

SPOTLIGHT ON HUNGER

Since 2008, unemployment rates in the Southern Nevada Area have been at an all-time high, as of January 2009, (14.9%). In addition, not only has our homeless population reached an all-time high, but the demand for food shelters have increased immensely. To address the hunger problem in Southern Nevada, the UNLV SIFE team developed an awareness campaign, as well as raised funds for purchasing nutritional meals for the homeless and food instable in Southern Nevada. To get college students and community members more informed about Southern Nevada's Hunger Problem UNLV SIFE partnered with other on-campus organizations to host a myriad of events. Among them include the:

Oxfam Hunger Banquet, in which we brought college students through simulations of hunger both regionally and internationally. We gauged students in dialogues that would foster thoughts and solutions to food shortage problems.

Beat Hunger, a program where local musicians came together to raise funds on the UNLV campus. We also held a small scale guitar and drum Jam Session to incorporate fun and uniqueness into an awareness event.

Food From the Heart, a fundraiser in partnership with our local BABs at Albertson's, on Valentine's Day, to raise funds and bring awareness.

We have partnered with ThreeSquare, our local food bank which serves over 150,000 Southern Nevadans. In addition, we have partnered with 2 local banks, an animal hospital, Starbucks, and the UNLV College of Business to further our Spotlight on Hunger Campaign. Thus far, the UNLV SIFE team has raised the funds to purchase over 1,143 meals.

SUMMER FOODS PROGRAM

Over the Summer of 2010, the UNLV SIFE team helped a child development center cover the costs of over 15,000 meals. Over 50% of Southern Nevada Students receive free/reduced price meals at school. Unfortunately, when the summer months come a majority of these students' families can't cover basic food costs. Not only are these students unable to have constant source of food, but they are unable to focus on their academics as a result. To address these needs our UNLV SIFE team worked with a child development center, the Fellowship Christian Academy, achieve a grant and a develop a marketing plan.

Throughout the year, the Center functions as subsidized day-care and provides low-income parents the ability to leave their children in a safe, supervised environment so parents are able to work more hours. When the academic year ends, the center functions as a soup kitchen for children. During the summer the center provides children between the ages of 9months-18years old with the opportunity to come in and receive nutritional hot meals throughout the day, (2 meals and a snack).

We developed the Center's proposal for the Nevada State Summer Food Grant, a part of the Federal Food & Nutrition Grant.

After we secured the grant, we helped the Center execute the marketing plan. we identified advertised and canvassed the center's target demographic marketing. Our marketing plan helped the center increase their enrollment by 20%, compared to their usual cyclical decrease of 50%.

We are proud to announce that the Fellowship Christian Academy will be continue to serve the community and feed its children. With UNLV SIFE's help the Center is fully sustainable into the foreseeable future.



UNIVERSITY OF NEVADA, LAS VEGAS

2011 ANNUAL REPORT



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Community Development

COLLEGE BOUND

EDUCATION IN NEVADA

Because of the economic situation of Southern Nevada, many high school and middle school students become discouraged about the feasibility of going to college. In addition, many of these students are unprepared for life outside of academia.

To address these issues, UNLV SIFE completed two different projects. Each project taught students about college life and other responsibilities outside of school.

BATTERIES INCLUDED

UNLV SIFE was approached by City of Las Vegas' Department of Leisure Services to help develop the "Batteries Included" Program, an after-school program directed towards empowering at-risk youth to attend college, become civically engaged, and become better moral citizens.

On a weekly basis for the academic year our members give presentations to empower at-risk youth to make positive life choices about:

- Health
- Education
- Life skills

Some of our curriculum include:

- Good decision making,
- Positive image,
- College preparation,
- Financial literacy,
- Life road mapping,
- Budgeting,
- Resume writing,
- Dress for Success, and
- Mock Interview.

Each topic covered required participants to demonstrate competency either through completion of course work during the workshop or via real-world applications.

Most participants have expressed a desire to seek summer employment. Through the skills they have acquired, they are well prepared to enter the work force.

This program was so successful that City of Las Vegas requested that we help them expand the program to reach middle school children



CLUB CHRIST WORKSHOPS

Club Christ Ministries, a non-profit organization, focuses on underprivileged children in one of top 10 most dangerous communities in the United States. They provide a safe place to learn and grow.

The students are driven to succeed, however, their socio-economic situations function as barrier to achieve.

Financially ignorant about alternatives to pay for college, these middle school to high school aged students are unaware of the path to higher education.

Through a UNLV Academic Advisor and an Admission's Representative, students learned about the SAT, ACT, FAFSA, loans and scholarships.

We ensured that at the end of every workshop all of the students present understood the vital steps of entering the collegiate stage financially and mentally.

SHADE TREE INITIATIVE

ShadeTree is one of Las Vegas' battered women's center. Of the women that ShadeTree shelters, over 70% are homeless and 30% are victims of domestic abuse. Unfortunately, Southern Nevada is home to one of the highest rates for domestic abuse in the United States, with over 441 people on average requesting for domestic abuse help on a daily basis. A majority of domestic abuse victims are women, who afterwards have low self-esteem and are often cautious and guarded when interacting with others. Because of the psychological state of the women of ShadeTree, ShadeTree Administration is very cautious with allowing community members interacting with the domestic abuse victims.

After hours of discussion with ShadeTree Administration, we identified and assessed the needs of the domestic abuse victims and how our SIFE team could assist.

We presented the women of ShadeTree with a spe-



cially tailored four-part seminar that will give the women the confidence to work towards financial independence and higher self-worth. In addition we gave them life skills that will help them get a job.

Using UNLV SIFE's network we were able to have a representative of Avon to give these ladies a rebuild their positive self image.

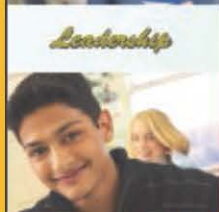
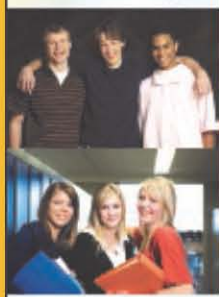
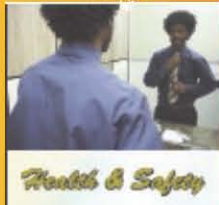
In Southern our domestic abuse hotline receives in excess of 120 calls per day. To promote services for domestic abuse victims in Southern Nevada we helped our UNLV Student Government to post fliers about abuse, trauma, psychological, and police services available to UNLV students. In addition the UNLV Student Government then established \$15,000 to fund a new UNLV domestic abuse hotline.

Environmental Sustainability

COLOR YOUR WORLD

Southern Nevada plays home to the United States' Largest Landfill. At an astounding 2200 acres, the Apex Landfill, serves as a reminder that the United States is the world's largest producer of waste. Southern Nevada is also in a severe drought. The water levels at Lake Mead, our water suppository, have dropped over 15ft in the last decade. To seed Las Vegas conservation efforts we focus on children, specifically the elementary school ages. Studies show that children are most impressionable at the elementary level, and are most connected to their community at the elementary age level. This year marks the 5th generation of students who participate in the UNLV SIFE Color Your World Project. For the 5th year in a row we partnered with the Las Vegas Boys and Girls Clubs of America to develop a project that taught children about: the

importance of recycling, its processes, its application in Las Vegas, and ways they could be environmental advocates. The Director of the club realized the importance of environmental sustainability education and allowed our members developed a new game, quiz, and coloring packet to reiterate conservation and recycling topics. In addition, we have had such a profound To reiterate the recycling process, we helped each of the participants take broken crayon pieces and melt them into unique new crayons. After answering the quiz and playing the "Environmental Games", the children went home with a SIFE coloring page and their "special crayon". We reminded each of them that they were catalysts of change and could help the environment if they went home and showed their family members what they created and what they learned.





Jami Vallesteros

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Former High School: Nevada State High School

Location of High School: Henderson, NV

Mentor/Advisor: Dr. Daniel McAllister

Educational Institute of Project: UNLV

Department: Economics

Research Site: UNLV

Title: Students and Free Enterprise

Abstract: UNLV SIFE is part of an international non-profit organization that works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders. Participating students form teams on their university campuses and apply business concepts to develop outreach projects that improve the quality of life and standard of living for people in need. In addition to the community aspect of the program, SIFE's leadership and career initiatives create meaningful opportunities for learning and exchange among the participants as well as the placement of students and alumni with companies in search of emerging talent. With a myriad of efforts ranging from college prep, financial literacy, hunger awareness, and ESL workshops, UNLV SIFE is becoming more of an integral part of the Las Vegas Metropolitan community.

Why are you doing this project?

What problem are you trying to solve?

What tools or equipment are you using?

Why is your project worth researching?

What relevance will it have on the community, society, and in your research field?

What did you find?

What is the future for your research project?