



## COMMUNITY OUTREACH SERVICE AWARD SERVICES OF LOVE



### 2024 Award Application Submitted by:

**Kenosha County Association for  
Home and Community Education**





## WAHCE Services of Love Award Application



On 8½" x 11" paper, retype this sheet to provide the information and answer the questions.

County: Kenosha #of Clubs 6 # of Members 60

### Person submitting the application:

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### Write a short paragraph summarizing your project.



Kenosha HCE sponsored the third annual free Families Branching Out event on April 27<sup>th</sup>. It was open to everyone including young children, their parents and grandparents, and others in the community. This multi-generational event featured over 40 booths with make 'n take activities for kids and adults, Bristol Fire Department rescue squad taught kids about fire safety, the Kenosha Public Library Bookmobile and agencies throughout the county participated. The multitude of activities were a big hit with kids and adults.

KCAHCE had a Bookworms reading corner and attendees made crafts. The Kenosha County Sheriff's Department afforded the opportunity for Child ID, the Aging and Disabilities Resource Center displayed their resources, the Pringle Nature Center brought in an all-terrain adaptive wheel chair, and kids even decorated cookies.

All generations were represented both with attendees and exhibitors. Adults of all ages manned the booths, did vision screening and child ID and set up and take down. A highlight was the Vietnam Veterans Color Guard.



In addition, type and answer the following questions:

#### 1. How did HCE organize and carryout this project?

This is the third year of this project – and it grew tremendously. Because April was “Strengthening Families Month”, we thought it was a great way to end the month. Our Extension Educator, Mary Metten, assisted with contacts and at the event. We included hands-on activities, info, and resources for families at this one-day four-hour event. A complete list of the booths and seminars is attached. Families Branching Out culminated the efforts of multiple organizations and generations. This event was as an effort to bring the community education portion of HCE to the general public.



New this year was the Safe Kids/Safe Families walk prior to our event. Many runners and their families stayed for Families Branching Out. In fact, the Prevention Services Network who sponsored the run walk is partnering with us for next year.

First, we formulated our goals:

- The purpose of our event was to Strengthen Families by keeping in mind the HCE motto of Learn~Care~Share. We wanted people to *learn* about resources so they could *care* about our community, *share* with others, and model volunteerism.
- To expose families to a variety of community resources through a KCAHCE sponsored family friendly FREE no selling expo/fair.
- We wanted to provide an opportunity for people of all ages and generations to work together to create the event, man the booths and activity areas and attend and enjoy Families Branching Out.
- To provide participants with a mix of exposure to a variety of organizations, agencies, and youth groups who would offer promotional displays, hand-outs, and hands-on activities, entertainment, etc. All geared to instill strengthening family values/life.
- To involve KCAHCE members in a variety of ways, suitable to their abilities and overall, as the sponsoring agency, "to get the KCAHCE name out" into our community.

The committee formulated a list of topics and created a list of potential participants. This year several agencies called us and asked to participate – Hope Cancer Research Center from Waukegan, for example. Prospective participants were contacted to explain the event and invite them to participate. Agreements were completed and exhibitors were periodically contacted to keep them up to date on the .

Exhibitors were requested to man a booth with information, some had make 'n takes, we had a Wisconsin Bookworms reading corner and gave the children a book, and HCE had an activity corner. Kids received other items like a fire chief hat, the Kenosha Public Library gave out books, KCAHCE provided "goody bags to all youth", and other giveaways, just to mention a few. A local dentist provided tooth paste and tooth brushes for the kids, almost all of the booths had something for attendees to take home.

The Lions Club performed vision screening and Child ID by the Kenosha County Sheriff's Department, Onyx (a therapy dog) greeted children, Aurora Hospital and City of Hope Cancer Research Center had information and activities, Missy's Monarchs and local Beekeepers with a live beehive participated. There were over 40 different things going on at one time.

We also contacted potential funders to provide lunch for our exhibitors and were overwhelmed with the response. The exhibitors were so appreciative of our kindness.

## **2. Which agency, organization, or business was served? How did you network with them? How did they cooperate?**

We served a huge number of agencies in Kenosha County including government, the Kenosha County Sheriff's Department and Human Services Department, Bristol Fire, local human service agencies, Lions Club, Boy Scouts, Kenosha County Extension and 4-H, Kenosha County Fair, Kenosha Public Library, and Peace Learning Circles. A complete list of the agencies is on Page 7.

Kenosha HCE collaborated with presenters and exhibitors through personal knowledge of the agencies and organizations, and through referrals by other individuals, agencies, and organizations.

An overwhelming number of the contacts were anxious to bring their information to the attendees and provided handouts, direct conversation, seminars, entertainment, and collected data to reach back to them after the event. Ever popular give away or make 'n takes occupied the younger set and allowed the parents to learn more about opportunities in the community. This year we were able to provide lunch for the exhibitors and "goodie bags" for youth attendees. The cooperation was wonderful from both the exhibitors and the attendees.



**3. How many members worked in leadership roles? How many members worked in other ways and what did each do?**

A key group of seven HCE members worked in various roles such as exhibitor contacts and contracts, site organization, program organization, evaluation, food, goody bags, and public relations.

Other members helped in setting up prior to the event, welcomed guests, maintained a break room for the exhibitors, manned the Wisconsin Bookworms reading corner and the HCE activity table, take down and cleaned up and many more

tasks as needed on the day of the event. Members created certificates of appreciation for the exhibitors and posted updates about the event on Facebook.

Additionally, KCAHCE also had info displays with handouts, and stations where members helped families make crafts. A reading corner rounded out our area, where the children were read stories by a Bookworms reader and were given books. In all, we had about 25 people tasked with various duties.

**4. How many people did this service reach? What groups of people were served? What areas of the county were served? How many times was this service provided?**

We hoped for an attendance of almost double last year (150 families) -- 250 family units, and we exceeded this. The collaboration with Prevention Services Network for their run walk also brought in many new participants.

Families Branching Out completely filled 18,300 square feet of the Kenosha County Center as well as the parking lots outside. It was open for anyone in the area to attend. We had visitors from the entire county as well as from Racine and Walworth County, and Illinois. The event was only three miles from the Illinois border. There was no admission charge, but we collected 200 pounds of food for our local food bank.

This was the third time we have done this and are planning to continue it. All the exhibitors have requested to attend next time and 75% have already committed for 2025.

**5. How was the service financed if money was needed? Approximately how many hours were donated?**

We received grants from several agencies and companies, plus we used the \$100 WAHCE Services of Love Award and Kenosha HCE and a couple of members donated money to cover costs such as postage, goody bags, and lunch for the volunteers and exhibitors. Thrivent Financial, Bear Realty, and Subway furnished sandwiches, Jersey Mike's and Cousins Subs also gave us discounts, a dentist provided tooth brushes and tooth paste for the kids, Fresh Thyme market donated fruit, Prevention Services Network bottled water, and grants were received from Kwik Trip, Meijer Grocery, and Festival Foods.

The core committee volunteered over 450 hours from inception to thank you notes. We estimate that other KCAHCE volunteers totaled about 95 hours. We also had non-member participation through help in the parking area, clean up, banner posting, and flier distribution. The estimated time donated was 100 hours. As far as the exhibitors, their space was free and as stated above, we provided lunch for them.

We used the Kenosha County Center for our event at no cost. There were over 45 exhibits and activities throughout the building including the main meeting room, side rooms, common area, and hallways. Outside were the Bristol Fire ambulance and Kenosha Public Library Bookmobile. In addition, Pringle Nature Center brought an adaptive all-terrain wheel chair that is available for the general public to use at the park or check out for activities wherever they want to take it.



Total planning and participation time could only be loosely estimated to be in the neighborhood of 800 hours, including grant writing and picking up of donated items..

**6. How was the service project advertised within HCE? How was it promoted in the county? What follow-up publicity did the service project receive?**

The project was promoted through articles in the quarterly Kenosha HCE newsletter, *The Extension Line*, which is both mailed and emailed, our Facebook page and email blasts. Club Presidents promoted it at their regular meetings and phone calls to club members.

Aurora Hospital heard about our event and asked to participate. They promoted the event to their employees and had a booth. Kenosha County emailed it to all of their employees.



Families Branching Out information was shared through fliers posted in public areas, banners on public highway corners, Facebook, our HCE website and the local library blasted over 40,000 of their contacts and the Kenosha Literacy Council also promoted it. Several participants also put it on their websites.

The event was promoted in the county through handouts to all of the schools in both Spanish and English, (some of which only supported email notices, and others wanted paper copies to distribute). We also sent photos and info to our local newspapers and the on-line "West of the I" media. Our Kenosha HCE website used multiple pictures and narratives of the event.

On Facebook, a FAMILIES BRANCHING OUT event hyperlink was created with event details automatically popping up when clicked. This link was sent to: Kenosha County Departments, United Way, Kenosha Strong, Chamber of Commerce, Boys & Girls Club, and varying agencies. etc. All of whom then promoted our event on their social media platforms.

The Kenosha News, did both pre and follow-up publicity, including photographs and information about HCE in general.

**7. What part of the service project, if any, has been arranged but not yet completed? Is there an end date for this years' service project, or will you continue the service as on-going? Explain.**

The Families Branching Out service project for 2024 is complete.

We have intentions to carry this forward to future years, but we have not yet decided whether it will be an annual or biannual event. All our exhibitors have requested to come back next time.

**8. Were materials developed for this project that could be shared with other HCE counties or clubs? Explain.**

HCE members wore t-shirts with the event tree logo, other HCE shirts and white HCE lettered sashes.



We do have our folders and notes which can be shared as well as the timeline we used. However, since the resources of exhibitors in each county is widely varied it could only be used as a guideline with their particular details inserted.

We could share our exhibitor forms, letters written, and articles submitted to local papers and our KCAHCE newsletter. There were no handouts other than our posters and a flyer the kids used to find all of the exhibits. We did an Evaluation of the Event (see below) and Thank You cards to all exhibitors which could be shared.

**9. What is your final evaluation of the service performed? How did it enhance awareness and understanding of HCE?**

We set out to reach 35 exhibitors and exceeded that goal as well as family unity in attendance. We put for the HCE logo and brochures for everyone.

Attendees and exhibitors were mostly Caucasian...with a smattering of black & brown skinned participants. To expand up in year one, we reached out to the Racine-Kenosha League of United Latin American Citizens Council to participate; who made maracas etc., and continually kept the Kenosha Boys & Girls Club informed for event participation.

For a future event we need to reach into the greater communities of the county for exhibitors and attendees of other ethnic backgrounds to be more inclusive. By reaching out to this diverse group and those of a younger demographic, we can continue to reach a wider audience for potential future HCE clubs and HCE members.

Participants and KCAHCE collected names and contact numbers for individuals. Of those, several wanted to receive more information, and will follow up through mail and social media. We invited them to other county wide events. We will continue to reach out for future events.

We asked all exhibitors to complete an evaluation form. The results were all positive with almost all exhibitors requesting to return next year.



## FAMILIES BRANCHING OUT



### Exhibitor Evaluation / Survey Form

Thank you again for being a participant in Families Branching Out sponsored by the Kenosha Association for Home and Community Education (HCE). We appreciate all you have done and shared to make this event spectacular!

Please take a minute to complete this brief survey. Turn it in at the Welcome Desk. Thank you.

1. What did you like best about this experience?
2. What did you like the least?
3. Please let us know if you have any recommendations for the Committee for the future.
4. If you know of a group that was not represented here, please let us know by indicating their name and any contact information you have.
5. Would you like to participate again in 2024? Please supply us with your contact information.

Name of Group: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell \_\_\_\_\_ Landline \_\_\_\_\_

6. What is the best way to contact you:

☐ Email

☐ Text

☐ First Class Mail

### Thank you!



#### Kenosha County HCE

#### 2023 Families Branching Out Committee:

Donna Deuster, 262-332-0023, [donmarree@yahoo.com](mailto:donmarree@yahoo.com)

Jerin Moore, 262-697-3459, [jerinb1947@gmail.com](mailto:jerinb1947@gmail.com)

Donna Zarovy, 262-857-7502, [zarovy@frontier.com](mailto:zarovy@frontier.com)

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A non-profit 501(c)3 education and service organization.

### Card Given to All Exhibitors

#### FAMILIES BRANCHING OUT



Thank you for sharing your talents as  
Kenosha HCE members work for the  
improvement of home and community life.

We hope you have a great experience and will return  
next year.

Here is a beverage and snack for you. There are  
more snacks and beverages in Room "B" - the  
Hospitality Room. Please help yourself.





# WAHCE Services of Love Award



## Benefits of Service to Community

### ***SCORE SHEET***

*Fill in the Blanks*

**[1] Explain how the project was county wide.**

The project involved vendors and participants from Kenosha and Racine counties. Local agencies and Kenosha County government, Kenosha Public Library, 4-H, Master Gardeners and Westosha Senior Center to name a few.

**[2] List the organization/agency/business that networked with the county.**

Several organizations were exhibitors and demonstrators including Kenosha County departments, the Lions Club, Extension groups, social service agencies and the local high school.

- [3] Members had leadership roles in service offered.        7   number involved.
- [4] Members had helping roles in service offered        25   number involved
- [5] The service benefitted people in the county        >500   number benefitted
- [6] Donated hours        750   number of hours
- [7] The service was promoted in a variety of ways        30+   number of ways
- [8] The service received local and/or county publicity.        5   number of ways  
Include items from newspapers or other media  
or newsletters