

**WILL 2011**

**W.I.L.L. Senior Capstone  
Project  
Class of 2011**

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# Healthy Eating and Living (H.E.A.L.): Women's Health Care Fair in Trenton, NJ

**Thursday April 21, 2011  
YWCA Dunham Hall Residence, Trenton, NJ**

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## Mission Statement

*It is our mission to educate the women of our local community (Trenton/Ewing, NJ) on issues surrounding their health through a comprehensive women's Health Care fair. We aim to inform and empower attendees to make healthier decisions regarding their wellbeing. It is our goal to make a long-lasting contribution by incorporating our project into the community service committee within Women in Learning and Leadership (WILL) program.*

## Rationale

As members of the Women in Learning and Leadership (WILL), our purpose is to grow as female leaders and empower the women around us. We want to take what WILL has taught us throughout our four years and give back to our surrounding local community: Trenton. We will provide Health Care resources to women living in Trenton, specifically at the Dunham Hall Residence owned by the YWCA.

Women compose about half of the Trenton's population; however, many women have limited access to proper Health Care. This is due to a number of reasons: lack of funds, knowledge, resources, etc. Therefore, the ability for women to make good decisions about their well-being is negatively affected. Our activism project will directly target specific issues that affect minority women in low-income areas. Every year there are a number of free clinics and fairs offered within the city, however a Health Care fair geared towards women's health and issues as a tool of empowerment has yet to be implemented. We are here to amend this discrepancy.

## Target Group

The target market of our project focuses on the women of Trenton. Women living in low-income areas have less access to resources and services, such as Health Care. In addition, women in low-income areas are less likely to have Health Care, thus receiving less medical attention. Our health fair would educate women about important health issues as well as provide them with resources and information about local services that are available to them. We believe that our project does not interfere with any New Jersey state laws and or regulations. We intend to hold a Health Care fair at a local venue that is accessible to these women.

After careful analysis, we have chosen to conduct the Health Care fair at Dunham Hall Residence located at 140 East Hanover Street in Trenton, NJ. This particular residence houses 90 low-income and or homeless women experiencing a transitional phase in their lives. We visited the building and met several women in the area. These women exhibited a desire and need for the Health Care fair due to their monetary and attitudinal predicaments in regards to their own health. The venue offers ample space for the intended workshops and provides easier access and availability to this demographic of women.

## Project Goals and Objectives

- ***Contact and obtain medical facilities and professionals to volunteer their services to educate women on their various fields***
  - TCNJ Health Services
  - Nursing Department
  - Medical Professionals at Trenton hospitals and medical centers
  
- ***Reach out to as many women in Trenton as we can***
  - Planned Parenthood of Mercer County
  - Local clinics and hospitals
  - TCNJ Student Organizations
  - Academic Honor Societies
  
- ***Make a long lasting contribution to the Trenton community***
  - The hope that this event will be continued in the 2011-2012 academic school year
  - Establish a stronger relationship with TCNJ students and the women in Trenton
  
- ***Help women to become more knowledgeable about Health Care so that they can make healthier choices***
  - Educate women about their bodies through workshops
  - Increase awareness about resources available to them in their community
  
- ***Raise funds for the fair/event***
  - Utilize the TCNJ student demographic
    - Mamma Flora's or other restaurant fundraiser
    - Yoga/Zumba/Salsa/Fun Run

## **Committees Goals and Responsibilities**

### **Community Outreach Committee**

The success of the women's health fair is dependent on the number of Trentonian women willing to participate in the day's activities. Therefore, the Community Outreach committee must spread word about the fair into the local community through several advertising means. The health fair needs participants, who are fascinated by the concept of a day that is made by and for women. Community Outreach exists as a promotional branch of the project.

During the remainder of the semester, the Community Outreach group must adhere to the timeline that provides the structured foundation for the project. This committee maintains the sole responsibility of getting the word out about the health fair in Trenton. It includes creating and distributing advertisements in Trenton. Such a task requires the group to garner the interest of the target market, the women of Trenton. The committee's advertising begins March 7, 2011 and ends April 15, 2011. Prior to and after this span of time, Community Outreach must gather their necessary materials and keep a record of all advertisements conducted.

### **Speakers and Registration Committee**

Due to the intensity of the health fair, the Speakers and Registration committee ensures the smooth running of all the activities occurring during the fair. The group serves as the project's oiling machine that will prepare and manage the day's events. Speakers and Registration has several components attached to the group that necessitates on-the-dot planning and organizational methods to guarantee efficient operation. The first aspect of the committee deals with establishing the registration period and tracking those participants. The second part of the committee focuses on coordinating the workshops. Both of these components allow for a well-prepared, manageable guest and event scheduling.

The Speakers and Registration committee have several responsibilities necessary for the realization of the health fair. First, the group must provide a direct contact with the women of Trenton by arranging their registration into the fair. This includes accepting and recording the information for the project documentation. The committee has until April 7, 2011 to fashion a finalized list of women participating in the health fair. Second, the group must organize the workshop component of the fair by contacting and obtaining the professionals for the day. From March 4, 2011 to March 13, 2011, the committee has to get in touch with physicians and or speakers interested in conducting educational workshops. These speakers must be secured by March 16, 2011. In addition to acquiring speakers, the group has to get volunteers to work the health care fair. This involves outreaching to the WILL student organization as well as other TCNJ student organizations interested in helping the women of Trenton. The close involvement of TCNJ students with Trentonian women will establish a rapport that can be utilized for the long-lasting contribution. Overall, the Speakers and Registration committee juggles two major responsibilities that comes with specific deadlines necessary for the project's completion.

## **Information and Resources Committee**

As a part of the background work, the Information and Resources committee provides the legwork for several aspects of the capstone project. This particular group exactly does what its name denotes: it gathers the necessary materials and resources for the fair. In doing so, the committee provides the fair with a professional flair that will attract and satisfy the attendees.

The Information and Resources committee has two main responsibilities: to provide the women with educational information and nourishment. First, the group must reach out to local, healthy or whole food organizations willing to donate food for the refreshments period of the day. A food sponsor must be obtained by March 17, 2011. Then, the group has to gather and organize the pamphlets and program goody bags for the participants. Additionally, the Information and Resources committee has to develop a program that outlines the day's timeline. Both these tasks must be realized by April 15, 2011.

## **Fundraising Committee**

In order to conduct HEAL, the project needs to be backed by a sufficient amount of money. While this day mainly depends on the volunteerism of professionals, there must be a monetary foundation to support certain expenses such as food, printing costs, donations, etc. The Fundraising group, therefore, must organize and carry out the necessary fundraising activities to achieve the estimated budget of \$550 dollars. The money touches on all essential areas contingent to the project's needs.

The Fundraising committee maintains several responsibilities that mainly include planning and accounting of the capstone project's monies. It is this group's responsibility to arrange campus fundraisers and to outreach to local organization for money donations. Initially, this group needs to complete research on two feasible campus fundraisers by March 17, 2011. After this deadline, the committee must plan and prepare for the fundraisers to be realized on or before two dates during semester: March 26, 2011 and April 2, 2011. Once the capstone project starts to see profits, the fundraising committee has to report the monies made in a systematized fashion (i.e. excel document). This group must provide reports of the class' progress towards the \$550 budget.

## Budget

The budget will be as minimal as possible in order to accommodate our constrained finances. However, it is understood that in order to properly advertise the event, execute the health fair, and maintain a lasting project, certain costs are necessary. Relying on the contributions and donations of local organizations and individuals, we propose a budget of \$550 to cover the costs of advertising, food, and long-term impact.

- ***Total Budget***
  - Budget Component
    - Advertising – \$80
    - Venue – \$100
    - Physicians – \$120
    - Materials – no cost
    - Food – \$100
    - Long-term Impact – \$150
  - Total budget estimate – \$550
- ***Estimated Costs***
  - Advertising: Advertisement in the Trentonian, Trenton Times (no cost when posted online); post materials in free clinics, Planned Parenthood, local doctors' offices, hospitals, etc.
    - \$80 – paper, copies of flyers, mailings and stamps
  - Venue: Hospital conference room
    - \$100 – use of space (no cost), suggested donation to hospital
  - Physicians, health care professionals, speakers, etc.: Approximately 6 professionals in the fields of women's health, nutrition, sexual health, gynecology, etc.
    - \$120 – donations of time and expertise, gift for each of the volunteers
  - Materials: gift bags filled with materials and papers on women's health and local services and clinics
    - No cost – donations from local clinics and women's center
  - Food: provide small snack for participants during the event
    - \$100 – purchase Luna bars, fresh fruit and vegetables, solicit donations from Whole Foods, Wegman's, Trader Joe's, etc.
  - Long-term impact: to be determined
    - Estimated \$150

## Preliminary Project Timeline

- **February 24<sup>th</sup>** : Project chosen
- **March 3<sup>rd</sup>**: Reserve venue
- **March 4<sup>th</sup> – March 13<sup>th</sup>** : Contact physicians/speakers over spring break
- **March 7<sup>th</sup>**: Begin advertising
- **March 16<sup>th</sup>**: Have presenters secured
- **March 17<sup>th</sup>**: Research done on the fundraising events(which is feasible)
- **March 17<sup>th</sup>**: Food sponsored obtained
- **March 21<sup>st</sup>**: Finish advertising
- **March 26<sup>th</sup>**: Yoga/Zumba (fundraiser #1)
- **March 31<sup>st</sup>**: Pamphlets/program obtained/completed
- **April 1<sup>st</sup>**: Registration needs to be final for the women
- **April 2<sup>nd</sup>**: Fun Run or other on campus event (fundraiser #2)
- **April 7<sup>th</sup>**: Everything finalized
  - Registration complete
  - Finalized itinerary of the day
  - Secured food donations
  - Itinerary of what the organizers will do
- **April 16, 2011**: Tentative date for fair



## Health Care Fair Preliminary Itinerary

**Saturday April 16, 2011**

- Overall Day: 9:30 am – 1:30 pm
- Register and welcome/ refreshments: 9:30 -10 am
- Opening remarks/introduction: 10 – 10:30 am
- Round 1 Workshops: 10:30 am - 11:10 am
  - Prenatal Care/Postnatal/Pregnancy
  - Aging and You
- Round 2 Workshops: 11:10 am - 11:50 am
  - Breast Health/Gynecological Care
  - Sexual Health (HPV/Cervical Cancer)
- Round 3 Workshops: 11:50 am - 12:30 pm
  - Nutrition
  - Mental Health
- Round 4 Workshops: 12:30 pm – 1:10 pm
  - Sexual Abuse
  - Breast Health and Gynecological Care
- Closing: 1:10 pm – 1:30 pm  
Last minute questions and tabling

## Community Outreach Committee Portfolio

### Agenda Week 1: *March 3, 2011*

Community Outreach is looking for those who are creative with design. We are also looking for volunteers who are able to go out into the community and/ or aid in Spanish/English translation. We will also work with the other committees to help with advertising, fundraising, or donations.

#### Updates:

- The date of the health fair will be Saturday, April 16, 2011 at the YWCA
- The health fair will either be held at the complex housing the women, or across the street at a larger venue.
  - If the event is held at the housing complex, the event may need to be pushed to the 1-3pm time block
  - If the event is held across the street, the event could be held in the morning as previously planned
    - Issue – the venue across the street is not open on Saturdays, so we would need to see if someone could open it for us for a few hours
- The topics we would like to cover at the health fair (*but not limited to*):
  - Pre and post natal care and pregnancy
  - Aging
  - Breast health
  - HPV/Cervical Cancer (Screenings)
  - STDs/STIs
  - Nutrition
  - Mental Illness
  - Abuse

#### Advertising Ideas:

- *Advertising within the Trenton community:*
  - Post flyers at:
    - TASK
    - Planned Parenthood
    - Public transportation areas (train stations, bus stations, et cetera)
  - Advertise in news outlets such as the Trentonian
- *Advertising at the YWCA:*
  - Post flyers that are in English and Spanish on the premises
    - First set of flyers would contain general information about the fair
    - Second set of flyers would contain more specific and finalized information

#### New Action Items:

- Contact any potential speakers you may know
- Create a template for the flyer
- Brainstorm other forms of advertisement/news sources

## Agenda Week 2: March 17, 2011

### Old Action Items:

- Contact any potential speakers
- Brainstorm flyer ideas & forms of advertising

### Updates:

- The venue has not been determined yet
  - The time of the event is dependent upon the location
- We would like to spread awareness on campus since our project takes place off campus
  - We would like to bring a speaker to campus to talk about women's health issues
  - We would like to post facts on campus about women's health
  - We would like to reach out to Planned Parenthood to see how we could help them with petitions
- Get a preliminary flyer posted at the YWCA to notify residents of the upcoming event

### New Action Items:

- **Look up local bills about Women's Health**
  - Write a letter, collect signatures (*Lori*)
- **Planned Parenthood**
  - Ask for the "pink card" petitions from Planned Parenthood (*Eshica*)
  - Could table in the STUD, encourage students to sign
  - Possibly offer free condoms from Planned Parenthood
- **Spread awareness on campus**
  - Post short facts on women's health with brief/catchy – tagline: WILL Capstone
- **Post a certain number of statistics**
  - Get each statistic stamped/approved by Student Auxiliary Services (*Sarah*)
  - Make copies of the statistics to post in high traffic areas of campus (*All*)
  - Get the wooden planks set up on the campus walkway (*Cheryl*)
- **Other forms of campus advertising:**
  - Table Tents
- **Advertising Fliers**
  - Advertising: Create a preliminary flyer to post around the YWCA
  - Include the date (April 16), location (YWCA), intended health topics (pre/post natal care, breast health, gynecological care, HPV/Cervical Cancer) (*Alyssa*)
- **Registration Forms**
  - Speakers and Registration group will send the registration form to our committee for distribution at the YWCA (*Leathia*)

### Upcoming:

- By next class, we need to select two facts about women's health to post on campus

### Due Dates

- March 24 – Facts selected and printed out.
- March 31 – Have all quotes stamped and approved. Begin to post quotes on campus

### Future Items:

- Collection box for the registration forms
- Add the even to TCNJ campus calendar

### Agenda Week 3: March 24, 2011

#### Updates:

- The class visited the Dunham Hall Residence and asked about being able to have door hangers as a form of advertisement in the building.
- The venue is Dunham Hall Residence in Trenton, NJ on Thursday April 21<sup>st</sup> from 5-8pm. Setup will be at 4pm.
- We will be getting pink cards to fill out from Planned Parenthood

#### New Action Items:

- **Health Facts**
  - Every member of the group found women's health facts. They will compose them and email them as a flyer to be printed out and approved (*Sarah*)
- **Advertising**
  - The person responsible for approving wooden planks to advertise on campus was not responding so we plan on trying to contact Yakima again (*Cheryl*)
  - Make an updated flyer with new day and time to advertise the event at Dunham Hall (*Alyssa*)
- **Health Bill**
  - Continue to look for a women's health bill (*Lori*)
- **Registration Forms**
  - Print updated copies of registration forms with the new workshops on them and have them delivered to Dunham Hall (*Eshica*)

#### Due Dates:

- March 31 – Have all quotes stamped and approved. Begin to post quotes on campus.

#### Future Items:

- Think of a design for door hangers to advertise the event

## Agenda Week 4: March 31, 2011

### Updates:

- Flyers have been made for the event on April 21<sup>st</sup> at Dunham Hall.
- We were unable to get in contact with Yakima about stakes for health facts around campus.
- Registration forms were delivered to Dunham Hall.

### New Action Items:

- **Door Hangers**
  - Create the door hanger (*Leathia*)
  - Print out the door hangers and assemble (*Lori and Cheryl*)
  - Deliver door hangers and pick up registration forms (*Leathia*)
- **Campus Flyers**
  - Continue to get more facts approved (*Sarah*)
  - Half of the flyers will be posted in the academic buildings on campus (*All*)

### Due Dates

- April 7<sup>th</sup>- More facts approved and ready to be posted around campus

### Future Items:

- Collect registration forms and start counting them
- Continue to think of ways to advertise

Advertisement Flier #1

*The Women In Learning and Leadership Capstone at*

**WOMEN'S HEALTH CARE FAIR!**

Thursday

**April 21<sup>st</sup>  
2011**

**(5:00pm-8:00pm)**



JOIN US FOR WORKSHOPS ON  
WOMEN'S HEALTH:

❖ Sexual Assault ❖ Sexual Health ❖

❖ Gynecology ❖ Mental Illness ❖

❖ Nutrition ❖ Self Esteem ❖

Advertisement Flier #2

*Women in Learning and Leadership*

*Invite the Dunham Residents to:*

**H.E.A.L. – Healthy Eating And Living:**

**Women's Health Care Fair**

**WHEN: Thursday, April 21, 2011**

**TIME: 5:00pm – 8:00pm**

*Join us for workshops on women's health topics  
such as:*

❖ Domestic Violence/Sexual Assault ❖

❖ Gynecology ❖ Mental Illness ❖

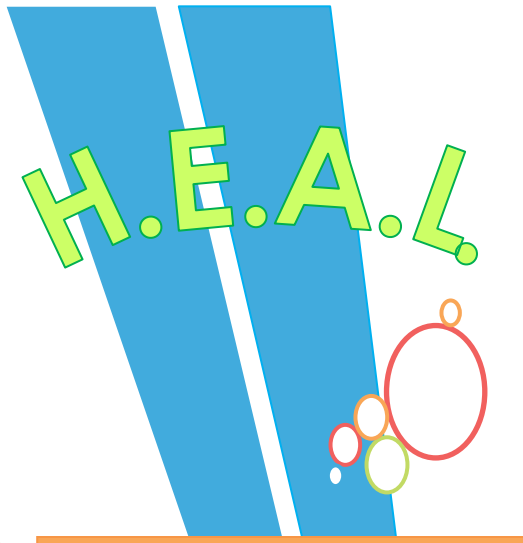
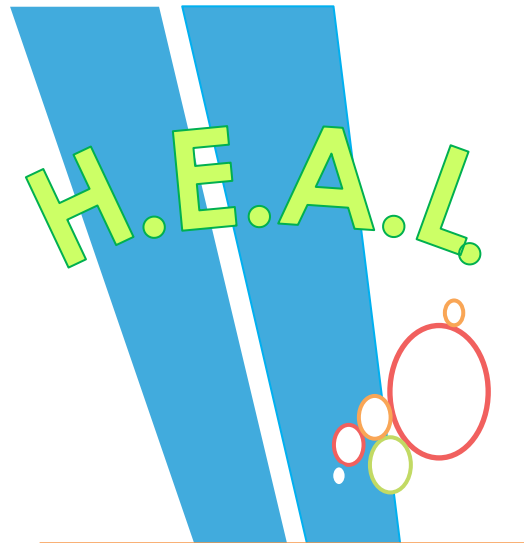
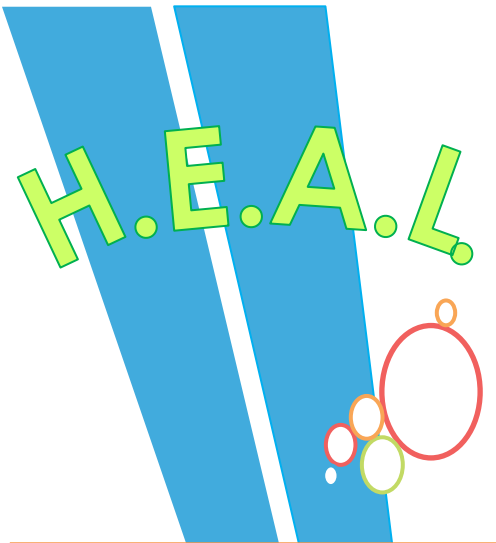
*As well as clinics for Blood Pressure*

*& Heart Disease*

*FREE to attend!*



### Advertisement Door Hangers



**Women's**  
*Health Care fair*

**Women's**  
*Health Care fair*

**Women's**  
*Health Care fair*

Join us for workshops on a variety of  
**Women's Health Topics!**  
**Thursday, April 21st**  
Where: Dunham Residence  
**5:00pm-8:00pm**

Join us for workshops on a variety of  
**Women's Health Topics!**  
**Thursday, April 21st**  
Where: Dunham Residence  
**5:00pm-8:00pm**

Join us for workshops on a variety of  
**Women's Health Topics!**  
**Thursday, April 21st**  
Where: Dunham Residence  
**5:00pm-8:00pm**

**Registration will begin at 4:30pm**

Topics include:  
Gynecological Care  
Heart Health  
Mental Health  
Nutrition  
Self Esteem  
Sexual Assault  
Sexual Health

**Registration will begin at 4:30pm**

Topics include:  
Gynecological Care  
Heart Health  
Mental Health  
Nutrition  
Self Esteem  
Sexual Assault  
Sexual Health

**Week 5:**

**Registration will begin at 4:30pm**

Topics include:  
Gynecological Care  
Heart Health  
Mental Health  
Nutrition  
Self Esteem  
Sexual Assault  
Sexual Health

\* W.I.L.L. Capstone at The College of

\* W.I.L.L. Capstone at The College of

\* W.I.L.L. Capstone at The College of



## **Agenda Week 5: April 7, 2011**

### **Updates:**

- Only 11 registration forms were collected
- Door hangers and flyers are posted at Dunham Hall
- All flyers have been approved to post around campus
- We decided to chalk around campus as another way to advertise our event and health facts

### **New Action Items:**

- **Health Facts**
  - Post the remaining colorful health facts around campus in residence halls (*All*)
- **Registration Forms**
  - Table at Dunham Hall during lunch hour to get more women to sign up for the event (*Whole Class*)
- **Advertising**
  - Make a poster to advertise the event to ensure people's attendance (*Alyssa*)
  - Look into getting approval to chalk around campus (*All*)

### **Future Items:**

- Think of a design to use to chalk around campus about our event

## **Speakers and Registration Committee Portfolio**

### **Securing the Venue**

The YWCA's Dunham Hall Residence of Trenton, NJ, was selected as the venue for the health fair. The date of the fair was determined to be Thursday, April 21, 2011, running from 5:00 PM until 8:00 PM. This date and time was confirmed with Inez Toles of the Dunham Hall Residence. We have been in touch with Inez regarding the day, and will confirm two weeks prior to the event. Speakers and Registration serves as the direct contact between Dunham Hall Residence and the capstone class.

### **On-Site Registration**

The Membership and Registration Committee is also responsible for publicly announcing the workshop to those who may be interested in attending. Ten days before the HEAL workshop, we will assign members of the WILL capstone to table at Dunham Hall from 12:00pm to 1:30pm. Capstone members may table in the Dunham Hall cafeteria or main lounge during lunch hours. We will provide adequate information about the workshop, such as the time and the topics of the HEAL workshops. We will also briefly explain how to fill out the registration form, while encouraging the women to suggest any women's health issues that are of personal interest.

### **Off-Site Registration**

Speakers and Registration will handle all aspects of registration, from establishing the registration period to tracking the number of registered participants. The registration forms were distributed on Wednesday, March 30, 2011, to the women at the Dunham Hall Residence at the YWCA in Trenton, NJ. Registration forms were approved by both the capstone members and Inez Toles Director of Dunham Hall Residence. Registration forms will be collected on Friday, April 1, 2011. A finalized list of participants and their individualized schedules for the day will be completed by Thursday, April 7, 2011. Individualized schedules for each participant will reflect the interests of the participants noted on their registration sheets. Schedules will be distributed to each participant on the day of the fair at time of sign-in/registration. Registration form is included on the following page:

**H.E.A.L. Workshop: SIGN-UP SHEET****Event Information**

The H.E.A.L. Workshop will take place on **Thursday, April 21<sup>st</sup>, 2011** from **4PM to 8PM**.

**Contact Information**

Name	
City	
Age	

**Information Services**

¿Prefieres la información en Español? / Do you prefer information in Spanish?

Yes

No

**Interests**

Please tell us in which areas you are interested in Women's Health issues:

Domestic Violence and/or Sexual Assault

Mental Health

Nutrition

Gynecological Care

Heart Disease

Other

If checked "Other" please specify:

**Our Policy**

It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.

## Speaker Documentation

Name and Affiliation	Details of Call/Email	Contributions
<i>Dr. Rachel Adler, TCNJ Anthropology Department</i>	Contacted 3/14: Could not commit to April 16 <sup>th</sup> date	N/A
<i>Professor Kimberly Altman, TCNJ Nursing Department</i>	Contacted 3/14: Did not respond	N/A
<i>Dr. Leslie Rice, TCNJ Nursing Department</i>	Contacted 3/15: Could not commit to April 16 <sup>th</sup> date	N/A
<i>Dr. Trina Gipson-Jones, TCNJ Nursing Department</i>	<p>Contacted 3/15: Requested more information</p> <p>Contacted 3/19: More information provided; could not commit to April 16<sup>th</sup> date</p> <p><i>Was not contacted again after date change</i></p>	N/A
<i>Dr. Susan Boughn, TCNJ Nursing &amp; WGS Department</i>	<p>Contacted 3/16: Could not commit to April 16<sup>th</sup> date</p> <p>Contacted 3/24: Was told of the date change; could not commit to April 21<sup>st</sup> date</p>	N/A
NJCASA	Contacted 3/17: Could not commit to date	N/A
<i>Jeanne Malloy, Registered Dietician</i>	Contacted 3/18: Could not commit to date	N/A
<i>Dr. Marjorie Blicharz, TCNJ Nursing Department</i>	Contacted 3/20: Did not respond	N/A
<i>Professor Ann Fallon, TCNJ Nursing Department</i>	Contacted 3/20: Did not respond	N/A
<i>Melanie Durnien, Lawrence OB-GYN</i>	Contacted 3/20: Did not respond	N/A
<i>Professor Lovena Haumann, TCNJ Nursing Department</i>	Contacted 3/21: Did not respond	N/A
<i>Dr. Stacy Keating, TCNJ Nursing Department</i>	Contacted 3/21: Did not respond	N/A

<i>Dr. Claire Lindberg, TCNJ Nursing Department</i>	Contacted 3/21: Did not respond	N/A
<i>Andrea Besaw, TCNJ Nursing major and WILL student</i>	Contacted 3/21: Expressed interest and able to commit to April 16 <sup>th</sup> ; will contact Nursing majors to gauge interest; set up time to discuss the event Meeting 3/23: details; discussed change to April 21 <sup>st</sup> Contacted 3/24: Confirmed day change and workshop	Will work with other Nursing students to give a presentation on heart disease and will set up a small clinic (will take blood pressure readings, respiratory rates, etc.); Will also set up a presentation on nutrition
<i>Caitlin Stinneford</i>	Contacted 3/24: Expressed interest and able to commit	Present sexual assault/domestic violence with Christine Minerva (from Womanspace)
<i>Lynette Harris, TCNJ Career Services Office</i>	Contacted 3/28: Expressed interest and able to commit to April 21 <sup>st</sup>	Will give a presentation on self-esteem
<i>Paula Jasionowski &amp; Diane DeLuca, RNs</i>	Contacted 3/29: Expressed interest and able to commit to April 21 <sup>st</sup>	Will give a presentation on gynecological care
<i>Debbie Halton, Nutritionist</i>	Contacted 3/31: no response	N/A
<i>Jill Shaffer, Nutritionist</i>	Contacted 3/31: unable to commit to the date	N/A

## Obtaining Speakers

Potential speakers were contacted starting Friday, March 4, 2011. We began investigating potential organizations and TCNJ faculty that would be interested in volunteering their time to our Capstone. Within the first week, the Speakers and Registration Committee held a meeting to draft an effective email to send to our prospective speakers. We decided that our best method was to write a general template, which could then be sent to women's centers, Health Care companies, WILL, and TCNJ faculty.

Speakers and Registration committee, as well as students in the capstone class, telephoned and emailed potential speakers to request their participation. Potential speakers that were emailed were sent the following message:

*My name is \_\_\_\_\_. I, along with the rest of the Women in Learning and Leadership capstone class at TCNJ, am planning a health fair to benefit the women of Trenton, NJ, and we are hoping that you may be able to help us out.*

*It is our mission to educate the women of the Trenton community on issues surrounding their health through a comprehensive women's health fair. We aim to inform and empower attendees, so that they are able to make healthier decisions regarding their health. It is our goal for this project to have a long-lasting contribution through its incorporation into the community service committee within Women in Learning and Leadership.*

*The day will feature several information sessions on various topics related to women's health, including (but not limited to) pre/postnatal care, nutrition, mental health, and gynecological care. We would like to know if you would be interested in leading one of these information sessions at the fair, on April 21<sup>st</sup>, 2011. If you are interested, we would be happy to speak with you to discuss our goals for the day. We greatly appreciate your help!*

Interested speakers were given more information on the day, and were asked how they would like to contribute (which topic they would like to present on). Speakers were assigned to a time slot, which was confirmed with them a week prior to the event. A complete list of speakers that were contacted, along with details from calls or emails, is attached in the following page:

## Itinerary

The Speakers and Registration committee is responsible for creating an itinerary for the day that will include opening remarks, three sets of workshops, and closing remarks. The finalized itinerary is as follows:

### H.E.A.L.: Women's Health Care Fair

Dunham Hall Apartments// Thursday, April 21, 2011// 4pm – 8pm

Break down of the evening:

- **4:30pm-5:00pm:**
  - Registration (Distribution of name tags, & itineraries etc.)
- **5:00pm-5:15pm:**
  - Introduction and Welcoming of the Women
- **5:15pm -5:55pm:** (including 10 mins for Q&A)
  - Workshop #1: Nutrition by Andrea Besaw (pending)
  - Workshop #2: Sexual Health by Carol Thame

#### **5 minutes allotted for participants to get to the next workshop**

- **6:00pm-6:40pm:**
  - Workshop #3: Sexual Assault by Caitlin Stinneford
  - Workshop #4: Heart Disease/Clinic by Andrea Besaw and Nursing students

#### **5 minutes allotted for participants to get to the next workshop**

- **6:45pm-7:25pm:**
  - Workshop #5: Self-Esteem Workshop by Lynette Harris
  - Workshop #6: Gynecological Care Workshop by Paula

#### **5 minutes allotted for participants to congregate in the area where we will conclude the fair**

- **7:30pm-8:00pm:**
  - Wrap up & Evaluation of the Day
- **Setup:** 3:30pm-4:15pm
- **Cleanup:** 8:00pm-8:30pm
- Committees for the day of the Health Fair
  - Hospitality (3)
  - Registration (3)
  - Speakers (5)
  - Minglers (5)
  - Management (Local)

## Confirmations

Speakers will be contacted a week prior to the event to confirm their participation at the health fair. Any last minute changes will be addressed at this time. The venue will be confirmed two weeks prior to the event by Inez at the Dunham Hall Residence.

## Internal Affairs

Speakers and Registration teamed up with the Information and Resources group to brainstorm the most effective ways to get more women to register. The group worked in coalition in order to recruit more speakers, as well as receive additional donations, for the HEAL Health Care Fair. We decided that our best method was to utilize resources from family and friend networks, as well as outside non-profits and well-suited companies.

## Individual Member Progress

**Meghna Shah** was able to get in touch with Pfizer, a global pharmaceutical company, currently ranked number one in the world for its health products. She called the director of consumer products of Pfizer and made an agreement stating that the company would be able to sell some of their products at a discounted price from the employee store. A total of \$600 worth of items was purchased, which included Advil, Centrum, Calcitrate (chew-able and swallow-able), and Chapstick. The CEO of Market Access Solutions agreed to donate half of the money needed to make the purchase with an agreement that the HEAL team fundraise as much as possible.

**Karson Schmidt** reached out to Dolores DeLuca, part of campus-awareness group, and was able to get Mrs. DeLuca, a registered nurse, to volunteer her time to speak at the Gynecological Care workshop. We began to receive emails inquiring more information about the Health Care Fair from faculty at the college, as well as student interest.

**Angelika Gutierrez** was able to coordinate a group of seven Nursing students to do on-site Blood Pressure exams and teach the women how to read their blood pressure. We felt an appropriate part of the Heart Disease workshop would be to include free Blood Pressure exams, and educate women on the reasons and importance of routine check-ups. She also contacted Lynette Harris, who was honored to do a “Self-Esteem” Workshop.

**Meryl Wimberley** was assigned to keep record of day-today progress of Speakers and Registration. Within the classroom, off-site, she recorded weekly minutes, kept record of the women who registered, and constructed the draft of the Activism Handbook. She led numerous trips to the Hall to promote and encourage participants to attend the Health Care Fair. Also, she accommodated the speakers as they came into Dunham Hall for the workshops. Her responsibilities included: setting up rooms, providing snacks and drinks, introducing speakers, and any additional accommodations necessary.



## **Day of the Event**

The Speakers and Registration committee will ensure that the event runs smoothly. The committee will assist with registration, make sure that all presenters are at their designated locations, and guide participants to their workshops. Any problems that arise will be addressed professionally and efficiently.

On the day of the Health Care Fair, the group arrived to Dunham Hall at 3:30pm to set up for registration, which started at 4:30pm. Meghna Shah was in charge of the Health Care table, including all of the donations from Pfizer. Angelika Gutierrez and Karson Schmidt were in charge of running the registration table, as well as assigning responsibilities to the other members in the capstone. Meryl Wimberley was to ensure the room locations for the speakers. In recognition of our speakers, our group used money from fundraising to provide “Thank You” cards and chocolate for the thirteen volunteers. It was our responsibility to make sure that every member coordinating the H.E.A.L. workshop signed every card.

Nupur Patel created and distributed an Evaluation Form to all of the participants. The purpose of the Evaluation Form was to give the women in H.E.A.L. a macroscopic vision of the day. The distributed form is included on the following page:

**H.E.A.L. – Dunham Hall Residence at Trenton YWCA**

**Please circle the grade that you feel best represents your thoughts on the workshops throughout the day.**

**Workshop #1** \_\_\_\_\_

A+   A   A-   B+   B   B-   C+   C   C-   D+   D   F

Comments: (What were your likes/dislikes of the workshop?, What could have been done differently)

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**Workshop #2** \_\_\_\_\_

A+   A   A-   B+   B   B-   C+   C   C-   D+   D   F

Comments: (What were your likes/dislikes of the workshop?, What could have been done differently)

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**Workshop #3** \_\_\_\_\_

A+   A   A-   B+   B   B-   C+   C   C-   D+   D   F

Comments: (What were your likes/dislikes of the workshop?, What could have been done differently)

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## Information and Resources Committee Portfolio

### Goals

As a more behind-the-scenes committee, the Information and Resources committee will provide the legwork for several aspects of the capstone project. This particular group does exactly what its name denotes: it gathers the necessary materials and resources for the Health Care fair. In doing so, the committee offers the fair a professional flair that will attract and satisfy the attendees.

### Purpose

This particular committee will gather donated materials that will help to further educate the women by promoting good health and nutrition. Providing the program with the day's timeline is another aspect of the committee which aims to keep the women well-informed about the various workshops, as well as maintain the organization of the volunteers.

### Responsibilities

The Information and Resources committee has two main responsibilities that offer the women with educational information and nourishment. First, the group must reach out to local, healthy or whole-food organizations willing to donate food for the refreshments period of the day. A food sponsor must be obtained by March 31, 2011. Then, the group has to gather and organize the pamphlets and program goody-bags for the participants. Additionally, the Information and Resources committee have to develop a program that outlines the day's timeline. Both these tasks must be realized by April 7, 2011.

### Details

The Health Care fair will take place at YWCA on April 21, 2011 beginning at 4:30 pm and ending at 8:00 pm. Therefore, the main goals of the Information and Resources committee are to reach out to local, healthy nutritional organizations as well as food markets to obtain food, gather resources from local organizations that promote Health Care and organize the resource bags for women to take away with them at the end of the fair.

The committee hopes to encourage participation of local food stores such as Wegmans, Trader Joe's, Whole Foods, Stop & Shop and local farmers markets in the hopes of obtaining healthy food options for the women who will be attending the fair. Furthermore, the committee will also be reaching out to organizations such as Womanspace, TCNJ Health Services, NJ Coalition Against Sexual Assault (CASA), Planned Parenthood, Capital Health in Trenton and TCNJ OAVI in order to obtain pamphlets and brochures that could serve to educate these women regarding their mental, emotional and sexual health and other related issues such as sexual assault and domestic violence.

## Local Organizations Information

- **Womanspace, Inc.** <http://www.womanspace.org/about-womanspace>  
 Womanspace, Inc. is a leading nonprofit agency in Mercer County, New Jersey, that provides a comprehensive array of services to individuals and families impacted by domestic and sexual violence and dedicated to improving the quality of life for women and their families. Programs include crisis intervention, emergency shelter, counseling, court advocacy and housing services. Womanspace receives funding from the State of New Jersey, the County of Mercer and the United Way of Greater Mercer County and contributions from individuals, organizations, foundations and corporations
- **NJ Coalition Against Sexual Assault (NJCASA)** <http://www.njcasa.org/content/about-us>  
 The mission of the New Jersey Coalition Against Sexual Assault (NJCASA) is to promote the compassionate and just treatment of survivors and their loved ones; foster collaborative relationships between community systems; and affect attitudinal and behavioral changes in society as we work toward the elimination of sexual violence against all people.
- **Mercer County Woman** <http://mercercountywoman.com/>  
 The *County Woman Newspapers* offer businesses the unique opportunity to reach an important, targeted consumer group through a focused educational/informational approach. The "County Woman" newspapers are award-winning for their style and format. Unlike all other publications in our area, this paper is a vehicle for providing categorized, objective information targeted to women but relevant to all.
- **Planned Parenthood Association of the Mercer Area**  
<http://www.plannedparenthood.org/mercer/who-we-are-27317.htm>  
 Planned Parenthood believes in the fundamental right of each individual to manage his or her own sexuality and fertility, regardless of income, marital status, sexual orientation, age, race or national origin. We further believe that such responsible management will contribute to an enhancement of the quality of life, strong family relationships and community stability.
- **Trenton Area Soup Kitchen (TASK)** <http://www.trentonsoupkitchen.org/mission.php>  
 The Trenton Area Soup Kitchen (T. A. S. K., Inc.) is a charitable, non-profit organization whose mission is to respond to the needs of people in the Trenton area by 1) providing meals to all those who are hungry, 2) providing services to encourage self-sufficiency and improve quality of life, 3) informing the wider community of the needs of the hungry, and 4) advocating for resources to meet these needs.
- **Mercer Street Friends** [http://mercerstreetfriends.org/about\\_mission.shtml](http://mercerstreetfriends.org/about_mission.shtml)  
 Inspired by the Quaker spirit and recognizing the inherent worth of all people, Mercer Street Friends is dedicated to the creation of a nurturing environment in which individuals may achieve independence, community and quality of life. Mercer Street Friends' has missions dedicated to service, social, economy and strategy.

- **Capital Health Regional Medical Center** <http://capitalhealth.org/mission.cfm>  
Capital Health is committed to providing comprehensive, quality Health Care services which improve and sustain the health status of the residents primarily in Central New Jersey and Lower Bucks County. Capital Health assures accessible, compassionate Health Care services that honor the dignity of every person. Capital Health will be a leader in defining the community's Health Care needs, in providing appropriate solutions, and developing a comprehensive continuum of care including education, prevention, disease management and restorative programs.
- **Children's Home Society** [http://www.chsofnj.org/about\\_mission.html](http://www.chsofnj.org/about_mission.html)  
The Children's Home Society of New Jersey was founded in 1894 and our mission was to find loving families for children, to protect children from harm, and to help parents find better ways to be parents so they can keep their children. These three facets of our mission remain core to us today. Today, we believe we are saving children's lives and building healthy families.
- **Trenton YWCA** <http://www.ywcatrenton.org/mission.html>  
The YWCA Trenton is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom, and dignity for all. This organization offers a wide range of programs and services to the surrounding community such as: preschool, health and fitness club, residency, career services, summer camps, daycare centers, as well as a plethora of other items.
- **TCNJ Office of Anti-Violence Initiatives** <http://www.tcnj.edu/~sa/antiviolence/index.html>  
Guided by the Division of Student Affairs' mission, the Office of Anti-Violence Initiatives leads the campus effort to address issues of sexual assault, domestic/dating violence, and stalking. We work with our community partners to create a campus environment that is intolerant of abuse, responsive to needs of victims/survivors, and holds perpetrators accountable for their actions. Our objective is to establish a campus culture for safety, free from power-based personal violence, resulting in a safer living and learning environment.
- **TCNJ School of Nursing, Health and Exercise Science** <http://www.tcnj.edu/~nursing/index.php>  
The organizing framework of Nursing at TCNJ emphasizes —Caring|| and is based on the works of nursing theorists Martha Rogers, Jean Watson, and Patricia Benner. Four concepts underlie the meta-paradigm of nursing and are the basis of the program of study: human beings, environment, health, and nursing practice. From this on campus departments, the information and resources can offer relevant materials to offer to the women of Trenton.
- **TCNJ Student Health Services** <http://www.tcnj.edu/~sa/health/>  
As an on campus site, the student health services will provide pertinent information concerning health issues that afflict women. The center can help with resources on mental, sexual and physical health that can be used for the participant information bags.

- ***Crisis Ministry of Princeton and Trenton*** <http://thecrisisministry.org/index.cfm>  
This particular organization provides a great service to the surrounding community. The Crisis Ministry of Princeton and Trenton covers the following topics: hunger prevention, homelessness prevention, and workforce development.
  - **Hunger Prevention:** Promotes good health by keeping nutritious fresh and shelf-stable foods accessible to low-income people in Mercer County. Fresh produce and breads come from local growers through Community Food Bank of NJ and retailers such as Whole Foods Market, Trader Joe's, and Italian Peoples Bakery. Shelf-stable foods come from drives coordinated by partner congregations, schools, civic groups, from our relationship with Mercer Street Friends Food Bank, in-kind and voucher donations as well as purchases ShopRite and McCaffrey's Supermarkets.
  - **Homelessness Prevention:** The goal of the Homelessness Prevention program is to stabilize a household's finances through timely, caring assistance for emergencies. In fact, the Crisis Ministry has been named the gateway agency for all households in Mercer County experiencing financial crisis that threatens housing.
  - **Workforce Development:** Through the program Harvesting Hope, the Crisis Ministry provides an on-the-job setting in which a rotation of some 60 clients per year develops skills in customer service, food handling and product presentation, and teamwork for retail employment or food services readiness. Harvesting Hope trainees work in inventory and customer service in the mornings. Afternoons are reserved for mentored job search, online applications, and interview preparation. We are able to assist Harvesting Hope participants in their search for work through our network of relationships with area employers.

## Local Organizations Contact Information

- ***Womanspace, Inc.***  
1212 Stuyvesant Avenue Trenton, New Jersey 08618  
Phone: 609-394-0136  
Fax: 609-396-1093  
Email: [info@womanspace.org](mailto:info@womanspace.org)
- ***NJ Coalition Against Sexual Assault***  
2333 Whitehorse Mercerville Road, Suite J Trenton, New Jersey 08619  
Tel: 609.631.4450 Fax: 609.631.4453
- ***Women of Mercer County***  
PO Box 9408 Hamilton, New Jersey 08650  
Phone: 609.890.4054  
Fax: 609.890.4052
- ***Planned Parenthood Association of the Mercer Area***  
437 E State Street Trenton, New Jersey 08608  
Phone: 609-599-4881  
Fax: 609-989-4846
- ***TASK***  
P.O. Box 872 Trenton, NJ 08605  
Phone: 609-695-5456  
Fax: 609-695-1225
- ***Mercer Street Friends***  
151 Mercer Street Trenton, NJ 08611  
Phone: (609) 396-1506
- ***Capital Health Regional Medical Center***  
750 Brunswick Avenue Trenton, NJ 08638  
Phone: (609) 394-6000
- ***Children's Home Society***  
635 South Clinton Avenue Trenton, NJ 08611  
Phone: (609) 695-6274  
Fax: (609) 394-5769
- ***Trenton YWCA***  
140 East Hanover Street Trenton, NJ 08608  
Phone: (609) 396-8291  
Fax: (609) 989-8696  
Email: [info@ywcattrenton.org](mailto:info@ywcattrenton.org)
- ***TCNJ Office of Anti-Violence Initiatives***  
Eickhoff Hall, Room 15  
Eickhoff Hall, Room 159 PO Box 7718  
Phone: (609)771-2272
- ***TCNJ School of Nursing, Health, & Exercise Science***  
Paul Loser Hall 206 PO Box 7718  
Phone: (609) 771-2591  
Fax: (609) 637-5159  
Email: [nursing@tcnj.edu](mailto:nursing@tcnj.edu)
- ***TCNJ Student Health Services***  
Eickhoff Hall, Rm 107 P.O. Box 7718  
Phone: (609) 771-2483  
Fax: (609) 637-5131  
Email: [health@tcnj.edu](mailto:health@tcnj.edu)
- ***Crisis Ministry of Princeton/Trenton***  
123 East Hanover Street Trenton, NJ 08608  
Phone: (609)396-9355  
Fax: (609)396-5692

## Food Vendors Information

- **Whole Foods Market** <http://www.wholefoodsmarket.com/>  
 The following list of core values reflects what is truly important to us as an organization. These are not values that change from time to time, situation to situation or person to person, but rather they are the underpinning of our company culture. Many people feel Whole Foods is an exciting company of which to be a part and a very special place to work. These core values are the primary reasons for this feeling, and they transcend our size and our growth rate. By maintaining these core values, regardless of how large a company Whole Foods becomes, we can preserve what has always been special about our company. These core values are the soul of our company.

  - Selling the highest quality natural and organic products available
  - Satisfying and delighting our customers
  - Supporting team member happiness and excellence
  - Creating wealth through profits & growth
  - Caring about our communities & our environment
  - Creating ongoing win-win partnerships with our suppliers
  - Promoting the health of our stakeholders through healthy eating education
  
- **Trader Joe's** <http://www.traderjoes.com/stores/index.asp>  
 "Value" is a concept we take very seriously. And by value we mean great everyday prices on all of our great products — no sales, no gimmicks, no clubs to join, no special cards to swipe... How *do* we do it? It's not complicated. We just focus on what matters — great food + great prices = Value.

  - We buy direct from suppliers whenever possible, we bargain hard to get the best price, and then pass the savings on to you.
  - If an item doesn't pull its weight in our stores, it goes away to gangway for something else.
  - We buy in volume and contract early to get the best prices.
  - Most grocers charge their suppliers fees for putting an item on the shelf. This results in higher prices... so we don't do it.
  - We keep our costs low — because every penny *we* save is a penny *you* save.
  
- **Big Bear Natural Foods** <http://www.bigbearnaturalfoods.com/>  
 With 5 locations in Morrisville, PA, Ewing, NJ, Lambertville, NJ, Pennington, NJ, and Langhorne, PA Big Bear Natural Foods is here to provide you with the finest quality fresh, natural, organic and whole foods, nutritional products, body care products and health information in a fun, comfortable and safe environment. Make us your doorway to total health—twenty-four hours a day, seven days a week all year long!



- **Shop Rite** <http://shoprite.com/>  
ShopRite is dedicated to supporting the communities in its trading areas. ShopRite has been a long time partner and supporter of the Community Food Bank of New Jersey, donating food, services, money and contributing hundreds of volunteer hours each year. An additional focus of community support is the education and training of special needs students to prepare them for meaningful careers in the supermarket industry. This innovative and groundbreaking program - Supermarket Careers - was created by ShopRite in 1989, and is now in place in 42 schools throughout the company's six state area. The program has received local, state and national awards, including the Secretary of Education's Award, the highest honor available to vocational programs. ShopRite is also an annual sponsor of the New Jersey and Connecticut Special Olympics Games, providing logistical, volunteer and food support for these annual events that attract more than 1,800 athletes and 20,000 attendees.
  
- **Trenton Farmer's Market** <http://www.thetrentonfarmersmarket.com/>  
For a unique shopping experience and an opportunity to buy JERSEY FRESH fruits and vegetables direct from Jersey farms come check us out. We are a REAL Farmers Market and our member farmers are only allowed to sell produce that is grown on their respective farms. You will be purchasing fruits and vegetables that were picked hours before your purchase.
  
- **Isles Program** <http://isles.org/main/>  
Founded in 1981 by students and faculty of Princeton University, Isles is an award-winning nonprofit community development and environmental organization. With a mission to foster self-reliant families in healthy, sustainable communities, Isles:
  - Supports personal and community change, offering an array of services and training that empower people to improve their lives, families and communities — while they restore the environment.
  - Addresses immediate challenges such as food, shelter, jobs, and toxic environments in an entrepreneurial way that impacts future generations.
  - Assumes that strengths and assets exist in even the most challenged areas.
  - Helps people to re-imagine and re-develop older communities.
  - Brings the wisdom of years of community building work to efforts to improve public policy and education.
  - Offers a variety of self-help tools and services that communities choose to use. They include “green” housing and real estate development, community planning, research, micro-business and wealth creation, foreclosure prevention, environmental health, community gardening, youth training and education, green collar job training and other market-based social enterprises.
  - Recognizes that the health of people and the place where they live are connected and interdependent.

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## Food Venders' Contact Information

- ***Whole Foods Market***  
3495 US Route 1 South  
Princeton, New Jersey 08540  
Phone: (609)799-2919  
Fax: (609)799-2918
- ***Trader Joe's***  
3528 US 1  
Princeton, NJ 08540  
Phone: (609)897-0581
- ***Big Bear Natural Foods***  
17 Arctic Pkwy  
Ewing, NJ 08638  
Phone: (609)392-7221
- ***ShopRite Supermarkets***  
1750 N Olden Avenue  
Ewing, NJ 0863  
Phone: (609) 219-0202
- ***Trenton Farmer's Market***  
960 Spruce Street  
Lawrence Twp, NJ 08648  
Phone: (609)695-2998  
Fax: (609)695-0266
- ***Isles Program***  
10 Wood Street  
Trenton, NJ 08618  
Phone: (609)341-4700  
Fax: (609)393-9513

## Donation Letter Template

Dear Sir or Madam,

At The College of New Jersey, the Women in Learning and Leadership (W.I.L.L.) is a curricular and co-curricular, certificate-bearing program designed to provide leadership experience, encouragement, and opportunity for development of critical and analytical skills. W.I.L.L. provides active learning opportunities that empower women as leaders, fosters a deeper understanding of women's roles and contributions to society, and offers opportunities for women to investigate career and life choices.

During this academic endeavor, the W.I.L.L. participants take five courses in Women and Gender Studies. The senior members of the organization, however, work together in their senior capstone course, Women's Leadership and Social Change. During this time, we have developed a Women's Health Care Fair for the women of Trenton, NJ. We currently are planning and managing the event for April 16, 2011 to be held at the YWCA in Trenton. It is our mission to educate the women of our local community on issues surrounding their health through a comprehensive women's health fair. We aim to inform and empower attendees, so that they are able to make healthier decisions regarding their well-being.

In order to realize this event, we need to obtain the necessary materials and resources via local benefactors. We require [insert] for this Health Care fair to show the Trentonian women healthier options concerning [insert]. Therefore, we would like your establishment to help us with this endeavor. We appreciate any donation for this event. It will provide the women with [insert].

Thank you so much for your consideration in W.I.L.L.'s development of the Women's Health Care Fair in Trenton, NJ. As a local organization, your donation will impact our community by giving the women of Trenton hope for a healthier future.

Sincerely,

**WILL Senior Members 2011:** *Katrina Blaise, Dolores DeLuca, Isha Desai, Julie Anne Garretson, Alyssa Gillon, Carolin Guentert, Angelika Gutierrez, Brenda Kish, Meaghan Lenahan, Leathia Lipscomb, Sarah Lynch, Sharanya Mohanty, Caroline Mottola, Andrea Ortu, Nupur Patel, Lillian Ruffo, Karson Schmidt, Meghna Shah, Eshica Showell, Katherine Tedesco, Cheryl Varghese, Meryl Wimberley*

## **Agenda Week 1: March 3, 2011**

- **Goals:** Gather the necessary materials and resources for the fair.
- **Responsibilities:**
  - Reach out to local, healthy nutritional org. to obtain food (March 17, 2011)
  - Gather resources from local organizations (March 31, 2011)
  - Organize the goody bags for the participants (March 31, 2011)
  - Develop a program that outlines the day's itinerary (March 31, 2011)
- **Local organizations to contact:**
  - Whole Foods Market
  - Trader Joe's
  - Big Bear Natural Foods
  - ShopRite Supermarkets
  - General Nutrition Center
  - Womanspace
  - NJ CASA
  - Women of Mercer County
  - Planned Parenthood
  - Trenton Area Soup Kitchen
  - Mercer Street Friends
  - Capital Health in Trenton
  - Children's Home Society
  - TCNJ OAVI
  - TCNJ Nursing Department
  - TCNJ Health Services
  - YWCA
- **Miscellaneous**
  - Must adhere as close to the deadlines as you can!
  - Need these materials to ensure that the women can take away information!
  - Program has to look professional (see example)!
  - Each Thursday, you must check in with your progress on your section of the committee.  
If you need help, please feel free to contact any member of the group.

## Agenda Week 2: March 17, 2011

- **Responsibilities:**
  - Reach out to local, healthy nutritional org. to obtain food (March 31, 2011)
  - Gather resources from local organizations (March 31, 2011)
  - Organize the goody bags for the participants (April 14, 2011)
  - Develop a program that outlines the day's itinerary (March 7, 2011)
  
- **Local organizations to contact:**
  - Whole Foods Market
  - Trader Joe's
  - Big Bear Natural Foods
  - ShopRite Supermarkets
  - General Nutrition Center
  - Womanspace
  - NJ CASA
  - Women of Mercer County
  - Planned Parenthood
  - Trenton Area Soup Kitchen
  - Mercer Street Friends
  - Capital Health in Trenton
  - Children's Home Society
  - TCNJ OAVI
  - TCNJ Nursing Department
  - TCNJ Health Services
  - YWCA
  - Crisis Ministry of Princeton and Trenton
  - Isles Program
  - TCNJ VOX
  - TCNJ Women's Center
  
- **Progress?**
  - Researched surrounding Trenton area
  - Obtained food vendors' donations and/or local organization's material donations
  - Brainstorm program itinerary layout

### **Agenda Week 3: March 21, 2011**

- **Responsibilities:**
  - Reach out to local, healthy nutritional org. to obtain food (March 31, 2011)
  - Gather resources from local organizations (March 31, 2011)
  - Organize the goody bags for the participants (April 14, 2011)
  - Develop a program that outlines the day's itinerary (March 7, 2011)
  
- **Progress?**
  - Sharanya and Isha (food vendor contacts)
 

They contacted some places but we needed the letterheads. In order to contact the vendors, they have to go there before 5:00 PM. The only days we are free before 5:00 PM are Mondays and Tuesdays. So, they are going to make some trips off campus next week (week of March 28<sup>th</sup> – April 1<sup>st</sup>).
  
  - Caroline and Meaghan (resource organization contacts)
    - a) Womanspace, Inc: Left a message with Susan Adams, who is unfortunately out on vacation this week, and she will help provide the materials needed.
    - b) NJ Coalition Against Sexual Assault: Spoke with Corrine who was happy to provide materials for the capstone. Materials will be picked up between 60 and 70 resources from their office on Tuesday at 11am.
    - c) Mercer County Woman: Terri Petry, the publisher, offered to give the capstone bags stuffed with a Mercer County Woman paper, a pen, and nail file from MCW. She also forwarded the e-mail to other women who may have more to donate.
    - d) Planned Parenthood: I left a message on their answering machine.
    - e) TASK: E-mailed Peg O'Halloran, Director of Programs and Administration, who was happy to forward the group to Ms. Nakieba Jackson who spearheaded the "Feel Good Program for Women." Ms. O'Halloran was sure Ms. Jackson would be happy to help the capstone, and was available for future contact. (TASK prefers to communicate by e-mail)
    - f) Mercer Street Friends: Spoke with Kathi Morlet, Executive Assistant to the Executive Director, who was enthusiastic about our program, and she requested future contact so she can forward all the information to the different departments. She forwarded it to Mary Jane Darbee, Director of Friends Home Health Care; Phyllis Stoolmacher, Director of the Food Bank; and Brian Peterson, Community Resource Liason.

## Agenda Week 4: March 31, 2011

- **Responsibilities:**

- Gather resources from local organizations (April 14, 2011)
- Organize the goody bags for the participants (April 17, 2011)

- **Progress?**

- Isha – Letterheads have been given to Shoprite and Wegmans. Should hear back by Friday or early next week.
- Sharanya – Went to the Dining Service Committee Meeting Wednesday at 2 PM. Sodexo will reply concerning their decision to donate food.
- Caroline - Picked up information materials from NJCASA this morning, who were extremely helpful. They donated folders and pamphlets.

Updates:

- Going to TASK on Friday to pick up more materials.
- Emailed Mercer County Women back, but have not heard anything regarding the bags they promised. Caroline told Teri that she could send it to the WILL office or it could be picked up personally.
- Brian from Mercer Street Friends sent two great flyers through e-mail about the Food Bank, how it works, and facts about poverty and hunger. He would not be able to supply us with the amount we need, and therefore we would need to print out the flyers he supplied.
- E-mailed Casey Olesko, who works for Planned Parenthood, and she said her boss is unsure if she would be able to supply us with the amount needed. Will be e-mailing Casey the letterhead today to give her boss a better understanding of our day, and hopefully to convince her to help donate to the fair.

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## Agenda Week 5: April 7, 2011

- **Responsibilities:**
  - Gather resources from local organizations (April 14, 2011)
  - Organize the goody bags for the participants (April 17, 2011)
  
- **Progress?**
  - Katrina – She procured lotions/soaps/shampoos from local hotel (will deliver to WILL office).
  
  - Isha – Wegman’s donated \$75 for food purchase (will pick up next week)
  
  - Caroline – She hasn’t heard from Mercer County Woman; received pamphlets from Planned Parenthood.
  
  - Sharanya –TCNJ Sodexo will donate food for the day (pasta salad, water, vegetable platter).
  
  - Meaghan Lenahan – She will burn and copy a meditation CD for mental health (dealing with stress).



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## Agenda Week 6: April 14, 2011

- **Responsibilities:**
  - Gather resources from local organizations (April 14, 2011)
  - Organize the goody bags for the participants (April 17, 2011)
  
- **Progress?**
  - Isha – C-store point donations from fellow WILLers (picked certain healthy foods)
  
  - Sharanya – She suggested food basket raffles → create baskets with \$75 gift card from Wegman's to raffle after the health care fair.
  
  - Lilly – NAMI (National Alliance on Mental Illness of Mercer County) agreed to help table information on mental health since there is not a workshop dedicated to this topic

## Donation Overview

- Planned Parenthood of Mercer County donated pamphlet cards regarding women's sexual health.
- TCNJ's Office of Anti-Violence Initiatives donated various pamphlets on issues related to sexual assault and domestic violence.
- Lawrenceville Radiology provided a number of nail polishes, cosmetic mirrors, pens, breast cancer pins, and post-it notes.
- The woman who ran the Gynecological Care workshop donated bags filled with condoms, beauty kits, etc.
- Crisis Ministry donated various fresh fruit to supply to the women for nourishment throughout the Health Fair.
- Trenton Area Soup Kitchen (TASK) donated pamphlets and handouts related to issues concerning food stamps and the process of getting enrolled in the program.
- National Association of Mental Illness (NAMI) provided a table of pamphlets, stress balls and various handouts related to the topic of mental health.
- A significant personal donation of calcium pills, Chapstick and Advil came from the WILL Capstone class with the help of Meghna Shah's father.

## **Event Information Set Up**

Upon arrival to Dunham Hall, we assessed the area and decided how to set up the donations of informational materials and food in order to best distribute them to the attendees. We decided to set up all of the food donations on a table on one side of the common room. Isha and Sharanya sat at this table throughout the entirety of the fair in order to provide the women with any assistance they required regarding the food. The informational materials and resources were set up on their own table on the opposite side of the common room. All pamphlets and handouts were set up systematically so that the woman could assess them and take whatever they felt to be most beneficial to them. The bags containing the Calcium pills, Chapstick and Advil were set to the side to be distributed to the women at the end of the fair. Any informational materials that remained at the conclusion of the fair were donated to Dunham Hall to be distributed as they see fit.

## **Event Raffle**

At the conclusion of the fair, we raffled off various prizes to the women who attended. The raffle was set up as an incentive for the women to register for the Health Fair as well as an incentive to keep them in attendance for each of the workshops, as the raffle would not be held until the event had ended. The prizes consisted of seven different baskets filled with food and ingredients. The baskets were themed and all of the food inside was somehow related to that theme. The themes of the baskets included: Italian, Asian, Mexican, comfort food, and breakfast food. In addition to the food, each basket contained a recipe that could be used to incorporate all of the ingredients. The raffle was a success, as all the women looked forward to it throughout the fair and the winners were extremely excited. All the food that was used for the raffle prizes was purchased through a gift card donation from Wegman's in the amount of \$75.

## Fundraising Committee Portfolio

### Week 1: Expected Budget and Potential Fundraisers

*February 24, 2011*

#### **Budget**

The budget will be as minimal as possible in order to accommodate our constrained finances. However, it is understood that in order to properly advertise the event, execute the health fair, and maintain a lasting project, certain costs are necessary. Relying on the contributions and donations of local organizations and individuals, we propose a budget of \$550 to cover the costs of advertising, food, and long-term impact.

- **Total Budget**

- Budget Component
  - *Advertising* – \$80
  - *Venue* – \$100
  - *Physicians* – \$120
  - *Materials* – no cost
  - *Food* – \$100
  - *Long-term Impact* – \$150
- Total budget estimate – \$550

- **Estimated Costs**

- Advertising: Advertisement in the Trentonian, Trenton Times (no cost when posted online); post materials in free clinics, Planned Parenthood, local doctors' offices, hospitals, etc.
  - \$80 – paper, copies of flyers, mailings and stamps
- Venue: Hospital conference room
  - \$100 – use of space (no cost), suggested donation to hospital
- Physicians, health care professionals, speakers, etc.: Approximately 6 professionals in the fields of women's health, nutrition, sexual health, gynecology, etc.
  - \$120 – donations of time and expertise, gift for each of the volunteers
- Materials: gift bags filled with materials and papers on women's health and local services and clinics
  - No cost – donations from local clinics and women's center
- Food: provide small snack for participants during the event
  - \$100 – purchase Luna bars, fresh fruit and vegetables, solicit donations from Whole Foods, Wegman's, Trader Joe's, etc.
- Long-term impact: to be determined
  - Estimated \$150

## **Fundraising**

In order to provide for the estimated budget costs, certain fundraisers and activities must be planned. To promote healthy livings and healthy choices within the local community applies not only to Trentonians, but also to women and men on our local campus and Ewing community. Therefore, to maintain a cohesive theme of healthy and active lifestyle, our fundraisers would ideally promote these goals. All fundraiser ideas would be aimed at promoting positive nutrition, an active lifestyle, and educating the community about women's health.

- **Fundraising Amount**

- An estimated \$550 would need to be raised.
- To provide for unexpected costs and expenses, the fundraising committee should plan to raise approximately \$700 – a demanding, yet feasible goal

- **Fundraising Options**

- **Zumba/Yoga**
  - **Overview:** Host a Zumba dance class or Yoga session open to the entire campus community on an evening or weekend. Solicit an instructor or instructors willing to donate their time for approximately one hour. Host the event in an on-campus location, the T/W Link, the T/W Fitness Center, or perhaps Packer Hall. Charge a \$5 admission.
  - **Expected cost:** With a free venue and volunteer instructor, there should be no cost.
  - **Expected profit:** In the past, such events have been quite successful here at TCNJ. With increased promotion and advertising across campus, we can expect roughly 75 participants, which would yield a profit of approximately \$375.
  - **Limitations:** Finding an instructor willing to donate their free time; Ensuring that the number of participants is high.
- **Mama Flora's**
  - **Overview:** Provide a time when students and friends can either take-out or dine at Mama Flora's, a local Italian eatery. A portion of the night's profits will be donated to this cause.
  - **Expected cost:** Provided that no payment is required to fundraise at this particular restaurant, there should be no cost.
  - **Expected profit:** With the members of our class, as well as additional friends and regular customers that may be ordering food that night, we are expecting approximately 50 people. Depending on the quantity of food that is ordered, the expected profit can range from \$50-\$100.
  - **Limitations:** Customer service may be infrequent on the selected night.
- **Salsa Lessons**
  - **Overview:** Host a Salsa/Bachata lesson that is open to the entire TCNJ community during the week. Locate a Salsa instructor that is willing to donate his/her time free of cost. Host the class in an on-campus location, ideally T/W Fitness Center or a large Residence lounge that is accommodating to a large group of people.
  - **Expected cost:** With a free venue and volunteer instructor, there should be no cost.
  - **Expected profit:** Depending on the interest and availability of the participants. With an admission price of \$5, the expected profit could be very high.
  - **Limitations:** As the event is tentatively scheduled towards the end of the semester, the participants may be unavailable to participate.

- **Cookbook**
  - **Overview:** Create a dorm-lifestyle guide to healthy eating. Include an introductory overview of foods to avoid and foods that nourish you. Have a collection of simple, microwave-able, easy, and time-efficient recipes. Each cookbook will sell for \$5
  - **Expected cost:** In order to print and bind the cookbook, it may potentially cost large sum of money.
  - **Expected profit:** Depending on the interest, there may potentially be a modest profit
  - **Limitations:** It is a time-consuming project with no guarantee that it will sell.
- **Clothing Drive**
  - **Overview:** Host a casual clothing drive on campus within W.I.L.L. and the TCNJ community. All clothes will be donated to the women at the Trenton YWCA.
  - **Expected cost:** Provided that we are able to recycle old cardboard boxes to collect clothes, there should be no cost.
  - **Expected profit:** Instead of a financial profit, our proceeds will be more materialistic (i.e. donated clothing) as opposed to money. With wide-spread advertisement, we should receive a decent amount of clothing items
  - **Limitations:** As it is another event hosted at the end of the semester, it is difficult to compete with numerous events that are often held at the same time; As previously mentioned, securing a large space at the end of the year may be difficult.
- **Her Campus Articles**
  - **Overview:** Have members of the fundraising committee write articles highlighting our final project, our cause, and the health issues that will be presented in the workshops with the women at the Trenton YWCA
  - **Expected Cost:** There should be no expected cost, since there are no fees involved when writing for *Her Campus* magazine
  - **Expected Profit:** This is not a fundraiser in which we will be making a financial profit. Rather, we will be spreading awareness about our cause and the issues that will be highlighted throughout the event.
  - **Limitations:** Select portion of the TCNJ Community regularly reads *Her Campus*
- **Donation of “Our Bodies, Ourselves”**
  - **Overview:** We will be donating a copy of the latest edition of “Our Bodies, Ourselves” to the Trenton YWCA. This collective holds volumes of information on women’s health, and can serve as a huge benefit to those women who are unaware of certain aspects pertaining to gynecological care, maternity issues, etc.
  - **Expected Cost:** As this is a donation of a book, there should be no cost
  - **Expected Profit:** Again, as this is a donation that will be ordered through the school, there should be no expected profit
  - **Limitations:** Some of the women at the Trenton YWCA might not be able to read, and thus a copy of “Our Bodies, Ourselves” might not hold any value to them
- **Sponsorship of Local Health Organizations**
  - **Overview:** Solicit donations and advertisements of local health organizations, clinics, physicians, etc. to be posted in our program pamphlet. Ads cost \$50, and are free for those clinics already donating services or time.
  - **Expected cost:** Printing pamphlets will cost about \$150.
  - **Expected profit:** Receiving donations from 12 local organizations = profit of \$600.
  - **Limitations:** Gaining sponsorship/support may or may not require a lot of effort.

- **Timeline of Fundraisers**
  - **March 3<sup>rd</sup>** – Objective: Research and presentation of potential fundraisers
    - Weigh the pros and cons of each fundraiser.
    - Have people research individually and within groups to find out how successful each fundraiser is projected to be.
    - Contact local organizations, on-campus groups, and TCNJ officials in order to gauge interest and plausibility of each fundraiser.
    - Have projected cost and profit.
    - Determine potential dates, times, timeline for each activity.
  - **March 17<sup>th</sup>** – Objective: Report back to group what was determined about each fundraiser.
    - Describe what each fundraiser entails.
    - Create a detailed list of pros and cons.
    - Verbally determine the top 3 fundraisers.
    - Discuss which of the final three is more feasible, practical, and aligned with the goals of the activist project.
    - Vote for which two fundraisers will be chosen.
    - Create outline/timeline of fundraising events.
    - Divide responsibilities within the Fundraising group.
      - Publicity
      - Local contacts
      - Etc.
  - **March 24<sup>th</sup>** – Objective: Have dates/projected timeline of Fundraisers solidified
    - Begin advertisement, planning, and execution of fundraiser
  - **April 7<sup>th</sup>** – Objective: Have all fundraisers fully and entirely planned
  - **April 14<sup>th</sup>** – Objective: The primary (three) fundraisers are completed.
    - Assess whether further fundraising is needed. If so, ensure that any advertisement and planning is covered.
  - **April 21<sup>st</sup>** – Objective: Thank local organizations, sponsors, people, etc. which sponsored or contributed to fundraising.

## **Week 2: Assess Potential Events**

*March 3, 2011*

**Objective:** To have 2 or 3 fundraisers between now and the actual Women's Health Fair in order to raise funds for food for participants, gifts for the speakers, a donation to the YWCA, and any extraneous costs that may arise.

### **Fundraising Ideas:**

- Zumba/Yoga class
- Salsa night
- Cookbook
- Her Campus Articles
- Donation of "Our Bodies/Ourselves"
- Cooking Night
- Clothing Drive
- Local health organizations sponsorship
- Think of anything else to raise funds (with the guideline that we'd like to keep it within the realm of promoting health and nutrition).

### **Fundraising Assignments:**

1. Zumba/Yoga; Clothing Drive – Julie Anne
2. Contacting Assemblymen/women; Her Campus Article -- Andrea
3. Cooking class; Mama Flora's Fundraiser -- Katrina
4. Clothing Drive; Her Campus Article; Cookbook -- Carolin
5. Local Health Organizations sponsorship -- Brenda
6. Salsa Night; Her Campus Article -- Katie

### **Agenda:**

1. Divide group by fundraising assignment.
2. Brainstorm how it would be accomplished.
3. Report back to the group on Thursday.
4. Decide which fundraisers to pick.

**Each person is responsible for providing the group with the following information about the fundraiser which they were assigned:**

- Projected cost and profit of the project
- Organizations on and off campus which we could reach out to
- Potential dates and times/where it would be held
- Insurance
- Timeline for each activity
  - What needs to be accomplished between now and the actual event

### **Other potential ideas:**

- Have copies of "Our Bodies, Ourselves" donated to the YWCA library
- Reach out to some local groceries to donate foods and snacks for the day
- Bring a speaker to campus (or to the YWCA) to discuss women's health in New Jersey



### **Week 3: Determination of Projects**

*March 17, 2011*

#### ***Zumba/Yoga – Julie Anne***

**Contact: TCNJ T/W Fitness Center**

As one of our fundraising projects, we have decided to host a yoga class led by yoga instructor, Andrea Thyrring. We decided to have a yoga fundraiser as a result of the incredible amount of success similar events has brought to campus. This event will not raise any financial concerns, as the instructor is willing to donate her time free of charge.

Naturally there are a few concerns regarding the organization of this event. Unfortunately we are under a minor time constraint in attempting to advertise for this event within two weeks. Additionally, similar events will be occurring over the next several weeks; whether that will help or hinder our attendance remains questionable. Once we are able to secure a flyer and paint the campus with advertisements and promotion by Monday, March 28<sup>th</sup> at the latest, we should be headed in a positive direction towards a successful fundraising event.

#### ***Mama Flora's Fundraiser – Katrina***

**Contact: Mama Flora's Trattoria 1750 N. Olden Ave. Ewing, NJ 0838.**

As it is one of the more popular fundraisers on campus we decided to participate in a fundraiser with Mama Flora's, a local Italian eatery in Ewing, New Jersey. For a few selected hours on a given night, 20% of the restaurant's profits will go towards our cause, provided that the customers mention the word "H.E.A.L." when they place their order. In the past, fundraisers such as these have raised up to \$150, depending on the number of customers that the restaurant receives on the selected night. There are no additional costs, other than paying for the meals themselves. In order to maximize our profits, wide-spread advertisement and promotion will be necessary.

#### ***Cooking class – Katrina***

**Contact: TCNJ Dining Committee**

We were hoping to fundraise by hosting an on-campus cooking class for students and faculty. It would be one-part fundraising, and one-part education about healthy and nutritious cooking. We had reached out to the Dining Committee and it seemed like a viable option. However, the class would incur many costs of ingredients and supplies in order to host the class, and expected profit is not guaranteed. Worried that we would spend more than we would make, we decided that we should possibly search for an alternative way to raise funds while advocating healthy eating to our campus community.

#### ***Cookbook/Her Campus Articles – Carolin***

**Contact: <http://www.48hrbooks.com/> and other binding/publishing websites**

One of the fundraising ideas was to create a cookbook. This cookbook would serve as a guide to healthy eating and living for TCNJ students. The most impactful way to create such a book would be to compile tips and tricks that other TCNJ students give to one another. This would be an excellent resource for TCNJ freshmen and incoming students, who do not yet know their way around the college. The book would include different sections, for example: how to eat

nutritiously on campus, where to exercise, how to avoid conflicts while living with roommates and floor mates, how to stay mentally and physically healthy, the different resources at TCNJ (Health Services, OAVI), etc. TCNJ students would be interviewed to give tips and tricks concerning these different subject areas. These would be compiled into a book: a guide from TCNJ students to new students, about how to live a healthy life at college.

The TCNJ Guide to Living was an excellent idea, but the fundraising group decided against it, because it would not bring enough revenue to make a profit or to even cover the costs of production. Printing and binding 100 books or booklets, with 20 pages each and 2 cover pages, costs around \$500. It would be difficult to cover and exceed these costs and make a significant profit, which is why the project was not chosen.

Instead, to realize the idea, the fundraising group will write an article for Her Campus, an online TCNJ magazine for women, and create a Facebook group about this idea. Both through the article and the Facebook page, TCNJ students can share their tips about healthy living at TCNJ, which will be available as a resource for other TCNJ students. This way, no money will be spent or raised, but awareness is still being raised and TCNJ students will be able to interact with the H.E.A.L. project.

***Local Health Organizations sponsorship – Brenda***  
**Contacts: Listed below.**

We decided that sponsorship by local health organizations would be beneficial to both the sponsoring organization as well as our project. The organization would be able to advertise its services and we will receive funding for the many facets of our project that require payment. We are hoping to obtain a substantial donation for the Trenton YWCA as well. The projected cost of printing programs where the advertisements would be placed is about \$150. The goal is to receive donations from about 15 organizations, and advertisements cost \$50 each which would give us a profit of \$750. The only drawback to this fundraiser is receiving the support from local health organizations. However, we are optimistic in gaining support for our project and think that sponsorship by local health organizations is a great idea.

***Salsa Night – Katie***  
**Contacts: Salsa Instructor, TBD**

In order to promote our project and engage the interest of many underclassmen, we decided to host a Salsa Night for the TCNJ Campus Community. We felt that this particular fundraiser would receive a positive response from a majority of the students, and thus would attract a large population. Similar to our yoga fundraiser, this event should hold no costs, as we will be able to secure an instructor who is willing to donate his or her time free of charge. The set admission price for the event will be \$5.

As always, there are some limitations concerning this event. Given that this event will be held towards the end of the semester, we may have difficulty in attracting a large group of participants. Additionally, securing an available space that is large enough to accommodate everyone may also be troublesome. However with a sufficient amount of wide-spread advertisement and promotion, the event should hopefully attract 50-75 people, which would result in a profit of \$250-\$375.

### ***Clothing Drive – Fundraising Committee***

**Contacts: Curtis Chan, [chanc@tcnj.edu](mailto:chanc@tcnj.edu); Angelika Guiterrez, [gutierr9@tcnj.edu](mailto:gutierr9@tcnj.edu); Eshica Showell, [showell2@tcnj.edu](mailto:showell2@tcnj.edu)**

In addition to raising financial profits, we decided to coordinate a clothing drive for the women of the Trenton YWCA. While donating funds is a significant contribution, a majority of these women arrive at the residency with almost little or nothing on their backs. The Dunham Hill residence makes the effort to provide these women with at least five outfits with which they can start off using by collecting used clothing from local churches, vendors, etc. In order to assist the residence with this endeavor, we wanted to also collect a series of casual clothes from various members of the TCNJ community.

While this was an excellent idea, the fundraising committee decided to limit the clothing drive within a manageable range, as we did not the event to become out of hand. Therefore, we restricted the clothing drive to two residential areas (the Townhouses and the Metzger apartments) and invited W.I.L.L. to donate and participate at the next general body meeting. Sodexo advertising was also put into effect throughout Eickhoff and the food court in the Brower Student Center, just in case any other students outside of the aforementioned areas were interested in participating. With wide-spread advertisement and promotion, hopefully we will be able to collect a sufficient of clothing articles to donate to the women of the Dunham Hill Residence.

### ***Donation of “Our Bodies, Ourselves” – Fundraising Committee***

**Contacts: Cecilia Colbeth, [colbeth@tcnj.edu](mailto:colbeth@tcnj.edu)**

Similar to the clothing drive, we decided to donate a volume of the Boston Women’s Health Collective, “Our Bodies, Ourselves”. As the first edition began in the early 1970’s, this collective provides accurate and accessible medical information to a broad audience of women, who may not necessarily be able to retrieve such information. Furthermore, this book continues to empower women to be knowledgeable about their bodies and their health, and encourage others to do so as well. Naturally, one of the limitations providing a copy of this book is that not all of the women in the Dunham Hill Residence are literate. As a potential solution, there is the option of creating audio tapes for the women to listen to if necessary. If we decide to carry out this idea, we will decide if that is a legitimate resolution to this issue.

In order to carry out this idea, we will contact WGS Faculty member Cecilia Colbeth, who will hopefully be able to assist us in ordering a copy of the book. Since we are ordering through the WGS department, there should be no additional costs. However, should any additional costs arise, they should only be minimal.

## Week 4: Initial Execution and Planning

*March 24, 2011*

### **Fundraiser 1: Yoga**

- **Details of the event:** This event was held on Sunday, April 3<sup>rd</sup> at 7:00 P.M. TCNJ Campus Fitness Center. Given the large effort that was placed into wide-spread advertising and promotion, we hoped to have approximately 50 participants at the yoga class. However the total amount of attendees was 12, generating a profit of about \$60 with an admission of \$5.
- **Date and time of fundraiser:** Sunday, April 3, 2011
- **Estimated number of participants:** 50 participants
- **Number of participants:** 12 participants
- **Cost and profit:**
  - **Cost:** None
  - **Profit:** With 12 participants, we raised approximately \$60
- **Affiliations:**
  - T/W Fitness Center
- **Timeline:**
  - March 22: Have the instructor committed to the event
  - March 24: Have the T/W fitness secured; Create Facebook event advertising the event
  - March 28: Make and approve flyers; Post flyers around campus
- **Contacts:** Andy Thyrring ([thyrrin2@tcnj.edu](mailto:thyrrin2@tcnj.edu)) and the T/W Fitness Center

### **Fundraiser 2: Local Health Organizations Sponsorship**

- **Details of event:** The goal was to receive donations from about 15 local health organizations in the surrounding Mercer county area, and advertisements cost \$50 each which would give us a profit of \$750. The advertisements were placed in a program pamphlet with information on women's health and nutrition. The projected cost of printing programs is about \$150. A list of contacts is below. A preliminary deadline of advertisement submissions was set for Friday April 8.
- **Date and time of fundraiser:** Ongoing; majority of the ads were received by April 8, 2011
- **Estimated number of participants:** 10 or 20 sponsorships from local organizations
- **Cost and profit:**
  - **Cost:** n/a
  - **Profit:** \$50
- **Timeline:**
  - March 24 - April 1: Call and email potential donors
  - April 1 – April 8: Remind businesses who have signed up that ads need to be received by April 8<sup>th</sup>
  - April 8: Rough draft of the program layout
  - April 9 – April 14: Edit the program; Finalize the layout; Print the programs
- **Contacts:** We have contacted representatives from St. Francis Medical Center, Robert Wood Johnson University Hospital- Hamilton, Radiology Affiliates Imaging, Henry J. Austin Health Care Center, Lawrence OB/Gyn Associates, and Delaware Valley OB/Gyn and Infertility Group. Melanie Durnien from Lawrence OB/Gyn Associates, Astrid Rubin from Delaware Valley OB/Gyn and Infertility Group, and Kimberly from Radiology Affiliates

Imaging have contacted us stated that their organizations are interested in advertising in our program.

- St. Francis Medical Center:  
Physician Referral Service  
[www.stfrancismedical.com](http://www.stfrancismedical.com)  
601 Hamilton Avenue, Trenton  
(609) 599-6333
- Robert Wood Johnson University  
Hospital-Hamilton  
[www.rwjhamilton.org](http://www.rwjhamilton.org)  
1 Hamilton Health Place, Hamilton  
(609) 586-790
- Radiology Affiliates of Central New  
Jersey  
[www.4rai.com](http://www.4rai.com)  
2501 Kuser Road, Hamilton  
(609) 585-8800
- Henry J Austin Health Care Center  
[henryjaustin.org](http://henryjaustin.org)  
321 North Warren Street, Trenton  
(609) 278-5900
- Lawrence OB/Gyn Associates  
[www.lawrenceobgyn.com](http://www.lawrenceobgyn.com)  
123 Franklin Corner Rd # 214,  
Lawrence Twp  
(609) 896-1400
- Delaware Valley OB/GYN and  
Infertility Group, PC  
[www.delvalobgyn.com](http://www.delvalobgyn.com)  
2 Princess Road, Lawrenceville  
(609) 896-0777
- RWJ Hamilton Center For Health  
[www.rwjhamiltonwellness.com](http://www.rwjhamiltonwellness.com)  
3100 Quakerbridge Road, Trenton  
(609) 584-7600
- Wow Work Out World  
[www.workoutworld.com](http://www.workoutworld.com)  
1140 US Highway 130, Trenton  
(609) 208-9185
- St. Francis Medical Center: Centers  
For Workers Health  
[www.stfrancismedical.com](http://www.stfrancismedical.com)  
601 Hamilton Avenue, Trenton  
(609) 890-7100
- Hamilton Fitness Center  
[www.hamiltonfitnesscenter.com](http://www.hamiltonfitnesscenter.com)  
133 Youngs Road, Hamilton  
(609) 890-8200
- Lucille Roberts  
[www.lucilleroberts.com](http://www.lucilleroberts.com)  
2465 South Broad Street, Hamilton  
Township  
(609) 888-5600
- Center For Health Care  
[www.chcs.org](http://www.chcs.org)  
200 American Metro Blvd # 119,  
Trenton  
(609) 586-3679
- Children's Specialized Hospital  
[www.childrens-specialized.org](http://www.childrens-specialized.org)  
3575 Quakerbridge Road, Trenton  
(609) 631-2078

### ***Fundraiser 3: Mamma Flora's***

- **Details of event:** We were able to secure Wednesday, April 6<sup>th</sup> as the date for our fundraiser in conjunction with Mama Flora's. On this date we were given four hours to fundraise for our cause. By calling and ordering Mama Flora's and giving our name H.E.A.L, our capstone project was given 20% of the order. There were no additional costs, unless one would like to participate and order a meal themselves. Gary, the manager of the restaurant, approved this fundraiser and assisted us in coordinating the event. As the best way to maximize our profits is to publicize the fundraiser, each of us advertised on social networking sites, emailed affiliated organizations such as W.I.L.L, etc.
- **Date and time of fundraiser:** April 6<sup>th</sup>, 2011 from 5:00-9:00 P.M.
- **Cost and profit:**
  - **Cost:** None
  - **Profit:** \$80

- **Timeline:**
  - March 25: Have date of fundraiser solidified
  - March 25 – Date of fundraiser: Coordinate wide-spread advertising for the event; Collaborate with other student organizations (School of Nursing, Health and Exercise Science, etc.) in an effort to gain support
  - April 1: Ensure all of the details for the event are in line
  - April 6: Attend the event
  - April 8: Collect the proceeds that were fundraised from the event
- **Contacts:** Mama Flora's Trattoria located on 1750 N. Olden Ave. Ewing, NJ 0838. Telephone Number 609-434-1188.

#### **Fundraiser 4: Clothing Drive**

- **Details of event:** We were able to gain approval from both the ARD of the Townhouses as well as the ARD of the Metzger apartments to use their main offices as a location to place donated clothing. We also gained approval from the W.I.L.L. Executive Board to allow donations to be collected at general body meeting on April 17<sup>th</sup>, 2011. We specifically limited this clothing drive to *casual* clothes only, as W.I.L.L. is already hosting a clothing drive for business/professional clothing items.
- **Date and Time of Fundraiser:** Ongoing; April 11<sup>th</sup>, 2011 to April 20<sup>th</sup>, 2011
- **Cost and profit**
  - **Cost:** N/A
  - **Profit:** N/A
- **Timeline:**
  - March 31: Have the date of the fundraiser solidified
  - April 7: Contact all of the appropriate authorities/persons and secure approval to carry out this fundraiser
  - April 10<sup>th</sup>: Send out emails to the TCNJ community reminding them that this event is taking place
  - April 11<sup>th</sup>: Begin the event
  - April 14<sup>th</sup>: Send out Sodexo advertisements regarding the event
  - April 21<sup>st</sup>: Collect all of the donated clothing items and bring them to the Trenton YWCA.

#### **Fundraiser 5: Her Campus Articles**

- **Details of event:** In lieu of the cookbook, we decided to write articles on the *Her Campus* magazine about healthy living and women's health issues. By writing these articles, we wanted to also spread awareness about our cause and final project
- **Date and Time of Fundraiser:** Articles published between April 4<sup>th</sup>- April 15<sup>th</sup>, 2011.
- **Cost and Profit**
  - **Cost:** N/A
  - **Profit:** N/A
- **Timeline**
  - April 1: Contact *Her Campus* editors (Sarah Scholz, Jess Corey) and secure article space; Designate authors for each article; Carolin, Katie, and Andrea
  - April 8: Submit the articles to *Her Campus* Magazine
  - April 14: View the articles online at <http://www.hercampus.com/tcnj>

**Fundraiser 6: Donation of “Our Bodies, Ourselves”**

- **Details of event:** In an effort to educate the women of the Trenton YWCA about women’s health, we decided to donate a copy of the collective, “*Our Bodies, Ourselves*”. This book offers a variety of accurate, accessible medical information for a broad female audience.
- **Date and Time of Fundraiser:** Ongoing; We will order the book as soon as possible, hopefully in time to bring it to our final project on April 21<sup>st</sup>, 2011
- **Cost and Profit**
  - **Cost:** None
  - **Profit:** N/A
- **Timeline**
  - March 31: Agree to order the latest edition of “*Our Bodies, Ourselves*” through the WGS Department at TCNJ
  - April 7: Already have contacted Cecilia Colbeth: requested that she order a copy of “*Our Bodies, Ourselves*” through the department
  - April 20” Have a copy of “*Our Bodies, Ourselves*” in hand to bring to our final project on Thursday, April 21<sup>st</sup>

**Fundraiser 7: Salsa Night**

- **Details of event:** This event was held on Tuesday, April 19<sup>th</sup> at 8 P.M. in the Phelps Hall Main Lounge. We hoped to have about 20 men and women attend to learn beginning salsa dance moves. The total amount of attendees was 10, generating a profit of about \$50 with an admission of \$5 per person.
- **Date and time of fundraiser:** Tuesday, April 19, 2011
- **Cost and Profit**
  - **Cost:** None
  - **Profit:** \$50
- **Timeline**
  - April 3: Contact TCNJ’s Salsa club and ask for someone to volunteer their time
  - April 7: Secure salsa dance instructor and coordinate potential dates
  - April 10: Book Phelps Hall Main Lounge
  - April 11: Advertise on facebook, in the WILL Capstone Class, and within the WILL General Body

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