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The Pine Street Project

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Title: The Pine Street Project

Abstract: At the beginning of the 2017-2018 school year a group of my classmates and I worked together to help solve a problem for Pine Street Inn, the largest homeless shelter in New England. We planned two major events and raised \$500 for hot meals. After raising the \$500 over the time of our class I decided to set a personal goal. I plan on raising \$5,000 for Pine Street in total by the time I graduate with my masters degree in three to four years. I wanted to be able to help change something within my community for the better and develop my leadership skills and personal identity in the process. From there I have begun to plan more events and come up with new ideas on how to grow my goal to help other nonprofits as well. I learned about an event that other cities across the country have implemented called "GiveBig". For this one day event, nonprofits in the particular city come together to help one another advertise and raise money through local businesses and larger chains that are in the city. In places where this event has been implemented the cities were able to help raise thousands of dollars for the nonprofits in just one day.

Short: After raising \$500 for Pine Street Inn, the largest homeless shelter in New England based in Boston's South End, I decided to set a goal of raising \$5,000 in total for hot meals for the residents of Pine Street Inn. After spending several weeks doing research on fundraising I came up with a plan to implement the event "GiveBig" here in Boston. This event will help the city to raise money for all of it's nonprofits.

Names: Violet McGrail, Sophomore at Lesley University, majoring Business Management and Entrepreneurship with a minor in Photography

Format: Individual presentation with an open discussion at the end

Full Body Speech:

At the beginning of the 2017-2018 school year I enrolled in Dr. Jonathan Jefferson's Leader and Professional Development class. Part of the semester long class was to pick a non-profit organisation and solve a problem for them. My group chose The Pine Street Inn, the largest homeless shelter in New England, based in Boston's South End. We decided that the best way we could help would be to raise money for hot meals for people staying at the shelter. With the help of more than a few very generous people my team planned two events to help raise money. Our first event was a benefit night at Ben and Jerry's in Harvard Square; where I am currently employed. Thanks to the extreme generosity of Stephen Marcus, the owner of Ben and Jerry's Harvard Square, we were able to donate 100% of the proceeds from the event. During the two hour event we were able to raise over \$200. After the benefit night I gathered some of my friends and their bands to put on a benefit concert. We had four separate performances utilizing Lesley's Alumni Hall. To promote the event and encourage people to give, we had a raffle for several gift cards. Charging only one dollar entry, the event helped my team raise an additional \$60 and get the word out about our fundraiser. We raised nearly \$300 in private donations and in total managed to raise \$500 in just two months. This was the first time anyone on my team, including myself, had ever done something like this. We were very proud of the outcome of our events. From there I decided that this was something I wanted to donate my time and energy towards. While working with my group I ended up assuming a leadership role. I had never experienced this type of role before. I could see how I was growing and I felt myself developing my identity in the community. I decided as a personal goal that I wanted to develop my leadership, management and planning skills more. To do so I set my sights to raise \$5,000 in

total for The Pine Street Inn by the time I graduate with my masters degree in 3 to 4 years. Over the holiday break at the end of the first semester I spent my time researching how other people were able to implement significant change in their communities and raise money for various non-profits. After a conversation with my uncle who lives in Bozeman, Montana I learned about an event called "Give Big". In Bozeman and several other cities in different states around the country this event has been introduced. So far everywhere it has been introduced, the event has been successful in raising thousands of dollars for non-profits in a single day. In Bozeman the event going into its fourth year and last year they were able to raise \$707,775.35 in one full day. From the three years it has been around, the community has been able to raise over \$1 million for the non-profits in their city. Boston is a perfect candidate for this type of event because of both the size of the city and the amount of nonprofits that dedicate their time and energy to improving our community directly. I began constructing a list of organisations to speak with in attempt to get them to join the Big Give. In Bozeman each organisation must pay a small fee based on their budget (lower budgets pay a lower entry fee) to help pay for advertising and various other fees that may come up. For Big Give, the community comes together and businesses join to offer deals for one day where a certain percentage of their proceeds will go directly to the nonprofit of their choice. In addition to local businesses chipping in by donating portions of proceeds, there would be a fair of sorts in Boston Commons where the nonprofits would have booths. People interested in learning more about each organisation would be able to go up to these booths, and if they chose to, they would be able to donate there. Smaller businesses would also have the option to have a booth (for which they would pay a small fee) to sell their goods and promote their business. I have created a list of organisations to contact in regards to joining the "Give Big" and

I am going through making sure that the nonprofits are in fact giving back to the community. Once I have completed my combing through, I will begin to contact each organisation to discuss how they can get involved and how together we can make “Big Give” work in Boston. I hope I will find more people who will support my plans through this journey. There is still a lot to be learned and much for me to do, but I really believe that this is something that can happen not only in Boston but across the whole country. I dream that someday it will be a national holiday of giving making our country a better place starting at the roots of our communities.