



FCCLA STATE PROJECTS & THE OHIO SCHOOL BREAKFAST CHALLENGE

Funding from AdVenture Capital to Bring Your Ideas to Life!



Welcome!

- What Is Adventure Capital?
- FCCLA & the Ohio School Breakfast Challenge
- Website Walkthrough: Submitting a Project
- Next Steps



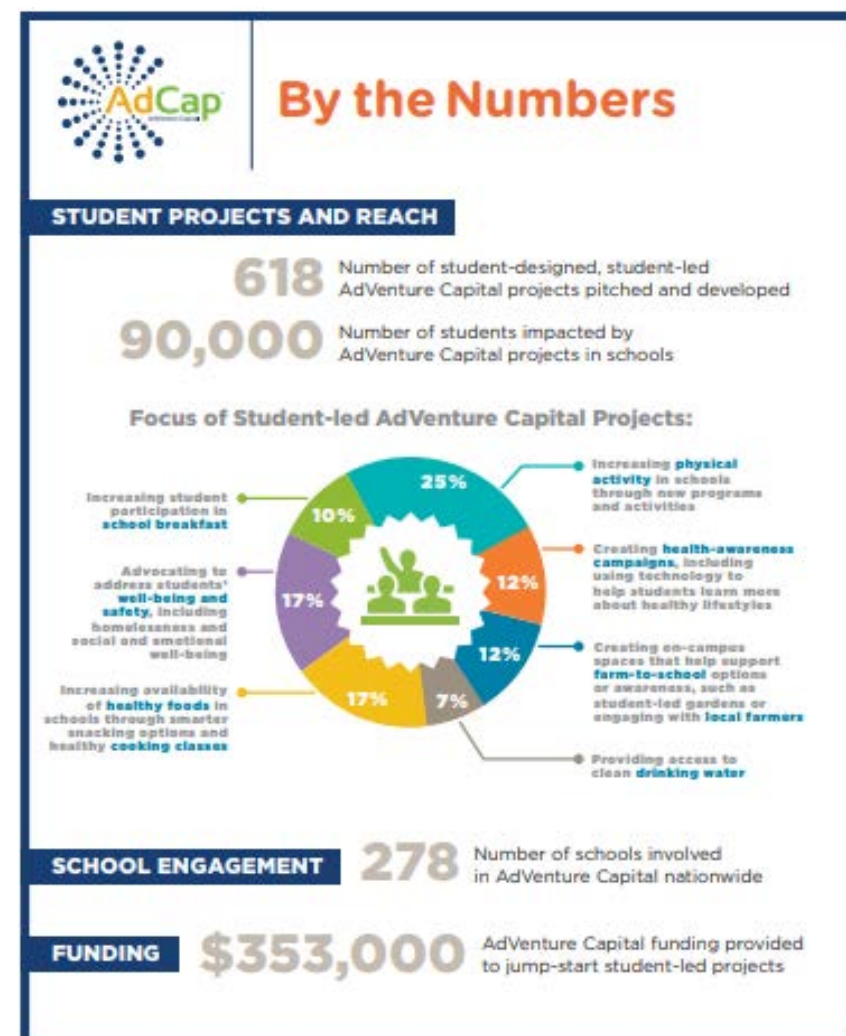


What Is AdVenture Capital?

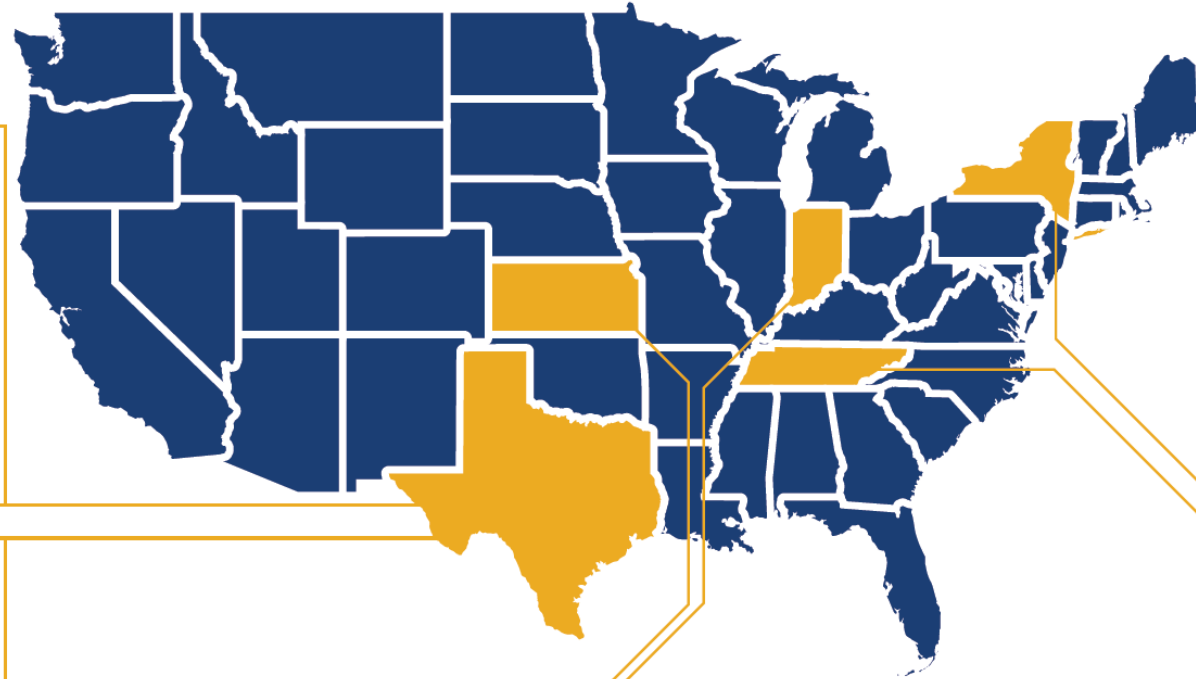
AdVenture Capital (“AdCap”) is an innovative GENYOUth program that inspires, empowers and motivates creative, curious and brave student entrepreneurs (ages 13+) to use their BIG ideas to make changes in school and community health and wellness.

Student entrepreneurs can use AdCapYOUth.org to Design, get Inspired, and receive Support while they impact health and wellness in their community.

Grant funds of up to \$1,000 are available by submitting the Project Designer at AdCapYOUth.org.



Get Inspired by other FCCLA AdCap Projects Across the US!



Let It Grow

Texas

A volunteer-led school garden that connects with local nonprofits to teach nutrition classes to families

Brilliant Blueberry Breakfast Bar

New York

A healthy breakfast bar option for students

Walking Together For A Better Tomorrow

Texas

A pedometer competition between students and staff to increase fitness

Project YOU

Kansas

A healthy lifestyles club on how to make healthy choices to eat right and stay fit

Northwest Indiana Cancer Awareness

Indiana

A health awareness campaign

Better Bites in the Cougar Den

Tennessee

Promotes healthy breakfast options by providing new equipment and student-led awareness campaigns

FCCLA State Project & The Ohio School Breakfast Challenge

- We can all make a big impact with small contributions!
- Work with your school nutrition staff to use your skills and a variety of tools to create and implement strategies with measurable and sustainable results that can make an impact on breakfast participation in your school(s).



How Can AdCap Funding Support the Ohio School Breakfast Challenge?

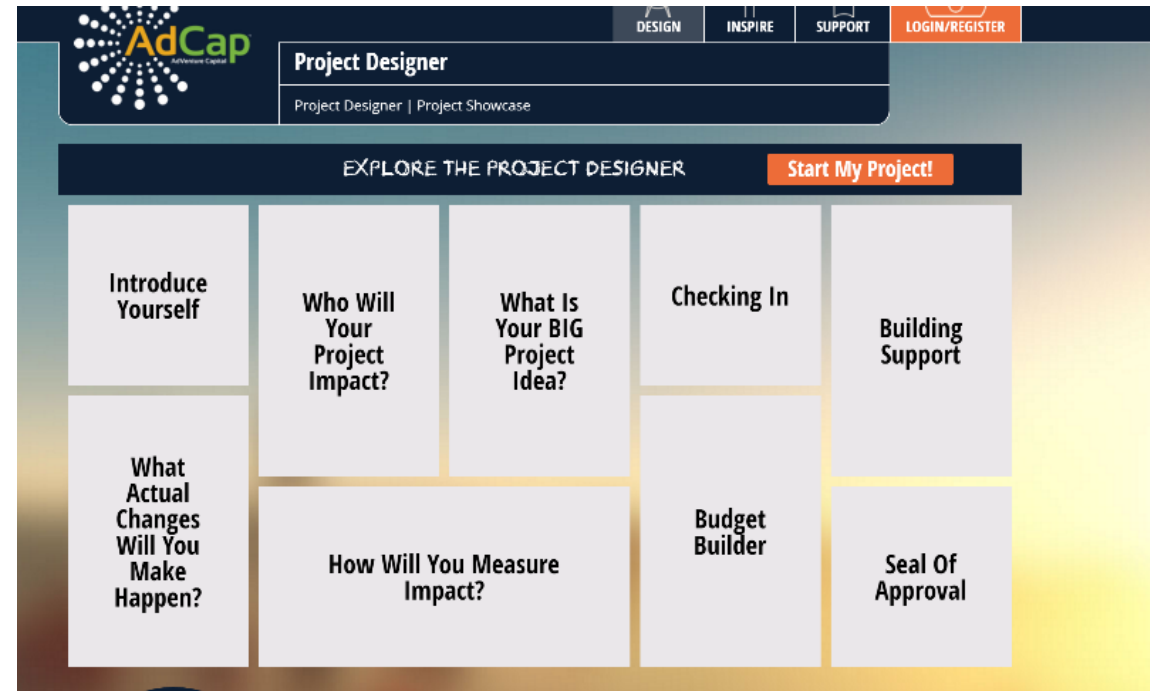
- FCCLA members who are participating in the Ohio School Breakfast Challenge are invited to submit their big ideas on AdCapYOUth.org for the chance to win funding to bring their ideas to life!
- FCCLA chapters participating in the OSBC can:
 - Create an account on AdCapYOUth.org. Just one person (13+) needs to submit the project on behalf of their chapter.
 - Start and submit a Project Design, **and include “(Ohio)”** as part of their Project Title to be considered.
- The deadline to submit your OSBC project idea is **December 15** to be considered for up to \$1,000.



Tell Us Your Idea and Request Funding or Support

What do I need to know to submit the Project Designer?

- Your idea and why it's important to you
- How your idea helps to solve health and wellness challenge in your school or community
- A rough idea of what you need funding for (up to \$1000)
- An adviser to support you at school
- Be as detailed as possible, but we know that ideas will change along the way, and that's ok!





Website Walkthrough

- Creating an Account
- Community Hub
- Community Forum
- Submitting a Project



Ready for the Ohio School Breakfast Challenge?

- Each school situation is unique – you should work with your individual school’s staff and team to think about the best solutions.
- Your AdCap project designer should focus on **sustainable** and **measurable** results
- Funding can be spent on equipment, promotion, supplies – not on food/school meals (samples/taste tests ok)
- Examples:
 - Reintroduce and promote your School Nutrition program and team
 - Conduct targeted taste tests for new recipes and products
 - Engage students outside the cafeteria with promotional activities
 - Engage students inside the cafeteria with signage and activities
 - Use technology to enhance your communications among students (text alerts, social media polls, etc.)
 - Obtain and analyze feedback through student polls/surveys re: likes and food trends

BREAKFAST IS FOR EVERYONE

Eat Right Be Bright

TAKE THE OHIO SCHOOL BREAKFAST CHALLENGE

Give 'em breakfast. Give 'em a boost.

35.3% OF TEENS REPORT EATING BREAKFAST EVERY DAY.*

Research shows that students who eat breakfast:

- perform better in school
- get higher test scores
- show better behavior
- have better nutrition

Students who eat school breakfast:

- attend 1.5 more days of school per year
- score 17.5% higher on standardized math tests

Skipping breakfast hurts kids' overall cognitive performance and has a negative impact on:

- levels of alertness
- attention
- memory
- problem solving and math skills

For breakfast resources, promotional ideas, best practices, activation tools and more, visit OHIOSCHOOLBREAKFASTCHALLENGE.COM

“We can't make kids smarter, but with improved nutrition and physical activity WE CAN PUT A BETTER STUDENT IN THE CHAIR.”

Robert Murray, MEd, Professor of Nutrition, Department of Human Sciences, College of Education & Human Ecology, The Ohio State University

CITATIONS: *Ohio Department of Health, 2013 Ohio Youth Risk Behavior Survey, Center for Disease Control

Brought to you by:

- American Dairy Association
- NATIONAL SCHOOL NUTRITION ASSOCIATION
- Children's Hunger Alliance
- OHIO SCHOOL NUTRITION ASSOCIATION
- Ohio Department of Education



Wrap- Up: Contact Information & Helpful Links

IMPORTANT: Include “Ohio” in your Project Title so we can review your project as part of this initiative!

Have a question about AdVenture Capital? Contact the help desk at Info@AdCapYOUth.org!

For more info or questions about www.OhioSchoolBreakfastChallenge.com, please contact:

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