



Rush Philanthropic
ARTS FOUNDATION



MAKE A CLEAN DIFFERENCE TOOLKIT

"We don't want somebody sitting back saying, you're not holding the mop the right way. Why don't you grab a mop, why don't you help clean up!" ~ President Barack Obama

Program Overview: In partnership with HandsOn Network and Rush Philanthropic Arts Foundation, P&G's Bounty brand is encouraging families across America to be more hands on in their local communities and schools. Answering the call from President Obama for Americans to volunteer in the community, Bounty's *Make a Clean Difference* program will unite over one thousand volunteers to transform the learning environments of 30 public schools in 10 cities across the country. Through this special initiative, student and community volunteers will help to make the schools "*Bounty clean*" by tackling everything from cleaning cafeterias and planting flower beds around front entrances, to painting a mural in each school to inspire creativity and learning.

How You Can Help: To show support for Bounty's *Make a Clean Difference* program, we are encouraging teachers, parents, students and community members to get involved in their local schools and art organizations with the following toolkit. We believe this initiative will inspire thousands of schools from all across the country to take action to help "*make a clean difference*" and to keep their schools clean throughout the entire school year. With this in mind, Bounty, HandsOn Network and Rush Philanthropic have created this guide as a fun and informative way to introduce students and school leaders to simple service-learning projects and volunteer activities that can make a lasting impact and instill a life-long commitment to helping others and helping themselves.

We encourage you to use this guide as a starting point for engaging students in the planning and organization of fun and meaningful projects throughout the school year, and hope that it will inspire you to ***make a clean difference in your school community!***

Clean learning environments are critical. Research shows a link between the cleanliness of school facilities and students academic achievements¹, yet, 25% of all schools report at least one on-site building in less than adequate condition².

Why It's Important To Help: When it comes to students and community volunteers working to help improve and enhance their school environment, service projects and volunteer activities can take on many different forms. From picking up trash in the playground to re-painting school walls, designing murals, or installing flower pots in school courtyards. It is important to remember that depending on the specific needs of the school, what may work well in one school or classroom setting, may not work well in another. These projects are designed not only to benefit spaces but all those who participate to make and keep their schools clean. Students involved in planning and organizing these activities learn responsibility, leadership, critical thinking and problem-solving skills. They experience greater self-respect, character development and self-discipline, increased motivation and engagement in studies, more tolerance, a broader perspective, and improved academic performance.

1. Association of Higher Education Facilities Officers; Cleanliness and Learning in Higher Education, June 2008.

<http://www.appa.org/files/FMArticles/FM0708featureJCampbellABigger.pdf>

2. U.S. Department of Education, Office of Educational Research and Improvement, National Center for Education Statistics, Statistical Analysis Report, June 2000. page iv.

<http://nces.ed.gov/pubs2000/2000032.pdf>

Getting Started: Preparing for a Successful Clean Up Project

Before planning and implementing your projects, it is important to consider a few preliminary issues. First, consider your school's needs and how they relate to your projects:

- What are the specific needs of your school as they relate to keeping the school community clean?
- Are your projects sustainable? How can your projects help to keep your school clean throughout the entire year?

Second, does your school have any existing clean up projects or recycling programs in place? If so, how can your projects complement the work that is already taking place in your school and build upon the work others are doing?

Third, as with all service and volunteer efforts, make sure you have conducted a risk management assessment of what is needed to safely and appropriately involve student and adult volunteers. Make sure that all plans are approved by the proper school personnel, including principals, teachers, and parent association leaders.

For Students and School Leaders: Five Simple Steps to Plan a "Bounty Clean" Project Event at Your School

Whether you participate in a school-wide clean up campaign, a classroom recycling/waste management project, or an after-school service activity, following these simple steps will help you plan and run a successful and fun "Bounty Clean" project or event at your school.

Step One: Get Started

- Form a group to help plan and run your project. This can be an existing group (a team, after-school club, class) or a new group formed specifically for this project.
- Speak to the principal of your school about your ideas and select a responsible teacher who can assist you with your project.

Step Two: Create Your Service Project

- Brainstorm ways to create a service project or activity to help keep your school clean or an activity to clean up and reduce litter on school property.
- Once you have a list of ideas, work with your student group and teachers to choose your projects and create a timeline for action.

Step Three: Plan Your Service Project Event

- State the goals and objectives that you hope to accomplish.
- Set a date or dates, a time, and a place for your project or event.
- Create a Task List of everything you need to do to run the event. When making the list, answer the following questions:
 - How many people does your project require?
 - Assign jobs to your team. Who will be in charge of running the project?
 - When and how often is your group going to meet?
 - What is the timeframe for your project? Set deadlines to ensure that everything happens on time.
 - How are you going to publicize your event and who will be responsible for doing the publicity?
 - What is your budget? Do you need money to start your project? How much? How can you raise money or ask for a donation? Create a project Budgeting Page to keep track of all of your event finances.
 - What supplies do you need to accomplish your project? Is there a person or business

- o willing to donate these items?
- o What kind of space do you need for your event?
- o Do you need to get permission? If so, from whom?

Step Four: Implement your Project / Run the Event

- Make sure all aspects of your event are covered on the day(s) of your event.
- Recognize all participants, sponsors, and donors.
- Thank everyone and enjoy the event!

Ideas to keep in mind during your project

- Keep a journal of your experience with your service project.
- Take before and after pictures or make a video of the project from start to finish.
- In addition to thanking volunteers on the day of the event(s), send written thank you cards to everyone who helped so they know their efforts were appreciated. If they realize how much of a difference they made, they might be more willing to help with your next project!

Step Five: Follow Up and Reflect

After the project has been completed:

- Reflect with your team and ask project participants about what went well and what you should change. Have the program participants complete reflection forms and surveys so you can collect feedback and evaluate your project.

Examples of “Bounty Clean” service projects and activities

Is it Recyclable? – Decorate Recycling Bins and Trash Cans

What is considered garbage and what can be recycled? Does your school recycle? Does your school have separate containers for garbage and recyclable materials? Create colorful and informational containers that help students identify what items can be thrown away and what can be recycled.

Recycling Rocks! – Raise Awareness through Recycling Campaigns

Raise funds for future projects by conducting a recycling campaign at school. Encourage students to collect empty cans or bottles and take them in to a collection center to earn money for future project supplies. Every cent counts when collecting recycled cans and bottles. Through this project you will be helping to teach others about recycling and raising project funds all at the same time!

Where’s the Trash? – Map your School’s Dirty Areas

Create a large map of the school grounds and identify the areas around the school that are cleaner or dirtier than others. Are there certain areas that always stay clean? Are there areas that always stay dirty? Are there certain times of the day or times during the year when the school is cleaner or dirtier? Chart out the areas on your school map and work together to find solutions to the problems. Take action and chart your progress over time. Do you see any changes or improvements taking place due to your actions?

Amazing Murals! “Make a Clean Difference” Through Art

Design a mural to be painted on a school wall, or paint a mural on canvas that can be hung in a prominent place within the school. Download templates from www.facebook.com/bounty or create your own to use in your school.

Where Does All the Garbage Go? - Teach Others how Recycling Works

Do you know who cleans your school, who picks up your trash, or what happens to your garbage and recyclables once they leave the school grounds? Get to know your school’s custodial staff and create a “Make a Clean Difference” bulletin board with information on waste management and interviews with your school custodians.

Keeping it Clean! – Form a Bounty Clean Up Team

Create clean up teams or clubs that “adopt” certain areas of the school or classrooms and help them stay clean. Each crew can help to clean up an area and then monitor it throughout the year to make sure they stay clean and tidy.

Sample “Bounty Clean” Lesson Plan Don't Be A Litterbug!

Don't be a Litterbug! Have you heard that phrase? Through Don't Be a Litterbug! projects, you will learn what is litter, why you shouldn't litter and how to educate others about litter. Read the following facts about litter and choose projects to implement at your school!

When it comes to litter prevention, education plays a big role. Education is needed to motivate everyone from students, the courts, law enforcement, county and municipal departments, private industry and the public.

What are the main types of litter?

- Fast food waste
- Paper
- Aluminum
- Glass
- Plastic

Why do people litter?

Ask your classmates and project team members why they think people litter. See if they come up with some of the same answers as below. Believe it or not, lack of trash cans is not the main reason people litter. But littering seems to occur *less* in communities that recycle. Research shows:

- People who litter are lazy or do not care.
- People who litter think others will pick their litter up.
- People who litter feel no sense of ownership to the property.
- People will litter more if they see litter on the ground already.
- People who litter are not aware that they are littering.

People who tend not to litter:

- Have knowledge and care about the environment
- Have a positive self-image
- Have a sense of community and empathy for the needs of others

Why recycle and not litter?

Unless someone picks it up, most litter is not going to go away on it's own. Read how long it takes objects to decompose, or break down. If someone drops a Styrofoam cup on the ground, it will stay there for a million years if no one picks it up!

Length of time for items to decompose:

- Styrofoam containers and plastic jugs – 1 million years!
- Glass bottle – 1,000 years
- Aluminum can – 200- 500 years
- Disposable diapers – 550 years
- Plastic bags – 400 years
- Tin cans – 90 years
- Leather shoe – 45 years
- Wool sock – 1 year
- Paper bag – 1 month
- Banana peel – 3-4 weeks

Example Projects:

#1 Don't Be a Litterbug Poster!

Brainstorm ideas with your club to reduce litter, such as using reusable lunch containers instead of plastic, reusable grocery bags, cloth napkins at home instead of paper or placing bags on their bikes or inside cars to collect litter.

Materials Needed:

Poster board, Markers

Steps Involved:

- Learn the facts about littering and make posters to teach others
- Put them in and around your school property

#2 Litter Pledge Cards

Ask students and teachers to make and take a 'litter pledge'

Materials Needed:

Index Cards, Markers or Pens

Steps Involved:

- Think of what you would like to say about keeping your school clean
- Make cards for your classmates and families to sign

Example:

"I promise to do my part to make and keep my school litter free. I promise to keep my classroom, my playground, and my halls free of trash. I will throw trash away and pick up trash when I see it. I will tell my friends to keep our school clean!"

GETTING STARTED: Art Mural Lesson

Volunteers can opt to focus on any of three artistic styles for their mural:

- **Representational:** depicting something from real life such as plants, people or animals (template example 1. *Butterflies on Branches*);
- **Symbolic:** representing ecological ideas through symbolic trees surrounding Earth (template example 2. *Global Awareness*)
- **Realistic:** life-like drawing integrating humans and text to deliver a message (template example 3. *Get Involved*)

Possible Materials:

To enlarge designs: Computer or over-head projector

Paint on Paper or Canvas: Large roll of sturdy paper or canvas, pencils, chalk, sharpies, paint, brushes, drop cloth or tarps, smocks, buckets, liquid hand soap and Bounty paper towels.

Paint on a Permanent Surface: Wall space approved by school, chalk, sharpies, outdoor paint, brushes, drop cloth or tarps, smocks, buckets, liquid hand soap and Bounty paper towels.

Repurposed Alternative Materials:

Collage on Paper: Large roll of paper (craft paper or butcher paper will work), pencils, chalk, collage papers including any manner of recycled paper (i.e. magazines, newspapers, cereal boxes, scrap paper, etc.), glue, drop cloth or tarps, smocks, buckets, liquid hand soap and Bounty paper towels.

Chalk on Blacktop: For a temporary version of the project, classes may opt to depict their mural on the blacktop in the playground or parking lot using regular colored sidewalk chalk. For this method designs can be enlarged free-hand or by using a grid.

Objectives:

Teachers/Volunteers working with Students can:

- Discuss the idea of ecological consciousness and what they can do to raise ecological awareness within their communities
- Work with local artists or art teachers to plan and sketch out their mural
- Learn the methods used to create a collaborative mural in the materials selected by the group
- Work collaboratively to create a mural

Preparation:

Groups will:

- Select one artistic mural style
- Determine types of materials to be used (If creating in a school, consult with school board for approval on materials.)
- Gather materials
- Prepare mural surface (paper, canvas or wall) for mural painting

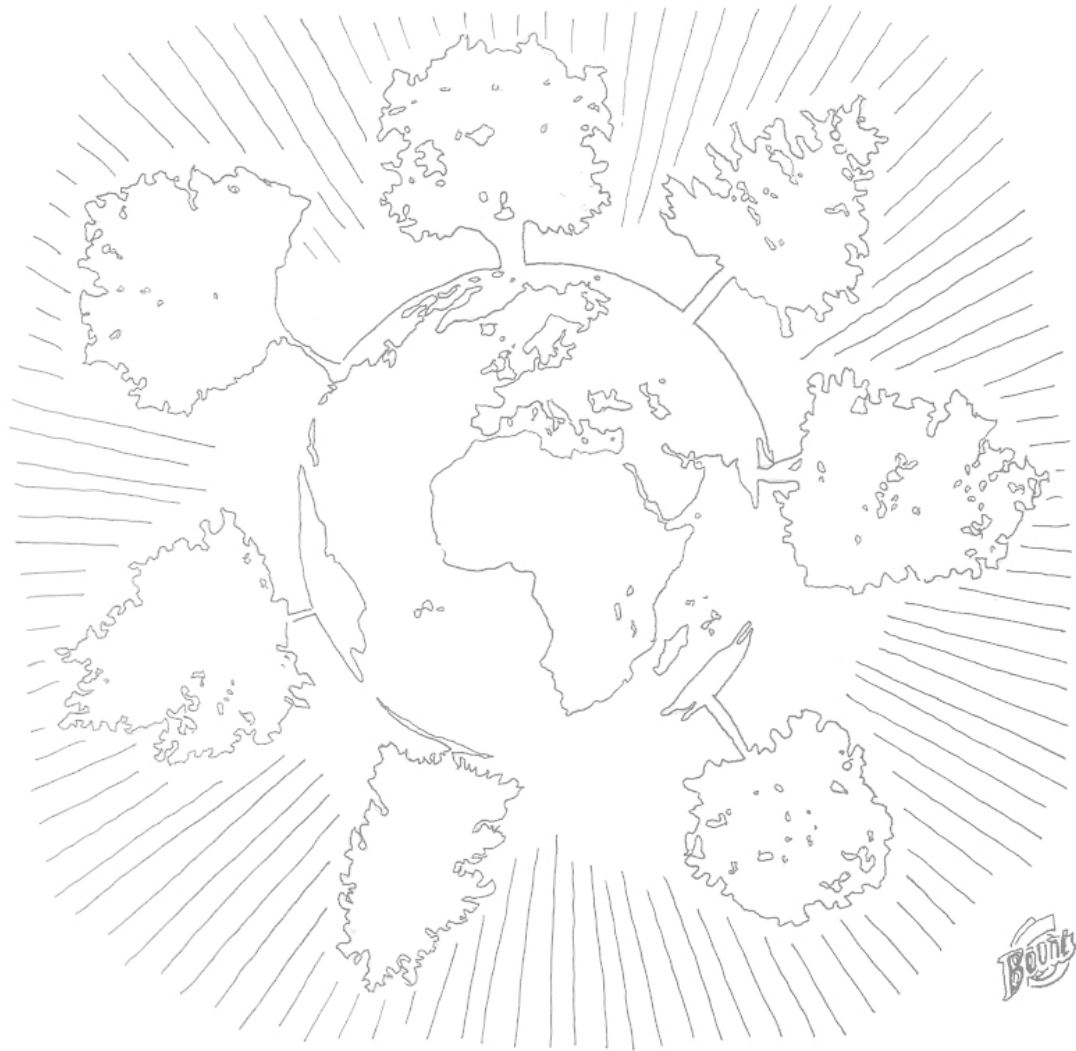
Procedure:

- Teachers will select mural style and materials (Some school districts require permission to coordinate permanent installations on school property. Please consult your local school board for approvals.)
- Teachers will work with students to personalize mural image
- Teachers will work with students to project or draw mural image onto selected surface
- Add on: Host a student exchange where they examine the completed mural and discuss

techniques used, comparisons, contrasts and compliments.

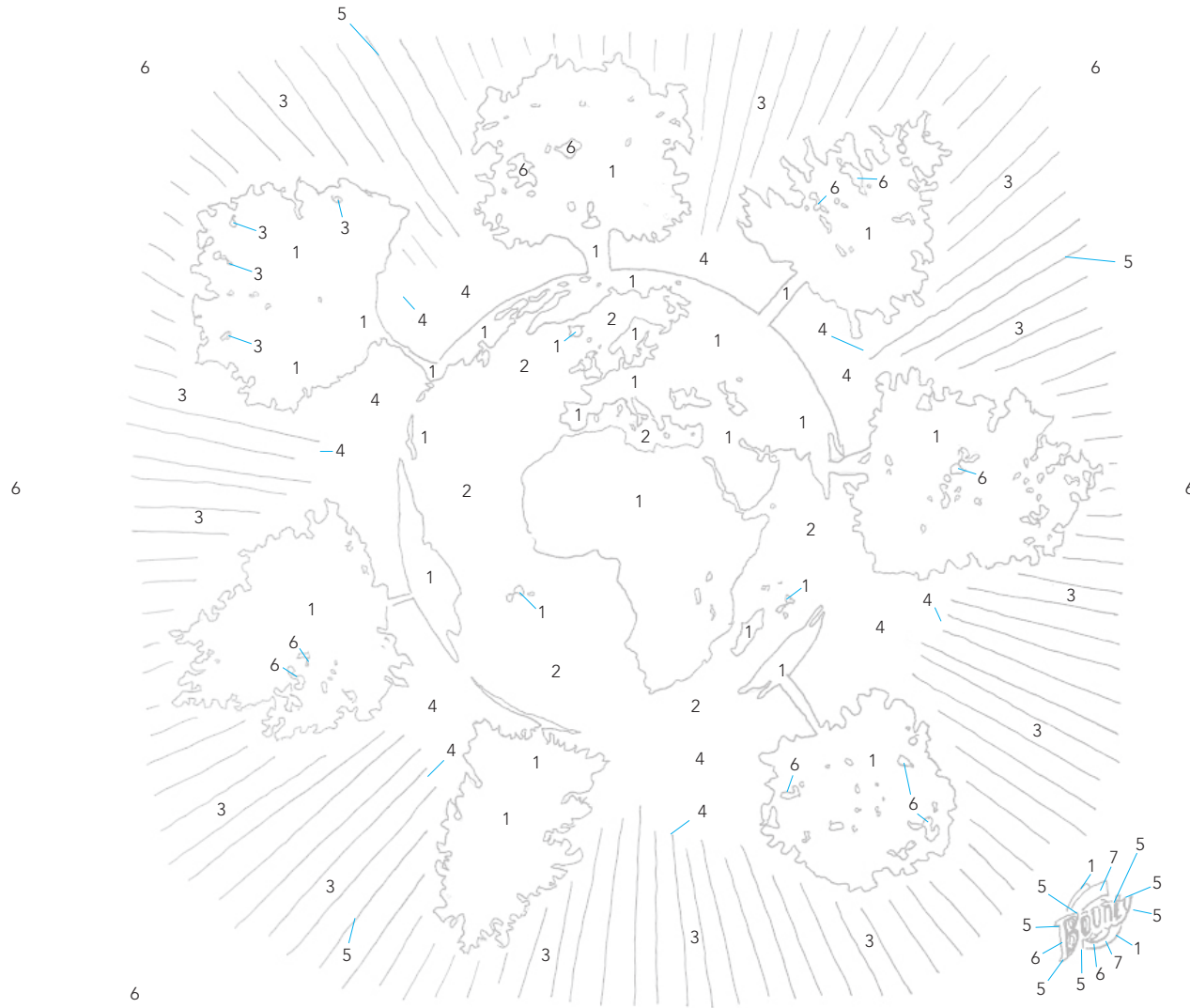
Other ideas and suggestions:

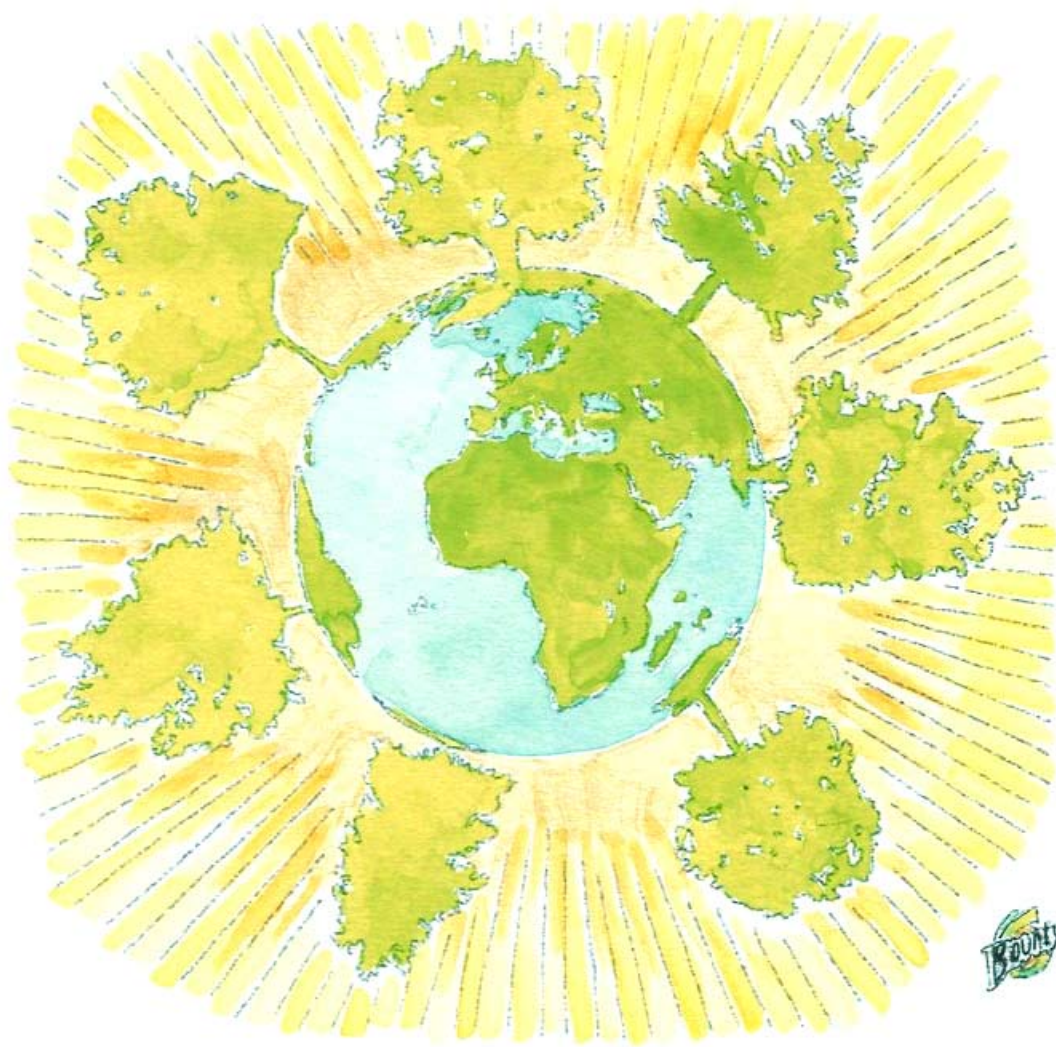
- Groups can include text in their mural. Text can be used in a poetic way. For example, if you have chosen to create a representational mural of plant life, students could add words or short poems on the leaves in the plants. Text can also support the ideas depicted or help to describe your image. For example, if you are illustrating a process, you could use text to help describe the process (as shown in example 2).
- To enlarge an image using a grid: draw a grid on top of your design. Start your large mural by drawing a grid of the same ratio across the surface (e.g. if your design has a 1-inch grid, you could enlarge it easily with a 1-foot grid). Enlarge the image one grid at a time, making sure to match up lines at the edge of each square.
- Groups can include an area for participant names.



COLOR KEY

-  1. GREEN
-  2. BLUE
-  3. YELLOW
-  4. GOLD
-  5. BLACK
-  6. WHITE
-  7. ORANGE











COLOR KEY

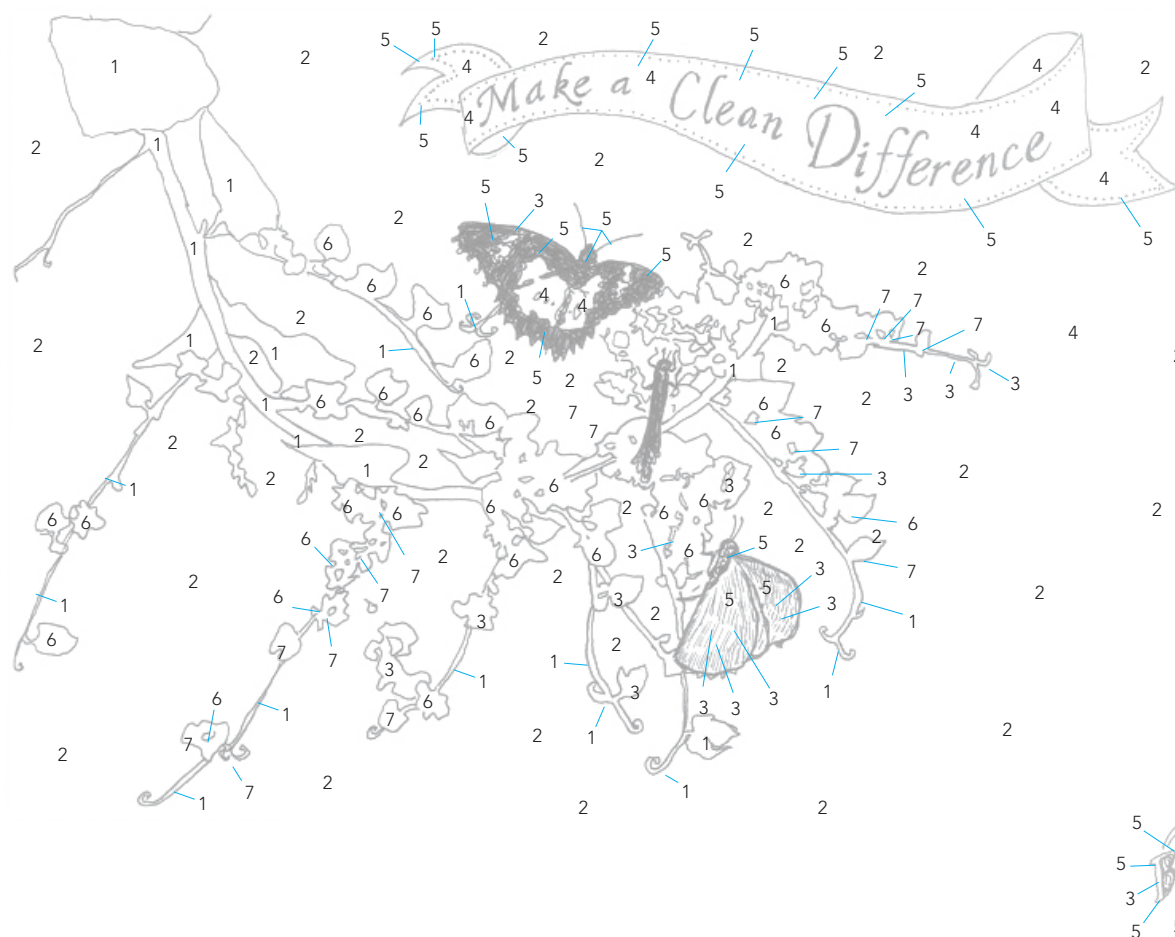
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Make a Clean Difference









COLOR KEY

-  1. LIGHT GREEN
-  2. DARK GREEN
-  3. WHITE
-  4. ORANGE
-  5. BLACK
-  6. LIGHT PINK
-  7. MAGENTA




















COLOR KEY

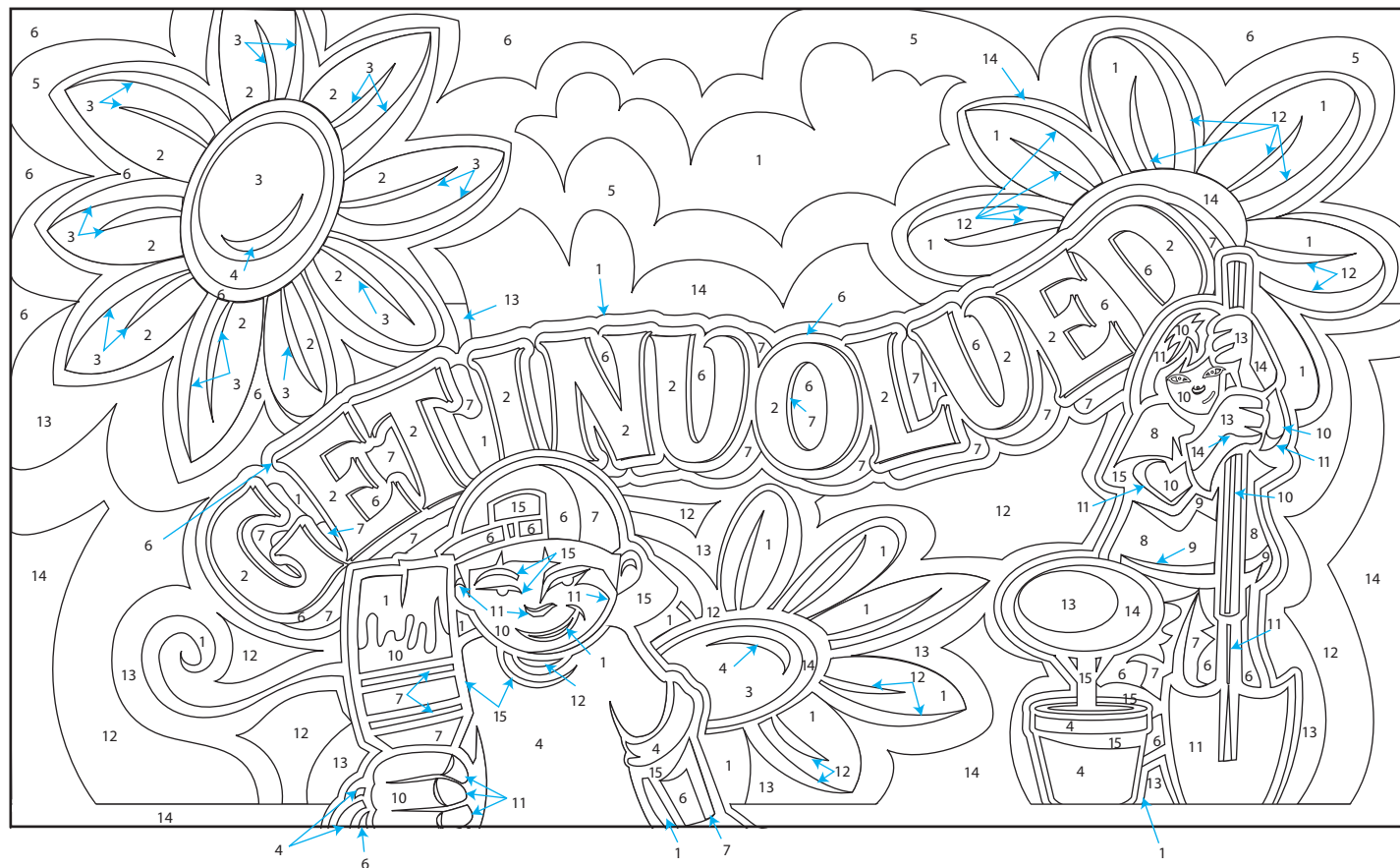
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-  5. BLACK
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-  7. MAGENTA



Mural Design 3

COLOR KEY
















	1. white
	2. yellow (pms 108)
	3. orange 1 (pms 130)
	4. orange 2 (pms 165)
	5. sky blue (pms 292)
	6. blue (process blue)
	7. indigo (pms 647)
	8. pink (pms 218)
	9. magenta (pms 239)
	10. buff (pms 7508)
	11. tan (pms 7510)
	12. lime (pms 382)
	13. green (pms 360)
	14. dk green (hex green)
	15. black (pms black)

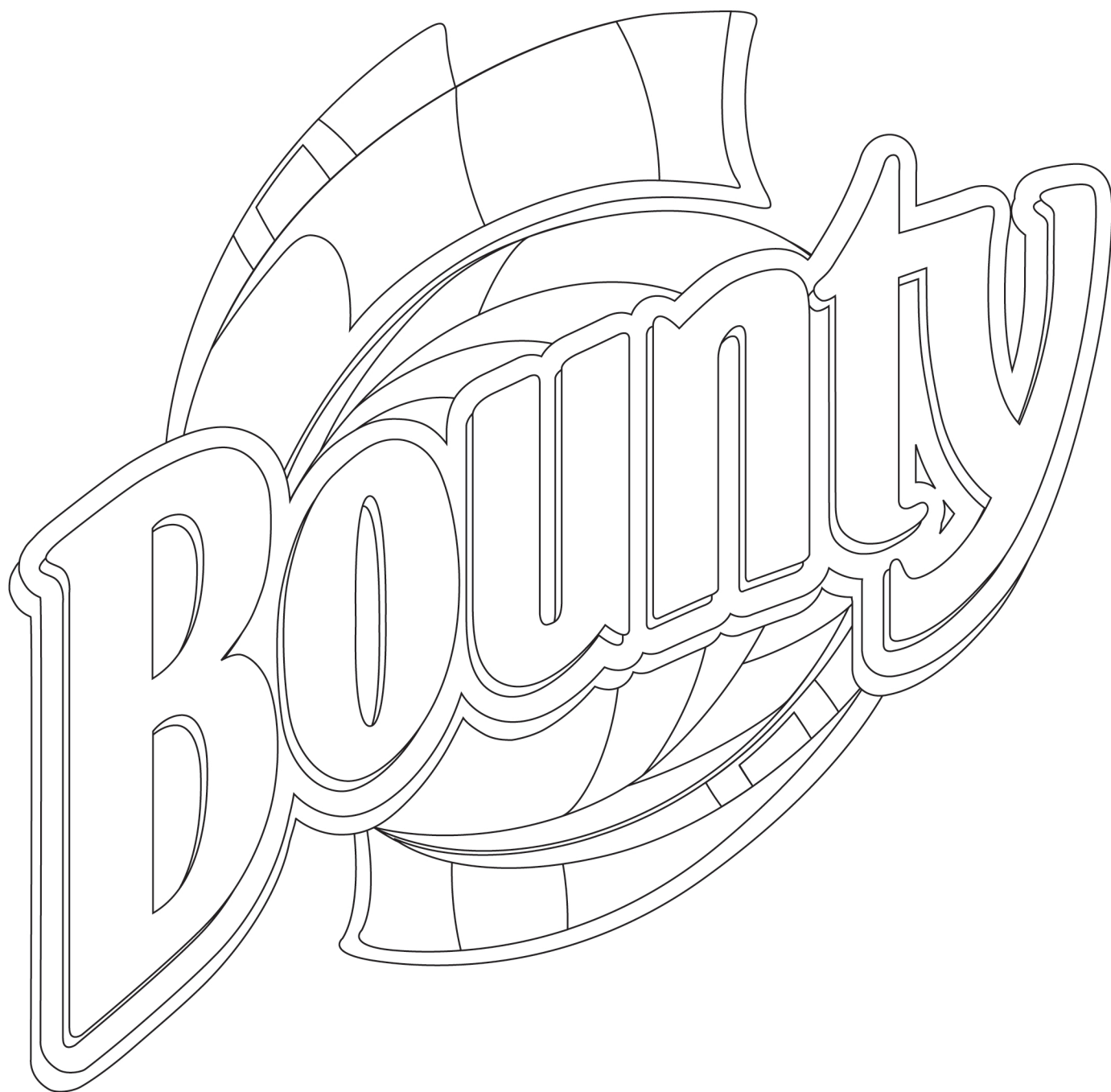


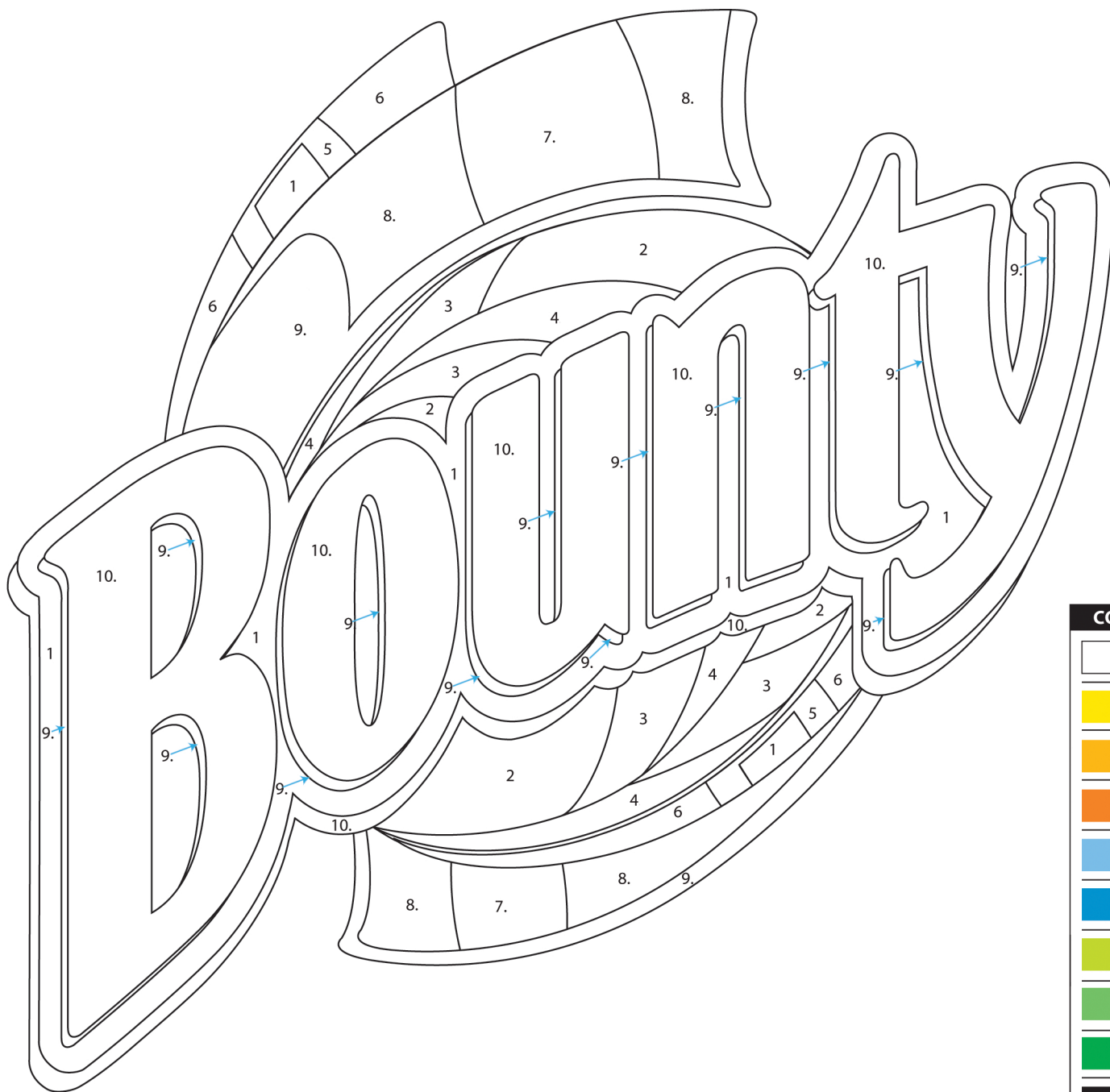
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