

Get Involved with JCEO

The first step is here. Thank you for getting involved!
Community Action doesn't work without you.

In this document, you will find:

- p.1** *About us - a brief history of JCEO and the evolution of our programs*
- p.2-3** *Program overview - details about programs that benefit from fundraising*
- p.4** *What are you fundraising for? - Choosing a program.*
- p5-7** *So you want to hold a Food Drive*
- p.8** *Promoting*



Joint Council for Economic Opportunity
of Clinton and Franklin Counties, Inc.



Area Acts Swiftly In War on Poverty

New York has begun to participate in the federal government's war on poverty by setting up a State Office of Economic Opportunity.

The state plans projects that, if approved, would lead to \$19-million in state and federal funds being spent by state social welfare departments to aid underprivileged and handicapped persons.

This step follows by a few days Clinton County's effort to join in the war on poverty on the local level.

Here the Joint Council for Economic Opportunity is already seeking a \$22,500 planning grant.

The money will be used for research on six priority projects including youth health, vocational training, neighborhood youth corps, college community work study program, adult job opportunity service, and community action program plan.

The priority is more than 400,000 people in need and 90 per cent available for jobs.

Col. Edward J. Ferro, chairman of the Clinton County Community Development Council, said the state's economic growth conceals a layer of people in the nation who are making less than a living wage.

Col. Edward J. Ferro



Ferro: Sky's limit in poverty war

Clinton County's community development council was urged to work to combat the effects of the war on poverty, Ferro said.

"The sky is the limit," said Ferro, New York's state coordinator for the Office of Economic Opportunity. "It is only those people who can modify the main community around them so that the community presents the wishes and desires of the people."

The community, Ferro told the 100 people gathered for dinner at the VFW hall, is the people. "I mean also a family across the tracks. As local America goes, so goes the nation."

Ferro suggested that statistics can be a bit misleading. He quoted James Beaton of the New York Times, who reported that the nation's new National Product will reach \$50 billion this year. The new GNP will be a rise over 1960 since 1960, a 44 per cent a year.

Ferro quoted Gardner Ackley, chairman of the President's Council of Economic Advisors, who told Beaton: "Economic growth is not the ultimate objective of our society or any society. We want a strong and productive nation so that we can better achieve our objectives as individuals and as a nation."



the area Joint Council certification of grant can get underway.

The area for year is defined as depressed unemployment.

Our school dropout is 67 per cent of the failed to graduate. Many people have the county welfare thousands.

There is a hard stricken in this area.

The city and county to take advantage of poverty program by Council.

The Joint Council Col. Glavin, is a public and private agency and the federal

JCEO's Head Start

PLATTSBURGH — The Joint Council Economic Opportunity (JCEO) of Clinton County plans to expand its Head Start program soon.

JCEO hopes to receive roughly \$40,000 from federal government. Head Start Director John Allen said the additional funds will allow JCEO to increase the number of children it is serving.

It is anticipated that 16 additional Clinton County children will be served through the Head Start program. JCEO presently operates five Head Start centers in Clinton County. Three centers are located in the Plattsburgh area, with the other two in Keeseville and Ellenburg.

Seventy-five pre-school children are being served in the program at present. JCEO Director John Willoughby said the program is currently serving

Residents near the centers may receive information and guidance in better ways of living," as the JCEO described the plan.

In Clinton County, he said, 21.8 per cent of the county's 16,105 families—3,479 families—are making less than \$3,000 per year.

These people need help from the community if the community is going to progress, he said.

"We must strengthen our shares in the community," Ferro went on to praise both the Joint Council on Economic Opportunity and the Council of Community Services; the latter being the founder of the JCEO.

The dinner had a twofold purpose. It was the JCEO's occasion to give a progress report during its first year of operation, and it was the time for all the service agencies to map plans for the year ahead.

Col. Edward J. F. Glavin, chairman of the JCEO, reported that the county had received \$1,205,613 in federal support to date. Presently awaiting final approval from the federal government is the county's Community Action Program, a request for \$222,321.

The money will be used for establishing community assistance centers throughout the county.

The Joint Council, he said, has submitted a request for federal funds for a new phase of the county war on poverty. The request, Glavin said last week, cannot be approved until the Joint Council completes its present set-up.

The core of that change is investing the City of Plattsburgh and Clinton County power of appointment to Council.

Under the newest federal directive concerning local poverty agencies, Glavin said the city and the county contribute members to the Council and may have a say over the funds the two

About JCEO

Joint Council for Economic Opportunity of Clinton and Franklin Counties, Inc. (JCEO) is a private, non-profit Community Action Agency that serves Clinton and Franklin Counties. Following the passage of the Economic Opportunity Act in 1964, JCEO briefly operated as through Clinton County before achieving independent non-profit status in 1966.

In 1998, JCEO successfully established its Head Start program in Franklin County - our first step to expanding our reach beyond Clinton County. In 2013, we brought additional services, including food, transportation, and weatherization, to complement the Head Start initiative in Franklin County. It was at this time "of Clinton and Franklin Counties" was added to our name.

Today, JCEO serves the residents of Clinton and Franklin Counties through two administrative offices in Plattsburgh and Malone, as well as through 12 Community Outreach Centers and 10 Head Start Centers. Operations are overseen by a 24 member Board of Directors, consisting of eight members each from the private, public, and consumer sectors of the community.

While dozens of unique programs are run through our agency, they are categorized into seven departments:

- Head Start and Early Head Start
- Daycare
- Food Services
- Energy Services
- Community Outreach
- Senior Outreach
- Development

DEPARTMENT OVERVIEW

Each department is multifaceted, with a variety of unique programs, goals, and challenges. **This is a *non-comprehensive* summary of the departments that most benefit from fundraisers and volunteer assistance, and program areas that most benefit from community engagement.**

COMMUNITY OUTREACH PROGRAM (COP)

Food pantry [Volunteer & Fundraising Opportunities]

- 13 of the 14 COP Centers have food pantries, where we supply individuals with a three day supply of food, up to eight times a year. While we recover thousands of pounds of food every month from local grocery stores and Feed America, we still spend more than \$5,000 a month on purchasing food. All year round, we welcome product and monetary donations for our pantries.

Summer Camp Scholarships [Fundraising Opportunity]

- Each year, as school gets out of session, impoverished families face the dilemma of childcare and educational opportunities over the summer. JCEO provides income eligible children with scholarships to camps like the Y, Camp Jericho, Soccer Camp, and more. The average cost per child is \$80.

Back to School [Fundraising Opportunity]

- In the fall when children return to school, JCEO assists low-income families with provision of school supplies, including backpacks, pens, crayons, notebooks, and folders.

Holiday Baskets [Volunteer & Fundraising Opportunity]

- Each winter, JCEO provides families in need with Thanksgiving and Holiday baskets, filled with items like cake mix, pie filling, canned fruits and vegetables, stuffing, and gift cards for turkeys. Along with food and monetary donations for this project, we look for volunteers to help pack and sort the items.

Medicaid Transportation [Volunteer Opportunity]

- In this program, volunteer drivers use their own vehicle to provide transportation to eligible individuals to their medical appointments. Drivers are reimbursed mileage, and we're always looking for more volunteers!

Winter Gear [Fundraising Opportunity]

- Every winter, JCEO's COP hands out hundreds of warm clothing items, including hats, coats, gloves, scarves, socks, and boots. While we utilize every item donated, we are especially always looking for extra-large adult sizes.



FOOD SERVICES

Food pantry [Fundraising Opportunity]

- Food Services operates its own food pantry, along with supplying food to more than 20 other pantries, including third-party pantries, across the region. Just like our COP Food Pantries, we welcome product and monetary donations for our pantries all year round.

DEPARTMENT OVERVIEW CONT.

SENIOR OUTREACH PROGRAM (SOP)

Holiday Care Baskets [Volunteer & Fundraising Opportunities]

- Every year during the winter holidays SOP provides care baskets to lonely seniors. Along with food and treats for a holiday meal, these baskets often include fun items like crossword puzzles, and warm socks or hats. Along with product and monetary donations, we sometimes need assistance with packing the baskets.

Telephone Reassurance/Friendly Visitor [Volunteer Opportunity]

- With this project, volunteers call or visit lonely, homebound seniors.



DEVELOPMENT

The Backpack Program [Volunteer & Fundraising Opportunities]

- This project provides meals to food insecure elementary school students in local schools, by giving students a weekly bag with 2 breakfast items, 3 entrees, fruits, vegetables, grains, and snacks. This project operates throughout the school year, and is almost entirely funded by donations. Volunteers help pack the bags every week, and deliver them to the local schools.

Fostering Komfort Project [Fundraising Opportunities]

- The Fostering Komfort project provides duffle bags, suitcases, or backpacks filled with toiletries and comfort items for children entering foster care. On average, it costs \$80 per bag.



HEAD START & EARLY HEAD START (HS & EHS)

Gas Cards for Head Start Families [Fundraising Opportunity]

- JCEO operates 10 Head Start centers throughout Clinton and Franklin Counties, yet due to the nature of the program is unable to provide transportation. Head Start parents and guardians must drop off and pick up their children from the classroom centers - with the cost of fuel and transportation, families are sometimes unable to make the trip on a daily basis. Each school year, we provide families at need with \$20 gas cards, to limit or prevent their children missing out on classroom experience.

Winter Gear for HS & EHS Kiddos [Fundraising Opportunity]

- Since 2020, each year we have provided Head Start and Early Head Start children and their siblings with winter gear - coats, snow pants, and boots. Because specific sizes are purchased for each child, monetary donations are preferred for this project.

You can learn more about each of these programs on our website at www.jceo.org.

What are you fundraising for?

Maybe you already know you want to run a coat drive, or raise money for the Fostering Komfort program. Maybe you just know you want what you're doing to impact children. If you're on the fence, use this guide to help you decide.



WHAT TIME OF YEAR IS IT?

Our needs as an organization fluctuate throughout the year, as the needs of the community change. If you're fundraising in the spring, we may need summer scholarship funds, or AC units. If you're planning for the fall, we may be looking for winter gear, funding for fuel, and Thanksgiving baskets.

1

2

WHAT'S IMPORTANT TO YOU?

It's easier to plan and execute a fundraiser when you pick something you're passionate about. Luckily for you, JCEO has a wide variety of programs that cover needs as diverse as diapers and formula for babies to transportation assistance for the elderly. Check out "Programs that need your help" below for some ideas.



3

ASK US WHAT WE NEED

We don't bite! If you just want to help where we need it the most, ask us what we need - we're grateful for your help and are always happy to share our "wish list."



PROGRAMS THAT CAN ALWAYS USE HELP

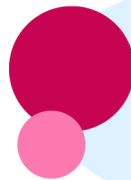
BACKPACK PROGRAM *Year Round!*

The Backpack Program provides meals to hungry elementary school students in the area. This program operates separately from the Food Pantries, and is almost entirely run off of donations. See the Backpack Program page for more information.



FOOD PANTRY *Year Round!*

Did you know that JCEO has more than 10 Food Pantries in the North Country, and provides food to more than 20? We can *always* use more food. See our Food Drive page below for more information.



THANKSGIVING & HOLIDAY BASKETS *October - December*

Every November and December, we provide baskets of food for holiday dinners



WINTER GEAR *October - March*

It gets *cold* in the winters up here. Every year we collect and distribute hundreds of winter gear items like coats, gloves, hats, scarves, and boots.



EMERGENCY AID *Year Round!*

Sometimes, we see families that need help getting through an unexpected rough patch. They may need financial assistance for car repairs, or for a security deposit. The more donations we get for Outreach Assistance, the more families we can help.



FUEL FOR HEAD START PARENTS *August - June*

Head Start doesn't offer bussing, so parents and guardians of Head Start children have to drop off and pick up their child every day. Sometimes, the cost of fuel prevents regular attendance. Donations allow us to purchase gas cards to help ease the burden.



So you want to hold a **Food Drive**

JCEO operates more than 10 food pantries in the North Country, serving thousands of people each year.



Joint Council for Economic Opportunity
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If you're here, it's because you're thinking of holding a food drive on behalf of JCEO - so first and foremost, THANK YOU! Your efforts will contribute significantly to our mission of providing resources and services that enhance people's dignity and self-reliance. To help you (help us) have the most successful food drive, we've prepared some general information and guidelines:

Things to keep in mind:

- ✓ Focus on shelf-stable, easy to prepare foods, such as canned fruits, veggies, and meat, pasta and rice packets, granola bars, oatmeal, cereal, and peanut butter.
- ✓ *Not everyone has access to an oven, stove, fridge, microwave, or even a can opener. Opt for foods that can be easily opened and consumed with minimal preparation.*
- ✓ "Cash is king" - JCEO can purchase food at a more economical rate through our partnership with the food bank, maximizing the impact of donated dollars.
- ✓ *Collection point and duration: designate a central collection point, with convenient hours for drop-offs. Be sure to specify the duration of the drive, with a set deadline!*
- ✓ Promote your drive on social media, local newspapers, and community bulletin boards. Feel free to tag JCEO @jceony on Facebook and Instagram and @jceo on LinkedIn.
- ✓ *Stay in touch with us! By keeping us informed about your plans, we can provide guidance and share updates on our page, and coordinate donation drop-offs.*

No need to reinvent the wheel! The following two pages have flyers you can print and use at your event. The 4x4 flyers are perfect to hand out if you're doing a drive outside of a store.



Questions?

Email: ejent@jceo.org
Call: 518-561-6310



Joint Council for Economic Opportunity
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JCEO FOOD DRIVE SUGGESTIONS

Donated food will be distributed to families and households in need across Clinton and Franklin Counties.

Ideal items will be shelf stable, low-preparation food products.

Suggested Items to Donate:

Canned fruits and vegetables

Canned tuna, chicken

Soups, stew, chili

Pasta and sauce

Oatmeal

Peanut butter and jelly

Pancake Mix

Instant Potatoes

Cereal

Gift Cards/Direct Donations

We are grateful for
your support!
Please ensure that
donated food items
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HOW TO SHARE YOUR FUNDRAISING STORY

Craft Professional and Friendly Posts

Tell others about your project using clear and concise language. If you're looking for audience participation, include a call-to-action, encouraging followers to participate and contribute!

Tag JCEO and your fundraising partners on Social Media

On Facebook @JCEONY

On Instagram @JCEONY

On LinkedIn @JCEO

We try our best to engage with and share posts and events we are tagged in!



Take lots of pictures

A picture's worth a thousand words! Take pictures of your collection, of your volunteers, and behind-the-scenes work. Be sure to get a picture when you drop off your donation!

Unsure? Ask!

If you have questions about the program you're fundraising for, how to mention JCEO, or anything else, email jceo@jceo.org.

If you're hosting an event:

CREATE A FACEBOOK EVENT

By creating a Facebook event, people can respond to the page and will have one place where they can obtain information about when, where, and what the event's about.

SHARE EVENT DETAILS IN ADVANCE

Let people know what your fundraiser is and how they can get involved by posting on social media, sharing flyers, and telling your network.

JCEO Administrative Office

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