

**PULL
AGAINST
POVERTY**



CVOEO

CHAMPLAIN VALLEY OFFICE
OF ECONOMIC OPPORTUNITY

Bridging gaps, building futures.

Toolkit

CVOEO's Pull Against Poverty Toolkit

Event Toolkit

About CVOEO

- **Mission Statement**

- CVOEO addresses fundamental issues of economic, social, and racial justice and works with people to achieve economic independence.

We bridge gaps and build futures. That is, we provide individuals and families with the basic needs of food, fuel and housing support in times of crisis, and we help them acquire the necessary education, financial skills and assets to build a stable future in which they thrive.

The Champlain Valley Office of Economic Opportunity (CVOEO) is a nonprofit organization formed in 1965 to carry out the Economic Opportunity Act of 1964 in Vermont's Northwest Counties of Addison, Chittenden, Franklin and Grand Isle. It is one of five Community Action Agencies in Vermont.

CVOEO provides vital services to over eleven thousand households (over 20,000 individuals) every year. Our three Coordinated Statewide Housing Services (the Fair Housing Project, the Mobile Home Program, and Vermont Tenants) serve residents statewide. The agency employs a dedicated staff of approximately 145 employees and engages more than 1,100 volunteers annually, working out of approximately 18 locations in addition to Head Start classrooms throughout the Champlain Valley region.

- **Preparing for Success**
 - **Event Objectives**
 - To raise awareness in our community of poverty that exists locally, what that poverty might look like and what we can do as engaged citizens to alleviate these issues.
 - To raise funding for CVOEO's work in the community that fights poverty.

 - **Key Messages**
 - The **Pull Against Poverty** is an event designed to support the programs of CVOEO that: serve people like single mothers, elderly, veterans, underemployed and unemployed, disabled, refugees.
 - **Bridge Gaps:** We help people when hardship strikes (loss of a job, homelessness, underemployed, unexpected illness) to bridge gaps with housing, fuel and food assistance.
 - **Build Futures:** But we also help folks to build stronger futures (credit-building, micro business development, weatherization, tax preparation assistance, early childhood education).
 - **We connect short-term crisis with long-term solutions.**

 - **Target Audience**
 - Youth, their families, friends, teachers, faculty and staff.

 - **Event Format**
 - Tug of War event
 - Informative introduction (Can include speaker from CVOEO)

 - **Date and Time**
 - During the school day, as an assembly type event, the event should take about 2 hours.

- Marketing

- Poster

**PULL
AGAINST
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It's your job to get →

1. Donations
2. A team

fundraise Get your team together

____[YOUR SCHOOL NAME HERE]____

Tug of War!

raise money to stop poverty in Vermont!

DATE
TIME
LOCATION

Benefit for **CVOEO**
CHAMPLAIN VALLEY OFFICE
OF ECONOMIC OPPORTUNITY

- Sticker

**I PULLED
AGAINST
POVERTY**

CVOEO
CHAMPLAIN VALLEY OFFICE
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- **Resources to Support your Event**
 - **Planning**
 - Create a planning committee of students, faculty and staff to ensure the smooth planning and success of the event.
 - Use existing school communities to form teams. For example, have different homerooms, grades, classes, teams or clubs create a team and compete against one another.
 - **Space Considerations**
 - Best venue is a big gym or cafeteria with hard floors and lots of open space and seating around the edges.
 - **Things to Consider**
 - Does your school have insurance that will cover the tug of war event?
 - Does your school have tug of war rope available?
 - Do you want your students to wear gloves for the event?
- **Evaluation and Outputs**
 - Are the students more aware and socially conscious of poverty that exists in our community and how it affects people?
 - Is your community more understanding of people's differences in socio-economic status and access to resources?
 - How much money did you raise?
 - Greater future involvement in community related charitable work/giving

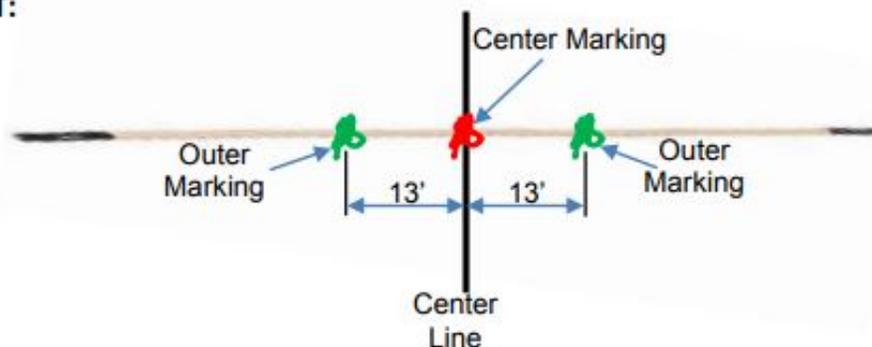
○ Rules of Tug of War

▪ Form:

- No loops or knots should be made in the rope- this can be dangerous and could cause injury.
 - The anchor (person on the end of each side of the rope) can wrap the rope around them, in this fashion: The rope shall pass under one armpit, diagonally across the back and over the opposite shoulder from rear to front. The remaining rope shall pass in a backward and outward direction and the slack shall run free. He shall then grip the standing part of the rope with extended arms.
 - Normal pullers: the palms of both hands facing up and the rope shall pass between the body and the upper part of the arm. Any other hold which prevents the free movement of the rope is a lock and is an infringement of the rules.
- No deliberate sitting or touching the ground with any part of the body other than the feet.
 - Sneakers only.

○ Gym Layout

FIELD LAYOUT:



- Colored tape in the center, marking the line needed to be passed in order to win
 - A different colored tape 13 feet in each direction, marking where the first person from each team can stand and hold the rope
- How to Pull
 - **Starting a Pull:** When the Referee has received a signal from the two teams that all are ready.
 - **Teams will stand with the rope on their right side.** Everyone from each team will be on the same side (No alternating)
 - Referee will make the following commands:
"Pick up the rope"
"Steady"
"Pull"
 - **Winning a Pull:** A pull is won when one of the side markers on the ground is pulled beyond the center line marking on the ground.
 - **Finish of a Pull:** The finish of a pull shall be signaled by the Referee blowing the whistle and pointing in the direction of the team winning the pull.
- **Day of**
 - Timeline
 - Opening of event
 - Explain the event and some background on poverty in Vermont and CVOEO's work with impoverished populations
 - Facts:
 - As of 2015, 11.9 % of Vermonters are living in poverty (US Census Bureau)
 - As of 2017, 9.6% of people living in Chittenden County are living in poverty, that's almost 1 in 10! (US Census Bureau)
 - 44% of grade school students in Vermont qualify for either Reduced Price or Free Lunches through the School Meal Program,

due to their household income. That's almost **half** of the students in Vermont!

- **Speaker**

- CVOEO employee representative

- In the weeks leading up to the event, or during the event a CVOEO employee will come to your school to speak to your entire school community. They will address the social issues that exist in our community, and explain how our organization helps to reduce inequality in all forms.

- **Tips on Fundraising**

- Create a fundraising page for your school on a crowdsourcing site such as CrowdRise.
 - Share your fundraising page with your school community for each person or group to create their own fundraising page within the larger page.
 - Use social media, Front Porch Forum and email to fundraise.
 - Create social media challenges to encourage participation in fundraising.
 - Have prizes for top fundraisers.

- Questions? Email Joan White at joanwhite@cvoeo.org
- CVOEO Website: www.cvoeo.org
- CVOEO Annual Report 2016:
https://www.cvoeo.org/fileLibrary/file_275.pdf