



**Family Supply Network's
"Building the Basics Challenge" Guide
Summer 2017**

Are you interested in engaging members of your business or community organization through teamwork, camaraderie, and creativity all while working to make a difference in the community?

[Sign up for Family Supply Network's 2017 Building the Basics Challenge!](#)

What is the Building the Basics Challenge?

The Building the Basics Challenge (BBC) is a hygiene drive competition. Participant groups will compete to collect the largest number of household and personal care essentials such as shampoo, toilet paper, and laundry detergent and then create a unique structure out of the collected items. Items will then be donated to Palmetto Project's new initiative, Family Supply Network SC, to stock their shelves for the late summer.

Who does it benefit?

The BBC benefits low-income and vulnerable families and seniors in need in the Lowcountry. Tossing a load of dirty clothes in the washer is something many of us take for granted, but these laundry detergent and other personal and home hygiene products are expensive for low-income families with limited resources and more urgent needs, such as food, electricity, and shelter. These are items that are not easily substituted and going without them can lead to overall poor appearance, health, and self-esteem. In an effort to help provide to these families and individuals with household essentials, Family Supply Network SC encourages your organization's participation in the first BBC competition.

How does it work?

1. Organize your team - Your team could be your Sunday school class, coworkers, neighborhood association, scouting troop, or just a group of friends.
2. Register your Building the Basics Challenge team - Online at [goo.gl/DnFAw2](https://www.google.com/url?sa=D&source=docs&u=https://www.family-supply-network.com/2017-building-the-basics-challenge).
3. Pick a theme/design your structure
4. Promote and host your hygiene drive
5. Build your structure
6. Present your structure to the judges

Timeline of Events

Group registration deadline: Friday, July 7 at 5:00 PM

Collection bins delivered and product drive begins: Monday, July 10

Product drive ends and photo/video electronic submission deadline: Friday, August 4 at 5:00 PM.

Judging, People's Choice award voting, and donation pick-up: August 7-8

Awards announced: Wednesday, August 9

Getting Started

1. Organize Your Team

- Find out who is interested; form a committee; send e-invites and email announcements; talk the competition up with co-workers
- Company management or governing boards can help motivate by setting a standard for participation.

2. Register Your Building the Basics Challenge Group

Each team must register by 5 p.m. on Friday, August 7, 2017. A \$25 group registration fee will be required to cover costs related to transportation of collection bins and donations.

To register, please visit: <https://goo.gl/DnFAw2>.

3. Pick a Theme / Design Your Structure

Consider the award categories (listed below) when designing your structure: Do you want to focus on using Family Supply Network's most needed items to maximize your impact? Would you like to make your structure very large to be in the running for the Largest Donation award?

It is recommended that you identify the types, numbers, and even brands of household and hygiene products you need for your structure before promoting your hygiene drive.

- To help spark some ideas for structure types, here are items that are typically in boxes/canisters that could serve as your structure's "building blocks." Most-needed items are designated by ***.
 - Feminine hygiene products (Tampons, Pads)***
 - Toothpaste
 - Toilet paper***
 - Paper towels***
 - Cleaning wipes (e.g., Lysol or Clorox wipes)
 - Bar soap
 - Stick deodorant***
 - Powder laundry detergent***
 - Powder dishwasher detergent
 - Adult incontinent briefs

Decide on a name or title of your structure submission.

Be sure to keep in mind the competition rules outlined below, including which materials are and are not permitted.

Use your imagination and aim for the Most Creative award. It could involve your group's logo or slogan, a creative take on your group's mission, or something fun and totally unrelated from a movie or book, etc. It could be a toilet paper tower or castle, or a race car made out of bar soap and deodorant sticks—the opportunities are endless! See our own example below:



Do you see the resemblance in our program logo and the miniature house we made out of paper and cleaning products?

4. Promote and Host Your Hygiene Drive

- Each group can choose the format of their hygiene drive. Form an internal competition between business departments, host a bake sale, car wash, or yard sale fundraiser, or
- If your group's structure design requires a large number of household items, you may want to start your hygiene drive early. You can start your product drive before the collection bins are delivered on July 10. You can also purchase items that you need.
- When promoting your hygiene drive, keep in mind the number and types of products needed for your structure. Use social media and emails to let your community and networks know about your goal to collect products!
- Please note that Family Supply Network cannot accept donations of anything opened or used.

5. Build Your Structure

- Groups can begin building their structures as soon as they have collected enough supplies. Remember, the deadline to complete the structure and submit photos/video is 5 PM on Friday, August 4. Photo or video files should be submitted electronically via email to FamilySupplySC@PalmettoProject.org
- While building the structures, please refer to the guidelines, rules and requirements listed below in the Competition Rules section.

6. Present Your Structure to the FSN Judges

- At least 2 and no more than 5 photos from different angles **OR** a video lasting between 20 seconds and 2 minutes should be provided to Family Supply Network at familysupplysc@palmettoproject.com by the submission deadline: Friday, August 4 at 5:00 PM. (See above examples)
- On August 7-8, a panel of judges will evaluate the structures using your electronic submission of

photos and videos.

- Photos and videos will be posted to Palmetto Project's social media accounts (Facebook, Instagram, and Twitter) on Monday, August 7. Total "likes" and retweets from Palmetto Project's posts for each group submission will be totaled at 5 PM on Tuesday, August 8 for the People's Choice Award.
- We encourage you to share your submission photos/video on your own social media accounts!
- After each structure is judged, Family Supply Network volunteers will be available to pick up donated product to be counted for the Largest Donation category. If you also have volunteers available to help load products from your disassembled structure, that's great too!
- Awards will be available in the following categories:
 - Best in Show
 - Most Creative
 - Best Use of Most-Needed Items
 - Largest Donation (to be awarded after items have been picked-up and sorted by FSN)
 - People's Choice (as the result of the social media voting campaign)

Competition Rules

- Family Supply Network will coordinate the competition including: recruiting groups/teams to participate, recruiting judges, facilitating the judging, marketing and promotion of the Building the Basics Challenge and picking up the products when the competition has been completed. Assistance with the promotion of the competition by competitors is welcomed, but not required.
- Each group/team will conduct internal hygiene drives collecting personal hygiene and household cleaning products which will then be used to build structures of their choice. Any items collected and not used in the building structure can be donated separately to Family Supply Network SC and added to the subcategory of total number of products collected.
- Building the Basics Challenge structures will be built at each group/team's location. Ideally, structures will be displayed in a common space such as a lobby, but branches and satellite locations may also be used.
- Each team's members will be responsible for:
 - Developing the concept and title for their structure
 - Collecting or purchasing needed products
 - Building their structures at their sites
 - Break-down and boxing/bagging of the structures at the end of the competition for Family Supply Network volunteers to transport to our warehouse.
- For the safety of participants and judges, structures must fit within a ground area of 10' x 10' and should be no more than 10' in height.
- Structures MUST be self-supporting (with allowed use of additional materials as listed below). Do not wrap your structure in cling/shrink wrap or packing tape.
- Structures should be made primarily of household cleaning and personal hygiene products.
- The following materials ARE NOT permitted in building the structure:

- Glass
- Opened or exposed products
- Products without labeling (FSN cannot use any products that do not have labels.)
- Permanent adhesives
- Anything additional that will damage the integrity or labeling of the donated product and/or its packaging
- The following materials ARE permitted in building the structure, but should not damage the product in any way:
 - Clear tape
 - Velcro
 - Double-faced tape
 - High-tension rubber bands
 - Nylon string
 - Wire
 - Bungee/elastic cords
 - Temporary or removable adhesive
- The following materials ARE permitted in building the structure, but are limited to one quarter inch thick to serve as leveling materials and load bearing. These supportive materials must not be visible to the judges:
 - Foam-core
 - Cardboard
 - Masonite
 - Plywood
 - Plexiglass
 - Cardboard tubes
- A variety of items are encouraged for structures, but if a team's creative idea requires the same item throughout, Family Supply Network will not discourage its use.

Questions regarding the competition may be directed to familysupplysc@palmettoproject.org or (843) 577-4122.