



FeelGood Academy

Global FeelGood Citizens & Cheese World Fall 2009

FeelGood Academy's mission is to empower FeelGood Students to develop abilities and skills to become a generation of leaders with a new vision of their role in the world as society's change agents.

The **Global FeelGood Citizens Program** is an intellectual and analytical component that exists to support and deepen the experience that our FeelGood students live as managers of their non-profit delis and messengers of their educational campaigns on campus.

This program has three areas of focus. First, it explores the ethics of **global citizenship** and the role that each individual plays as a leader on a local and global scale. Second, students will learn about the most innovative **empowerment models of development** founded on a new framework of thinking that values the potential of every human being and acknowledges hunger as a consequence of deeply entrenched social conditions. To round off their experience as **social entrepreneurs**, students are provided practical tools to leverage the potential of *business* to creating lasting change.

The **Global FeelGood Citizens Program** will be delivered via guided self-learning and innovative methods. As a result of completing the program, FeelGood students will be effective leaders, social entrepreneurs and global citizens on their campuses and will be prepared for their continued role as changemakers.

Objectives:

- Educate and create a strong foundation on the basic principles of ethical leadership and social responsibility as global citizens.
- Educate on the principles of self-reliance and a complete humanity.
- Allow for personal growth and self-discovery.
- Develop leadership skills.
- Educate on the cutting edge sustainable world-changing strategies.
- **Own the paradigm of "partnership, not charity"**
- Embrace our role as change-agents of this world.
- Create a very strong team-building experience amongst program members
- Empower students to actively participate in the decision making process of allocating their investment to effective hunger-ending entities.



Target Audience

The *Global FeelGood Citizens Program* is designed for active FeelGood students across the US. Resources and curriculum will be available online for anyone.

Program Directors: Talis Apud-Martinez and Kristin Walter

Program Duration

1. Light: Explore each topic in a general manner by devoting one session a month to each topic.
2. Hard-Core: Follow an in-depth analysis with 2-3 weekly sessions to the topics of this program.

Certification

After every year of completing the contents of this program, students will receive a *Global FeelGood Citizen* Certificate that consists of four levels to be completed in four years. This certification will eventually be endorsed by a University's Ethical Leadership center.

Program Delivery

Students will implement the sessions on their own during their Weekly/Monthly FeelGood meetings.

Specific Contents

Leadership and Ethics

The intent of this area of focus is to create a space for personal growth where students explore the ethics of **global citizenship** and the role they play as leaders on a local and global scale. Self discovery, personal growth and interactive team building will be integral themes in this section.

Models of Development

In this section, students will explore the different layers and domains of poverty and poverty alleviation around the world. Topics will encourage students to more intimately connect their deli operations with their goal of ending hunger. They will be prepared to engage their university community and beyond in a more robust dialogue on the root causes and key solutions chronic persistent hunger and abject poverty. The goal is to discover and understand the new framework of thinking that values the potential of every human being and acknowledges hunger as a consequence of deeply entrenched social conditions.

Social Entrepreneurship

Through CSR case studies, practical tools, identifying best practices, creating local partnerships and delving into messaging with a purpose, FeelGood students will be equipped to successfully operate and grow their FeelGood delis. They will challenge traditional models of business; exploring the potential *business* possesses to create lasting social change. By applying a paradigm of *business for change* to their deli operations and in the classroom, they will prepare themselves as leaders for change in a professional setting.



Cheese World

Cheese World is FeelGood’s incentive program that rewards students and chapters for their outstanding participation, innovation and contribution to the FG movement.

Objectives:

- Reward performance
- Create “currency” to generate or “earn” investment capital for chapters capacity growth
- Launch innovative campaigns in different areas of the FG Institute and Deli

Currency:

- Cheese money: Golden Grilled Cheese Pins and points



How it works:

1. Each of the FeelGood University initiatives, the Deli and the Institute will launch continuous programs design to challenge students to reach their potential as individuals and as university chapters.
2. By completing or excelling at these programs, FG students will earn Golden Grilled Cheese points for their individual account and for their chapter account.
3. These Golden Grilled Cheese points translate into real dollars that students and chapters can accumulate and later decide to use as investment and prizes.

Examples

FeelGood Deli Programs

- Cheese Guru: Cheese is the hardest donation to sign in a FeelGood Chapter. This program will reward students who find and sign the most successful business partnerships that will feature in their campus high quality cheese.
- Restaurant Program: Signing each restaurant onto this program will give the individual and the chapter a set amount of points.
- Cheesy Marketing: Reward the most innovative and effective marketing campaigns developed by students at their campuses.

FeelGood Institute Programs

- NGO hunt: Students will take on searches for other NGO’s who are most effectively implementing poverty eradication strategies around the world that are consistent with FG’s philosophy.

Cheese Money (Golden grilled cheese)

- **Individual:** Students can cash their points for flights to summits, shirts, books, etc.
- **Chapter:** Chapters have a set budget every year provided by FG. This is their opportunity to raise their investment capital and acquire more equipment, materials, supplies, flights, extra training, apparel, etc.



FeelGood's Leadership Development Methodology

FeelGood has a very unique approach to Leadership development. We believe that to sustainably create change, we must begin by mobilizing our generation of college students to become changemakers.

FG is an innovative social enterprise that empowers college students to become global citizens, socially responsible leaders and entrepreneurs while taking an active role in the sustainable end of hunger.

Our hands-on, practical approach works by bringing together students around a common vision and vehicle for change and creating as a consequence a space for self-improvement. In this space, students become facilitators of a growth process for one another.

1. Hands-on Learning

FeelGood's innovative methodology for leadership development is based on a hands-on approach that allows for each individual to become the facilitator of their own personal growth and the growth of their peers. By running their own social enterprises, students go through a set of practical experiences that allow them develop valuable tools and skills to become effective leaders, managers, communicators and changemakers.

2. Shared Vision and Vehicle for Change

FeelGood's approach unites our students by a shared vision and vehicle for change: *ending world hunger, one grilled cheese at a time*. The vision implies a sense of urgency that creates a healthy, competitive environment in which students aspire to raise resources and awareness for the end of hunger. As a consequence, students are constantly exploring new ways to improve their delis, fundraising and educational campaigns. In the process of improving, they bring out the best in each other. As they hold each other accountable to accomplishing evolving challenges, their personal and team growth experience a snowball effect.

3. Facilitators of growth

Our students create their own growth experience through their daily participation in their social enterprises and collaboration with peers. They also facilitate the growth of their customers by creating and implementing communication campaigns that invite our generation to end hunger and become changemakers.

FeelGood World's Role

FeelGood World provides resources, tools and guidance for students as they engage in the creation and growth of their non-profit delis. The intent of the **Global FeelGood Citizens Program** is to provide students with a strategic level of guided leadership development. This will take place by exploring the issues of hunger and development, as well as facilitating personal and leadership growth in a more **intellectual and analytical framework** that will round-off the hands-on experience they already engage in.

This program will provide a guided process of learning that will utilize interactive and innovative approaches such as videos, analytical debate sessions, case studies and games.

CONTENT

The following are the three categories that target a specific area of leadership development; in each of the categories are topics to be facilitated by volunteer students using the available and selected resources for each topic. Every two to three weeks we will rotate the focus of the session. (See specific examples of weekly schedules below)

Leadership & Ethics

- Our Humanity
- A Generation of Changemakers
- Decision Making
- Creativity and Vision
- Team Work
- Time Management
- Human Dignity
- Freedom and Responsibility
- Global Citizenship
- Responsibility
- Ethical Leadership
- Know Your Strengths
- Sustainable Living
- The Power of One

Models of Development

- Partnership vs. Charity
- Millennium Development Goals
- Agriculture and Rural Development
- Gender and Poverty
- Education in the USA/World
- Public Health
- Urban Poverty
- Country Snapshot
- Current Affairs
- Ecology/Climate Change
- Globalization and Poverty
- Global Trade and Poverty

Social Entrepreneurship and Business

- Corporate Social Responsibility
- Social entrepreneurship
- Quality in your deli
- Supplier partnerships
- Marketing for a new message
- Maximizing your deli profits
- Sustainability in Business
- PR and Media
- Communications