



The Little Pink Bag

Ashley A., Jennifer L., Juliana P., Jasmine S.M.

Mission Statement

We are focusing on feminine hygiene in the world of homeless individuals in Los Angeles which is virtually and unfortunately nonexistent. We are working to give homeless individuals a sense of comfort and dignity by supplying them with a care package while they are menstruating. We will do this by reaching for support from our friends, family and communities.

Long Term Goals

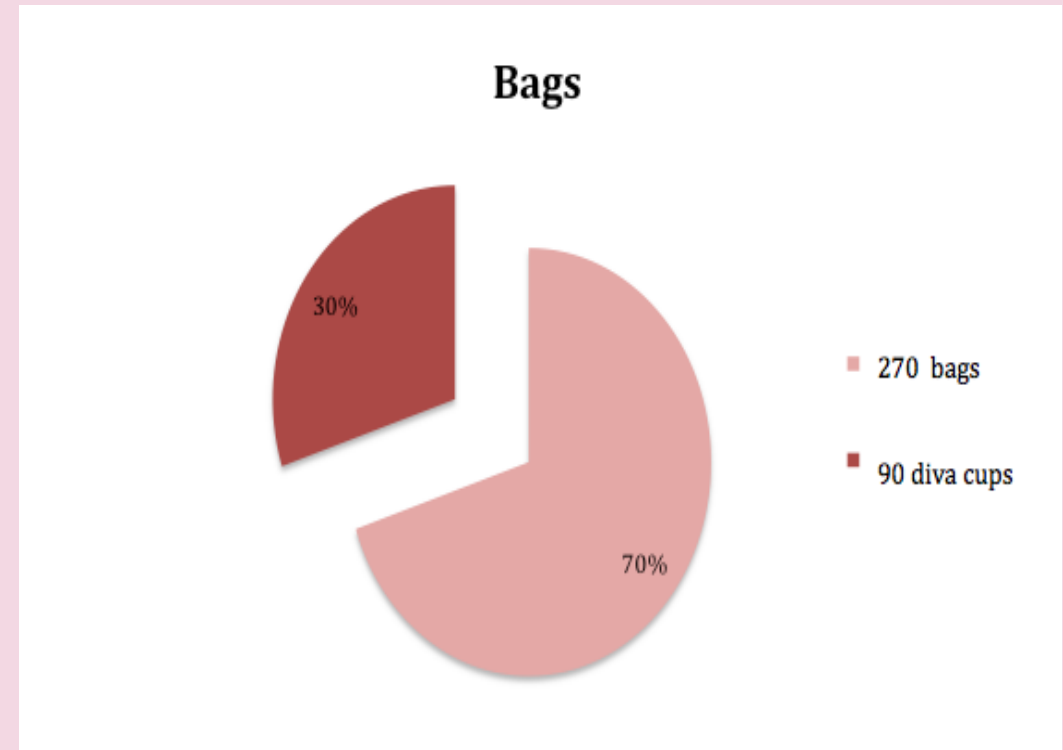
Supply care packages	Several trips (3x)
LMU Greek life contribution	Pi Beta Phi cont. work after projects
Reusable cups	Lasts longer than most single use products
Sending a message	People care



Why Pink?

- A symbol
- Self-branding





&

Goals met	Goals not met
<ul style="list-style-type: none">Positive community response	<ul style="list-style-type: none">Could not set up donation boxes with schools

Total raised as of today...
\$1,025.50

The Journey



- Assembly line
- About 14 hours not including shopping

Run Number One:



Take Backs:

- One male chaperon (at least)
- Parking in one spot

Run Number Two:



Take Backs:

- Bringing extra supplies (clothes)
- Mixing the size numbers of bags

Run Number Three:



Take Backs:

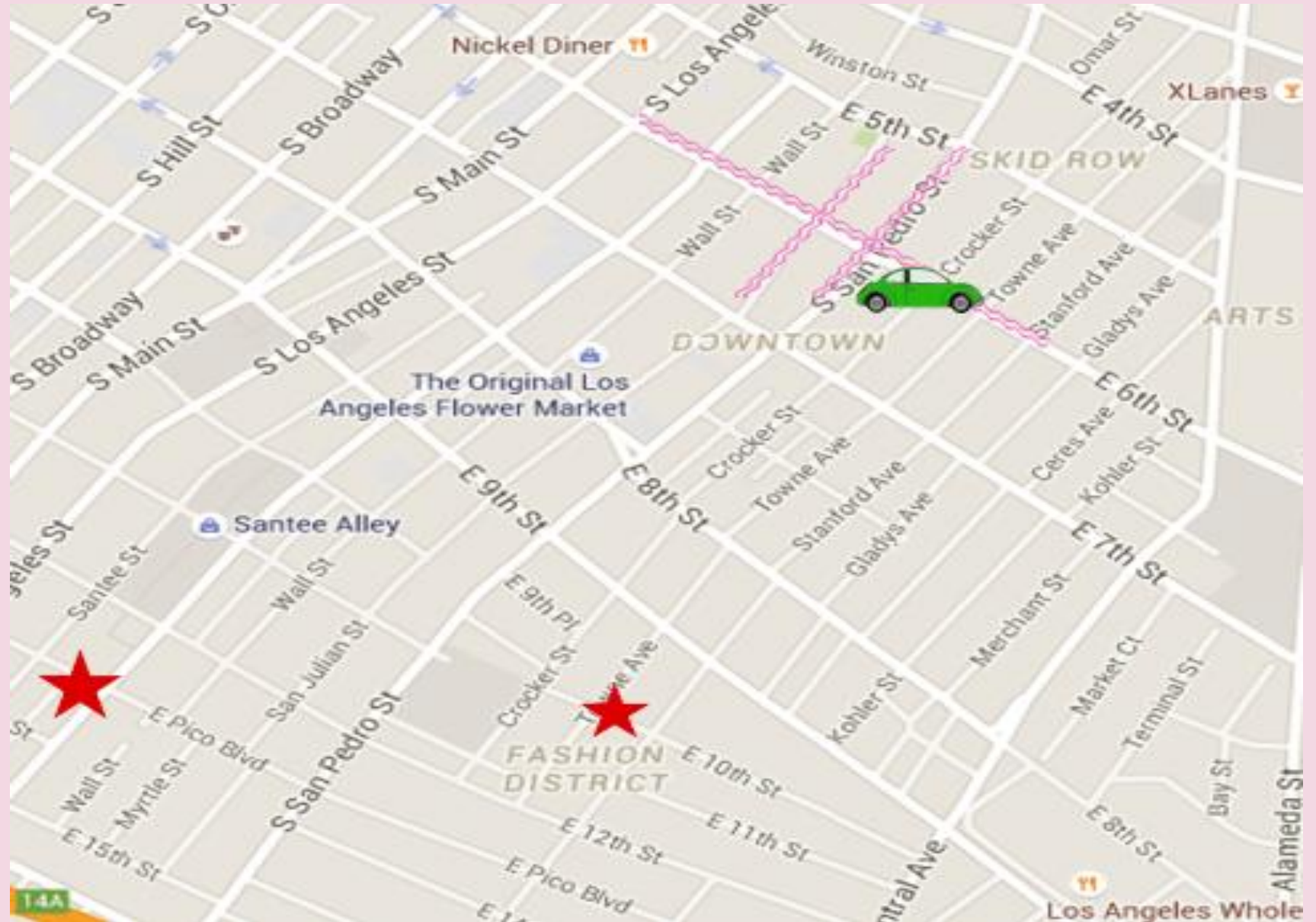
- Diva Cups Came in and were a success
- Minimize number of volunteers

As a Whole

With the help of friends
and family we distributed
270 bags!



Our Route



Action Research

- Survey

“I’ve been on skid-row for 3 years now, and i’ve only been able to use a pad twice when being here”
-Renei

“what?! This is a cup? Its a good idea, kinda scary tho.”
-Famous sisters

Renei

Suger

Famous sisters



design

Juliana Pech
12501 S. Isis
Hawthorne, CA 90250

24 April 2015

Target Hawthorne Branch
1601 Kingsdale Ave
Redondo Beach, CA

Julie Turner,

My name is Juliana Pech and I am a senior at Da Vinci Design High located in Hawthorne, California. This year we are working on individual projects to make a positive impact in our communities and cities. My group, The Little Pink Bag, is focusing on feminine hygiene in the world of homeless individuals in Los Angeles. Access to feminine hygiene supplies for these individuals is virtually and unfortunately nonexistent. We are working to give the homeless a sense of comfort and dignity by supplying them with a care package while they are menstruating. That being said this project will require community outreach and support.

We are reaching out to companies for donations. Specifically we are looking for:

- 100 tampons
- 96 feminine cleansing cloths
- 144 pads

These supplies can be distributed to us through any brand or count. Any donations would be appreciated and beneficial to our cause. Our goal is to deliver 250 care packages in the course of three runs.

In the event that Target is unable to donate these supplies in particular we can accept aide in the form of: gift card or check.

Thank you for your time and consideration. The Little Pink Bag appreciates your help.

Sincerely,
Juliana Pech

Call Log

Julie's Call Log

DATE	PLACE OR PERSON	PHONE #	TIME	NOTES
4/22	BIG LOTS	800-877-1253 EXT.6600	9:21 AM	
4/22	MANHATTAN BEACH TARGET	310-546-5601	1:43 PM	MANAGER NAME: MIKE STL
4/22	HAWTHORNE TARGET	323-492-1000	1:46 PM	MANAGER NAME: VERNICE MASON
4/22	REDONDO BEACH TARGET	310-750-0003	1:53 PM	MANAGER NAME: JULIE TURNER
4/28	PRAIRIE VISTA MIDDLE SCHOOL	310-679-1003	10:28 AM	LM: CHRISTINE FAGNIANO
4/29	LOS ANGELES COMMUNITY ACTION NETWORK	213-228-0024	9:49 AM	
4/29	DOWNTOWN WOMEN'S CENTER	213-680-0600	9:55 AM	
4/30	PRAIRIE VISTA MIDDLE SCHOOL	310-679-1003	10:06	LM: CHRISTINE FAGNIANO PT.II

Marketing Data											
		April 20 - 25	April 27th - May 2	May 4 - 9	May 11 - 16	May 18 - 23	May 25 - 29				
Budget Total		\$264.00	\$394.84	\$266.84	\$499.84	\$260.68	\$152.51				
		Estimated Cost	Actual Cost	Difference	Individual Price		June 1 - 5				
Pads		\$53.60/600	\$30.00/810	\$23.60	\$0.04		\$91.34				
Tampons		\$48.50/500	\$37.50/540	\$11.00	\$0.07						
Cleansing Wipes		\$50.00/350	\$24.00/270	\$26.00	\$0.09						
Underwear		\$360.00/288	\$192.00/270	\$78.00	\$0.71						
Diva Cups		\$163.00/150	\$180.00/150	(- \$17.00	\$1.20						
Hershey's Kisses		\$49.00/700	\$25.99/810	\$23.01	\$0.03						
Bags		\$64.00/360	\$96.00/270	(-\$20.00	\$0.36						
Toothbrushes		\$29.99/100	\$12.00/12	\$17.99	\$1.00						
Hand Sanitizers		\$128.70/144	\$36.19/42	\$92.51	\$0.86						

Process Paper

According to the 2010 AHAR, at least 1,593,150 people have experienced homelessness and of those 38% are women. Being homeless brings about many different struggles every single day. Some of these include food, shelter, clothes, water and much more. Fortunately, organizations in America to help provide such necessities have increased over the past few years and continue to do so. Women, and other certain individuals, however, have an extra struggle that has been greatly ignored amongst the homeless community, menstrual cycles. Women spend an average of \$2,663 on feminine hygiene products a year and about \$60,000 in her lifetime. Women with luxuries are constantly complaining about their time of the month, in comparison to those with no luxuries at all and no one there to help with it. The Little Pink Bag is designed to help decrease the amount of pain a homeless woman must go through during her time of month. It is essentially a care package with hygiene products such as pads, tampons, menstrual cups, wipes, and more. Our end goal is to make 300 of these care packages and hand them out in three runs to skid row throughout the process of our project. Our individual calendars go into further detail discussing when we will take care of supply runs, organization, fundraisers and essay work

in skid-row and how many people are give shelters. Also provides evidence on how many people are homeless in the LA districts.

Student B: **Jasmine - Marketing Skills / Budgeting Properly / Real Time Pricing Info**

- (1) Explanation of group role and data collection overview
- (2) Textual evidence and description of first secondary source
Websites
- (3) Textual evidence and description of second secondary source
Interview / Documentary
- (4) Textual evidence and description of third secondary source
Book / Academic Source
- (5) Explanation of how these sources supported/influenced project

Student C: **Ashley - Advertising / Ethos Pathos Logos**

- 1) On account of my role as the Event Organizer my deliverables consist of creating all advertisements and setting up particular functions. The advertisements range from fundraiser flyers that are displayed on campus to social media posts, which allows my group to broaden our outreach to the community. Having a variety of events grants the capacity for us obtaining more supplies or to be funded by a larger population of individuals. This has led us to the possibility of purchasing an outstanding unit of supplies for our first run.
- (6) The first evidence I will be incorporating as my research is called Fundraising for Homelessness by Alexzandria Haney and the advisor was named Professor Hossein Hakim. The project Haney was undertaking was focusing on the effectiveness of

Fundraising

A survey form titled 'The Little Pink Bag' with a decorative header of gold coins. The form includes several questions with required fields marked with an asterisk. The questions are: 'Name *' with a text input field; 'Did you notice The Little Pink Bags advertisements around school? *' with radio buttons for 'yes' and 'no'; 'Do you believe The Little Pink Bag advertised well throughout school campus? If yes, why? If no, why? *' with a text input field; 'Do you think it was effective to make the advertisements funny? If yes, why? If no, why? *' with a text input field and examples '(Examples: Nacho Libre, Obama, and Kim K.)'; and 'Would it have been best if The Little Pink Bag had taken a more traditional advertisement stance? If yes, why? If no, why? *' with a text input field.

Fundraising

 [Search](#) [Help](#) [Start a Fundraiser](#)

[f SHARE](#) [t TWEET](#) [✓ DONATE](#)

Feminine Hygiene Care Packages



19

HAWTHORNE, CA

\$740 of \$900

Raised by 21 people in 1 month

[Donate Now](#)

[SHARE ON FACEBOOK](#)



Maps

GO FUND ME: \$740
Fundraising: \$285

Summer Runs



The Little Pink Bag Mailing List

Name	Phone Number	Email Address
Nicole Cabalar		ncabalar@gmail.com
Maria Patino		mpatino0324@yahoo.com
Michael Elizarraraz		michael.elizarraraz@gmail.com
Eliette		eliette.Singleton@gmail.com
Carmen Casillas		ccasillas@daivincischools.org
Zoe Andrews		angelight1@yahoo.com
Ryan Vance		rvance@daivincischools.org
Russell Scott		rsstou@daivincischools.org
Kristy Kay		Kmathnick77@yahoo.com
Chloe Truhlar	310 469 4804	Chloe_Truhlar@Daivincischools.org
Melanie Garcia	(323) 335-0104	melanie.garcia@daivincischools.org
Roberto Garcia	(310) 908-8560	9241115@gmail.com
Pascal D. Ello	(562) 881-8430	dictello@yahoo.com
Glenda Arcellano		g.jarellano@socialrr.com
Kelli Iwamoto	(310)-707-3888	KELLI CHIEKO@GMAIL.COM
Sophia Mojonniex		sophia.mojonniex@gmail.com
Christine Lord	(310) - 341-8313	christinelord@aol.com
Amy Jane-Jeks		simplymel85@gmail.com
Kim Merritt	310 464-7142	Kg.merritt@gmail.com
Willy Bayan	323-273-1717	WPEY2K@dsbglobal.net
Rosa Caldera	310-569-1664	ricalderra97@yahoo.com
Markus Heuer	310-684-6237	HeuerMarkus2@gmail.com
Michaela Manuel	310-955-0340	michaelamanuel8@gmail.com

- Extra money
- Extra supplies
- Volunteers

Thank you.
We will now take your questions.

A	B	C	D	E	F	G	H	I
Timestamp	Name	Did you notice The Little f	Do you believe The Little	Do you think it was effecti	Would it have been best i	(Please take the time to leave any other comments be		
6/1/2015 12:20:34	Angelica	yes	Yes because they were a	Yes they caught my atten	Yes but I wouldn't hace caught my attention			
6/1/2015 12:27:50	Brooklin Ricks	yes	Yes, I saw them everywh	Yes, I know a lot of peopl	No, because the little pink	I just really like your project lol		
6/1/2015 12:32:59	Sam Reynoso	yes	Yes - you guys hit major p	Yes - it basically triggered	No - because they would	You guys had such an amazing project and I feel like e		
6/1/2015 12:36:06	Chandni Singh	yes	Yes flyers were all throug	Yes it's made it more app	Not necessarily because you guys advertised around a campus so that would af			
6/1/2015 12:37:44	Yasmin senouci	yes	Yes! I saw your ads every	Yes! They were attention	No! Too boring	You guys rock		
6/1/2015 12:49:26	Alondra Arellano	yes	Yes, I think it had a lot to	Yes, ads on campus are k	No, the project is not a tra	Loved the project. Brought attention to something mar		
6/1/2015 12:50:57	Juan	yes	Yes because it was at hig	Yes because humor is gre	It should take both so people know they're still serious			
6/1/2015 12:53:52	Eric Torres	yes	Yes it was very visible arc	Yes I liked the Nacho Libr	No it would have been very boring			
6/1/2015 12:55:54	Juan	yes	Yes because it was at hig	Yes because humor is gre	It should take both so people know they're still serious			
6/1/2015 12:57:07	Chris Ello	yes	Yes because I literally sav	Yes because people reme	No people want the new v	I love all of you and everything you guys have done fo		
6/1/2015 12:58:58	Jazmine	yes	No, because i only saw th	Yes, it caught me eye	No, just because the funny caught my attention			
6/1/2015 13:02:07	John	no	No because I never really	I'm not sure if they were f	Yes because I probably would have spotted them			
6/1/2015 13:02:07	Charisse Hamilton	yes	Yes because you had fun	Absolutely. It made me w	No. This made you guys s	I love your project. I think it's amazing.		
6/1/2015 13:10:41	Alex Silva	yes	Yeah, all the flyers for the	Ye I dig comedy	Nah keep it hip for the kid	Love yall this project was great keep it up		
6/1/2015 13:18:02	Clara Ortega	yes	Yes, they had ads all over	Yes because it grabbed e	No they did a great job wi	Great job girls!!!!		
6/1/2015 13:35:17	Rachel Mitsch	yes	Yes	Absolutely	No, high schoolers are m	This project has really helped alot of women. I'm prouc		
6/1/2015 14:30:42	Cynthia caldera	yes	Yes because you guys wc	Yes, they were different th	No	Good job girls!!		
6/1/2015 14:37:52	Laura Dominguez	no	No I didn't see any advert	I never saw any of these	Yes because I did not see much of it			
6/1/2015 14:40:52	Mario Herrera	yes	I feel like I've seen them a	Comedy is always cool bu	Nah if it ain't broken don't fix it			
6/1/2015 14:42:19	Henry Guerra Jr.	yes	sure.	yeah, I'm illiterate anyway	A traditional TV ad during	am I getting paid for this? :) (honestly guys, good work		
6/1/2015 14:47:23	John Doe	no	no didn't see it at all	what advertisements	yes because i had no ide	advertise better		
6/1/2015 14:50:41	Kelli;)	yes	Yes! I saw dat shit all ove	Yes I like the Kim K one.	NA, always better to be n	Good job hotties ;-) love u		
6/1/2015 15:07:32	Josh Caviness	yes	Yes	Yes, actually because wh	I think either way would b	You all and your project are amazing! Thank you for de		
6/1/2015 15:13:09	Saoirse Scott	yes	Yes! I always saw the fun	Yes! I remembered them	no. The advertisements w	I absolutely loved this project and I felt out of all the se		

Care Package Options



10 pads, 10 tampons,
1 cup, 1 underwear, 2
packages of cleansing
wipes, and 3 Kiss
\$4.65



5 pads, 6 tampons, 1
cup, 2 packages of
cleaning wipes, 1
underwear, and 3 Kiss
\$3.78



4 pads, 5 tampons, 1
cup, 1 packet of
cleaning wipes, and 3
Kiss
\$2.47

Pricing

Unknown Brand Menstrual Cup
150 cups per lot = \$163.00

Pink bag
90 bags per lot= \$19.00

Pure touch feminine hygiene
wipes
350 single use \$49.99

Tampons
500 per lot = \$48.50

Medline Maxi Pads
600 Maxi Pads per lot
\$53.60
Hand Sanitizer
144 Travel Size Hand Sanitizers per lot
\$116.71
Angelina Ladies Underwear
72 Underwear per lot
\$141.84

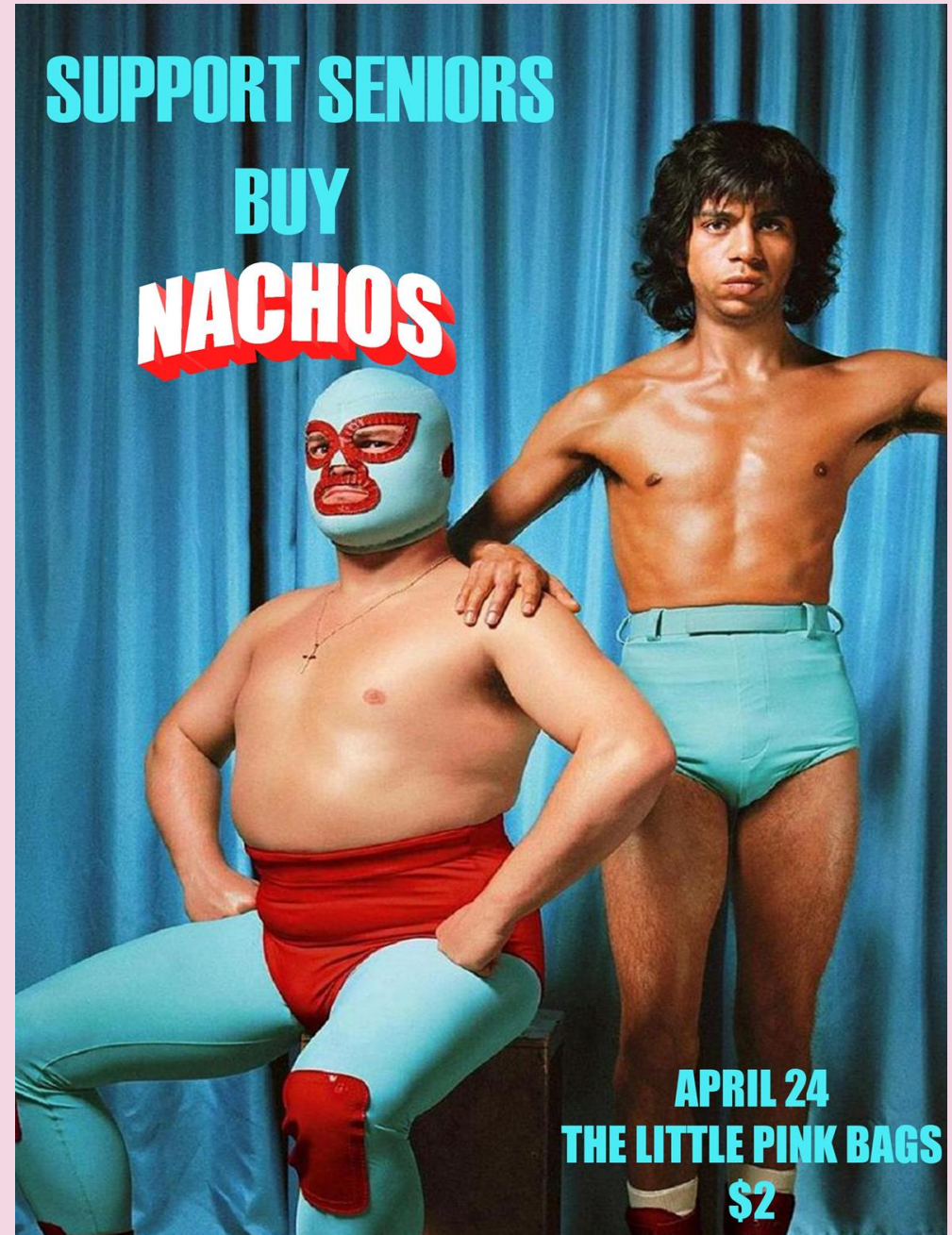


**SHAVED
ICE \$2**

**APRIL 30 AFTER SCHOOL
SUPPORT:
THE LITTLE PINK BAGS**

A graphic of a shaved ice machine nozzle on the left, dispensing ice. In the center, a cup of white shaved ice. At the bottom, a collage of three Barack Obama faces eating shaved ice, similar to the top image.

**SUPPORT SENIORS
BUY
NACHOS**

A collage featuring a luchador (wrestler) in a blue mask and red trunks on the left, and a man in a blue suit and white shirt on the right. The man in the suit is standing with his hand on the luchador's shoulder.

**APRIL 24
THE LITTLE PINK BAGS
\$2**

Powerpoint Sources

- <http://www.la Almanac.com/social/so14.htm>
 - <http://geekingsexuality.blogspot.com/2011/05/average-cost-of-menstrual-products.html>
 - <http://www.homelessshelterdirectory.org/cgi-bin/id/city.cgi?city=Los%20Angeles&state=CA>
- <http://www.kob.com/article/stories/s3680462.shtml#.VVQ6WSFVikr>
- [http://www.huffingtonpost.com/2015/01/14/homeless-women-tampons n 6465230.html](http://www.huffingtonpost.com/2015/01/14/homeless-women-tampons_n_6465230.html)