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Lead2Feed

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Virginia Future Business Leaders of America welcomes you to Lead2Feed! Lead2Feed believes that students who participate in service learning become stronger members of our community. Students are able to find their strengths and weaknesses, as well as develop a sense of well-being. They also make a major impact on the lives of others in the communities in which they live. FBLA promotes giving back to the community, and one way we accomplish this goal is by partnering with Lead2Feed.

Lead2Feed is a free program that combines a ten-lesson, standards-based curriculum on the topic of leadership. The leadership principles are based on the book, *Taking People With You* by David Novak, and focuses on self-awareness, working with others, setting a big goal and identifying a hunger-related charity to assist.

It focuses on raising money to help fight world hunger. There are nearly 1 billion hungry people in the world today and hunger and malnutrition are the number one risk to health worldwide, greater than AIDS, malaria and tuberculosis combined. The Lead2Feed program with its ten-lesson, standards-based curriculum on the topic of 'leadership' and with the challenge of solving world hunger through a service-learning project is a chance to give back to our amazing community.

Members will develop a solution and launch a service project to help solve hunger issues in their community. Upon completion of the project, students will have an opportunity to submit it for a World Hunger Leadership Challenge Award.

Do you want to learn more information?

Check out the [Lead2Feed](#) website for more information.

Why Get Involved with Lead2Feed

*Written By
Hannah Shepard
Vice President Representing the
VWCC Region*

There are many great reasons to get involved in Lead2Feed with your school this year. Lead2Feed is a wonderful and simple way to obtain and refine leadership skills with the help and involvement of schools and teachers. Lead2Feed allows students to not only develop leadership skills that they will take with them anywhere they go in life, but encourages them to do it with the support of others travelling down the same path. Leadership is something learned by interacting with people, and this is something Lead2Feed strongly believes in. By setting students up for success and giving them the tools and resources they need, Lead2Feed adds to students' repertoire of leadership skills and helps them understand how and when to use these skills.

While striving to create student leaders, Lead2Feed also focuses on improving the problem of world hunger. One in seven people go to bed hungry each night—something that many people may not be aware of. Lead2Feed encourages students to use their newfound leadership skills and create a project with their school that benefits those that go hungry each day. There are not many restrictions on the project, and they can be done within the local community or even across the globe. It could involve physical work or even just monetary donations. Schools that enter their projects are eligible for a \$25,000 donation from *Yum! Brands, Inc.* to the charity of the winners' choice. Even those that don't win the top prize may receive smaller denominations. Participating in Lead2Feed allows students to support a charity (like Project ASK), and to change lives!

Finally, the personal growth that Lead2Feed

inspires is reason enough to participate. Aside from incredible leadership skills and money for a charity, the project and work done with the program not only touches others' lives, but changes yours, too. First, the project, even if it isn't the winning one, benefits numerous people and gives nourishment to a community. The people helped will have hope for a better future. Additionally, service, hard work, and outcomes of a school's project help students realize just how lucky they are to be able to live the life that they do and help them understand the need that is in their local neighborhood. Lead2Feed inspires compassion, selflessness, and the realization of the importance of service. These things change character and change lives. Lead2Feed makes people better, physically and mentally, and is a wonderful program to be able to be involved with.

The best part is that this program works perfectly with Project ASK. Many families dealing with their child's cancer treatment suffer great financial hardship. Project ASK helps provide meals for these families--and Lead2Feed projects may benefit ASK.

Information Available on the Lead2Feed website:

- [About the Program](#)
- [About the Challenge](#)
- [Common Core](#)
- [Lesson Plans](#)
- [Videos](#)
- [Walk the Talk Blog](#)
- [Forums](#)

What are the Business Achievement Awards

*Written By
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The FBLA National Website describes the Business Achievement Awards (BAA) as “an aggressive, self-directed, results-based business and leadership program designed to complement academics while accelerating a student's leadership skills.” FBLA members can participate in the BAA program at any grade level, and taking part in them is a great goal to set for yourself this new school year. Earning each award is something of which to be proud of and is rewarded with a pin. As multiple activities are required for each award, gaining any or all of them is something to be proud of. Many students often feel like they have discovered new things about themselves but also about important life skills and community leadership. Each award focuses the possible activities around the FBLA Crest: Service, Education, and Progress. The BAA encourage FBLA members to serve their area while also

promoting educational activities that may even be completed at school.

There are four business achievement awards, the Future Award, Business Award, Leader Award, and America Award. Each award is different from another in terms of what it requires. The first two are awarded at the local level, the third at the state level, and the fourth at the national level. Each award requires more work than the previous, increasing the number of activities a member must do to earn the level each time. Additionally, the Future, Business, and Leader award must be submitted to a local adviser by March 1 while the America award needs to be submitted by April 25. The different awards must be completed in sequential order and a student cannot move on without an adviser's approval. The same project cannot be used for multiple activities in different levels. However, if activities are not finished in one year, they can be carried over into the next.

The BAA program allows students to better understand FBLA and how to use business skills in all aspects of life, and are a high achievement in the organization as so much work is required in the process. The BAA program not only encourages community development, educational growth, but also personal knowledge and development. Everyone in FBLA should explore the BAA and consider taking part in them, even if it is just one or two of the four awards. The results and takeaways are beneficial for everyone involved!



Here is the FBLA Crest

Why Should You do the Business Achievements Awards

Written By

Katarina van Burggan

Vice President Representing the Germana Region

To get started on the Business Achievement Awards (BAAs) the local chapter adviser will have to register themselves as well as each member participating. There are four consecutive levels that can be obtained: Future, Business, Leader, and America. Completion of each of the levels comes with its own benefits. For the Future and Business awards you receive a pin and you get your name on the National website. For the Leader award you get a pin, your name on the National website, and you get recognized at the State Leadership Conference. For the America award you get a pin, your name on the National website, and you get recognized at the National Leadership Conference. There is a competitive scholarship available for those the earn the America award. All of the awards members earn, give your chapter state honor points.

What are the 4 Levels of the Business Achievement Awards

Written By

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*Vice President Representing the
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The Business Achievement Awards (BAA's) are divided into four levels: Future, Business, Leader, and America. The activities in the differing levels vary in difficulty and attainability, and the member cannot progress to the next level without completely finishing the previous one. The four levels of the Business Achievement Awards are divided into sub-levels: Service, Education, and Progress. While Leader activities are substantially harder and more time consuming than Future activities, all of the skills required to complete the BAA's are easily mastered by FBLA members.

The first level of the Business Achievement Awards is Future. Future activities are things that most FBLA members have probably already done within their local chapter and community. Some examples of Future activities are to prepare a bulletin board or display promoting FBLA, attend at least three local chapter meetings and prepare a one-page paper that includes meeting dates and highlights, and donate five hours of service to an educational or service organization. Activities in the Future level are a great starting point for members interested in completing the Business Achievement Awards all the way up to the Leader level.

The next level of the BAA's is the Business level. The Business level takes the Future level a step further, building on skills the

student has already mastered. Some activities found in the Business level are to prepare a recruitment brochure for your local FBLA chapter and prepare an oral presentation to present at an FBLA meeting or to a business class. The Business level helps to build on the foundation the Future level laid for students.

The third level of the BAA's, the Leader level, gets a little more difficult and in-depth. Some activities found in the Leader level are to recruit one new Professional Division member, run for local, state, or national office and/or serve as a campaign manager for someone running for office, and participate in a mock job interview using materials you were required to prepare in the Business level. The Leader level not only requires the member to become more involved in their local FBLA chapter, but to become more involved in their state chapter as well.

The final level of the Business Achievement Awards, the America level, is the most rigorous. Some examples of America activities are to complete the FBLA International Recruitment Project, create a Tomorrow's Business Leader magazine cover and article, and secure a letter of recommendation from your local or state adviser about why you are deserving of the America award. Activities on the America level get members involved in the national FBLA program.

What is the Middle Level Achievement Program

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mannanna Region*

Put you and your school on the MAP! One part of the Middle Level Achievement Program (MAP) is an individual program designed to reward those FBLA-Middle Level members who excel in their participation in a variety of activities in the areas of service, education, leadership, and career exploration. By completing a list of activities that are provided in the handbook and online through national website, members can earn individual recognition in each of the three consecutive levels.

Level 1: Entrepreneur Level—This award focuses on basic business skills, introduction to community service, and FBLA-Middle Level involvement at the local level.

Level 2: Business Level—This award focuses on chapter activities, intermediate business skills, and leadership in the community.

Level 3: Enterprise Level—This award focuses on chapter and leadership activities, advanced business skills, and community and school leadership.

As future business leaders it is up to you to take the first step; but as you do, below are a few tips and reminders to help you along the way.

- Plan ahead by forming strategies for achieving your goals
- Communicate with your adviser
- Each level must be certified by the local chapter adviser
- An entry form and supporting documentation are required for each level

Deadline is March 1!

As you get started or continue on your journey to becoming a business leader through this program, the state officer team wishes you be best of luck and is here to support you as you step up to the challenge.

Don't forget to sign up for the Middle Level Competitive Events; check out the state Website later this fall for details!

