



The **Gaston County 4-H Explorers Kids Care Club** worked with a 4-H Extension Agent and two members of another 4-H group to clean up an area of a local river. The group filled a truck containing over 40 bags of trash! The trash included: tires, an old bumper, a gas grill, a full sized indoor recliner and 38 propane canisters.

They separated all the recyclables and hazardous waste materials before they brought them to the Gaston County Landfill for processing. More than 80% of the garbage collected was then recycled.



Kids from **HandsOn Miami** worked at the Roots in the City Community Garden, where they learned the benefits of working together and selling healthy produce to local supermarkets.

GenerationOn **Make Your Mark Week** (formerly Kids Care Week) inspires and mobilizes kids to use their energy, ingenuity and compassion to “make their mark on the world” through hands-on service. It is celebrated during the third week of October (Oct. 16-22, 2011) and culminates on Make a Difference Day, the largest national day of service. During the week, young people do small acts or service projects that together make a big impact on the issues that matter most to them. GenerationOn equips the youth with educational resources, tool kits, project ideas, incentives for small acts, and grants. The issue areas for Make Your Mark Week 2011 are Animals, the Environment, Homelessness, Hunger, and Literacy.

The Issue of the Environment

“The wealth of the nation is its air, water, soil, forests, minerals, rivers, lakes, oceans, scenic beauty, wildlife habitats and biodiversity... that’s all there is. That’s the whole economy. That’s where all the economic activity and jobs come from. These biological systems are the sustaining wealth of the world.”

— Gaylord Nelson, Founder of Earth Day

“No civilization has survived the ongoing destruction of its natural support systems. Nor will ours.”— Lester Brown, President of the Earth Policy Institute

Make Your Mark on the Environment is an opportunity for youth to learn about the importance of keeping our local and global environment clean and safe. The projects provide a means to take action locally or globally. The goals for Make Your Mark on the Environment are:

- To educate kids about our environment locally and globally.
- To raise awareness about environmental issues.
- To inspire kids to take action to make their mark the environment through service.

To improve the environment, young people can implement of the **Make Your Mark on the Environment projects**: Clean–Spiff Up, Don’t Be a Litterbug, Plant a Tree, Reduce, Reuse and Recycle, Lights On! Lights Out! Calling all Cell Phones, and Planting a Community Garden, or create their own project.



The **Killeen Youth Advisory Commission** in Killeen, TX cleaned up the city from graffiti and litter. They called it “Making our Mark by Removing Yours!” They also learned that most graffiti sites contain litter. The projects included a church and a bridge in the downtown area of the city.



Jonny Cohen designed a Plexiglas shield to make existing school buses more aerodynamic by increasing gas mileage, decreasing pollution, and thus helping the environment. The GreenShield attaches at the top of the hood to the top of the windshield. He founded the GreenShields team; inspired his local schools and community to help him win grant money and designed, tested and built it at Northwestern University. The team all volunteered countless hours using science, service and passion to help the environment.

GenerationOn will equip the youth with these tools and resources:

- **Issues Education** through easy to understand fact sheets about how we affect our environment: *The Environment – Facts for Kids* and *Global Warming – Facts for Kids*.
- **Compassion Education Stories** to help young people understand what is happening to our environment and why they should help.
- **Activities** to kick off the program and educate the kids on the issues of the environment and global warming.
- **Service Projects** including Clean– Spiff Up; Don’t Be a Litterbug; Plant a Tree; Reduce, Reuse and Recycle; Lights On! Lights Out!; Calling All Cell Phones; and Planting a Community Garden.
- **Author Interviews** on books related to the environment such as: RACHEL: *The Story of Rachel Carson* by Amy Ehrlich, *Snowy White World To Save* by Stephanie Lisa Tara, *The Good Garden*, by Katie Smith Milway, and *The Goat Lady* by Jane Bregoli.
- **Internet Resources** which include the websites of many organizations related to the environment and information to expand the environmental project they choose.
- **Project Tool Kit** that includes resources such as logos, letters, forms and media tools including sample press releases and public service announcements.

Thanks to our founding partner, Hasbro, generationOn will award 200 mini-grants in the amount of \$250 each to support service projects that enable youth to “make their mark” on one of the following Make Your Mark Week issue areas: Animals, the Environment, Homelessness, Hunger and Literacy.