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Assumption Food Pantry Website and Multimedia Content

Jessica Smith
Syracuse University

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Assumption Food Pantry
Website and Multimedia Content

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors Program at
Syracuse University

Jessica Smith
Candidate for Information Management and Technology Degree
and Renée Crown University Honors
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Honors Capstone Project in Information Technology

Capstone Project Advisor: _____
Advisor Title & Name

Honors Director: _____
Stephen Kuusisto, Director

Date: May 10, 2012

Abstract

The capabilities of technology today can solve problems that have plagued mankind since the establishment of civilization. In its assent over the past decade or two, technology has been leveraged to close gaps in communication, cure diseases, and explore propel mankind into a new renaissance, one in which information is more bountiful and accessible than ever before. Although the project I embarked on a little more than a year ago will not solve global woes or usher in the next great evolution of our social existence, it is using technology for the betterment of mankind nonetheless.

Sophia Bernard and I created our capstone from the need to use our educations for the betterment of society and to utilize digital, social, and multimedia for a good cause. The manifestation of this endeavor took shape in our partnership with Assumption Food Pantry in north Syracuse. This food pantry serves hundreds upon hundreds of those in need in the Syracuse area, a region of the state that has experienced notable atrophy over the past decade and took an especially hard hit during the recession.

We set out to make Assumption Food Pantry a visible and vibrant entity by immersing them in a full digital creation campaign. By creating a website that is not only aesthetically appealing and functional, not also easy for pantry administrators to use on the back-end, we hoped to help them spread their message, recruit volunteers and become more visible for sorely-needed government grants. By presenting them with a social media proposal and setting up their social media accounts, we aimed to help them connect with their clients, their volunteers, and engage in conversation in the nonprofit community. By developing Public Service Announcements and short documentaries, we hoped to shine a light on what exactly it is to work at a food pantry, and more importantly, what it means when one is on the receiving end of this service. Sophia and I knew we could use our skills in technology and media creation to help an organization that not only needs it, but thoroughly deserves it.

Taking into consideration our specific specialties, Sophia and I decided to split the work by focus. Sophia came up with the concept for all of the films, filmed them and edited them into the packages available on the site. I took charge of the technological aspects, researching the needs of the pantry, assessing the technological capabilities of the pantry administrators, designing and implementing the website, and creating guides to allow the pantry to be able to make their own changes and updates.

It is with joy that we deliver our products over to Assumption Food Pantry, and with hope that we yearn to see these products draw in new volunteers, provide information to the needy, make the pantry more visible for grants, and see a real connection made between the Assumption and all who wish to enter into some kind of relationship with them. This project was challenging in a spattering of ways. It compelled me to take tangents of my own education and connect the dots between them to be able to deliver this final product. although it may be with higher blood pressure and a tad less hair that I deliver this project, the challenges have been far eclipsed by my satisfaction with it and with my optimism that Sophia and I have been able to make a difference.

Table of Contents

The intersection of technology and philanthropy is a supernova of potential. As technology has made its assent, it has blown open the doors of possibility for all industries, but namely for nonprofit organizations. As a woman raised on the conviction of helping those less fortunate than me, and interned by the wonderments of technology, I am incredibly passionate about the capability of the two in tandem. And so, reflecting upon my Honors Capstone, I am content that I was finally able to marry my love of technology with my wish to do well by creating a digital and social immersion for a nonprofit contingency that both needed and deserved it, Assumption Food Pantry.

Teaming up with fellow senior and do-gooder Sophia Bernard, we made the decision in the fall of our junior year to leverage our capstone to right some tremendous flaw of society. The flaw we had in mind? Food waste. I began waitressing at the ripe age of 14 and continued to do so for the next seven years. My jobs in the food service industry lent me a front row seat to a horror movie of sorts; improper disposal of excess edibles when there were families starving just down the street. Sophia, a native of Manhattan, was moved by the undeniable presence of hunger in America's largest metropolis. When I came to Syracuse, one of the things that struck me most fervently was the crippling poverty that inhibits a large portion of the population. Syracuse, a city that has been in economic decline since the departure of industrialization and one that fared particularly poorly during the recession, is home to a struggling class. Juxtapose this image of underfed children and homeless citizens with the disposal of good

food, and here we have an ethical dilemma with a clear-cut solution; take food from place of excess and transport it to areas of deficit.

In short, Sophia and I originally harbored the goal of creating an online service and mobile app that would remove the no-mans-land from between food pantries and food producers. We wanted to sign up everything from Syracuse's restaurants and grocery stores right down to its lemonade stands and bake sales so that they could indicate when they possessed a surplus of food that would otherwise be discarded. The app, if created, was to geographically locate the food supplier and determine a food pantry or homeless shelter that had indicated need in close proximity to the supplier in question. In theory, this program would link the haves with the have-nots based on geographic convenience, and allow those with excess to aid those in deficit, with no financial strains. We were to revolutionize the management of food surplus and ensure that no shelf on a food pantry was ever bare.

Then began the planning, and subsequently, the realization of monumental roadblocks. This idea could only be carried out with the participation of many other parties, an idea that had no precedent or incentive to lure participants. Also, the issue of food sanitation and the legality of transferring almost-fresh food from restaurants and grocery stores to pantries and homeless shelters presented more red tape than the project would be able to overcome.

Going back to the drawing board, Sophia and I decided to keep our goal intact, and recalculated our plan by teaming up with Samaritan Center Soup Kitchen in downtown Syracuse. If we could not revolutionize the manner in

which food shortages are addressed, we would at least aid in the betterment of a soup kitchen. However, after working with this entity for several months and submitting our additional ideas, we were informed another volunteer group had already signed on to complete the same tasks.

Relinquished to Capstone limbo, I became anxious to implement the ideas I had formed in anticipation of working with Samaritan Center Soup Kitchen. The strategy in my mind was one in which digital media, social media, and multimedia worked together to attract volunteers, donations and grants; a veritable technology Atlantis. The picture painted in my head was that of technology being leveraged for social good. I had sketches and ideas for how to best set up the hierarchy of a food pantry site, make it easily navigable and implementing it as a portal from the pantry to society, giving it a persona and sense of depth befitting an organization of such a worthy cause. With a mission in mind, Sophia and I scoured the Syracuse area for food pantries that we would be able to help.

After a bit of research and a few cold calls, Assumption Food Pantry entered as the new beneficiary of my quest to use technology for good and Sophia's vision of multifaceted multimedia. Without knowing an extensive amount about the pantry, we entered into a partnership. Assumption Food Pantry is a nonprofit serving the needy in Syracuse's north side. This area, largely populated by refugees, is particularly dependent on the services offered by Assumption. This pantry depends on the existence of volunteers, donations and government grants in order to handle its demands. And, as expected, the pantry

was woefully wanting in means of digital media, social media, and multimedia. Sophia and I knew we had found our client.

My first task was research. In order to make good design decisions and build a usable digital entity to benefit the soup kitchen, extensive research of client visions, pantry environment, clients, volunteers, and other aspects of Assumption Food Pantry had to be thoroughly observed and assessed. From earlier lessons and experience in the art of requirements gathering, I was well prepared for what to expect and what to look out for. By implementing proper requirements gathering techniques, I was to set a firm foundation for the development of the pantry's digital immersion. The process of requirements gathering is meant to clearly identify needs that must be met by the solution and define how to meet the expectations of the sponsor, stakeholder and users. Typically this information is gathered from interviews and workshops, but for application in this scenario I conducted my requirements gathering via interviews and lengthy observation.

The gathering process lasted several months during weekly visits to the pantry during their hours of service. Through interviews I determined what specific functionality the digital immersion plan would need to strive for, what preexisting flaws in the previous structure could be remedied by the one I was to create and which technological and digital components would most benefit the pantry. From observing the pantry in action, I was able to get a feel for the environment and the people which significantly aided me in the design of the website. Most importantly, I was able to gauge the technological capabilities of

the administrative staff and the regular volunteers to ensure that I would build

something that could be maintained by the pantry without my assistance.

As a herald for social media, I had also wished to start running social

media outreach campaigns on accounts made for the pantry. Over the past few

years I have closely monitored and participated in the evolution of social media.

The potential for clients like Twitter and Facebook to spread awareness and

publish messages is unparalleled by any other communications outlet of our time.

Seeing how social media has been implemented in political campaigns, social

revolutions, and grassroots movements, the potential for success in the food

pantry environment is staggering. Twitter can be used to not only communicate

with the nonprofit community and exchange ideas and stories, but also to solicit

volunteers when the food pantry is short, ask for donations, and publicize the

pantry's programs. Facebook could be harnessed to grow an online presence in

the Syracuse community and act as a resource for volunteers and clients alike.

When I sat down with Kim Streets and Brother Nick Spano, our contacts

at the food pantry, they expressed their distaste for social media and spoke only of

the possible fallout. Even after pointing to all of the potential benefits of social

media, they believed that the possible negative consequences outweighed any of

the positive ones. Adamant in my support of social media, I discussed possibilities

with them until it was decided that the accounts would be created, but not used.

With their support I went forward and created and stylized Twitter and Facebook

accounts and put together a brief social media proposal that walks them through

how these social media outlets could best be leveraged in a nonprofit

environment. Although I truly hope they will embrace the abilities of social media in their endeavors, it does not seem likely that some form of acceptance will happen in the foreseeable future.

In regards to the website, Streets and Spano specified some very clear-cut requirements that they wanted to see. The website was to be the online embodiment of the pantry. Streets and Spano specified a desire for a welcoming home page that targeted the two main target groups. For clients, there needed to be an immediate schedule of food pantry hours and services. For potential donors, there needed to be immediate access to all relevant information in regards to donating.

Streets and Spano also requested several forms that would streamline some of the pantry processes. For volunteers, the site needed a volunteer-application form as well as an interactive calendar that volunteers could use to sign up for open volunteering slots. For potential donors, a list of ways to donate and get involved was created. For public outreach, a blog was instantiated and multimedia content uploaded.

One of the main goals of the new website was to give Streets and Spano something they could easily upload content to. After assessing their technological capabilities, it became apparent that in order for a website to be of any real use to them it had to be hosted as a Content Management System(CMS). A CMS is a system that takes the coding out of web work and makes updates and web maintenance simple for those without knowledge of HTML or CSS. There are a variety of CMSs available, each offering differing levels of customization and

ease-of-use. I have previously worked in a CMS environment only once before, one that was implemented a pre-made Ektron CMS and required little design or layout adaptations from me. By all means, the Assumption Food Pantry site was my first frolic down CMS street. After doing research on the best systems on the market, I opted to go with a WordPress blog system, personalized to act as a mildly-rigid CMS.

Due to the design demands of the site only the "Blog" page and the "Multimedia" page are fully editable in the CMS WordPress environment. The other pages are broken down into easily digestible files that can be edited with basic HTML/CSS knowledge, but are not directly editable in WordPress's back-end system. The balance struck here was necessary in order to implement the functionality and design desired by the Assumption Food Pantry administrative team. This approach is appropriate for the food pantry because the static pages are ones that will not need updates; they present general information that will not require modifying to stay relevant. The two CMS-editable pages are those that will need constant maintenance by the pantry. The "Blog" offers an environment in which the pantry may announce updates on events, discuss relevant developments in social and political fields regarding food pantry functionality, and create posts about any special events that deserve coverage. The "Multimedia" page will allow staff to upload pictures and videos as they come into existence, providing more content for site visitors. The simplicity of these two pages enables them to be implemented simplistically within the WordPress

environment while still being the products of the custom design I created for the site.

In terms of design, I aimed to create a site that would be both aesthetically appealing and functional. Although there is a lot of content on the site, the goal was to keep the pages from being cluttered or overwhelming. By leveraging several different techniques I was able to create and implement a design that presents all information without overwhelming the pages. On the homepage, I created a JavaScript slideshow as the showcase to present a birds-eye-view of the pantry from a visitors first look at the page. The slideshow features smooth transitions between showcase images, which keeps the showcase clean and simple. Beneath the slideshow I opted to utilize a three-div layout, each corresponding box highlighting some important facet of the site. The first presents donation information, the second provides information regarding food pantry services, and the third showcases a Twitter feed embed.

In the subsequent "About Us" and "Volunteer" pages, I used jQuery to create a sidebar and content panel that work in tandem to load only requested information. This enables the user to have desired information at his fingertips while keeping the page simple and clean. The contact page features general contact information as well as an interactive Google Map embed that provides a visual representation of the pantry and may allow site visitors to quickly and easily determine the location of Assumption Food Pantry.

For the header and footer that are uniform throughout the site, I designed a simple layout with intuitive functionality. The header image and navigation bar

that run along the top provide an interesting design without making the page too busy, and the footer provides links to relevant pages in a clean and well organized layout.

For general design principles, I opted to use a very basic color scheme of black, white, gray, and an electric blue. The simplicity of the color scheme results in a soothing design instead of a busy page. The icons I created were all made in Adobe Fireworks using vector principles in order to ensure they are crisp images regardless of size manipulation. The background image was is a texture I created in the 3D Animation Program, Cinema 4D, which I rendered out as a jpeg file. In Cinema 4D I was able to customize my texture by specifying lumination and displacement and setting the texture in a favorable lighting environment before exporting. The texture of the background gives the website an almost tangible feel to it, which complements the simplistic color scheme.

In order to get the site up and running, I conducted research for hosting services and secured the proper domain name. While I purchased the domain name via WordPress when I first instantiated the site, deciding on the best hosting service was a whole other issue. Although I wanted to go for the hosting service that would offer the best upload speeds, storage space, and technical support, I had to keep in mind the budget of the food pantry. Their limited funds are stretched impressively thin as-is, the extra strain of web hosting services could not be anything extravagant. I eventually decided on registering with Blue Host for its array of features and fair cost. Blue Host is a hosting site that ensures it will always be up to date with WordPress standards, offers countless back-end

functionality options, and enables direct file transfer and database manipulation. It also fell under the desired price range and seemed to hold significant esteem amongst its customers.

After setting up hosting services with Blue Host, I transferred over the domain name from WordPress to Blue Host, set up the proper database structure for the site, and installed the necessary WordPress installation to create a seamless interaction between the CMS and the hosting service. While the "admin" account was automatically generated during setup, I later went on to create accounts for each of the potential contributors to the site so that they would have unique logins and be able to track their distinctive changes.

The creation of this digital and social immersion is in large part a culmination of learning from the classroom, my personal experience, and internships. While many of the skills I had to implement in pursuit of this capstone I learned at previous dates, never before have I had to institute them all in tandem for a project this massive. Intertwining these skills to work dynamically, for the completion of this capstone, has been one of the most daunting tasks I have ever pursued. The sheer magnitude of the endeavor was intimidating; never before have I had to manage so many files or make sure that so many interactions are set up seamlessly. The digital and social immersion of Assumption Food Pantry challenged me to put to use, together, all the tidbits of technology and technology management that I have learned as an Information Management and Technology student over the past four years. I drew conceptual thought from the classroom, such as the techniques of gathering requirements and

the necessities of project management. I put to use technical skills learned at Syracuse and developed at jobs at NBCUniversal's Emerging Media Department and *CQ Roll Call*'s Multimedia Team. I implemented design concepts that I have been growing over the past 10 years in a multitude of environments and for an array of various applications.

While the technical skills I have drawn from the realms of education and employment, the philosophy behind the project I have drawn from people. Technology is slowly burning through its second decade as a change agent in society. The capacity for technology in nonprofits and philanthropies has been recognized, and acted upon, by many before me. These trailblazers have each acted in a different capacity, but all with the same mentality that technology can change things for the better if properly utilized.

One man who inspired me throughout this process is Microsoft chairman Bill Gates. Back in 2007, Gates began discussing the potential of technology in philanthropic endeavors domestically and worldwide. In a 2007 *Fortune* article, Gates verbalizes the potential for technology in identifying and treating global issues. "Just as technology allows us to see the world's inequities, it can also help us address them. Technology doesn't have to be complicated or even expensive; in fact, the best technology is often the simplest," he said. The Bill and Melinda Gates Foundation has embodied this idea through large scale efforts and grassroots outreach to better philanthropies that target health in developing nations, carbon emissions worldwide, and education domestically.

What I truly embrace about Gates' philosophy is his adamant stance that the progression of technology will remap the world as we know it. "when somebody's in

their entrepreneurial mode--being fanatical, inventing new things--the value they're adding to the world is phenomenal. If they invent new technologies, that is an amazing thing. And they don't even have to know how it's going to help people. But it will: in education, medical research, you name it," he said in a 2010 Q&A session for MIT's *Technology Review*. From the workforce, to governments, to large scale movements and small grassroots nonprofits, the innovation of technology will make the human condition better. While I have implemented this concept in a small instance, the same theory rings true. Better enabled to manage its volunteers, Assumption will benefit from technology. By being more visible and accessible on the web, Assumption will attract more grants and benefit from technology. By having an open forum for donations, Assumption will benefit from technology.

In my quest for guidance in my capstone I came across a study conducted by students at the College of Information Sciences and Technology at the Pennsylvania State University entitled *Managing technology use and learning in nonprofit community organizations: Methodological challenges and opportunities.* This research project, funded by a grant from the US National Science Foundation, explores many of the issues which motivate my passion for technology in philanthropy. In the introduction, the study states "Nonprofit organizations often have a vision for how technology might help them achieve their communitarian goals. However, they often face problems achieving their technology goals because technology planning is often not an explicit part of their organizational practice." This is all too frequently a barrier between a nonprofit and its potential in technology. While many nonprofits recognize the potential gains from developing IT projects, they rarely

have the skills or ability to complete technological development themselves, and lack the funding to hire an external entity to do so for them.

The goal of this study was to work with nonprofits to enable them to develop the management practices and skills to carry out and maintain IT goals and projects. The study claims that, "Technology plays an important role in nonprofit organizations, enabling them to advertise services, communicate their mission, and recruit volunteers. Despite this potential, there is evidence that nonprofits often do not have a comprehensive strategy for incorporating technologies such as email or a website into their organization." One of the nonprofits through which the authors of the study chose to examine their theories is the State College Food Bank, where they examined many of the same issues as I did in my capstone. While the final product of the research team's time with this particular food pantry was a technology assessment report, they found that one of the most pressing issues was the need to keep their website running and up to date.

The work that I was able to complete with Assumption Food Pantry is of great personal importance to me. The ability to take the skill set I have been developing over the past four years and apply it in a setting that will better the lives of people in need is monumentally fulfilling. As a firm believer that the spread of technology will change the world as we know it, I admit that many of the innovations that will have a global impact will start at the grassroots level. If all food pantries were to embrace technological opportunity and develop an online presence, it would benefit clients, volunteers and grant-providers nationwide.

The main result I would like to see from this work is more grants provided to Assumption Food Pantry. I hope that by making them more visible, their goals more defined, and their functionality documented at length, the resources they need will become much easier to acquire. In an ideal situation, either Spano or Streets will take over main responsibility of the site and the social media accounts and update both regularly. If the site and social media accounts are maintained with any regularity, it will be of great benefit to not only the clients and the volunteers, but also to the pantry itself. My end goal in my capstone was to leverage technology to help the pantry help themselves, and at this pivotal moment as I hand over the product to the client I hope that they will properly utilize it and that it will make their lives and their jobs just a little easier.

This project is only a small tangent of the effect I would like my work to have on the world. In these modern times, nothing makes me cringe more than an individual opposed to technology solely because he or she is not familiar with it. I would like work like this to continue; work that can prove to technophobes that there is nothing intimidating about technology. I believe that when the global society fully embraces technology and rejects censorship and shifty web governance practices, that this world will be a better place. The idealist in me believes that as technology spreads its reach, information of all kinds will be more readily available, and that when a society is more educated and has access to the information the world has to offer, it shall be uplifted to an enlightened state.

Although a digital immersion for a food pantry in North Syracuse may not directly impact global technology structures, grassroots movements of this nature

are a strong start toward reaching a wired-in world. Personally, this endeavor has enabled me to see the big picture more clearly by having direct in depth access to the smaller picture. By assessing the needs of Assumption Food Pantry I feel like I have come to better understand client needs and requirements gathering. By building out the website I have not only learned several new methodologies in web design, programming, and content management systems, but I have also better enabled myself to think dynamically in web creation. By proposing social media tactics in the face of adversity and rejection, I have found out just how passionate I am about its capabilities. As Sophia and I hand over our finished projects to Assumption, we hope that the time and effort we put forth will make a difference for the pantry we have come to know so well.

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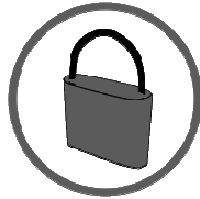
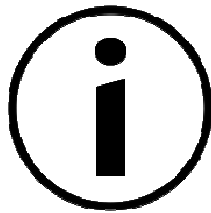**Appendix A**

Logos and Graphics Created for the Site

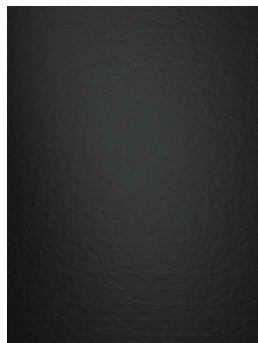New Assumption Food Pantry Logo
Created in Adobe Fireworks

"Donate Now" Graphic for Site
Created in Adobe Fireworks

"Security Policy" Graphic for Site
Created in Adobe Fireworks

"Get More Information" Graphic for Site
Created in Adobe Fireworks

Slate Background for Site
Created and rendered out of Cinema 4D

Appendix B

Header Code Created for Site

```php
<?php
/*
*Header for Assumption Site
*
*
*Author: Jessica Smith
*Version: 1.0
*
*@package WordPress
*@subpackage assumption_theme
*@since assumption_theme 1.0
*
*/

?>

<!DOCTYPE HTML>
<html lang="en">
<head>

<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
<title>Assumption Food Pantry</title>

<script type="text/javascript"  type="text/javascript"
src="http://ajax.googleapis.com/ajax/libs/jquery/1.4.1/jquery.min.js"></script>
<script language="javascript"  type="text/javascript"
src="https://ajax.googleapis.com/ajax/libs/jquery/1.7.2/jquery.min.js"></script>


<script language="javascript"  type="text/javascript"
src="scripts/jcarousellite_1.0.1.min.js"></script>
<script language="javascript"  type="text/javascript"
src="https://ajax.googleapis.com/ajax/libs/jqueryui/1.8.18/jquery-ui.min.js"></script>
<script language="javascript"  type="text/javascript" src="scripts/javacode.js"></script>
<script language="javascript"  type="text/javascript" src="javacode.js"></script>




<link href='http://fonts.googleapis.com/css?family=Satisfy' rel='stylesheet'
type='text/css'>
<link href='http://fonts.googleapis.com/css?family=Lobster+Two:400,400italic'
rel='stylesheet' type='text/css'>
<link rel="stylesheet" type="text/css" media="all" href="<?php bloginfo(
'home1/assumpt3/public_html/wp-content/themes/assumption_theme/style.css' ); ?>" />
```

```
<link href="http://www.assumptionfoodpantry.org/wp-
content/themes/assumption_theme/style.css" media="all" type="text/css"
rel="stylesheet">

<script type="text/javascript">
 $(function(){
  $(".scroller").jCarouselLite({
   btnNext:".next",
   btnPrev:".prev"
  });
 });
</script>

<script type="text/javascript">
$("#slideshow > div:gt(0)").hide();

setInterval(function() {
 $('#slideshow > div:first')
   .fadeOut(1000)
   .next()
   .fadeIn(1000)
   .end()
   .appendTo('#slideshow');
}, 3000);
</script>

</head>

<body>
 <div id="container">

  <!-- -----------------THE HEADER STARTS HERE-------------- -->

  <header>
   <div id="logo">
    <a href="#"><img src="http://www.assumptionfoodpantry.org/wp-
content/uploads/2012/05/assumption_logo.png" width=100px></a>
     <h5>Assumption Food Pantry</h5>
   </div>

  </header>

  <!-- -----------------THE HEADER ENDS HERE-------------- -->


  <!-- -----------------THE NAV BAR STARTS HERE-------------- -->
  <nav>
   <ul>
    <li><a href="http://assumptionfoodpantry.org/">Home</a></li>
```

```html
        <li><a href="http://www.assumptionfoodpantry.org/thepantry/">About
Us</a></li>
      <li><a
href="http://www.assumptionfoodpantry.org/our_volunteers/">Volunteer</a></li>
      <li><a href="#">Multimedia</a></li>
      <li><a href="#">Blog</a></li>
      <li><a href="http://www.assumptionfoodpantry.org/contact/">Contact</a></li>
       </ul>
   </nav>

   <!-- ------------------THE NAV BAR ENDS HERE-------------- -->
```

Footer Code Created for Site

```php
<?php
/*
*Footer for Assumption Site
*Theme Name: assumption_theme
*Version: 1.0
*Author: Jessica Smith
*
*@package WordPress
*@subpackage assumption_theme
*@since assumption_theme 1.0
*
*/

?>
```

```html
<!-- ------------------THE FOOTER STARTS HERE-------------- -->

<footer>
  <div class="footer_content">
    <ul>How We Can Help
      <li>Pantry Services</li>
      <li>Sandwich Program/Soup Kitchen</li>
      <li>Poverello Health Center</li>
      <li>Our Ministries</li>
    </ul>
  </div>
  <div class="footer_content">
    <ul>How You Can Help
      <li>Volunteer</li>
      <li>Donate Money</li>
      <li>Donate Items</li>
      <li>Make a Suggestion</li>
      <li>Spread the Word</li>
    </ul>
  </div>
  <div id="contact" class="footer_content">
    <ul>Contact
      <li>808 North Salina Street </li>
      <li>Syracuse, NY 13208</li>
      <div class="bumper">
      </div>
      <li>Brother Nicholas Spano</li>
      <li>Order of Friars Minor Conventual</li>
```

```html
        <li>Email: brothernick@assumptionchurchsyracuse.org</li>
        <li>Phone: (315) 473-9101</li>
      </ul>
    </div>
    <div id="connect" class="footer_content">
     <ul>Connect
       <li>Facebook</li>
       <li>Twitter</li>
       <li>Google+</li>
       <li>Pinterest</li>
     </ul>
    </div>


    <div id="tail">
   <p>&#169;2012 Smitherinda Creations<p>
    </div>
  </div>

  <!-- ------------------THE FOOTER ENDS HERE-------------- -->

 </div> <!-- closes container -->

        <div class="bumper">
        </div>

        <div class="bumper">
        </div>

        <div class="bumper">
        </div>


 </div>
</body>
</html>
```

Appendix D

Main Index Code Created for Site

```php
<?php
 /* Template Name: Home Page
 *Author: Jessica Smith
 *Version: 1.0
 *
 *@package WordPress
 *@subpackage assumption_theme
 *@since assumption_theme 1.0
 *
 */

?>

<?php get_header(); ?>


   <!-- ------------------THE SCROLLER STARTS HERE-------------- -->


        <div id="slideshow">
                <div>
                <img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/Food-Pantry-2.jpg" width=650>
                </div>
                <div>
                <img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/Food-Pantry-1.jpg" width=650>
                </div>
                <div>
                <img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/Food-Pantry-3.jpg" width=650>
                </div>
                <!--<div>
                <img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/FoodPantryBuilding.jpg" width=500>
                </div>
                <div>
                <img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/NickSpano.jpg" width=500>
                </div>-->
        </div>


 <!-- <div id="scoller_wrapper">
```

```
        <button class="prev" style="float:left;"><a href="#"><img
src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/left_scroll.png" width=100px></a></button>
        <div class="scroller">
          <ul>
            <li><img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/Food-Pantry-1.jpg" width="700"/></li>
            <li><img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/Food-Pantry-2.jpg" width="700"/></li>
            <li><img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/Food-Pantry-3.jpg" width="700"/></li>
            <li><img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/FoodPantryBuilding.jpg" width="700"/></li>
            <li><img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/NickSpano.jpg" width="700"/></li>
          </ul>
        </div>
      <button class="next" style="float:left;"><a href="#"><img
src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/right_scroll.png" width=100px></a></button>

  </div>-->

  <!-- ------------------THE SCROLLER ENDS HERE-------------- -->


  <div class="bumper">
  </div>

  <!-- ------------------THE MAIN HOME CONTENT STARTS HERE-------------- -->

  <div id="homecontent">

    <div id="leftbox">
     <div class="banner">
       <h5>Donate to AFP Today!</h5>
     </div>
     <div class="bumper">
     </div>
      <p>Your contributions help the Assumption Food Pantry provide countless services
to those in need. Help us keep serving by donating today! Or learn more about other ways
to contribute or learn about our privacy policies.</p>
      <div class="donation_icons">
         <div class="vbumper">
         </div>
         <ul class="icon">
          <li><a
href="https://simplecheckout.authorize.net/payment/CatalogPayment.aspx"><img
src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/make_donation.png" width="50"/></a></li>
          <li>DONATE TODAY</li>
```

```
      </ul>
      <div class="vbumper">
      </div>
      <div class="vbumper">
      </div>
      <ul class="icon">
        <li><a href="http://www.assumptionchurchsyracuse.org/index.php?page=help-
overview"><img src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/donation.png" width="50" /></a></li>
         <li>LEARN MORE</li>

      </ul>
      <div class="vbumper">
      </div>
      <ul classs="icon">
        <li><a
href="http://www.assumptionchurchsyracuse.org/index.php?page=privacy-policy"><img
src="http://www.assumptionfoodpantry.org/wordpress/wp-
content/uploads/2012/05/security.png" width="50"/></a></li>
         <li>PRIVACY POLICY</li>
      </ul>
      <div class="vbumper">
      </div>
    </div>
   </div>

   <div id="centerbox">
    <div class="banner">
     <h5>Daily Food Program</h5>
    </div>
    <div class="bumper">
    </div>
    <p>Daily Sandwich Program/Soup Kitchen</p>
     <ul class="food_service">
      <li class="days"> Monday - Friday </li>
      <li class="times"> 11:00AM - 1:00PM </li>
      <li class="times"> 4:00PM - 5:00PM </li>
       <div class="bumper">
       </div>
      <li class="days"> Saturday - Sunday </li>
      <li class="times"> 11:00AM - 1:00PM </li>
     </ul>


    <div class="bumper">
    </div>

    <p>Assumption Food Pantry</p>
     <ul class="food_service">
      <li class="days"> Monday - Friday </li>
```

```
            <li class="times"> 9:30AM - 1:00PM </li>
          </ul>

      </div>

      <div id="rightbox">
        <script charset="utf-8" src="http://widgets.twimg.com/j/2/widget.js"></script>
         <script>
           new TWTR.Widget({
           version: 2,
            type: 'profile',
            rpp: 8,
            interval: 30000,
            width: 300,
            height: 210,
            theme: {
             shell: {
                background: '#333333',
                color: '#c2bcc2'
             },
             tweets: {
               background: '#ffffff',
               color: '#9c9c9c',
               links: '#2baed6'
             }
            },
            features: {
              scrollbar: true,
              loop: false,
              live: false,
              behavior: 'all'
            }
          }).render().setUser('Assumption_FP').start();
        </script>
      </div>

    </div><!-- closeshomecontent -->

    <!-- -----------------THE MAIN HOME CONTENT ENDS HERE-------------- --

<?php get_footer(); ?>
```

Appendix E

About Code Created for Site

```php
<?php
 /* Template Name: The Pantry
 *
 *
 *@package WordPress
 *@subpackage assumption_theme
 *@since assumption_theme 1.0
 *
 */

?>

<?php get_header(); ?>


<body>
<div id="about">
 <div id="left_bar">
  <ul id="gallery_nav">
    <li><div id="about_us" class="button">About Us</div></li>
    <li><div id="history" class="button">History</div></li>
    <li><div id="Mission" class="button">Our Mission</div></li>
    <li><div id="clients" class="button">Who We Serve</div></li>
    <li><div id="services" class="button">Our Services</div></li>
    <li><div id="nonprofit" class="button">Nonprofit Statement</div></li>
    <!--<li><div id="people" class="button">Who We Are</div></li>-->
  </ul>
 </div>

<div id="content_window">
 <script>

jQuery("#content_window").load("http://www.assumptionfoodpantry.org/about/about_first_load.html")
 jQuery("#about_us").addClass("selected");

 </script>
```

```
</div>



</div> <!--closes about div -->
<script>

jQuery(".button").click(function () {
 jQuery(".button").removeClass("selected");
 jQuery(this).addClass("selected");
  });

jQuery("#about_us").click(function (){

jQuery("#content_window").load("http://www.assumptionfoodpantry.org/about/about_first_load.html");
    });

jQuery("#history").click(function (){

jQuery("#content_window").load("http://www.assumptionfoodpantry.org/about/history.html");
    });

jQuery("#Mission").click(function (){

jQuery("#content_window").load("http://www.assumptionfoodpantry.org/about/mission1.html");
    });

jQuery("#clients").click(function (){

jQuery("#content_window").load("http://www.assumptionfoodpantry.org/about/clients.html");
    });

jQuery("#services").click(function (){

jQuery("#content_window").load("http://www.assumptionfoodpantry.org/about/services.html");
    });

jQuery("#nonprofit").click(function (){
```

```
            jQuery("#content_window").load("http://www.assumptionfoodpantry.org/about/n
onprofit.html");
                });

</script>

<script>
//$(".button").click(function () {
//  $("#content_window").slideUp("slow");
//  $("#content_window").slideDown("slow");
//});

</script>

</body>
</html>


 <?php get_footer(); ?>
```

Appendix F

Volunteer Code Created for Site

```php
<?php
 /* Template Name: Volunteer
  *
  *
  *@package WordPress
  *@subpackage assumption_theme
  *@since assumption_theme 1.0
  *
  */

?>

<?php get_header(); ?>




<body>
<div id="about">
  <div id="left_bar">
    <ul id="gallery_nav">
      <li><div id="volunteers" class="button">Our Volunteers</div></li>
      <li><div id="register" class="button">Become a Volunteer</div></li>
      <li><div id="sign_up" class="button">Sign up for a Shift</div></li>
      <li><div id="get_involved" class="button">Other Ways to Get
Involved</div></li>
    </ul>
  </div>

<div id="content_window">
  <script>

$("#content_window").load("http://www.assumptionfoodpantry.org/volunteer/volunteers.html")
  $("#volunteers").addClass("selected");

  </script>

</div>
```

```
</div> <!--closes about div -->

<script>

jQuery(".button").click(function () {
  jQuery(".button").removeClass("selected");
  jQuery(this).addClass("selected");
   });

jQuery("#volunteers").click(function (){
        jQuery("#content_window").load("http://www.assumptionfoodpantry.org/
volunteer/volunteers.html");
    });

jQuery("#register").click(function (){
        jQuery("#content_window").load("http://www.assumptionfoodpantry.org/
volunteer/register.html");
    });

jQuery("#sign_up").click(function (){
        jQuery("#content_window").load("http://www.assumptionfoodpantry.org/
volunteer/sign_up.html");
    });

jQuery("#get_involved").click(function (){
        jQuery("#content_window").load("http://www.assumptionfoodpantry.org/
volunteer/get_involved.html");
    });


</script>
<script>

$(".button").click(function () {
  $(".button").removeClass("selected");
  $(this).addClass("selected");
   });

</script>

<script>
//$(".button").click(function () {
//  $("#content_window").slideUp("slow");
//  $("#content_window").slideDown("slow");
//});
```

```
</script>


</script>
</body>
</html>

<?php get_footer(); ?>
```

Appendix G

Blog Code Created for Site

```php
<?php
 /* Template Name: Blog
  *
  *
  *@package WordPress
  *@subpackage assumption_theme
  *@since assumption_theme 1.0
  *
  */

?>

<?php get_header(); ?>



<section id="main">
  <div id="main-padding">

  <?php query_posts('category_name=entries&posts_per_page=10'); ?>
  <?php while (have_posts()) : the_post(); ?>
   <div id="listing-box">
     <img src="<?php echo get_post_meta($post->ID, "thumb", true); ?>" />
     <h2>"<?php the_title(); ?>"</h2>
                     <h3>"<?php get_the_author(); ?>"</h3>
                        <p><?php the_content(); ?>"</p>
   </div>
  <?php endwhile;?>

</div><!-- padding end -->
</section><!-- section end -->



<?php get_footer(); ?>
```

Contact Code Created for Site

```php
<?php
 /* Template Name: Contact
 *
 *
 *@package WordPress
 *@subpackage assumption_theme
 *@since assumption_theme 1.0
 *
 */

?>

<?php get_header(); ?>

  <div id="contact_wrapper">
   <div class="vbumper">
   </div>
   <div class="vbumper">
   </div>
   <div class="vbumper">
   </div>
   <div class="vbumper">
   </div>
   <div class="vbumper">
   </div>
   <div id="contact_info">
    <h1>Contact Us</h1>
    <div id="bumper">
    </div>
    <div id="bumper">
    </div>
    <ul>
      <li>Address: 808 North Salina Street</li>
      <li>E-mail: assumptionfoodpantry@gmail.com</li>
      <li>Phone: (315) 473-9101</li>
    </ul>

   </div>

    <div class="vbumper">
    </div>
```

```html
    <div class="vbumper">
    </div>
    <div class="vbumper">
    </div>
    <div class="vbumper">
    </div>
    <div class="vbumper">
    </div>
    <div id="map">
    <iframe width="425" height="350" frameborder="0" scrolling="no"
marginheight="0" marginwidth="0"
src="http://maps.google.com/maps?f=q&amp;source=s_q&amp;hl=en&amp;geoc
ode=&amp;q=808+North+Salina+Street,+Syracuse,+NY&amp;aq=0&amp;oq=8
08+north+salina+s&amp;sll=37.0625,-
95.677068&amp;sspn=40.953203,69.433594&amp;ie=UTF8&amp;hq=&amp;hn
ear=808+N+Salina+St,+Syracuse,+New+York+13208&amp;ll=43.062229,-
76.154188&amp;spn=0.004625,0.008476&amp;t=m&amp;z=14&amp;output=e
mbed">
    </iframe>
     <br />
    <small><a
href="http://maps.google.com/maps?f=q&amp;source=embed&amp;hl=en&amp;
geocode=&amp;q=808+North+Salina+Street,+Syracuse,+NY&amp;aq=0&amp;o
q=808+north+salina+s&amp;sll=37.0625,-
95.677068&amp;sspn=40.953203,69.433594&amp;ie=UTF8&amp;hq=&amp;hn
ear=808+N+Salina+St,+Syracuse,+New+York+13208&amp;ll=43.062229,-
76.154188&amp;spn=0.004625,0.008476&amp;t=m&amp;z=14"
style="color:#0000FF;text-align:left">View Larger Map</a>
    </small>
    </div>


  </div>


<?php get_footer(); ?>
```

Appendix I

About SubPage - About Code Created for Site

```
<link href="http://www.assumptionfoodpantry.org/wp-
content/themes/assumption_theme/style.css" media="all" type="text/css"
rel="stylesheet">

<div class="gallery_title"> <h1> About Assumption Food Pantry </h1> </div>

 <div class="bumper">

 </div>

<div class="bumper">

 </div>

<div class="gallery_content">

<p>Located on the ground floor of the Parish Center, Assumption's Food Pantry
is sustained by a group of 90 volunteers, as well as contributions from the
Syracuse University Alibrandi Catholic Center and local parishes including
Immaculate Heart of Mary, St. Agnes, St. Ann's and Sacred heart. The scope of
the Food Pantry is not the only thing that sets it apart from many other
comparable services; volunteers add an element of spirituality to their charitable
work each day through quiet, spiritual reflection.</p>

 <div class="bumper">

 </div>

<p>Though the food pantry is supported in part by federal grants, the majority of
funding comes from private donations including Nichol's, Tops and Wegmans
groceries. Food stock comes primarily from the Food Bank of Central New
York.</p>

</div>
```

```html
<div class="bumper">

</div>

<div class="bumper">

</div>
```

Appendix I

About SubPage - Clients Code Created for Site

```html
<link href="http://www.assumptionfoodpantry.org/wp-
content/themes/assumption_theme/style.css" media="all" type="text/css"
rel="stylesheet">


<div class="gallery_title">
<h1> Who We Serve </h1>
</div>

 <div class="bumper">
</div>
 <div class="bumper">
</div>

<div class="gallery_content">
<p>Since Assumption Food Pantry opened its doors over one hundred years ago,
we have been proudly serving the North Syracuse community.
 Our clients span all demographics of age, race and gender. We serve by
individual or by family depending on circumstance, and are always open to
discussing special arrangements should a specific need require one. </p>

<div class="bumper">
</div>
<div class="bumper">
</div>

<p>In order to be eligible for our sandwich program and food pantry services,
you must be able to prove residence in the North Sryacuse area.
To sign up for our program, please stop by during business hours or contact us to
set up a verification appointment. We look forward to serving you! </p>


</div>
```

```html
  <div class="bumper">
</div>
  <div class="bumper">
</div>
```

About SubPage – History Code Created for Site

```
<link href="http://www.assumptionfoodpantry.org/wp-
content/themes/assumption_theme/style.css" media="all" type="text/css"
rel="stylesheet">

<div class="gallery_title"> <h1> History </h1> </div>

<div class="gallery_content">

<p>Founded in 1845, the original parish church of the Assumption was
replaced by the current structure, built between 1865 and 1872. Besides
its daily worship schedule, the Franciscan Church of the Assumption
offers a yearly program ("Arts at Assisi") of sacred music, both from
its own outstanding choir as well as outside groups and performers.
Continuing its long tradition of worship and service, the Franciscan
Church of the Assumption contributes to the spiritual and physical
well-being of its members and the people of the North Side through the
church's outreach ministries.</p>

<div class="bumper"> </div>


<p>Originally begun from the back door of the friary kitchen, Assumption
Food Pantry and Soup Kitchen now has its own space and provides families
with food parcels each month to meet their basic needs. On a daily basis
the dedicated staff and volunteers offer a sandwich program that
provides a bagged lunch to anyone who walks through the door. In the
colder months, generous benefactors enable the Food Pantry and Soup
Kitchen to provide hot, homemade soup on certain days of the week to
help those in need face the long winters in Central New York. Numerous
opportunities are provided for religious, educational, and other
charitable groups to make sandwiches and serve the Pantry's clients. </p>

<div class="bumper"> </div>

<p>Northside Ministries encompasses a wide range of services, including
free health services, legal counseling and community building. Coffee
and doughnuts on Tuesday mornings, pancake breakfasts provided by the
```

Knights and Dames of Malta, and the summer Peace Camp for kids are just three of the special events that welcome adults and children in need.</p>

<div class="bumper"> </div>

<p>The Franciscan Place at the Carousel Center Mall is a chapel and spiritual sanctuary for quiet reflection. For over a decade it has provided shoppers with a refuge from the mall's fast-paced commercial atmosphere and reflects St. Francis' presence in the marketplace. In addition to offering a limited selection of religious articles and books, The Franciscan Place also provides opportunities for faith formation in small-group gatherings and conferences.</p>

</div>

About SubPage – Mission Code Created for Site

```
 <link href="http://www.assumptionfoodpantry.org/wp-
content/themes/assumption_theme/style.css" media="all" type="text/css"
rel="stylesheet">

  <div class="gallery_title"> <h1>Mission</h1> </div>

  <div class="bumper">   </div>
  <div class="bumper">   </div>

  <div class="gallery_content">

  <p>Building on over a century and a half of Franciscan presence on Syracuse's
Northside, the members of the Franciscan Church of the Assumption and the
volunteers and the staff of its Outreach Ministries seek to serve the spiritual and
physical needs of the local community, especially those most in need. Through
prayer, worship, and direct service, we seek to help our brothers and sisters
recognize their worth and dignity as beloved children of the one loving
Creator.</p>

  <div class="bumper">   </div>
  <div class="bumper">   </div>


  </div>
```

Appendix L

About SubPage – Nonprofit Code Created for Site

```
<link href="http://www.assumptionfoodpantry.org/wp-
content/themes/assumption_theme/style.css" media="all" type="text/css"
rel="stylesheet">

<div class="gallery_title">
<h1> Nonprofit Statement </h1>
</div>

<div class="bumper">
</div>
<div class="bumper">
</div>

<div class="gallery_content">
<p>The Assumption Food Pantry falls under 501(c)(3) status from the
government due to its existence as a nonprofit community organization. Under
this status, all donations made to AFP are tax deductible.</p>

<div class="bumper">
</div>
<div class="bumper">
</div>

<p>Learn more about 501(c)(3) organizations and the process of tax deductible
donations on the <a
href="http://www.irs.gov/charities/charitable/article/0,,id=96099,00.html">IRS
Exemption Requirements Page.</a></p>

</div>
```

About SubPage – Services Code Created for Site

```
<link href="http://www.assumptionfoodpantry.org/wp-
content/themes/assumption_theme/style.css" media="all" type="text/css"
rel="stylesheet">


<div class="gallery_title">
<h1> Our Services </h1>
</div>

  <div class="bumper">
  </div>
  <div class="bumper">
  </div>

<div class="gallery_content">

  <p>In order to meet the demands of our clients, we run two distinctive services.
Find out more about them below and feel free to contact us if you have any
questions! </p>

  <div class="bumper">
  </div>

  <h2>Daily Sandwich Program/Soup Kitchen </h2>
  <p>The Food Pantry's Daily Sandwich Program is unique. It offers a free bag
lunch to anyone who comes to the door; no questions asked. Clients do not have
to register, and do not have to reside in a specific geographic area. The goal of the
program is to quell hunger in the most immediate and effective way possible. As a
result of its accessibility, the Daily Sandwich Program hands out an epic number
of sandwiches -- between 7,500 and 12,000 per month.</p>

  <div class="bumper">
  </div>
```

```html
<ul>
<li><b>Monday - Friday</b></li>
  <div class="bumper">
  </div>
<li>11:00AM - 1:00PM</li><br/>
  <div class="bumper">
  </div>
<li>4:00PM - 5:00PM</li><br/>
</ul>

  <div class="bumper">
  </div>
  <div class="bumper">
  </div>

<ul>
<li><b>Saturday - Sunday</b></li>
  <div class="bumper">
  </div>
<li>11:00 AM - 1:00 PM<li>
</ul>

  <div class="bumper">
  </div>
  <div class="bumper">
  </div>

  <h2>Assumption Food Pantry </h2>

  <p>This more traditional program is funded by three separate federal grants, and
provides families with food each month to prevent hunger, and serves many
additional families who may be in crisis. The Food Pantry accommodates a
prescribed geographic area as designated by the Inter-Religious Food Consortium.
Parcels are distributed in quantities based on number of dependents. Clients must
meet certain criteria in order to be eligible for the program, and register in
advance.</p>

  <div class="bumper">
  </div>
```

```html
<ul>
<li><b>Monday - Friday</b></li>
  <div class="bumper">
  </div>
<li>9:30 AM - 1:00 PM</li>
</ul>


</div>
```

Volunteer SubPage – Get Involved Code Created for Site

```
<div class="gallery_title"> <h1> Ways to get Involved With Assumption</h1>
</div>

  <div class="bumper">
  </div>

  <div class="bumper">
  </div>

<div class="gallery_content">
  <h2>1. Volunteer</h2>
  <p>Let's start with the obvious. We need volunteers to make our program
function at a capacity high enough to meet the needs of north Syracuse. This
means having a lot of hands at the ready, which we don't already have. If you're
already an Assumption volunteer, our gratitude to you is endless. If you're
interested in volutneering, fill out the quick and easy volunteer application form
available on this page under the "Become a Volunteer" tab. Looking forward to
welcoming many of you on board!</p>
  <div class="bumper">
  </div>

  <h2>2. Donate</h2>
  <p>Almost as important as our human resources is our financial resources.
Although we are partly funded by government grants, we would not be able to
function with the donations made by you in the form of both money and supplies.
If you have a few dollars to spare, we would love to see you <a
href="https://simplecheckout.authorize.net/payment/CatalogPayment.aspx">donat
e</a> today! If you have other items that would be of value to the pantry, we
would be happy to accept those as well! </p>
  <div class="bumper">
  </div>

  <h2>3. Host a Food Drive</h2>
  <p>Food is always a shortage and food drives are one of our most successful
grassroots activites in fighting hunger. The provisions gathered from food drives
create crucial spikes in our stocks which enable us to better serve those in need in
the Syracuse Area. If you are considering hosting a food drive and are looking for
```

resources, you may wish to referenced the The Food Bank of Central New York's relevant documentation and tips. Good luck, and contact us if you need assistance!</p>

<div class="bumper">
</div>

<h2>4. Spread the Word</h2>
<p>Tell your friends! Tell your family! Post our volunteer links and social media contact information to your Facebook, Twitter, Google+, Pinterest, and whatever crazy kinds of social media you might have. And, as always, feel free to follow us on Twitter or subscribe to our page on Facebook!</p>

<div class="bumper">
</div>

<h2>5. Be Educated</h2>
<p>There are news reports, legislative measures and social events stemming from the issue of hunger ona daily basis. Staying up to date on what's going on in the world of hunger is imperative in being part of a society that can adequately tackle the problem and officially put an end to hunger. Read our blog about relevant topics. Read the news. Contact your legislators. Be involved because the battle for hunger is a global one.</p>

</div>

Volunteer SubPage – Register to Volunteer Code Created for Site

```html
<div class="gallery_title"><h1> Sign up to Volunteer Today!</h1></div>


<div class="bumper">
</div>
<div class="bumper">
</div>

<!-- Begin Freedback Form -->
<!-- DO NOT EDIT YOUR FORM HERE, PLEASE LOG IN AND EDIT AT
FREEDBACK.COM -->
<div id="volunteer_form">
<form enctype="multipart/form-data" method="post"
action="http://www.freedback.com/mail.php" accept-charset="UTF-8">
 <div>
   <input type="hidden" name="acctid" id="acctid" value="ib1zs53913b5z213"
/>
   <input type="hidden" name="formid" id="formid" value="1089414" />
   <input type="hidden" name="required_vars" id="required_vars" value="field-
4dfadedf0954f83,email,field-865a1d876083bcb,field-7ab6ced61611d0f" />
 </div>
 <table cellspacing="5" cellpadding="5" border="0">
  <tr>
   <td valign="top">
    Name:
   </td>
   <td valign="top">
    <input type="text" name="field-4dfadedf0954f83" id="field-
4dfadedf0954f83" size="40" value="" />

   </td>
  </tr>
  <tr>
   <td valign="top">
    Email:
   </td>
   <td valign="top">
```

```html
        <input type="text" name="email" id="email" size="40" value="" />

      </td>
     </tr>
     <tr>
      <td valign="top">
       Phone Number:
      </td>
      <td valign="top">
       <input type="text" name="name" id="name" size="40" value="" />

      </td>
     </tr>
     <tr>
      <td valign="top">
       Main Volunteer Interest:
      </td>
      <td valign="top">
       <select name="field-865a1d876083bcb" id="field-865a1d876083bcb">
        <option value="Sandwich Making">Sandwich Making</option>
        <option value="Sandwich Bagging">Sandwich Bagging</option>
        <option value="Loading Groceries">Loading Groceries</option>
        <option value="Dessert Bagging">Dessert Bagging</option>
        <option value="Meal/Sandwich Serving">Meal/Sandwich
Serving</option>
        <option value="Transporting Food Products">Transporting Food
Products</option>
       </select>

      </td>
     </tr>
     <tr>
      <td valign="top">
       Please Specify Your Availability:
      </td>
      <div class="vbumper">
      </div>
      <td valign="top">
       <textarea name="field-7ab6ced61611d0f" id="field-7ab6ced61611d0f"
rows="6" cols="40"></textarea>
```

```
      </td>
    </tr>
    <tr>
      <td colspan="2" align="center">
        <input type="submit" value=" Submit Form " />
      </td>
    </tr>
  </table>
</form>
<br><center><font face="Arial, Helvetica" size="1"><b>
</b></font></center>
</div>
<!-- End Freedback Form -->
```

Appendix P

Volunteer SubPage – Sign up For Hours Code Created for Site

```
<div class="gallery_title"> <h1> Sign up for a Shift!</h1> </div>

<div class="bumper">
</div>
<div class="bumper">
</div>
<div class="gallery_content">
<p>It's difficult to assess our need for volunteers in advance due to the unforseen
complications that come with running a food pantry. With that said, we are often
in need of volunteers. If you find yourself available, sign up for one of the open
slots today!</p>

<div class="bumper"> </div>

<p><i>If you do not have access to update the calendar we do not have your
email as a verified volunteer. Either contact us to rectify the issue if you believe
it's an error, or apply to become a volunteer today!</i></p>

</div>
<div class="bumper">

 </div>

<div id="calendar">
<iframe
src="https://www.google.com/calendar/embed?src=l1ktq6b5f73kkvsdoh4op2qkq
g%40group.calendar.google.com&ctz=America/New_York" style="border: 0"
width="700" height="600" frameborder="0" scrolling="no"></iframe>
</div>

<div class="bumper">

 </div>
 <div class="bumper">
 </div>
```

Volunteer SubPage – Our Volunteers Code Created for Site

```
<div class="gallery_title"> <h1>Volunteers</h1> </div>

<div class="bumper">
</div>

<div class="bumper">
</div>

<div class="gallery_content">

<p>We are incredibly fortunate to work with a truly exceptional group of people
we refer to as our volunteers. The qualitiy and characteristics of our volunteers
has made working at the Food Pantry even more of a blessing, turning it from an
inwardly rewarding experience to a outwardly socially engaging one. While many
of our volunteers are regulars who come at the times week in and week out, some
are not. We are always happy to welcome a new face and help someone embrace
the benefits of service to the community. If you'd like to hear some firsthand
testimonials from a few of the Assumption volunteer regulars, check out our
multimedia gallery! To those who are our volunteers, thank you, and to those who
aren't, we hope to cross paths soon!

</div>


<div class="bumper">
</div>

<div class="bumper">
</div>
```

Appendix Q

Cascading Stylesheet

```css
/*
*Theme Name: assumption_theme
*THEME URI: http://wordpres.org/
*Description: Who is John Galt?
*Author: Jessica Smith
*Version: 1.0
*
*
*@package WordPress
*@subpackage assumption_theme
*@since assumption_theme 1.0
*/



/*
html5doctor.com Reset Stylesheet
v1.6.1
Last Updated: 2010-09-17
Author: Richard Clark - http://richclarkdesign.com
Twitter: @rich_clark
*/

html, body, div, span, object, iframe,
h1, h2, h3, h4, h5, h6, p, blockquote, pre,
abbr, address, cite, code,
del, dfn, em, img, ins, kbd, q, samp,
small, strong, sub, sup, var,
b, i,
dl, dt, dd, ol, ul, li,
fieldset, form, label, legend,
table, caption, tbody, tfoot, thead, tr, th, td,
article, aside, canvas, details, figcaption, figure,
footer, header, hgroup, menu, nav, section, summary,
time, mark, audio, video {
    margin:0;
    padding:0;
    border:0;
    outline:0;
    font-size:100%;
    vertical-align:baseline;
    background:transparent;
}
```

```css
body {
   line-height:1;
}

article,aside,details,figcaption,figure,
footer,header,hgroup,menu,nav,section {
   display:block;
}

nav ul {
   list-style:none;
}

blockquote, q {
   quotes:none;
}

blockquote:before, blockquote:after,
q:before, q:after {
   content:'';
   content:none;
}

a {
   margin:0;
   padding:0;
   font-size:100%;
   vertical-align:baseline;
   background:transparent;
}

/* change colours to suit your needs */
ins {
   background-color:#ff9;
   color:#000;
   text-decoration:none;
}

/* change colours to suit your needs */
mark {
   background-color:#ff9;
   color:#000;
   font-style:italic;
   font-weight:bold;
}
```

```css
del {
    text-decoration: line-through;
}

abbr[title], dfn[title] {
    border-bottom:1px dotted;
    cursor:help;
}

table {
    border-collapse:collapse;
    border-spacing:0;
}

/* change border colour to suit your needs */
hr {
    display:block;
    height:1px;
    border:0;
    border-top:1px solid #cccccc;
    margin:1em 0;
    padding:0;
}

input, select {
    vertical-align:middle;
}

/* -----THIS END LE RESET */

/*oddities*/
.bumper{
  width: 980px;
  height: 10px;
  float: left;
}

.vbumper {
  height: 70px;
  width: 15px;
  float: left;
}

h1 {
    float: left;
    font-family: 'Lobster Two', cursive;
```

```css
    font-weight: normal;
    font-size: 25px;
    color:white;
    clear:both;
}

h2 {

 float: left;
 font-family: 'Lobster Two', cursive;
 font-weight: normal;
 font-size: 20px;
 color:black;
 clear:both;


}


body {
    font-family: Arial, Helvetica, sans-serif;
    font-size: 62.5%;
    margin: 0px auto;
    margin-top: 20px;
        background-attachment: fixed;
    background-image: url("http://www.assumptionfoodpantry.org/wordpress/wp-content/uploads/2012/05/slate_twitter.jpg");
  }


#container {
    width: 980px;
    margin: 0px auto;
  }

/*----------------------HEADER STARTS HERE-----------------*/
header {
 float: left;
 margin: 0px auto;
 height: 120px;
 width: 980px;
 text-align: center;
  }

#logo {
    float: left;
```

```css
    font-family: 'Lobster Two', cursive;
    /*font-family: 'Satisfy', cursive;*/
    color: white;
    font-size: 40px;
    width: 980px;
    height:100px;
    border-bottom:solid white;
  }

#logo a{
    float: left;
  }

#logo h5{
    line-height: 100px;
    float: left;
    vertical-align: middle;
    font-weight: normal;
  }

/*---------------------HEADER STARTS HERE-----------------*/

/*--------------------NAV BAR STARTS HERE----------------*/

nav {
  float: left;
  height: 50px;
  background-color: black;
  margin: 0, auto;
  overflow: hidden;
  width: 980px;
  font-size: 1.5em;
  padding: 0px 0px 0px 0px;
border-bottom: solid grey;

  }

nav ul li{
  list-style:none;
  float: left;
  padding: 0px 10px 0px 10px;
  }

nav a:hover {
  color:#000;
  background: #fff;
```

```css
  }

nav a {
  text-decoration: none;
  color:white;
  text-align:center;
  width: 30px;
  line-height: 50px;
  padding: 8px;
  }

nav li {
  display: inline;
  }

nav ul {
  margin: 0;
  padding: 0;
  }

/*-------------------NAV BAR ENDS HERE-----------------------*/
/*------------------SCROLLER STARTS HERE-----------------------*/

#slideshow {
   position: relative;
   width: 960px;
   height: 430px;
        padding: 10px;
   box-shadow: 0 0 20px rgba(0,0,0,0.4);
        background-color: white;
        float: left;
  display: block;
   margin-left: auto;
   margin-right: auto
}

#slideshow img{
        margin-left: 150px;

}

#slideshow > div {
   position: absolute;
   top: 10px;
}
```

```css
#scoller_wrapper {
  width: 980px;
  background-color: white;
  float: left;
  margin: 0px auto;
  height: 550px;
vertical-align: middle;
overflow:hidden;
}


.scroller {

  background-color: #CCC;
  padding: 5px;
  height: 470px;
  float: left;
  width: 980px;
  }

.scroller ul li {
  padding: 5px;
        float: left;
  }

.prev {
  width: 120px;
  height: 480px;
background-color: white;
border: none;
        float:left;
  }

.next {
  width: 120px;
  height: 480px;
background-color: white;
        float: left;
border: none;
  }

/*-------------------SCROLLER ENDS HERE------------------------*/
/*------------------HOME CONTENT STARTS HERE-----------------------*/
```

```css
#homecontent {
  width: 980px;
  float: left;
}

#leftbox {
  width: 310px;
  float: left;
  margin: 5px 5px 5px 0px;
  background-color: white;
  height: 320px;
}

#leftbox p{
  font-family: Arial, Helvetica, sans-serif;
  color: black;
  font-size: 12px;
  line-height: 2.0;
  padding-left: 20px;
  padding-right: 20px;

}

#leftbox .banner {
  width: 280px;
  background-color: black;
  height: 50px;
  margin-top: 10px;
  margin-left: 10px;
  padding-left: 10px;
  font-family: 'Lobster Two', cursive;
  font-weight: normal;
  color: white;
  font-size: 20px;
  line-height: 50px;
  -moz-border-radius: 5px;
  border-radius: 5px;
}

#leftbox ul li {
    display: block;

}

.donation_icons {
  margin-top: 30px;
```

```css
  text-align: center;
}

.icon {
  float: left;

}

#centerbox{
  width: 310px;
  background-color: white;
  padding: 10px;
  height: 300px;
  float: left;
  margin: 5px;

}

#centerbox .banner{
  width: 290px;
  background-color: black;
  height: 50px;
  margin-left: 5px;
  padding-left: 10px;
  font-family: 'Lobster Two', cursive;
  color: white;
  font-size: 20px;
  line-height: 50px;
  -moz-border-radius: 5px;
  border-radius: 5px;
}

#centerbox p{
  font-family: Arial, Helvetica, sans-serif;
  font-weight: bold;
  color: #28AAD6;
  font-size: 12px;
  line-height: 2.0;
  padding-left: 20px;
  padding-right: 20px;
}

#centerbox ul li {
  display: block;
  padding-left: 40px;
}
```

```css
.days {
  font-family: Arial, Helvetica, sans-serif;
  color: black;
  font-size: 12px;
  line-height: 1.0;
  font-weight: bold;
}

.times {
  font-family: Arial, Helvetica, sans-serif;
  color: black;
  font-size: 12px;
  line-height: 1.0;

}

#rightbox {
  float:left;
  padding: 10px;
  height: 300px;
  background-color: white;
  margin: 5px 0px 5px 5px;
}


/*------------------HOME CONTENT ENDS HERE-----------------------*/
/*------------------FOOTER CONTENT STARTS HERE-----------------------*/
footer {
  width: 980px;
  height: 300px;
  background-color: white;
  float: left;
  border-top: double grey;
}

footer ul li {
  display: block;
  padding: 0px 10px 0px 10px;
}

.footer_content {
  float: left;
  padding: 10px;
  width: 165px;
  height: 200px;
```

```css
  font-family: Arial, Helvetica, sans-serif;
  color: black;
  font-size: 12px;
  line-height: 1.5;
  padding-left: 20px;
  padding-right: 20px;
  border-right: dotted grey;
  margin-left: 3px;
}

#contact {
  width: 300px;
}

#connect{
  border-right: solid white;
}

#tail {
  border-top: double grey;
  width: 980px;
  height: 80px;
  background-color: black;
  float: left;
  color: white;
  line-height: 50px;

}

#tail p{
  text-align: center;
}

/*------------------FOOTER CONTENT ENDS HERE-----------------------*/



/*-------------------------------------ABOUT PAGE----------------------------*/

#about{
  width: 980px;
  background-color: white;
  float: left;
  padding-top: 20px;

}
```

```css
#left_bar{
  float: left;
  width: 150px;
  background-color: white;
  padding-left: 10px;
  font-family: Arial, Helvetica, sans-serif;
  color: black;
  font-size: 14px;
  line-height: 2.5;
  text-align: right;
  padding-right: 10px;
        margin-bottom: 30px;


}

#left_bar ul li{
  display: block;
  cursor: hand;
  cursor: pointer;

}


.button {
  border-right: 5px solid black;
  padding-right: 10px;
}

#content_window {
  width: 750px;
  float: left;
  background-color: #A0A0A0;
  margin-left: 10px;
  font-family: Arial, Helvetica, sans-serif;
  color: black;
  font-size: 14px;
  line-height: 2.0;
  padding: 10px;
  margin-bottom: 30px;
  padding-bottom: 30px;

}

.gallery_content {
```

```css
  float: left;
  width: 730px;
  margin-left: 10px;
  margin-bottom: 30px;
}

.gallery_title {
  float: left;
  margin-left: 10px;
clear: right;
}

.selected {
  border-right: 5px solid #28ACD8 !important;
  background-color: black;
  color: white;
}

.gallery_content p {
  float: left;
}

.gallery_content ul li {
  display: block;
  float: left;
  padding-left: 40px;
}

/*-------------------------------------END ABOUT PAGE------------------------------
--*/
/*-------------------------------------START VOLUNTEER PAGE--------------------
-------------*/
#volunteer_form{
  float: left;
}

#calendar {
  float: left;

}


/* ----------------------START CONTACT PAGE-------------------*/
#contact_wrapper{
        width: 980px;
        float: left;
```

```css
        background-color: white;
        height: 400px;
        padding-top: 20px;

}

#contact_info{
        width: 300px;
        height: 200px;
        background-color: grey;
        float: left;
        padding-left: 30px;
}

#map{

        float: left;

}

#contact_info h1{
        padding-top: 20px;
        float: left;
        clear: right;
        padding-bottom: 20px;

}
#contact_info ul li {
        float: left;
        display: block;
        font-family: Arial, Helvetica, sans-serif;
        color: black;
        font-size: 14px;
        line-height: 2.0;
}
```

Appendix R

Assumption Page Sample 1

Appendix R

Assumption Page Sample 2

Our Services

In order to meet the demands of our clients, we run two distinctive services. Find out more about them below and feel free to contact us if you have any questions!

Daily Sandwich Program/Soup Kitchen

The Food Pantry's Daily Sandwich Program is unique. It offers a free bag lunch to anyone who comes to the door; no questions asked. Clients do not have to register, and do not have to reside in a specific geographic area. The goal of the program is to quell hunger in the most immediate and effective way possible. As a result of its accessibility, the Daily Sandwich Program hands out an epic number of sandwiches -- between 7,500 and 12,000 per month.

Monday - Friday

11:00AM - 1:00PM

4:00PM - 5:00PM

Saturday - Sunday

11:00 AM - 1:00 PM

Assumption Food Pantry

This more traditional program is funded by three separate federal grants, and provides families with food each month to prevent hunger, and serves many additional families who may be in crisis. The Food Pantry accommodates a prescribed geographic area as designated by the Inter-Religious Food Consortium. Parcels are distributed in quantities based on number of dependents. Clients must meet certain criteria in order to be eligible for the program, and register in advance.

Monday - Friday

9:30 AM - 1:00 PM

How We Can Help
Pantry Services
Sandwich Program/Soup Kitchen
Poverello Health Center
Our Ministries

How You Can Help
Volunteer
Donate Money
Donate Items
Make a Suggestion
Spread the Word

Contact
808 North Salina Street
Syracuse, NY 13208

Brother Nicholas Spano
Order of Friars Minor Conventual
Email:
brothernick@assumptionchurchsyracuse.org
Phone: (315) 473-9101

Connect
Facebook
Twitter
Google+
Pinterest

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Summary of Capstone Project

As Syracuse University students, the concept of "Scholarship in Action" has been emblazoned into our minds and our hearts since we embarked on our education four years ago. Sophia and I were sold on the concept immediately upon arriving to campus, partically due to circumstances in our upbringings, and we strived to exhibit Scholarship in Action as frequently as possible during our undergraduate tenure. We have benefitted from the resources on the hill, and seen the striking poverty that infests the city below it. When the opportunity to pursue our senior Honors Capstone arose, Sophia and I saw the obvious option to harness the abilities we have acquired here as students and use them to better the condition at least one small aspect of life in the city of Syracuse. It only seemed right that our efforts go towards something productive; both of us cringed at the idea of putting all of our effort and knowledge forth into something that would sit on a bookshelf or on a flash drive for years, to benefit only the readers, thereby keeping the benefits of that knowledge imprisoned. We wanted to implement our individual talents to create an Honors Capstone that was living and breathing, something that would dynamically affect the city which has been our willing host for the best four years of our lives.

We ultimately decided to accomplish this lofty goal of ours by creating a full digital media, social media, and multimedia immersion for Assumption food Pantry in North Syracuse. This is a pantry that struggles to keep up with a seemingly ever-expanding need and dwindling resources of both manpower and food. They seemed like the worthiest of candidates for our efforts, a pantry that would take the products we created and truly make them their own. Establishing a relationship with them, we partnered with them in our pursuit of our capstone project. Sophia and I split the tasks of the capstone according to our skills. I have a dual major in Information Management and Technology and Television, Radio and Film, while Sophia has a major in Television, Radio and Film and a minor in Information Management and Technology. My

technology skills were more adept to tackle the hurdles presented by the digital media and social media aspects, while Sophia was much more capable in the multimedia creation efforts.

Our intent was to create a dynamic and aesthetically appealing website and multimedia components that would help the pantry gain grants by allowing them to become more visible and more vocal. We were to supply online resources for volunteers in terms of calendars of dates needed and volunteer sign-up forms. We would supply information for the clients of the food pantry who had access, harnessing the public forum of the web to inform them on food pantry serving times and eligibility for some of the other services. And, we provided a bird's eye view into the pantry by creating videos and documentaries that would inform the world of what it is like to lead a life subsidized by the offerings of a food pantry, or to be one of its dedicated volunteers. We also created a social media immersion proposal to suggest ways that the food pantry team can better harness social media to reach out to grant-issuers, volunteers, clients, and donors alike. This was to be a true digital and social media immersion.

One of the more difficult aspects was to create the website in the WordPress atmosphere so that it would be easily accessible and updated by the staff at the food pantry, who have limited knowledge in technology. While Sophia and I could feasibly make remote changes for Assumption Food Pantry, the ultimate goal was to hand off a product to them that they could easily maintain that would truly enhance their abilities to function at a higher level not just as a food pantry, but as an organization. To aid in the transition of the site, we created an in-depth and comprehensive guide that the staff of Assumption Food Pantry can keep on hand to use as a reference guide when updating the site or pulling forms. It highlights the basic functionality of a WordPress site, and goes on to detail how they can make every change they could possibly need to make during the course of their maintenance of the site. On a similar note, we also created in-depth

suggestions and templates for their social media endeavors. By creating YouTube, twitter and Facebook accounts for the pantry we gave them the keys to public outreach. By handing them the comprehensive social media proposal plan, we gave them the ability to turn those keys and leverage social media to fulfill their needs.

The core of this project is incredibly significant in the modern landscape of nonprofits. Technology is being harnessed by all industries to improve functionality and the user experience, but particularly in nonprofits. Technology properly implemented in settings such as Assumption Food Pantry can completely change the dynamic and capabilities of the organization. The goal of this project in particular was to harness the wonders of technology to improve the visibility of Assumption Food Pantry, while simultaneously providing important resources to clients, volunteers, donors and possible grant-providers. By being more visible, the pantry can be more functional, acquire more of the resources it needs, and establish a stronger presence in the community.