Educational Patch Program

B the Change Patch Program

Brought to you by the Farm Families
who own Cabot Creamery Co-operative
**B the Change Patch Program**

Dear Group Leaders and Parents:

The farm families of Cabot Creamery Co-operative are so pleased that you have chosen to complete the **B the Change** Patch Program with your group! Cabot has been a B Corp since 2012, and we love spreading the B Corp message.

Our goals for this program are to help your group understand how they can make positive changes in their communities, just as B Corps have a positive impact in the communities they serve.

If you and your group enjoy the activities in this program, please explore our other patch programs at cabotcheese.coop/patches. Please do not hesitate to reach out to healthinfo@cabotcheese.coop if you need any assistance as you work through the booklet.

In addition to our free scout patch programs, the farm families of Cabot want to thank you for the time you give to help the children in your community by also providing free education materials! These resources help to teach kids about important concepts including where their food comes from, the importance of a healthy lifestyle, and about the importance of gratitude in their lives. Please visit cabotcheese.coop/education to learn more!

The farm families of Cabot Creamery Co-operative hope you and your group will enjoy learning how they can **Be the Change**!

With Gratitude,

Sara Wing, RD  
Director, Wellness & Community Programs
Group Leaders

Our Patch Program is inspired by the famous Ghandi quote, “Be the change that you wish to see in the world.” We hope this program encourages you and your group to Be the Change by trying to B Helpful, B Involved, B Informed, B Inspired, or to “B” anything that motivates you! Most of all, we hope you are encouraged to become involved and have fun as you complete the patch program.

By completing this Patch Program, you will learn how you can help to make your community stronger, contribute to a healthier world, and support business that’s not only the best in the world, but best for the world.

Girl Scout Leaders
Completing the B Corp-focused, B the Change Patch, also fulfills steps for the Brownie Give Back, Philanthropist, and It’s Your World Badges, along with the Junior Business Owner Badge, and the Cadette Entrepreneur Badge. Your troop leader(s) can purchase these badges online or at their local Girl Scout store.

Next Steps
Once your group has completed the activities, please fill out the online survey to receive your FREE Patches and Treat Pack! You can find the survey at emcspiritt.polldaddy.com/s/cabot-b-change

If you have any questions about this patch program, please email healthinfo@cabotcheese.com

Steps to Earning Your B the Change Patch

Step 1: B Helpful
Step 2: B Involved
Step 3: B Informed
Step 4: B Inspired

LEARNING OBJECTIVES

When I have earned this badge...

• I will be aware of some every day ways in which I can make the world a better place.
• I will understand how I can make my community better.
• I will know how I can make our world healthier.
• I will know how businesses can make their communities stronger.
• I will understand how B Corps work to make the world better.
Step 1: B Helpful

Do you ever think about making your community a better place to live, but not sure how? Completing this section, you will explore and define what community means and how you can make it better!

ACTIVITIES

Learn About What Community Means
To learn about what community means and how you can make it stronger, have members of your group read the Community Lesson Script, located at the back of this booklet. Act out the script with your group, or you can make a video to share with your town council, local school board, or online. If you decide to share online, be sure to have your parent’s permission and use the tag #BTheChangePatch.

AND

Research a Problem That Is Important to Your Group
Have a brainstorming session with your group. Identify the needs in your community by using the questions below.

- How are you defining community (school, town, neighborhood, etc.)?
- Who are the leaders of this community?
- List three problems that you see in your community. This can be something that affects your group or other people/places in the community.
- In what ways do you think your community could become more environmentally responsible?
- In what ways do you think your community could be healthier or promote healthy living?
- Are there ways in which your community could be more pet-friendly?
- Which of these problems make your group feel the most activated?
- Which of these problems would you like to help solve?
Step 2: B Involved

Now that your group has identified areas that can be made better in your community, it is time to make a difference! Whether you are choosing to make your community greener, healthier, or a safer place to live, getting involved is important!

ACTIVITIES

Think About How to Solve the Problem
Choose one of the problems that your group identified – how can you improve the situation or make it better? Create a chart/poster to help define the problems and/or obstacles, including how to improve the situation or find a solution.

AND

Do Good in your Community
Now that your group has identified a problem in the community – take action! For example, you can partner with a local pet store to hold a pet food drive to support your local animal shelter, participate in a local Walk-A-Thon to help support a medical or community need, or collect clothing and other household items to donate to a local thrift store. Any small action you take can have a big impact on your community. Don't forget to share your good work on social media using #BTheChangePatch after you get your parent’s permission.
Step 3: B Informed

Did you know that businesses can help to make your community stronger? B Corps are businesses that give back to their communities. They may provide their employees with paid time-off to volunteer, give a share of their profits to support local causes, provide job opportunities, or give back to people in need. “Doing well by doing good” - B Corps help make their communities stronger and, in return, make their business stronger!

ACTIVITIES... DO ONE

Find Out How!
Find a local business that helps to make your community stronger. Whether it is a grocery store that gives back to a local food bank, a hospital that takes care of people without health insurance, or your parents’ employer that gives time off for volunteering. If you are unable to find a local business, use the internet to research what some companies are doing to make their communities stronger, employees happier, and the earth healthier.

Answer the following questions as a group about the business you choose:

• Name 2 ways in which the business cares for its employees?
• Name 2 ways in which the business helps its community(ies)?
• Name 2 ways in which the business respects the environment?
• Name 3 reasons why you think the company is an especially great place to work?

OR

Learn about B Corps
Whether it is providing eyeglasses for kids who can’t afford them, or feeding volunteers from Cabot’s Farmers’ Gratitude Grille, B corps are all making a difference.

Use the B Corp website to research how different B Corps solve social and environmental problems through their businesses. Once you have learned about B Corps, put your knowledge to the test and complete the worksheet on the next page.

• What types of companies are B Corps?
• What products do they make or services do they provide?
• Select three B Corps and describe ways in which they are making the world better.
• Is there a B Corp that is trying to solve the local program that your group decided to focus on? If so, what is their solution?
This company not only makes 100% organic body care products, but also provides a free, home-cooked, organic meal for every employee every day.

This New York bakery uses an Open Hiring™ Model, to help people in their community get a job, no questions asked. They employ 90 bakers, who produce handmade brownies and cookies for Ben & Jerry's ice cream and Whole Foods Market. They also offer child care to inspire lifelong learners, community gardens to cultivate a healthy and sustainable neighborhood, and workforce development programs to build pathways for job advancement.

One pound of trash is removed from America’s oceans and waterways for every product purchased from this outdoor apparel company.

The maker of these 100% nontoxic household and personal care products also gets over one quarter of its energy from renewable resources and offers subsidized day care for their employees.

This chocolate maker is the only Fairtrade chocolate company that is also co-owned by cocoa farmers. These farmers, who live in Ghana, Africa, receive nearly half of the profits from this company.

This dairy cooperative returns 100% of profits to its farm family owners who, in turn, provide fair wage employment to hundreds and safeguard their heritage of family farming.

America’s oldest flour company provides employees 40 hours paid time off to volunteer AND has company-wide service outings to help support its community.
Step 4: B Inspired!

Now it’s your turn! Use what you’ve learned throughout Steps 1-3 to create your own B Corp, or work with a local business to host a fundraiser!

An example may be starting your own dog-walking business that donates a portion of the profits to a local shelter. Or, partner with a local pet store to benefit a community pet shelter. The success of the venture or an event will be enhanced when troop members are passionate about the cause.

ACTIVITIES... DO ONE

Plan Your Business for a Better World
As a group, talk about what type of business you would create to help make your community stronger. You may get ideas by researching B Corps and finding real life examples of how businesses are strengthening their communities. Be sure to discuss these questions in your planning session:

• What product or service will you offer?
• How will you make your company a great place to work for your employees?
• How will you make your community better by the way your company is run?
• How will you make the world better with your business?

Once you have thought about your business, create a video explaining what your company does and why your business will be good for your community. Ask your group leader to share this video on social media using #BTheChangePatch – make sure you have your parents’ permission before posting.

OR

Rethink Your Own Fundraiser
If your group already hosts a fundraiser, rethink it! Imagine ways in which you can make your own fundraiser more like a B Corp.

• How can you use your fundraiser to solve a problem in your community?
• Can you partner with a local business to tie your fundraiser to your community?
• Can you donate some of your profits back to a worthy cause?
• Can you make your fundraiser greener by recycling the cardboard boxes you use or by including reusable grocery bags with your orders?

Create a video, collage, poster, or presentation with your ideas for your re-imagined, B Corp-focused fundraiser! Don’t forget to tell your group why this idea will be beneficial for both your troop and your community.

TAKE IT A ‘STEP’ FURTHER!

Be a Champ for Socially-Responsible Business
Remember, any time you buy something, you have “Consumer Power.” So, start learning about the companies and organizations that are using their business as a force for good. Think about shopping more for what you need, rather than what you want; or better still, think of creative ways to re-use items instead of buying new.

If you do shop, try to purchase products and services from companies you know are committed to caring for their employees, their communities, and the planet. Learn more at cabotcheese.coop
COMMUNITY LESSON SCRIPT

This script can be adjusted for any number of actors. If there are only a few actors, give each person several parts. Review the script to see if there are specific examples from your community that can be included.

Setting: Stage this video in a classroom, around a family dinner table, or anywhere a group of people might get together for a lesson.

ADULT: Let’s take some time to talk about community. How many phrases with the word community can you think of?

FIRST ACTOR: Community swimming pool!

SECOND ACTOR: Community leader.

THIRD ACTOR: Community library!

FOURTH ACTOR: Community Service Badge.

FIFTH ACTOR: How about retirement community?

SIXTH ACTOR: And community spirit!

ADULT: Great! Now who can define “community”? Can you give some examples?

FIRST ACTOR: A community is a place where you live, work, and play, like my Jersey Shore community.

SECOND: Right. But it could also be a group of people that have something in common like their religion, or their nationality. So, I’m part of the Latino community and also part of my church community.

THIRD: Or a group of people that have some of the same interests, like my brother hangs out with the surfer community and my grandmother, and her friends, live in a retirement community.

FOURTH: My classroom is a community. So is my church.

ADULT: Great examples. Sounds like a community can be any kind of group connected by something they have in common – like where they live, their culture and beliefs, or their interests. Let’s talk about the community where you live, work, and play. What do you think would make it a strong and healthy community?

FIFTH: I think you need rules and strong, fair leaders.
FIRST: And rec centers, with parks and bike paths.

ADULT: Who do you think is responsible for making and keeping your community strong and healthy?

FIRST: I just learned about this in school. The community helpers, like the police and fire fighters, keep our city safe. And the mayor and city council members have started a Better Together program.

SECOND: What about the people who live in the community?

ADULT: Right. Can you think of the things you can do to make your community healthy and strong?

THIRD: We can volunteer. That’s easy. There are lots of websites with great ideas for volunteering in my community, like DoSomething.org. Or you can research on the internet, “Volunteer Opportunities for kids.” There’s a bulletin board at the library, too. And, our school lists volunteer needs in the school newsletter.

FOURTH: Our troop just visited a recycle center and we learned how we can be environmental champions. We talked about what causes climate change and how to slow it down. We already have a recycle bin at home, so now we plan to start a recycling program at our school. My parents said we also need to pay attention to saving water and turning off lights to save electricity.

FIFTH: Using more reusable water bottles, shopping bags, and storage containers reduces waste.

SIXTH: We can shop at locally-owned businesses. That helps create jobs in our community. My family goes to the farmer’s market on the weekend. My dad says it is important to support local farmers, and the fruits and vegetables are so much fresher.

FIRST: And my mom always tries to shop at businesses that give back and do good.

ADULT: Right, ones that use business as a force for good. You can research stores where you shop on the and choose businesses, like B Corps, that make our communities stronger.

SECOND: Even if your community is in a city, you can find places to spend time in nature. In a park or community garden you can learn how to respect wildlife and what it takes to grow food. My mom has herbs growing in small pots on the window sill.

ADULT: Great job! You just showed that you are all community builders with great ideas! Keep thinking about what YOU can do for your community and get started!

For more about Cabot’s Community Programs, go to: cabotcheese.coop/community-programs
Learn Once, Earn Twice. Several of Cabot's patch programs include activity choices that help scouts and students fulfill steps to earn their patches, but also take steps towards a sustainable future - healthy lifestyle and community.

**THE FUELING HEAD TO TOE PATCH** teaches children the importance of a healthy lifestyle, one that includes regular physical activity and proper nutrition. The hands-on activities provide kids the practical tips and tools to stay fit and healthy, now and in the future.

**THE B CORP PATCH** teaches kids the importance of strong, healthy communities. The lessons help children understand how they can contribute to their community, and explains how B Corps contribute to the health of their community.

**THE GRATITUDE PATCH** focuses on the importance of expressing gratitude in both what one says and does through ones actions. The activities guide kids to focus and appreciate the good things and special people in their lives.

**THE CO-OPS FOR COMMUNITY PATCH** will introduce young people to the co-operative model and help them design their own business.

**THE 3-EVERY-DAY CALCIUM CHALLENGE PATCH** encourages individuals to learn about the importance of calcium in a healthy diet for stronger bones and body.

**SMALL STEPS TOWARD SUSTAINABILITY PATCH** encourages children to make small changes in their lives to help their homes and communities become more sustainable.

Cabot Creamery Co-operative is owned by 1,100 farm families throughout New England and New York. At Cabot, we know the importance of teaching healthy habits, which is why we have created materials and resources to support your efforts in your community, at home, and in your profession.

Learn More at Cabotcheese.coop/patches
Troop, Group and Parent Volunteers - Get rewarded for volunteering!

Reward Volunteers is a free, easy way for volunteers to track the time they spend volunteering in their community and to earn rewards for their contributions.

Visit rewardvolunteers.coop to learn more!