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Respondent

4

Liesl Schrag

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Time to complete

Final Project Report

1. Date of this final project report submission *

7/10/2025

2. Name of project exactly as it was listed in your award letter *

Sustainapalooza 2025

3. Date (or semester/year) of original award letter *

Spring 2025

4. Expiration date of award as listed on original award letter or approved scope change letter - whichever is more recent *

02/07/2027

5. Enter the amount of the award, including any budget increases as a result of a previous scope change. *

\$7,551.75

6. What is your project's 6 digit fund account number created for this project and to which the SSC allocation was transferred?

Please ask your project's financial contact for this information if unknown.

304917

7. How much (in dollars) of your award (including previous approved budget increases) is remaining? *

\$1,595.41

8. Briefly describe the goals of your project. *

The goals of the project were promote the culture of sustainability on campus, foster connections between various entities (students, on-campus organizations, off-campus organizations, etc.), reach a wider audience than the previous year's event, and display how diverse sustainability can be. The aim was to create a sustainable festival for our campus that people can engage with in many ways to ultimately help make the campus more environmentally conscious and sustainable. Another goal of specifically this year's Sustainapalooza was to refine the process from last year and become more well-known and established with the hopes of this being an ongoing event every year.

9. Did you complete your project as it was outlined in the original award letter or in a subsequent approved scope change? *

- ☒ Yes, the project was completed as originally outlined.
- ☐ No, the project was not completed as originally outlined.

10. On what date did you consider the project finished or that you stopped working on it? *

April 12th, 2025 (the date of the event)

11. Describe, in detail, the challenges / obstacles your project faced. *

There were a few unexpected changes to things that we originally thought we wouldn't need, or realized there were things we didn't need. Due to the collaborations between different university groups, there were some challenges of figuring out which aspects of the event fell underneath who's jurisdiction. For example there was a discussion of a hand washing station, which we were unsure about who would fund, making it a bit difficult to know if a scope change was needed and if we would receive one in time. Thankfully, in that case the Illini Union Board covered it, though these types of issues are something we aim to polish in the future. The WasteNot composting also was a new component, and although it was fairly successful, we definitely had a lot more bins and food ware than we needed which is something to keep in mind for the future as well (the leftover food ware will still be used for other things). The day of, the EMT Medical Tent also failed to show up and be present which was unfortunate. This meant we had an extra expense that ended up being refunded to us due to them not showing up. A few other things that we had accounted for ended up being covered by other sources (ex. the smoothie bike supplies also ended up being covered by IUB) or were modified (ex. the printed banner we had originally wanted ended up being a handmade banner made from materials at the IDEA store). Again, these things didn't negatively affect the project too much but is something to iron out in future years. A better understanding of our potential internal funding will be worked on before we continue to reach out for outside funding in our next Sustainapalooza events.

12. Describe, in detail, the successes your project experienced. *

There was even more student engagement than last year and we were able to get even more people involved! We were able to create stronger and more efficient university affiliations and relationships that allowed the process of planning and execution to go smoother than the subsequent year. There were also more added elements the day of the event such as the earth ball (which people really enjoyed!), food vendors on the quad, IGB bus, WasteNot composting, that made the event even more successful. Reusing a lot of the signs and posters from last year worked very well, and will still be able to be used in the future. The music was also a big hit and is a component many of the attendees enjoy. The increased promotion was also successful, as more people reported that they had seen a lot of the advertising throughout the campus and on the MTD buses. Small promotional items like the paper flyers and stickers were also a success, as it increased the number of places we could advertise and people were able to take the stickers with them to feel a more a part of the event. There were more attendees than last year which was something we aimed to have, and we hope to continue growing even more.

13. Describe, in detail, how your implemented project addressed sustainability. *

The entire project centered around Sustainability, as we outlined in our goal. Throughout the entire process, not just the day of the event, we made sure to keep things sustainable as that is a main focus within the Student Sustainability Leadership Council as an organization. We worked to support local and smaller businesses whenever possible and also reused any materials from last year that we were able to. Nearly everything we used this year can also be used again next year. The set-up and equipment used was from the University/Union so we were able to return it and it can continue to be used for other events and future Sustainapaloozas. We highlighted many different aspects of sustainability on the day of the event as well. The event showcased sustainability through different student and community groups, vendors, art, music, and more. Safety and accessibility were also kept in mind during the festival to make sure everyone could attend and feel comfortable. Also on the day of the event, we made sure to use compostable food ware and implement a composting system for the event. Throughout the entire process, economic, social, and environmental sustainability was kept at the forefront of everything we do.

14. Describe, in detail, how your project integrated student involvement and community outreach. *

Like stated earlier in the project goals, Sustainapalooza aims to create connections through student involvement and community outreach. We integrated these things in several ways. A large aspect of the event was RSO tabling, where RSOs were able to sign up and table for their club. They were then able to meet many new people, do outreach of their own, and communicate with other RSOs also tabling. Many people who attended the event were able to talk to the RSOs and learn more about the things we offer on-campus (and how they can incorporate sustainability). By having live music, we got student musicians involved as they were able to promote their music through our event while also creating a lively atmosphere. There was an art tent as well that highlighted visual art pieces created by students that connected to sustainability. Students were able to showcase their artistic talents through our event. For community outreach, the advertising on the MTD buses were intentional in reaching the broader C-U area. We want to include the community in Sustainapalooza as the surrounding community to the university supports so much of what we do and vice versa, so helping to create a stronger connection is important. Various community organizations were invited to participate and attend with a table, and we had local craft vendors selling their items there too. Lastly, there were many events that were also hands-on that allowed attendees to participate in sustainability firsthand. There were the booths to purchase crafts and items from local craft vendors and clothing swap where people could take used clothes or leave any they had. Overall, Sustainapalooza accomplished its goal of centering on both student involvement and community outreach.

15. Describe how the project engaged individuals from underrepresented groups and/or how it promoted diversity, equity, and inclusion. *

A large part of sustainability is social sustainability, and with that means creating an environment where all people can feel included and welcome. By taking place outside on the quad, we wanted it to remain physically accessible to as many people as possible (as opposed to having it in a more inaccessible, less known, or harder to reach space). For our volunteers, we welcomed any students who were interested to sign up to ensure that no one is excluded from being further involved in the event. For the tabling, we were open to a wide range of RSOs and organizations for signing up. We know that even if a RSO may not be centered on the environment/sustainability, they still have a lot to offer to the event and can also express how their club can be sustainable in its own way. With this we featured cultural, political, and other RSOs that you may not typically label as "sustainability-focused". These things helped to promote the greater idea of social sustainability and show the importance of diversity, equity, and inclusion within the concept of sustainability.

16. What key takeaways should the campus community know about your project? *

The key takeaways that the campus community should know about this project is that we are really proud of how it turned out this year and thankful to everyone who was involved/attended! Without the help and support, this event would not be the same. Also, we'd like them to know that this is an event we want to continue doing every year so it's something people should look forward to for Earth Month. We hope for it to gain more recognition and for it to have a reputation as a ongoing, large, fun event that really showcases what sustainability is and can be. Lastly, we want even more people to be involved and join in on creating a sustainable community here and sharing ideas and passions. We want people to know that there's lots of ways to help out and be involved, and hope to keep offering even more opportunities to participate and feel involved.

17. Describe the marketing material developed for promotion of your project, including but not limited to advertising (including digital) and/or signage related to this project. All marketing must include SSC's logo and/or a statement of which fee funded the project. Projects must coordinate with SSC to ensure the promotion appropriately highlights the SSC's contributions to the project. *

We had lots of marketing materials for this project. Our digital signage, paper flyers, bus signage (both on the interior and exterior), and large posters (that went on the A-frames the day of the event) featured the same Sustainapalooza 2025 design, and was slightly modified depending on sizing and other factors like that. On all materials for advertising and promoting the event we featured the SSC logo next to the other logos of important organizations involved in the event.

18. Upload project marketing and/or media not previously submitted in semester progress reports. *

 [Long_Digital Signage - Sustainapalooza25 1921 Liesl Schrag.jpg](#)

 [Instagram Post - Sustainapalooza 2025 Liesl Schrag.png](#)

 [Flyer- Sustainapalooza25 8.5x11in Liesl Schrag.png](#)

 [Digital Signage - Sustainapalooza25 1920x1080 Liesl Schrag.png](#)

 [Bus Signage\(Queen Panel\) - Sustainapalooza25 Liesl Schrag.png](#)

 [Bus Signage Interior - Sustainapalooza25 17x1 Liesl Schrag.png](#)

 [A Frame Design - Sustainapalooza25 24x36in Liesl Schrag.jpg](#)

19. Complete and upload the semester financial documentation for your project. You should reflect all expenditures since your last semester project report. **We strongly suggest that you also upload supporting financial transaction reports from Banner for your award's CFOP. Talk to your project's financial advisor for more information on generating this report.**
<https://studentengagement.illinois.edu/sites/default/files/2024-09/SSC-Budget-Timeline-SEMESTER-PROGRESS-REPORT-template.xlsx>

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NOTE: Any unused project funds remain the property of SSC and will be transferred back to SSC when the project has finished or when the award expires, whichever comes first.



SSC Sustainapalooza 25 Financial Final Report Liesl Schrag.xlsx