PROJECT “FIDGET QUILTS”

Partnership with a Business Project
2017 - 2018
Platte County High School
Platte City, Missouri
Chapter #9204

WRITTEN BY:
Grace Hanson
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Quilts by Collette
“MAKING A DIFFERENCE...ONE QUILT AT A TIME”
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BUSINESS:
“Quilts by Collette”

WRITTEN BY:
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Ryan Dye
Mekenzie Dalton

PUBLISHED BY:
Platte County High School
Missouri - Chapter #9204
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Platte City, MO 64079
INTRODUCTION

PURPOSE

Millions of people across the United States live with mental challenges. For these individuals, keeping their mental and physical strength is top priority. Margaret Collette wanted to help these elderly patients in a fun and unique way. She wanted to “pay it forward” in a way which complimented her strengths; sewing and working with elderly patients with dementia. She would accomplish this by making and donating “Fidget Quilts” which are lap quilts for individuals in wheelchairs or bedridden with mental challenges. The quilts help stimulate sight, sound, and touch. After deciding that she wasn’t the only one able to give back to her community, Margaret set out to seek help in creating a video tutorial to help others learn how to make Fidget Quilts. Mrs. Hannah Kasner, Platte County’s FBLA Adviser, was the first to jump at this opportunity and see the full potential of Margaret’s heartwarming story. Mrs. Kasner knew she needed hard working, reliable, and mature students that had the ability to build a non-profit organization from the ground up. She decided that Grace Hanson, Ryan Dye, and Mekenzie Dalton were the three FBLA members fit for the job and from there, the business with the purpose to “pay it forward” was in their hands.

The FBLA members’ first meeting with Margaret was a very productive formal meeting. The initial reason we were brought together was to create a Fidget Quilt video tutorial so that was top priority. After discussing the details we moved on to establishing what this opportunity could end up being. Margaret’s biggest value was simplicity and her mission was to “pay it forward”. With that in mind we decided we could create a non-profit business. Establishing a business brand and goals as a partnership were our first steps. Afterwards as a group we decided upon a list of tasks with deadlines to assign to various members.

In our “Partnership with a Business” we wanted to establish goals to strive to fulfil throughout the partnership. Margaret’s vision was to “pay it forward” so we needed to be able to find a way to give back to the community through these Fidget Quilts, goal number one. Our second goal was to make connections through networking within the community in order to get the word out about the Fidget Quilts. Lastly, our final goal was to learn as a group how to manage a successful business. In order to achieve these goals we had to brainstorm tasks that would beyond satisfy each goal.

1. Quilts by Collette’s vision is to “pay it forward” by making and donating fidget quilts to help dementia patients live a more comfortable life in a unique and interactive way. Through this partnership, Platte County FBLA assisted in furthering this vision by creating quilts to serve the elderly community.

2. As a non-profit organization, Quilts by Collette searches for opportunities to network and spread the word about Fidget Quilts within the dementia community. The Partnership Committee strove to take advantage of learning about marketing strategies while promoting a new business throughout the Kansas City area.

3. With Quilts by Collette being a new non-profit business Platte County FBLA group members used leadership and cooperation skills while simultaneously learning and demonstrating business and financial skills to become a successful partnership.
Helping Homeless Families Find Their Way Back Home

**Partnership with a Business Project**

**Partnership Goals**

Quilts by Collette is a non-profit organization "paying it forward" to individuals with dementia through a new and interactive way, a "Fidget Quilt". Margaret Collette started this business in memory of her parents who passed away from Alzheimer’s. Heavily involved in community life, Quilts by Collette has been assisting local nursing homes, hospitals, and businesses through Fidget Quilts. Margaret creates these quilts in her free time with local products and supplies, then distributes them throughout the Kansas City area to patients with mental disabilities.

Quilts by Collette serves the community in creative and effective ways, showing students how to “pay it forward” and care for the elderly community. Margaret allowed students to establish the business and work directly within the organization, creating marketing plans and connections to other organizations all while finding ways to fundraise for the Alzheimer’s Association and give back to the community.

The Partnership with a Business Project Committee recognized how the goals of Quilts by Collette and the chapter would provide benefits and learning opportunities for students. As a non-profit business, Quilts by Collette also gave students access to a business model that focuses on securing connections and contributions to provide services to the community. As the idea of a dual partnership developed, the FBLA chapter was able to imagine and pursue possibilities that would serve to not only meet the goals of the partnership, but the nine FBLA national goals as well.

Platte County FBLA’s Partnership with a Business leaders and Margaret Collette met to discuss ways in which the Partnership with a Business Project could be beneficial not only to the parties involved, but the community as well. Outlined below are the goals the Partnership with a Business Project Committee sought to achieve through this project.

### Goals to Benefit Members

In order to benefit and educate members through the partnership, the Partnership with a Business Project Committee established four focused goals to develop career-oriented business skills and provide students with unique opportunities for growth in public speaking, leadership, and citizenship.

<table>
<thead>
<tr>
<th>Goals to Benefit Members</th>
<th>Planned Activities</th>
</tr>
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</table>
| Impact a member base of at least 50 students with dynamic and engaging events. | Alzheimer’s Association Kansas City Walk  
Quilt-a-Thon “Anython” Fundraiser |
| Improve members’ career development, written and oral communication and teamwork skills. | Create a Fidget Quilt video tutorial  
Work collaboratively with peers and professionals |
| Learn about market research strategies and develop data collection and analysis skills. | Networking with local Nursing Homes & Memory Care Units  
Develop a Marketing Plan for Quilts by Collette |
| Design a business logo, social media and print materials. | Design a logo & “place photo here” card for Fidget Quilts  
Set-up a Facebook Page |

### Goals to Benefit Partner

The Partnership with a Business Project Committee set four main goals to benefit Quilts by Collette. The committee sought to leverage the students’ strengths to assist Margaret Collette in establishing her non-profit business all while giving back to the community by helping individuals with Alzheimer’s, dementia, and other mental challenges.

<table>
<thead>
<tr>
<th>Goals to Benefit Partner</th>
<th>Planned Activities</th>
</tr>
</thead>
</table>
| Publicize Quilts by Collette in the community. | Booth at “Sample the City”  
Quilt-a-Thon “Anython” Fundraiser |
| Enhance the use of technology for the non-profit business. | Create a Fidget Quilt video tutorial for YouTube  
Set up Facebook Page and a website |
| Suggest improvements on marketing strategies based on research. | Networking with local Nursing Homes & Memory Care Units  
Develop a Marketing Plan for Quilts by Collette |
| Develop a brand image for Quilts by Collette. | Design a logo & “place photo here” card for Fidget Quilts |
INTRODUCTION

PARTNERSHIP GOALS

Platte County FBLA strives to fulfill the goals established for FBLA Members. Through the Partnership with a Business Project, FBLA Members were given the opportunity to achieve all of the nine national goals set for the Future Business Leaders of America. Benefits received from achieving these goals will impact members for a lifetime.

Goal 1: Develop competent, aggressive business leadership.
FBLA members developed competent leadership skills while creating the non-profit business from the ground up. The intricate planning, networking, researching, and guidance was used for a multitude of tasks and activities. Students learned how to take initiative by starting with an idea and following through with that idea; taking every good opportunity at hand until completion. Platte County FBLA chapter members devised a plan for Quilts by Collette, set up plans with details and attended formal meetings, put together fundraisers and marketing plans. All of this was completed while having to directly network with other organizations as a team. Additionally, the lead students of the Partnership with a Business project learned the importance of being able to communicate efficiently with members while being a leader through assigning roles within the chapter and ensuring all tasks were completed appropriately and professionally.

Goal 2: Strengthen the confidence of students in themselves and their work.
While working on this project, FBLA members were able to put their own ideas together in order to create a new non-profit business. Their thoughts turned into reality and the students’ confidence in voicing their own opinion became clearer after seeing their own ideas implemented in a business. Once members were assigned to a task, whether it was designing a logo or creating a marketing plan, knowing their effort was helping a good cause increased their confidence which became more apparent throughout their work.

Goal 3: Create more interest in and understanding of American Business Enterprise.
After seeing a simple gesture to one patient turn into a non-profit business that positively affects the lives of many, students were able to understand the importance of a properly ran organization. FBLA members were able to see how many people equipped with a variety of skills are necessary to establishing a business. Students were exposed to the various opportunities that come with operating a non-profit organization.

Goal 4: Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
The Partnership with a Business Project heavily focused on giving back to the elderly community. This focus offered FBLA members a myriad of volunteer and leadership opportunities within Quilts by Collette and Stonecrest Senior Living Center which encouraged students to use their talents to improve the lives of others.

Goal 5: Develop character, prepare for useful citizenship, and foster patriotism.
FBLA members strengthened their character through giving back, developing loyalty to their community, and helping to fulfill an overlooked issue in our community. This character development will encourage students to become giving citizens, working together to benefit their communities in a relatively simple way.

Goal 6: Encourage and practice efficient money management.
Students put effective money management into practice through the financial planning of collecting donations and fundraising. In order to finance events, such as the Stonecrest Senior Living Center Night, FBLA members reached out to chapter members for donations of fidgets and fabrics while having to manage how these supplies would be efficiently used. Following these events the Partnership with a Business Project Committee created a budget, allocating the proceeds to give back to the community and chapter.

Goal 7: Encourage scholarship and promote school loyalty.
The Partnership with a Business Project promoted scholarship through research of two different business models and techniques. In addition, the project was covered in the local newspapers as a Platte County High School project, enhancing school pride for all involved.

Goal 8: Assist students in the establishment of occupational goals.
Through this partnership, students were able to explore many different professions in business and healthcare fields. Volunteer opportunities allowed young business leaders to learn about the process of planning, marketing, communicating, advertising, and management.

Goal 9: Facilitate the transition from school to work.
FBLA students were able to transition from a typical high school setting to a business setting through formal and informal communications with Stonecrest Senior Living Center, Anython.com, and Quilts by Collette. Members were expected to put in full effort, making sacrifices in order for this partnership to be successful. Additionally, students knew it was a must to be professional at all times throughout the partnership, planning events, engaging in meetings, and visiting local organizations. These are ideal skills future employers are likely to expect from employees.
INTRODUCTION

BUSINESS OVERVIEW

Margaret Collette, the founder of Quilts by Collette, suffered a tragic loss of her parents to Alzheimer’s. While traveling for work around the United States, caring for mentally and physically disabled elderly persons, she ended up at the A Block Away Quilt Shop in McAllen, Texas. After being introduced to the Fidget Quilt, Margaret couldn’t get the thought of helping patients out of her mind. Fidget Quilts are lap quilts with various textures and trinkets designed to stimulate the senses of persons with all forms of dementia and to keep their idle hands busy and safe.

Margaret’s next work destination landed her in Kansas City, Missouri where she was determined to find a way to spread the word about Fidget Quilts. Margaret has been making Fidget Quilts for months to “pay it forward” to the patients with dementia. However, she wanted to do more than just give back by herself. After thinking and researching the most efficient way to spread the word, Margaret decided to create a video tutorial on how to make a Fidget Quilt. Reaching out to local schools, many emails were sent out seeking help with the technological and marketing side of the tutorial. Mrs. Hannah Kasner, Platte County FBLA Adviser received a request to help make Margaret’s dream a reality. After lots of thought and several e-mails exchanged, a partnership was formed.

Margaret has a heartwarming story and is doing something great in her free time and we believed that she could be very successful. Margaret strictly wanted to “pay it forward” without any sort of compensation so she allowed us to help start a non-profit organization for her in memory of her parents. After our first initial meeting with Margaret we established goals, as a whole and as individuals. We made to-do lists and events with deadlines and dates in order to assign roles to chapter members. The partnership started with the video tutorial following with many plans to network throughout the community in order to get the word out about Quilts by Collette.

RESPONSIBILITIES OF BUSINESS

- “Pay it forward” to the elderly community
- Create a Fidget Quilt video tutorial and post to YouTube and share it with two Alzheimer’s organizations: Teepa Snow and Alzheimer’s Association
- Create a simple, yet effective organization
- Fundraise for the Alzheimer’s Association to support research to help find a cure for Alzheimer’s Disease
- Donate quilts to a nursing home or a hospital
- Create awareness for mental illness and Fidget Quilts

RESPONSIBILITIES OF CHAPTER LEADERS

- Find effective and efficient ways to give back to the community
- Develop a brand for a new business
- Start a fully functioning organization
- Set up a fundraiser to support research to help find a cure for Alzheimer’s Disease
- Create a partnership between a nursing home and the organization
- Assist Quilts by Collette with branding (logo, social media, video tutorial, networking, marketing plan, etc.)
Choosing a Partner

In order to build a partnership, the Partnership with a Business Project Committee contacted businesses during the summer of 2017. When searching for a business to partner we kept our chapter goals in mind for this type of project which is to combine “service” with “business”. Working with two other non-profit organizations for previous projects has instilled in our chapter and its members the need to give back to the community and “pay it forward”. The committee struggled to find a partnership that would combine business with service until mid-September when an opportunity came in an email from a new local community member who desperately needed help for a good cause.

Millions of people across the United States live with mental challenges. For these individuals, keeping their mental and physical strength is top priority. Margaret Collette wanted to help these elderly patients in a fun and unique way. She wanted to “pay it forward” in a way which complimented her strengths; sewing and working with elderly patients with dementia. She would accomplish this by making and donating “Fidget Quilts” which are lap quilts for individuals in wheelchairs or bedridden with mental challenges. The quilts help stimulate sight, sound, and touch.

After deciding that she wasn’t the only one able to give back to her community, Margaret set out to seek help in creating a video tutorial to help others learn how to make Fidget Quilts. Mrs. Hannah Kasner, Platte County’s FBLA Adviser, was the first to jump at this opportunity and see the full potential of Margaret’s heartwarming story. Mrs. Kasner knew she needed hard working, reliable, and mature students that had the ability to build a non-profit organization from the ground up. She decided that Grace Hanson, Ryan Dye, and Mekenzie Dalton were the three FBLA members fit for the job and from there, the business and the purpose to “pay it forward” was in their hands.

The FBLA members’ first meeting with Margaret was a very productive formal meeting. The initial reason we were brought together was to create a Fidget Quilt video tutorial so that was top priority. After discussing the details we moved on to establishing what this opportunity could end up being. Margaret’s biggest value was simplicity and her mission was to “pay it forward”. With that in mind we decided we could create a non-profit business. Establishing a business brand and goals as a partnership were our first steps. Afterwards as a group we decided upon a list of tasks with deadlines to assign to various members.

Every business needs a brand and we quickly noticed Margaret Collette had a wonderful idea supporting a good cause, but her business idea lacked a solid foundation, a “brand image”. After completing the Fidget Quilt video tutorial, before moving forward we knew we had to develop a few “branding” pieces for Quilts by Collette.

- **LOGO:** Margaret wanted a dragonfly to be included to represent her late brother.
- **TAGLINE:** We decided “Making a Difference, One Quilt at a Time”, would be simple, yet catchy.
- **COLOR SCHEME:** Shades of purple were chosen because these colors represent Alzheimer’s Disease.

Roles of Members

The project leaders assigned FBLA members roles to help implement the project based on their skills, experience, knowledge, and individual goals. The following teams were created and every member was assigned a role.

- **BRANDING & DESIGN:** Members will create the “brand image” for Quilts by Collette. This will include the logo, slogan, print and digital artwork.
- **WEBSITE:** Members will create a website for Quilts by Collette using the free platform Weebly.
- **SOCIAL MEDIA:** Members will create a Facebook Page for Quilts by Collette.
- **NETWORKING & CREATING AWARENESS:** Members will research local connections for Quilts by Collette including memory care units, nursing homes, donors for material and fidgets, etc.
- **FUNDRAISING:** Members will develop activities to help raise funds for the Alzheimer’s Association to support research to help find a cure for Alzheimer’s Disease.
Phase Two: Development

Step One: "Branding"
The project leaders assigned FBLA members who’s specialty was design to the task of branding. Following the branding development we moved on to design the business cards, flyers, advertisements, and posters to be used for printing and digital promotion. We believed one of the most efficient ways to advertise would be through the internet. Thus, we had members create a YouTube page to host the Fidget Quilt video tutorial, a business website using the free platform Weebly, and one social media page (Facebook) in order to get the word out about Quilts by Collette. Even though advertising and branding is important, it is equally as important to plan the business aspect of this non-profit business. A full marketing plan was needed to be created in order to explore the full potential of Margaret’s business. After the basics of this non-profit organization were established we moved on to networking and building connections with local businesses and community members.

Step Two: “Networking”
In order to make this an actual working organization we needed to spread the word by planning and attending various events. Brainstorming different opportunities was our first step and it led to many different ideas.

Prior to “implementing” the partnership project, a team of members developed a Marketing Plan for Quilts by Collette and shared it with Margaret at one of the meetings to discuss the partnership plan as a whole. At this meeting we published her website, posted her video tutorial, and finalized the Facebook social media page so her business was viewable by the public.

Making connections with Alzheimer’s and dementia groups was our main focus. We were able to make two connections: Alzheimer’s Association and Teepa Snow, a dementia and Alzheimer’s care expert who trains and helps agencies, facilities, and families. Both organizations have shown support to Quilts by Collette by sharing the Fidget Quilt video tutorial we created on their website and in their monthly newsletters. In addition, the Alzheimer’s Association is allowing Platte County FBLA share their website and contact information on our Fidget Quilt-A-Thon page for our upcoming fundraiser. We have agreed to donate 10% of the proceeds to the Alzheimer’s Association.

Additionally, finding local events to participate in, and contacting nursing homes with what our partnership could do for them was important as well. Throughout the partnership Platte County FBLA participated in a variety of events to support Quilts by Collette. This included the following.

- **Alzheimer’s Walk of Kansas City:** Members attended the Alzheimer’s Walk of Kansas City with Margaret Collette. Members also helped make and sell dog toys at the walk to help raise funds for the Alzheimer’s Association.
- **Sample the City:** Members hosted a booth with Quilts by Collette to show their support for a local community event and create awareness about Fidget Quilts and Quilts by Collette.

Finally and most importantly we had to find ways to give back either monetarily or through the Fidget Quilts. We decided a fundraiser and making Fidget Quilts to give back would be the end of completing our goals. Through the month of March we participated in an “Anython” fundraiser. For this we made 40 Fidget Quilts and donated them to individuals with Alzheimer’s or dementia. We were able to donate 10% of the profit ($450) to the Alzheimer’s Association.
IMPLEMENTATION

After our initial meeting with Margaret we had lots of tasks to accomplish and that’s when the planning, researching, and developing started. After the to-do list was established, implementing the project began taking place.

“Fidget Quilt Video Tutorial”
The partnership began with the creation of a Fidget Quilt video tutorial. On Wednesday, September 27 administration allowed the project leaders, students who filmed and edited the tutorial, and the lead FBLA Adviser to film the Fidget Quilt video tutorial with Margaret Collette in one of the rooms at the high school. Prior to filming day, the project leaders worked with Margaret to prepare a script. Following filming day the footage was edited together into a 4 minute tutorial and uploaded to YouTube. Margaret loved the tutorial and was eager to share it with her peers. The video has been shared via the Alzheimer’s Association and Teepa Snow websites and monthly newsletters. The YouTube tutorial can be found at https://www.youtube.com/watch?v=W8iYRIsjvKE.

“Sample the City”
When Platte County FBLA received word that Platte City, Missouri was having a “Sample the City” event, we eagerly rented a booth to share with Quilts by Collette. We knew this would be a great opportunity to support our small community and help Margaret spread the word about her Fidget Quilts. First, we had to create informational flyers and business cards to pass out. The flyers explained the purpose of the quilts. It is crucial for people interested in an organization to have easy access to information. Therefore, on the business cards and flyers we had Margaret’s contact information which included her business email and website, both of which were created by our members. The website is fully functioning and can be found at http://quiltsbycollette.weebly.com/.

Platte City’s “Sample the City” event took place on Thursday, September 28th, 2017 from 4:30 p.m. to 7 p.m. We had several people interested in Margaret’s organization and handed our countless amounts of flyers and business cards. This event was a successful first networking opportunity.

“Alzheimer’s Walk of Kansas City”
Following preparing for the “Sample the City” event, we wanted to attend an event directly with the Alzheimer’s Association. Along with Margaret Collette, project leaders set up an opportunity for FBLA members to volunteer to participate in the Alzheimer’s Walk of Kansas City in Overland Park, Kansas.

The Alzheimer’s Associations hosts hundreds of walks annually in the “Walk to End Alzheimer’s” movement. Thousands of people sign up, fundraise, donate, and walk in this event in order to raise money for the Alzheimer’s Association which is funding medical research. Margaret wanted FBLA members to create dog toys made out of old t-shirts to sell at the booth she was helping run at the walk. FBLA members signed up to participate assisting Margaret in making the dog toys, helping sell them at the booth, and participating in the walk.
IMPLEMENTATION

While continuing the search of events to participate in and ways to give back to the community, members continued to implement the marketing plan. Figuring out details of how to raise money, collect supplies, battle competitors, and advertise efficiently was of utmost importance. We had monthly meetings with Margaret to show our progress and talk about new ideas. It was evident, the partnership wanted FBLA members to make quilts together. Project leaders began reaching out to nursing homes and hospitals to make a day where we could spend time with patients and give them Fidget Quilts made by our members.

“Fidget Quilt-A-Thon”

As we continued our hard work a perfect opportunity was presented to us. This opportunity would help us “network” and spread the word about Fidget Quilts and Quilts by Collette, helps raise funds for our chapter and the Alzheimer’s Association, and support our school and community. The Platte County High School Parent, Teacher, Student Association (PTSA) reached out to Platte County FBLA with an idea for a fundraiser with the company, Anython.com. We were intrigued by the idea and set up a formal meeting with PTSA, Anython.com, and a few other school clubs. At the meeting we discussed what an Anython Fundraiser was and how it worked. Afterwards, we decided it would be too good of an opportunity to pass up and agreed to figure out the details and have a second meeting in the following weeks.

FBLA members decided to do a “Fidget Quilt-a-Thon” for our fundraiser in which members would create 40 Fidget Quilts and give them to individuals suffering from mental challenges. To raise money for our chapter, community members will pledge “x” amount of dollars per Fidget Quilt made and delivered to a patient.

The next mission was to decide who and how the 40 Fidget Quilts were going to be made. After all Margaret does work a full-time job and we aren’t taught how to sew in school. Our Adviser, Mrs. Kasner had a rather impossible idea; she would sew the quilts and FBLA members could sew on the unique “fidgets”. As a whole we were all skeptical but Mrs. Kasner was able to use her own scraps and supplies and created 40 Fidget Quilts within a matter of days. The project leaders set up a donation drive to collect fidgets from chapter members. We then had a two week period where members sewed the fidgets on to the Fidget Quilts by hand. In addition, one of our project leaders was able to make a dragonfly fidget for each quilt with the 3D printers at our school.

Simultaneously, Platte County High School’s Parent Teacher Student Association (PTSA) was helping us set up the fundraiser with Anython.com. PTSA would earn a portion of the profit and also support our chapter by providing incentives for our participants. The “Fidget Quilt-a-Thon” with FBLA and Quilts by Collette was scheduled to take place March 6 - 29. FBLA members were responsible for sharing, posting, and sending the link to our fundraising page on the Anython.com website to anyone and everyone they know. Project leaders created a video to explain the story of Quilts by Collette on the Anython.com website and anyone who followed the link or found the page on Anython.com would be able to see our story the Partnership with a Business Project. After watching our story people were able to make a pledge to donate a specific amount of money for every Fidget Quilt we make and deliver. Our fundraiser profits were divided up accordingly: 30% to PTSA, 20% to Anython.com, 10% to Alzheimer’s Association, and 40% to Platte County FBLA.

Lastly, project leaders reached out to several local nursing homes to set up a partnership where members could deliver their Fidget Quilts to. Stonecrest Senior Living Center was the first interested in this event. Once several phone calls were exchanged, Thursday, March 29th was chosen to be the day ten FBLA members would go spend time with patients and give out Fidget Quilts from 4 p.m. to 5 p.m.
Throughout the Partnership with a Business Project with *Quilts by Collette*, members gained knowledge of business operations, developed technical skills application to future careers, and collaborated with peers and professionals to maintain a successful partnership with several non-profit organizations. As a result, the project received high recognition from business leaders, community members, administrators, and news media for its partnership with *Quilts by Collette* and the project’s impact on members, the partner, and the community.

### Publicity

**EVIDENCE OF PUBLICITY**

**Publicity**

**Comments and Testimonials**

*February 17, 2018 by Micah Wells*  
Comment section on the Fidget Quilt Video Tutorial on YouTube

"Great tutorial! Will be passing it on to my friends at The Fidget Quilt Guild."

*February 20, 2018 by Platte County FBLA Parent*  
Email to adviser after learning about the Fidget Quilt-a-Thon

I have to tell you STUDENT NAME came home and told me about the event to Stonecrest. He even gave me the permission slip to sign last night. You know how good he is about that. This hits home for STUDENT NAME and I think will be a good thing. His grandpa has had 3 brain hemorrhages and has vascular dementia. He is a two year old. STUDENT NAME is SO patient with him. I think STUDENT NAME’S gift is working with special needs kids or the elderly. He truly enjoys it. I am so excited he is interested in going to this event.

**YouTube Fidget Quilt Video Tutorial**

168 Views / 2 Likes / 0 Dislikes

Shared via Alzheimer’s Association and Teepa Snow websites and monthly newsletters.

Share via *Quilts by Collette* Facebook Social Media page.

**Information was released via...**

- Social Media (Twitter)
- School District Website
- Local Newspapers
- Pirate Clipper & PCTV News

**Fidget Quilt-a-Thon**

The following includes goals and publicity for our “Anython Fundraiser” March 6 - March 29.

- Goal to raise $10,000 (Total Raised was $7,207)
- Email
- Social Media
- Website (Anython.com, School District, Quilts by Collette)
- Local Newspapers (Platte County Citizen & The Landmark)
- Article in Pirate Clipper and air on PCTV News
- Local news stations for March 29 visit to Stonecrest Senior Living Center
BENEFITS AND IMPACT

BENEFITS

Throughout the Partnership with a Business Project Margaret Collette, administrators, business leaders, Platte County Chamber of Commerce (hosts for Sample the City), leaders from Stonecrest Senior Living Center and Anython.com, and PTSA offered immeasurable support during the implementation process. Whether allowing us to spend time with patients and give away quilts or assisting in fundraising ideas; contacts from business leaders, the school, and community were able to assist in furthering this project for the betterment of the community.

Margaret was very willing to learn and assist us throughout the whole partnership. In return, Platte County FBLA showed her a simple, yet successful way to run a business. We helped her manage and use technology such as a video tutorial, social media, and a website. In addition, Margaret allowed us to find ways to “pay it forward”. Knowledge is power and we were able to make others aware of issues in society. As a whole we were able to teach others how easy it is to give back to the elderly community whether it’s time, money, or materials and every little bit helps.

Representatives from Stonecrest Senior Living Center were very understanding and cooperative with letting us use their facilities to give back to the elderly. We were able to learn a lot about various diseases in the “memory care unit” and how to help patients. Learning about all types of the community and how to “pay it forward” to them, spending time, donating, and talking to the patients is a very rewarding experience.

Sarah Powell from Anython.com and Platte County PTSA was very supportive and efficient with our “Fidget Quilt-A-Thon” fundraiser. They helped us decide the most effective time period in order to raise the most money and helped us maintain our webpage as well as finding ways to get FBLA members to participate. PTSA offered students incentives to share and repost the link to our page so we could gain pledges.

The Partnership Committee further ensured deadlines and responsibilities were met by all parties involved. In order to formulate a successful partnership, the Committee needed chapter members to assume duties and perform tasks vital to the goals of the project. Participating in activities such as volunteering, creating marketing materials, publicizing events, manning quilting stations, and registering participants has allowed students to expand their knowledge of business and be active participants within the community. The partnership between Quilts by Collette and Platte County FBLA is one that will have an impact not only for the 2017 - 2018 school year, but for many years to come.

SUPPORTERS

- Margaret Collette (Quilts by Collette)
- Platte County Adviser, Hannah Kasner
- Platte County FBLA Adviser, Arian Huhmann
- Stonecrest Senior Living Center
- Platte County FBLA
- Anython.com (Sarah Powell)
- Platte County School District
- Platte County High School Administration
- Platte County Chamber of Commerce (Sample the City hosts)
- Roberta Rudolph (PLTW - 3D Printers for Dragonfly Fidgets)

The Partnership with a Business Project
BENEFITS AND IMPACT

CONCEPTS LEARNED

Throughout the Partnership with a Business Project, members learned a variety of management and business operations skills. They developed technical business skills by creating a “brand image” and developing a marketing plan. The partnership with Quilts by Collette provided a variety of great opportunities for students to learn entrepreneurial skills, as well as important aspects of non-profit business models.

Below is a list of activities that the partnership with Quilts by Collette facilitated:

<table>
<thead>
<tr>
<th>Activities for Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fidget Quilt Video Tutorial Filming Day</td>
</tr>
<tr>
<td>Sample the City</td>
</tr>
<tr>
<td>Alzheimer’s Walk</td>
</tr>
<tr>
<td>Fidget Quilt-A-Thon</td>
</tr>
<tr>
<td>Stonecrest Senior Living Center Activity</td>
</tr>
<tr>
<td>Brand Image &amp; Marketing Plan Development</td>
</tr>
</tbody>
</table>

The first activity completed for the partnership was an eye-opening experience for the project leaders and other members involved in the Fidget Quilt video tutorial filming day. This was one of the very first moments spent with Margaret Collette. Advisers and members quickly fell in love with her heartwarming story and many felt a connection with her because our advisers and several of our members had also lost loved ones to Alzheimer’s Disease and other mental illnesses. It was at that moment we knew we had to move forward with the project, focusing on compassion for others and a desire to help get the word out about Fidget Quilts and the importance of “paying it forward”.

The first formal activity to be completed in the partnership was the “Sample the City” event. Students went to downtown Platte City, Missouri in order to share the concept of Fidget Quilts and Quilts by Collette with the local community. Margaret Collette and FBLA members guided visitors through the process of making a Fidget Quilt, explaining the various benefits. FBLA members were shown the process of marketing and networking. Through this event, students discovered the complexity of operating a non-profit business while exploring various networking opportunities.

Students explored another side of the non-profit organization world through the Walk to End Alzheimer’s held by the Alzheimer’s Association. This event showed FBLA members and other students throughout the school district the importance of participating in their school and community events to give back to the elderly community.

The next activity the students engaged in volunteering to help with the Fidget Quilt-A-Thon in a variety of ways. The Partnership with a Business Project Committee took on leadership roles by organizing scheduled volunteering days. Members were asked to donate fidgets or sew fidgets on to quilts to give away. Within a three week period students participated in the Anython.com fundraiser and asked to share, post, and send the link to our webpage through any internet source. These duties allowed FBLA members to truly experience the daily commitment of operating a business which requires lots of planning and relying on others.

Members also volunteered for the Stonecrest Senior Living Center activity; dedicating time to patients on March 29, 2018 in Kansas City, Missouri. Students passed out quilts and talked to patients within the memory care unit. These volunteering opportunities allowed students to work closely with a nursing home and experience community involvement from a unique perspective. Members also learned by teaching others about the volunteering process and organizational leadership.

Partnership with a Business Project
IMPACT ON PLATTE COUNTY FBLA

The benefits of partnering with Quilts by Collette were numerous, and created a lasting impact on the community. A deeply rooted bond formed between two local organizations within the community. Students learned business procedures and marketing tactics, while improving the lives of elderly individuals in the area.

Platte County High School participation with Quilts by Collette has expanded as a result of the Partnership with a Business Project. Other organizations within the community have reached out to help and make a difference while expanding their business education. The lessons learned as a result of the 2017 - 2018 Partnership with a Business Project will guide students not only through the rest of the high school career, but into adulthood as well. Activities throughout this project that highlight the importance of helping the community will continue to teach Platte County students to leave their legacy of leadership. Hopefully, an important organization in the community learned that high school students can provide valuable volunteer service and that Platte County FBLA members might make exceptional employees in the future.

Platte County FBLA members were able to expand upon many valuable business skills through the course of this project.

- Students furthered networking and presentation tactics through direct and formal contact with business professionals.
- Volunteering allowed members to develop a passion for helping the community. Students now recognize the importance of striving to make Platte County a better place.
- Through interaction with the Quilts by Collette and Anython.com FBLA members learned valuable lessons regarding the non-profit and corporate business systems.
- Formal business meetings and marketing campaign planning allowed students to develop their professionalism and explore trends in different industries.

IMPACT ON QUILTS BY COLLETTE

The Partnership with a Business Project met and exceeded each of its goals to leave a lasting impact on Quilts by Collette. The partnership leveraged its greatest strength, the workforce and relevant perspective of high school students which greatly impacted the establishment and marketing for Quilts by Collette.

Quilts by Collette was able to complete the following throughout the Partnership with a Business Project.

- Margaret Collette was able to “pay it forward” by partnering with Platte County FBLA. Together they were able to encourage others to get involved through financial support, donations, creation of Fidget Quilts, and more.
- Quilts by Collette now has a brand image including a newly designed logo along with other print and digital marketing pieces.
- Quilts by Collette has now established several connections with local businesses and nursing homes. Margaret has now built a solid foundation for networking with others who also have a desire to help the elderly community and individuals with mental challenges. In addition, there is now a network of individuals and businesses for Margaret to reach out to for support; all working towards a common goal to “pay it forward”.
## EVALUATION

### PROJECT EVALUATION

The Partnership with a Business Project was a huge success, not only for Platte County FBLA, but for *Quilts by Collette* as well. Due to dedication and involvement from business professionals, FBLA members, and the community, this project helped form a lasting partnership between a local organization and made a difference in the lives of the elderly population of the Kansas City Northland area.

Below is a list of chapter involvement for activities throughout the partnership.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Members Involved</th>
<th>Hours of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning and Implementation</td>
<td>7 Members (10%)</td>
<td>35 Hours</td>
</tr>
<tr>
<td>Branding</td>
<td>7 Members (10%)</td>
<td>35 Hours</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>7 Members (10%)</td>
<td>20 Hours</td>
</tr>
<tr>
<td>Sample the City</td>
<td>16 Members (22%)</td>
<td>32 Hours</td>
</tr>
<tr>
<td>Alzheimer’s Walk</td>
<td>4 Members (6%)</td>
<td>16 Hours</td>
</tr>
<tr>
<td>Fidget Quilt-A-Thon Planning</td>
<td>7 Members (10%)</td>
<td>35 Hours</td>
</tr>
<tr>
<td>Quilt Donations</td>
<td>18 Members (25%)</td>
<td>N/A</td>
</tr>
<tr>
<td>Quilt Construction</td>
<td>7 Members (10%)</td>
<td>40 Hours</td>
</tr>
<tr>
<td>Stonecrest Senior Living</td>
<td>10 Members (14%)</td>
<td>30 Hours</td>
</tr>
<tr>
<td>Fidget Quilt-A Thon Fundraising</td>
<td>72 Members (100%)</td>
<td>36 Hours</td>
</tr>
<tr>
<td>Communications, Publicity, and Acknowledgements</td>
<td>15 Members (18%)</td>
<td>25 Hours</td>
</tr>
</tbody>
</table>

**Total**  
72 Members (100%)  
304 + Hours

Every FBLA member worked for the betterment of this project, devoting ideas and time to the partnership. As a chapter, Platte County FBLA will continue to work with *Quilts by Collette* for years to come, volunteering and supporting their programs. The purpose of this project was to create a lasting partnership that would serve to teach students about business operations and help the community long term.
APPENDICES

Platte County FBLA would like to thank:

- The Platte County School District administrators, teachers, and staff for enthusiastic support throughout this partnership.
- The community for being invested in this partnership, participating in this project, and helping raise awareness for mental challenges throughout Kansas City.
- Margaret Collette for providing her time, effort, and cooperation to be a part of our Partnership with a Business Project.
- Platte County Chamber of Commerce for hosting the “Sample the City” and supporting our booth and Quilts by Collette.
- Platte County PTSA and Anython.com for setting up and sponsoring our Anython donation drive.
- Stonecrest Senior Living Center for allowing us to use the facility to spend time with patients for our project.
- Adviser, Hannah Kasner, for volunteering to take pictures of Margaret Collette’s sewing studio and for volunteering time to help make the Fidget Quilts for the Fidget Quilt-a-Thon.
- FBLA Member, Luke Hodson, for volunteering to help members sew the fidgets on the Fidget Quilts.
- The Alzheimer’s Association and Teepa Snow for supporting the Fidget Quilt-a-Thon by allowing us to donate a portion of the profit to their organization. In addition, both organizations shared the Fidget Quilt video tutorial on their website and monthly newsletter.