



Partnership with Business Project

“Create, Lead, & Inspire to Pay It Forward”

Platte County High School

Platte City, Missouri

Chapter #9204

2018-19



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**2018-19
Partnership with
Business Project**

BUSINESS

Platte Valley Bank

WRITTEN BY

Emily Helmich

Grace Thomas

Jackson Todd

PUBLISHED BY

*Platte County High School
Missouri - Chapter #9204
1501 Branch Street
Platte City, MO 64079*

INTRODUCTION

PURPOSE

Corporate social responsibility (CSR) is something extra companies do to improve their local and global communities, ranging from donating money to nonprofits to supporting school districts in the community it serves. When a company establishes a strategic CSR program, they will begin to see positive results in several ways such as increased media coverage to boosting employee morale.

With headquarters located in Platte City, Missouri, *Platte Valley Bank* is making a series of steps toward expansion of their community outreach programs that include a growing focus on serving the Platte City citizens. In addition, the bank is seeking to earn one of the Foundation Community Commitment Awards from the American Bankers Association. This is a national program that recognizes and promotes the many valuable ways banks of all sizes contribute to economic growth, community development, and enhancing the quality of life in their communities.

As a staunch supporter of school districts in the communities it serves, *Platte Valley Bank* sought help from Platte County FBLA. Mrs. Hannah Kasner, Platte County's FBLA adviser, knew she needed hard working, reliable, and mature students that had the ability to communicate with *Platte Valley Bank* and their Outreach Committee to develop and implement a plan to help the bank promote economic growth, community involvement, and the quality of life throughout Platte County. She decided Emily Helmich, Grace Thomas, and Jackson Todd were the three FBLA members fit for the job and from there, the project to "pay it forward" throughout the Platte City community began.

The Partnership Committee's first meeting with *Platte Valley Bank* was very productive. The committee discussed many possible opportunities to engage with the young and old throughout the community. Establishing a plan of action and goals as a partnership were our first steps. Next, we decided upon a list of tasks with deadlines to assign to various members.

In our Partnership with Business Project we wanted to reinforce the core values of *Platte Valley Bank*, "a strong bank makes a strong community". In order to achieve these goals, the Partnership Committee had to brainstorm tasks that would go above and beyond to satisfy each goal. We came to a conclusion the purpose of the project would be to "create, lead, and inspire" doing all the little things that makes a big difference.



Member with preschool student during the Dollar Bill Activity portion of the presentation.

Bank Vice-President speaking with FBLA members about saving and personal finance.

1.

Platte Valley Bank's vision for a partnership with Platte County FBLA is to "pay it forward" and promote financial education throughout the Platte City community at little to no cost. Through this partnership, Platte County FBLA assisted in furthering this vision by creating educational materials to be used throughout the community.

2.

As a for-profit organization, *Platte Valley Bank* searches for opportunities to network and spread positive messages within the community. The Partnership Committee strived to take advantage of learning about marketing strategies while completing community service efforts throughout Platte City and surrounding areas.

3.

Platte County FBLA members used leadership and cooperation skills while simultaneously learning and demonstrating business and financial skills to create a successful partnership.

PARTNERSHIP GOALS

Platte Valley Bank is a community-oriented team dedicated and committed to providing timely, quality financial services to its neighbors. Its strength and stability has been noticed and recognized by financial peers as well: *Platte Valley Bank* was named one of the strongest banks in the Kansas City metropolitan area in both 2014 and 2015 by *Kansas City Business Journal*. Going beyond traditional financial services, *Platte Valley Bank* is also committed to the communities it does business in. But perhaps *Platte Valley Bank's* biggest successes have come as a result of "doing all the little things that makes a big difference."

Since the establishment of Platte County FBLA, members have worked with a variety of local non-profit organizations to help those in need throughout the Platte County community. The experiences and education members received with these organizations has inspired the chapter to continue to serve the community with the Partnership with Business project.

Early on in the project, the Partnership with Business Project Committee recognized how the goals of *Platte Valley Bank* and the chapter would provide benefits and learning opportunities for young and old throughout the Platte County 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 Project leaders and *Platte Valley Bank* 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 whole. Outlined below are the goals the Partnership with a Business Project Committee sought to achieve through this project. Together, the mission of *Platte Valley Bank* and Platte County FBLA would be to "create, lead, and inspire to pay it forward" throughout the Platte County community.

Goals to Benefit Members	Planned Activities
Impact a member base of at least 40 students with dynamic and engaging events	<ul style="list-style-type: none"> Breakfast with Santa Day of Hope / Giving Tuesday CTE Week Treasure Chest Blanket "Anython" Fundraiser Landscaping Children's Trust
Improve members' career development, written and oral communication and teamwork skills with at least five members attending every event	<ul style="list-style-type: none"> Sample the City Create a financial literacy booklet for adult personal finance classes "Basics of Saving" elementary school presentations Work collaboratively with peers and professionals
Increase personal finance knowledge of two-thirds of chapter members through savings campaigns and presentations for high school students	<ul style="list-style-type: none"> Guest speaker at FBLA meeting American Enterprise Week (November Savings Week) Pennies for Pirates
Learn about market research strategies and develop data collection and analysis skills.	<ul style="list-style-type: none"> Network with Platte City Chamber of Commerce American Bankers Association Commitment to Community Award

Goals to Benefit Partner	Planned Activities
Publicize a positive image of <i>Platte Valley Bank</i> in the community through several community events	<ul style="list-style-type: none"> Breakfast with Santa Day of Hope / Giving Tuesday Treasure Chest Blanket "Anython" Fundraiser "Basics of Saving" elementary school presentations Landscaping Children's Trust Publicize all partnership activities through district social media accounts
Create materials for <i>Platte Valley Bank</i> programs with different target audiences	<ul style="list-style-type: none"> Create a financial literacy booklet for adult personal finance classes "Basics of Saving" elementary school presentations
Create a positive relationship between <i>Platte Valley Bank</i> and Platte County School District including at least one event connecting students to the bank	<ul style="list-style-type: none"> PCHS FBLA Business Sponsor Practical Arts Advisory Board Pirates R.O.C.K. CTE Week Guest speaker at FBLA meeting
Create a positive relationship between <i>Platte Valley Bank</i> and community members with at least three events engaging community members	<ul style="list-style-type: none"> Sample the City Day of Hope / Giving Tuesday Breakfast with Santa Create a financial literacy booklet for adult personal finance classes Treasure Chest Blanket "Anython" Fundraiser

PARTNERSHIP GOALS

Platte County FBLA strives to fulfill the goals established for FBLA Members. Through the Partnership with 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 leading financial literacy discussions with other members and students in the Platte County School district. Intricate planning, networking, researching, and guidance were 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 project plans for *Platte Valley Bank*, set up plans with details and attended formal meetings, putting together fundraisers and other events. All of this was completed while having to directly network with other organizations as a team. Additionally, the lead students of the Partnership with 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 materials for a 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 coloring page or creating a personal finance book, 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. Students and community members took part in learning about the American Enterprise System through a variety of activities prepared by FBLA members. FBLA members helped citizens increase their knowledge and awareness of the American Enterprise System and financial literacy through the implementation of a variety of activities.

Goal 4: Encourage members in the development of individual projects that contribute to the improvement of home, business, and community. The Partnership with Business Project heavily focused on giving back to the community. This focus offered FBLA members a variety of volunteer and leadership opportunities throughout the campaign which encouraged students to use their talents to improve the lives and education 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 *Treasure Chest Blanket Anython*, FBLA members reached out to chapter and community members for donations while having to manage how these donations would be efficiently used throughout the community. Throughout the event, the Partnership with Business Project Committee created a budget, allocating the proceeds to different organizations including PTSA, *Treasure Chest*, Platte County FBLA, and other community activities.

Goal 7: Encourage scholarship and promote school loyalty. The Partnership with Business Project promoted scholarship through research of personal finance. 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 banking 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 *Platte Valley Bank*, *Anython.com*, and *Hillcrest Platte County*. 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.

BUSINESS OVERVIEW

Platte Valley Bank was founded in 1906 in the small village of Waldron, located in southwest Platte County, with a capital stock at the time of its incorporation of \$10,000. As of Summer 2018, the bank has grown to nine locations spanning three counties, with assets of approximately \$547 million. The bank features 193 employees who service tens of thousands of accounts. *Platte Valley Bank's* mission statement reads "A community-oriented team dedicated and committed to providing timely, quality financial services to our neighbors". During its more than 110 years of business, the native Missouri bank has been successful at both ends of that spectrum. Its strength and stability has been noticed and recognized by financial peers as well. *Platte Valley Bank* was named one of the strongest banks in the Kansas City metropolitan area in both 2014 and 2015 by *Kansas City Business Journal*.

Going beyond traditional financial services, *Platte Valley Bank* is committed to the communities it does business in. "To us, giving back to the community is banking 101," *Platte Valley Bank* President and Co-CEO Kyle Burch said. "It's not only the right thing to do, but it reinforces what we believe: a strong community makes a strong bank." Through the Students that Achieve Regardless (STAR) Scholarship program to the Dollar Bill Kids Club, *Platte Valley Bank* has always been a staunch supporter of school districts in the communities it serves. The STAR Scholarship program is fully funded by employee donations with over \$40,000 in scholarships to graduating seniors in local communities. The Dollar Bill Kids Club offers its young members a savings account as well as the opportunity to participate in special Bank Day events at their schools. *Platte Valley Bank* also makes contributions to area parent teacher associations, booster clubs, athletic and extracurricular programs, and after prom activities.

Platte Valley Bank reached out to Platte County FBLA to assist with the development and implementation of a plan to help the bank promote economic growth, community involvement, and the quality of life throughout Platte County. After our initial meeting with the Outreach Committee from *Platte Valley Bank* we established goals as a whole and as individuals. In addition, we made to-do lists and established deadlines in order to assign roles to chapter members.



RESPONSIBILITIES OF BUSINESS

- "Pay it forward" to the Platte City community
- Print a Personal Finance book created by Platte County FBLA - connect with *Hillcrest Platte County* to use the booklet in their programs
- Create a simple, yet effective program to connect elementary students to a bank
- Allow Platte County FBLA members to learn about finance and participate in service opportunities
- Donate blankets to the Platte County School District's Treasure Chest Program

RESPONSIBILITIES OF CHAPTER LEADERS

- Find effective and efficient ways to give back to the community
- Develop new materials for *Platte Valley Banks'* programs
- Complete various tasks assigned by bank leadership
- Set up a fundraiser to support the Treasure Chest
- Create a partnership between *Platte Valley Bank* and the *Hillcrest Platte County* organization
- Assist *Platte Valley Bank* with connections in the schools of the Platte County School District

PLANNING

Choosing a Partner

In order to build a partnership, the Partnership with Business Project Committee contacted businesses during the fall of 2018. 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 several non-profit organizations for previous projects has instilled in our chapter and its members with 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 local business looking to increase their community service efforts and connections to Platte County School District students. As a staunch supporter of school districts in the communities it serves, *Platte Valley Bank* was on the hunt to find ways to develop and implement a plan to make a positive impact in the lives of those living throughout the community. In addition, *Platte Valley Bank* has a passion for working with youth and making a difference in their lives through leadership and career development, thus, providing support for the leaders of tomorrow. The bank reached out to Platte County FBLA, an organization with a positive reputation, to do just that. Along with FBLA members, Emily Helmich, Grace Thomas, and Jackson Todd led the development of the Partnership with Business project activities. After choosing to focus on service and personal finance, members decided to give their partnership project the title “Create, Lead, and Inspire to Pay It Forward” and implement a variety of activities to help *Platte Valley Bank* promote economic growth, community involvement, and quality of life throughout Platte County. Along with a few large-scale events, several small activities helped reinforce the purpose of the partnership. Instead of focusing on one event, the chapter chose to complete multiple activities because the partnership committee saw it as an opportunity to make an impact with as large of an audience as possible. These opportunities brought together local businesses, FBLA members, *Platte Valley Bank*, and other student leaders throughout the school district. In addition, the activities planned were informational, collaborative, and interactive. *Platte Valley Bank* and Platte County FBLA discussed many possible opportunities to engage with young and old throughout the community. Establishing a plan of action and goals as a partnership were the first steps. Next, we decided upon a list of tasks with deadlines to assign to various members. In Platte County’s Partnership with Business Project, members wanted to reinforce the core values of *Platte Valley Bank*, “a strong bank makes a strong community”.

Roles of Members

The Partnership with Business Project was a huge success and it would not have been possible without the support and dedication from Platte County FBLA members. With 100% membership involvement, members were encouraged to participate through a variety of activities. This high involvement rate was achieved by offering points towards lettering in FBLA as well as earn service hour credits for the A+ Program, Tutoring/Mentoring Programs, National Honor Society, and more. The project leaders assigned FBLA members roles to help implement the project based on their skills, experience, knowledge, and individual goals. Each member played a crucial role in the project. The following teams were created and every member was assigned a role.

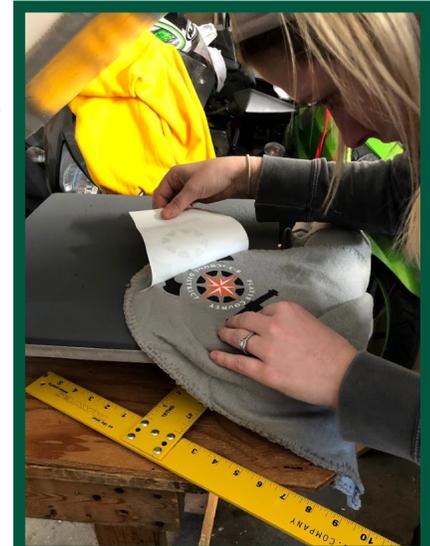
PROJECT LEADERS: Communicate with *Platte Valley Bank* on all partnership activities and goals.

ADULT FINANCIAL LITERACY : Work with *Platte Valley Bank* to create financial literacy opportunities for adults.

YOUTH FINANCIAL LITERACY : Work with *Platte Valley Bank* to create financial literacy opportunities for kids and young adults.

PUBLICITY, NETWORKING, & CREATING AWARENESS: Promote *Platte Valley Bank* and the partnership throughout the school district and community.

FUNDRAISING: Develop activities to help raise funds for charitable causes.



FBLA members printing the logo on blankets donated by *Platte Valley Bank* for the Blanket-a-Thon for the Treasure Chest.



Partnership Committee members meeting with the housing manager and *Platte Valley Bank* leadership.



FBLA member working with preschool students on a savings goal.

SECONDARY PARTNERS

Platte Valley Bank was able to provide the chapter with resources to implement the Partnership with Business project. However, the partnership committee connected with a diverse group of businesses for support and assistance to develop a successful project.

Platte County School District's Treasure Chest Program

The Treasure Chest is a stocked resource center providing food, clothing, toiletries, and other home goods for Platte County students and families in need. While brainstorming service opportunities for the partnership, assisting the Treasure Chest was first on the list. Providing assistance to the Treasure Chest would make an immediate positive impact within the Platte County Community.



Top items needed by the 150+ Treasure Chest Families:

- Shelf-stable food
- Blankets/Pillows
- Personal care items (toiletries, diapers, etc.)
- New socks and undergarments

Anython Fundraising Platform, Platte County High School PTSA, & DSQUARED & Co.

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. Chapter leadership was intrigued by the idea and set up a formal meeting with PTSA and Anython.com. 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. In a previous visit to the Treasure Chest, it was mentioned they were in need of warm blankets to provide their 150 families they serve each week to help them stay warm in the winter. FBLA members decided to do a "Blanket-a-Thon" for our fundraiser in which members would create a design to print on 150 grey fleece blankets. To raise money for our chapter, community members would pledge "x" amount of dollars per blanket made and donated to the Treasure Chest. The next mission was to decide who would make the blankets and how they were going to be made. *Platte Valley Bank* graciously offered to donate 150 grey fleece blankets for the project as well as help Platte County FBLA connect with local businesses for donations through the Platte City Chamber of Commerce meetings and luncheons. Another local business, DSQUARED & Co., offered to help members create a design and print them on the blankets for no charge. Platte County FBLA Officers decided to donate \$450 of chapter funds to help pay for the printing costs. 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 "Blanket-a-Thon" was scheduled to take place February 14 - March 1. 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 the Treasure Chest 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 and the service project. After watching our story people were able to make a pledge to donate a specific amount of money for every blanket we make and deliver. Our fundraiser profits were divided up accordingly: 20% to PTSA, 3% to Anython.com, 67% to the Treasure Chest, and 20% to Platte County FBLA. A total of \$4,050 was raised and the 150 blankets were delivered to the Treasure Chest on Friday, March 1. Over the next several months the Treasure Chest will hand out the blankets to families in need.



Chapter member meeting
with Treasure Chest leadership.



IMPLEMENTATION

After the initial meeting with the *Platte Valley Bank* Outreach Committee, we had several 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.

Sample the City

On Thursday, September 27th, Platte County FBLA participated in the second annual "Sample the City" hosted by the Platte City Chamber of Commerce. To create awareness and kick-off chapter projects, FBLA members put together a booth display. *Platte Valley Bank* also hosted their own booth as well as supported the FBLA booth by providing a Kansas City Chiefs Basket for the charity raffle. Members also collected other raffle prizes from local businesses and sold \$1 raffle tickets to collect money for the Treasure Chest, a resource center helping local families in need. Along with the help of *Platte Valley Bank*, Platte County FBLA raised \$130 to donate to the Treasure Chest. The event was a huge success with over 50 local vendors and more than 300 community members in attendance.

Guest Speaker - Craig Hendrick

Craig Hendrick, Senior Vice President and Branch Manager from *Platte Valley Bank*, spoke to high school students about the importance of saving. This opportunity for students took place during November Saves Week at Platte County High School. This activity helped team members and fellow students learn about *Platte Valley Bank*, deepen their knowledge on the American Enterprise System, enhance financial literacy skills, and taught the importance of understanding financial skills.



Member speaking about FBLA and the partnership with *Platte Valley Bank*.

Platte City Chamber of Commerce Meeting

Platte County FBLA was invited by *Platte Valley Bank* to attend the November Chamber of Commerce luncheon meeting in Platte City. Chapter President and Partnership Committee member Jackson Todd was able to speak at the event with *Platte Valley Bank* covering his cost of attending. Local business leaders in attendance learned about Platte County FBLA and our partnership with *Platte Valley Bank*. Connections were made in the community beyond the Platte County School District and *Platte Valley Bank* benefiting FBLA and *Platte Valley Bank*. Officers and Partnership Committee members also attended the February Chamber of Commerce luncheon and meeting. *Platte Valley Bank* covered the cost of attending and helped FBLA members promote the Treasure Chest Blanket-a-Thon and secure business support through donations.

Platte Valley Bank Breakfast with Santa Event

Platte Valley Bank hosted their 12th annual "Breakfast with Santa" event in mid-December to engage with the community and promote the Dollar Bill Club. The event featured placemat coloring sheets with bank and finance inspired images. There were special guests like Santa, Mrs. Claus, an Ice Princess, and Dollar Bill, the mascot of *Platte Valley Bank's* "Dollar Bill Club" at the breakfast. The Dollar Bill Club is a program to connect with young community members and promote saving from a young age. The Partnership Committee looked to promote the Dollar Bill Club throughout the project at our various events. Platte County FBLA members volunteered their time to help the event run smoothly. Members were able to learn more about the program and plan future events to promote the club.



Dollar Bill Club members enjoying their pancake breakfast.

Personal Finance Booklet

Platte Valley Bank approached the Partnership Committee with a specific task, to create a personal finance booklet with the target audience of adults. These books were to be used in *Hillcrest Platte County's* 90-day transitional housing program. Homeless individuals go through Hillcrest's program to learn finance and life skills to help them get back on their feet. By creating this book, members were able to learn about personal finance while sharing this knowledge with the community. Members also learned professional communication skills throughout the creative process.

Partnership with Business Project

Checking Accounts	Credit
<p>Checking accounts are intended for people with regular sources of income. They are a way to pay for goods and services with something other than cash or credit cards (check or debit card). Most people sign up for checking accounts because they don't feel like carrying around large amounts of cash along with the risk of losing it. However, checks and debit transactions are secure. Checking accounts can also help you keep track, give records of payment, this is why landlords will often require payment by check.</p> <p>Checking accounts often come with the following items:</p> <ul style="list-style-type: none"> - Checks with personal information - Debit card for transactions at ATMs and to purchase goods and services - Deposit slips for depositing money - Checkbook register to help you keep track of your bank account activity <p>It's important to choose the right bank that works for you. Different banks have different accounts and programs that may or may not work for you.</p> <p>When opening an account you'll need to deposit a minimum amount of money. If you have not got one in a car to drive, you need money in account to make withdrawals from ATMs or use checks. This is called a minimum deposit.</p> 	<p>A credit report is a report of all the money you credit or borrow. This information will be reported to one or more of these national credit bureaus. Only people with legitimate business needs may obtain a copy of your credit report. When you apply for a loan to make an apartment, for example, your credit report will be requested from a credit bureau.</p> <p>Identity Theft is when a criminal or unwanted person gains access to someone's personal information and applies for credit in their name. Banks will try their best to protect you, but ultimately it's up to you to be aware with your information. There are some tips to help prevent your identity from being stolen. Don't give out your Social Security number or other information to anyone that contacts you. Get rid of and tear up old bank statements and bills. Review your bank accounts and report any suspicious behavior. You can also protect your PINs and passwords.</p> 

IMPLEMENTATION

Senior Housing Volunteering

Along with the schools in the area, *Platte Valley Bank* looked for the FBLA chapter assistance in reaching out to other age groups. The Summit at Viewcrest Senior Housing had a problem with rainfall drainage and *Platte Valley Bank* has partnered with Platte County FBLA to do some landscaping work. The renovated sidewalk area will allow the seniors to cross to the laundry building without having to go across an extremely slick walkway in the winter. The bank and FBLA also connected with Horticultural Impressions to provide construction materials to complete the project. This planned event will take place over several days in late April/early May, when the weather permits.

Blanket-a-Thon

As chapter members continued their hard work, a perfect opportunity was presented to the partnership committee. This opportunity would help the chapter “network” and connect the community with *Platte Valley Bank* and the Treasure Chest program, help raise funds for our chapter and the Treasure Chest, all while supporting 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 “Blanket-a-Thon” for our fundraiser in which members would help collect 150 blankets and give them to Treasure Chest families. To raise money for our chapter, community members will pledge “x” amount of dollars per blanket made. The next mission was to decide who and how the 150 blankets would be collected. *Platte Valley Bank* donated the blankets, giving them a positive relationship with the community and helping the Treasure Chest Program. Platte County FBLA connected with another local business, DSQUARED & Co., to assist members in printing a design to be featured on the blankets. 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 “Blanket-a-Thon” with FBLA and the Treasure Chest was scheduled to take place in the last two weeks of February 2019. 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. Anyone who followed the link or found the page on Anython.com would be able to see our story. After learning the 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: 20% to PTSA, 3% to Anython.com, 67% to the Treasure Chest, and 20% to Platte County FBLA. A total of \$4,050 was raised and the 150 blankets were delivered to the Treasure Chest on Friday, March 1. Over the next several months the Treasure Chest will hand out the blankets to families in need.



PCHS FBLA members pose with some of the blankets to be delivered to the Treasure Chest.

Elementary School Presentations

The American Enterprise Team led FBLA members and other school leaders through presentations at the local elementary and middle schools to reinforce financial literacy and the importance of savings. The presentations took place on January 14, January 28, January 30, and February 6 to over 1,200 students. The project leads worked closely with *Platte Valley Bank* to create student workbooks to teach students about saving and budgeting. Three sets of workbooks were created based on grade level (1 - 3, 4 - 6, 7 - 8). The diverse group of teen presenters led students through the workbook teaching them how to practice smart saving habits and the skills needed to make a budget. The activities were conducted in small groups to give more attention to each student so FBLA members could connect them to the skills and vocabulary surrounding the topics.



Platte County FBLA members discussing savings goals with preschoolers.

EVIDENCE OF PUBLICITY

Throughout the Partnership Project with *Platte Valley Bank*, members gained knowledge of business operations, developed technical skills, applicable to future careers, and how to collaborate 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 *Platte Valley Bank* and the project's impact on members, the partner, and the community.

Platte Valley Bank Personal Business Who W

HOME / WHO WE ARE / BLOG

PCHS FBLA Teaches the Importance of Saving at Great Beginnings Preschool

FEBRUARY 21, 2019

Platte Valley Bank partnered with [Platte County High School FBLA](#) group Thursday, February 21 to teach the importance of saving money to children at [Great Beginnings Preschool](#).

PVB and FBLA students visited six classrooms where they read the children a story and helped them complete an activity sheet.

The children especially enjoyed drawing their portraits on mock dollar bills and talking about what they would like to save their money for in the future.

Photo Source: [PCHS FBLA](#)

Platte Valley Bank blog post featuring efforts of PCHS FBLA members and their financial literacy classes

Platte Valley Bank of Missouri @PVBank · 4 Dec 2018
only/1G0Z0nRqYl Thank you to everyone who attended, participated, and helped from the planning to clean up to make the event a success. We had such a great event this year!

PVB tweet thanking Breakfast with Santa volunteers

Information was released via...

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

FEBRUARY 21, 2019

Platte Valley Bank Teaches the Importance of Saving at Great Beginnings Preschool

BLOG

PCHS FBLA Teaches Saving to PreK through 5th Grade

For *PCHS's Future Business Leaders of America's* (FBLA) "American Enterprise Project," students are focusing on the importance of saving money. One of the many activities planned for this project involves visiting elementaries and preschools to introduce or reinforce the concept of saving. Partnering with [Platte Valley Bank](#), FBLA students created a children's book, dollar bill activity, and student workbooks. Pictured here are students visiting Great Beginnings. [Click here to view more.](#)

PCR - 3 e-Treasures Report

This publication goes to staff and families in the district

Platte County FBLA @fblapc · Feb 22
Officers spoke @ the @PCChamber Luncheon for the Blanket-a-Thon Fundraiser & Service Project for @PTSAPCHS, @fblapc, & Treasure Chest. Want to donate? Please visit [anython.com/platte-county-...](#) Thank you for the support! @PlatteCountyR3 @PCHSprincipals @PVBank @DrMikeReik @PCHSHalls

PCHS FBLA Tweet retweeted by PVB account to promote the Blanket-a-thon

PTSA & FBLA BLANKET-A-THON FOR THE TREASURE CHEST

WHAT: PTSA & PLATTE COUNTY FBLA BLANKET-A-THON FOR THE TREASURE CHEST (Anython Fundraiser & "Charity" Activity for FBLA, PTSA, & TREASURE CHEST)

FBLA Members are "Teaming Up" for a Blanket-A-Thon! We are working together to raise funds for our chapter, Platte County FBLA, to cover expenses throughout the year. This includes competition expenses, travel expenses to conferences and competitions, financial assistance for our chapter projects, and more. In addition, 20% of our profit will go to Platte County PTSA to financially support their yearly activities including Student Scholarships, After Prom, Staff Appreciation and more! PCHS FBLA will also donate 10% of our profit to the Platte County Treasure Chest, a stocked resource center providing food, clothing, toiletries, and other home supplies for PCR-3 students and families in need.

Our goal is to raise at least \$10,000. The FBLA Members are going to be gathering pledges for every Blanket the chapter as a whole prepares for the Treasure Chest to give to families in need. Our chapter is partnering with [Platte Valley Bank](#) in Platte City, Missouri. The bank has graciously donated 150 grey fleece blankets. Chapter members will work with [DSQUARED & Co.](#) to create and print a design on the blankets. In addition, we will donate 10% of the profit to the Treasure Chest so they can purchase necessary items for local families in need.

WHEN: Online Fundraising (Similar to GoFundMe) will take place via Social Media, Text, Email **February 13 - March 1**

TO DONATE GO TO OUR EVENT PAGE:
<https://anython.com/platte-county-fbla-blanket-a-thon-for-the-treasure-chest>

A TOTAL OF 150 BLANKETS WILL BE DONATED TO THE TREASURE CHEST.
Platte Valley Bank donated the fleece blankets & Platte County FBLA paid for the printing costs working with DSQUARED & CO. to create and print the design.

Blanket-a-Thon

The following includes goals and publicity for our "Anython Fundraiser" February 14 - March 1.

- Goal to raise \$5,000 (Total Raised was \$4,000)
- Email
- Social Media (School district, *Platte Valley Bank*)
- Website (Anython.com, School District, *Platte Valley Bank*)
- Local Newspapers (Platte County Citizen & The Landmark)
- Article in Pirate Clipper and air on PCTV News

BENEFITS

Throughout the Partnership with Business Project, Platte Valley Bank, administrators, business leaders, Platte County Chamber of Commerce, Anython.com, and PTSA offered immeasurable support during the implementation process. Whether helping come up with project ideas and contributing in the hands on work 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. Throughout the entire partnership, *Platte Valley Bank* was very willing to assist with all activities.

In return, Platte County FBLA helped the bank gain access to the community to create stronger bonds. The chapter helped *Platte Valley Bank* reach out to elementary students in effort to teach them about personal finance as well as to get involved with the senior community through the landscaping project. In addition, *Platte Valley Bank* allowed Platte County FBLA to find ways to give back to the community by providing the opportunity to assist with a plethora of service projects.

Knowledge is power and Platte County FBLA was able to make others aware of problems and those who needed extra assistance throughout the community. As a whole, the 2018-19 Partnership with Business Project was able to teach others how easy it is to give back through time, money, or materials and every little bit helps. The committee is grateful to the owner of the senior living community for allowing them to assist in betterment of the senior living facility. Members were able to learn about the wants and needs of these people by connecting with the community, spending time, donating, and helping rebuild the senior living facility to make it safer for everyone.

SUPPORTERS

- Lacy Shipley and Susan Baker (*Platte Valley Bank*)
- Platte County FBLA Lead Adviser, Hannah Kasner
- Platte County FBLA Adviser, Arian Huhmann
- Viewcrest Senior Living
- Platte County FBLA members
- Anython.com (Sarah Powell)
- Platte County School District
- Platte County High School Administration
- Platte City Chamber of Commerce
- Karissa Todd (Platte County High School PTSA)
- DSQUARED & Co.

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 informational materials, publicizing events, performing hands on work, and registering participants has allowed students to expand their knowledge of business and be active participants within the community. Overall, the partnership with *Platte Valley Bank* was a very rewarding experience. A plan to help the bank promote economic growth, community involvement, and the quality of life throughout Platte County was successfully implemented. “A strong bank makes a strong community” and together we were able to achieve the purpose of the project to “create, lead, and inspire to pay it forward” doing all the little things that makes a big difference. The partnership between *Platte Valley Bank* and Platte County FBLA is one that will have an impact not only for the 2018 - 2019 school year, but for many years to come.



Breakfast with Santa volunteer vouchers.



Platte Valley Bank elementary book for savings activities.



Students pose with Dollar Bill following a presentation at Compass Elementary

CONCEPTS LEARNED

Throughout the Partnership with Business Project, members learned a variety of communication and volunteerism skills. They developed business communication skills by speaking with several different organizations and developing a plan of action for the project. The partnership with *Platte Valley Bank* provided a variety of great opportunities for students to learn volunteer skills, as well as important aspects of working with their community.

Below is a list of activities that the partnership with *Platte Valley Bank* facilitated:

Activities for Learning
Personal Finance Book
Breakfast with Santa
Blanket-a-Thon
Elementary Presentations
Senior Housing Service Opportunity

Partnership Committee members Grace Thomas and Jackson Todd created a personal finance booklet for *Hillcrest Platte County's* 90-day transitional housing program. These members not only learned more about writing a professional booklet, they also learned more about personal finance along the way. Members were in constant communication with *Platte Valley Bank* to ensure the booklet followed Missouri laws while providing advice in creativity and finance content.

Members helped with the Breakfast with Santa event, where help was needed serving food and drinks as well as bussing tables and cleaning up after the event. *Platte Valley Bank* often hosts events for the Dollar Bill Kids Club and looked to Platte County FBLA for assistance in December 2018. Although not directly performing in event planning rolls, members learned a lot about to process and steps that go into an event like the Breakfast with Santa. Members also experienced a feel of the Dollar Bill Club existing brand which helped when developing future events and promotion materials.

Platte Valley Bank assisted with the hosting of a fundraiser with the Anython.com organization to raise money for the Platte County Treasure Chest, Platte County PTSA, and Platte County FBLA chapter funds. *Platte Valley Bank* graciously donated 150 blankets for the Treasure Chest families. This event taught members that even in a for-profit business, there is always an opportunity to give.

Members and students from CTE (Career and Technical Education) classes participated in presentations to elementary students with *Platte Valley Bank* on financial literacy with help from the bank's Dollar Bill Kids Club program. After members learned about the Dollar Bill Kids Club, they developed a unique presentation about personal finance to take to several Platte County School District buildings. Members learned about personal finance while teaching the material to students. This had students working directly with bank leadership to develop the presentations and interactive materials.

Partnership Committee members met with leadership from the senior housing facility along with *Platte Valley Bank* to develop a plan of attack to solve a problem. Members learned the difficulty of scheduling meetings with multiple partners and collaboration efforts. Although this event hasn't taken place yet, members are expected to learn about for-profit businesses still giving back to the communities they reside in.

IMPACT ON PLATTE COUNTY FBLA

The benefits of partnering with *Platte Valley Bank* 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 individuals in the area. Platte County High School participation with *Platte Valley Bank* has expanded as a result of the Partnership with 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 2018 - 2019 Partnership with 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 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 *Platte Valley Bank* 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.

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 *Treasure Chest* and *Anython.com*, FBLA members learned valuable lessons regarding the non-profit and corporate business systems.

**“They did a great job!
Thank you for all the planning
that went into this.
Our students loved it!”**

- 2nd grade teacher from Pathfinder Elementary

IMPACT ON PLATTE VALLEY BANK

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

The Partnership with Business Project met and exceeded each of its goals to leave a lasting impact on *Platte Valley Bank*. The partnership leveraged its greatest strength, the workforce and relevant perspective of high school students which greatly impacted the establishment and PR for *Platte Valley Bank*. *Platte Valley Bank* was able to complete the following throughout the Partnership with a Business Project. *Platte Valley Bank* was able to spread some of their programs into local elementary schools by partnering with Platte County FBLA. Together they were able to encourage others to get involved through financial support, donations, and more.

Platte Valley Bank now has a booklet including easy to apply financial devices along with other printed resources. *Platte Valley Bank* has now established several connections with local businesses and schools in the area.

PROJECT EVALUATION

The Partnership with Business Project was a huge success, not only for Platte County FBLA, but for *Platte Valley Bank* 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 population of the Greater Kansas City Northland area.

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

ACTIVITY	MEMBERS INVOLVED	HOURS OF SERVICE
Planning and Implementation	7 Members (17%)	42 Hours
Guest Speaker from PVB	15 Members (36%)	15 Hours
Chamber of Commerce Meetings	5 Members (12%)	10 Hours
Breakfast with Santa Event	12 Members (29%)	48 Hours
Personal Finance Book	5 Members (12%)	50 Hours
Anython Planning	9 Members (21%)	18 Hours
Anython Execution	42 Members (100%)	42 Hours
Preschool Presentation	14 Members (33%)	28 Hours
Elementary Presentations (Three additional schools)	24 Members (57%)	72 Hours
Senior Living Volunteering* (Several days)	25 Members (60%)	125 Hours
Communications, Publicity, and Acknowledgements	7 Members (17%)	14 Hours
TOTAL	42 Members (100%)	450+ 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 *Platte Valley Bank* 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, personal finance, and to help the community long term.

After receiving feedback from Platte Valley Bank and event attendees, the Partnership Committee would like to increase participation with members. Members were often willing to give their time but felt uninformed about upcoming events.

		<p>I'm saving for _____. Each month, I will save \$____. At the end of ____ months, I will have saved a total of \$____ to reach my savings goal.</p> <p>AMERICA SAVES</p>
<p>Food pantry section of the Treasure Chest, taken during a tour of the building.</p>	<p>FBLA member reading to preschool students.</p>	<p>Pledges to save were given to students during guest speaker presentations.</p>

Acknowledgements

Platte County FBLA would like to thank:

- The Platte County School District administrators, teachers, and staff for their enthusiastic support throughout this partnership and allowing us into their classrooms to promoting our events in district communications
- The community for being invested in this partnership, participating in this project, and volunteering at events
- Lacy Shipley and Susan Baker for providing their time, effort, and cooperation to be a part of our Partnership with Business Project
- Platte County PTSA and Anython.com for setting up and sponsoring our Anython donation drive
- Advisers, Hannah Kasner and Arian Huhmann, for their continued support
- FBLA Members Mekenzie Dalton, Grace Hanson, Isabella Scarpelli, and Emilia Wisniewski, for volunteering continuously throughout the project



FBLA members delivering blankets to the Treasure Chest leadership



Book used during savings presentations with elementary students



Blankets donated by Platte Valley Bank being prepped for printing



FBLA volunteering at one of Breakfast with Santa community event hosted by Platte Valley Bank.



Dollar Bill at the Breakfast with Santa. FBLA reading to the preschoolers.



Volunteering at the Breakfast with Santa. Advertising for the Blanket-a-Thon.

