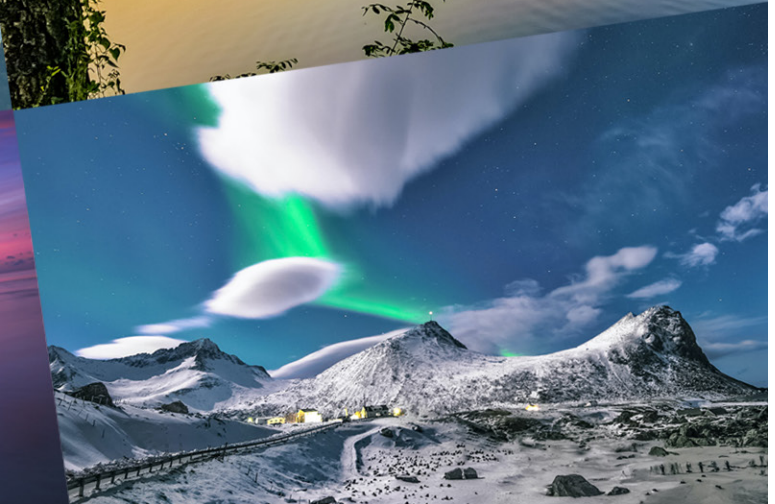




2021-2022



**Junior
Achievement®**
of North Central Ohio

Cloverleaf High School
8525 Friendsville Rd.
Lodi, Ohio 44254
linktr.ee/PositiveVibes.ja

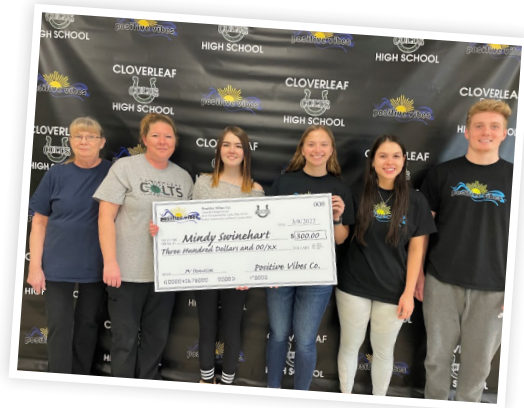
Teacher
Mr. Jim Humiston - JA Advisor
JA Volunteer/Mentor
Mr. Michael Fraser - Avalanche Media Works



Executive Summary

Mission Statement

Positive Vibes is a “not for profit” student-led organization. Our mission is to raise funds through various sales, marketing activities and fundraisers, which will be donated toward Cloverleaf families in need and charitable organizations. Through our media platforms, we spread goodwill and positive messaging to our community. In addition, we are able to expose our positive messaging to a larger audience through podcasting. Our Junior Achievement program introduces the basics of organizing and operating a business, while allowing us to give back and provide to the community through a spirit of entrepreneurship.



Summary of Financial Results

Positive Vibes generated through donations and sales a total revenue of over \$3,000. This allowed our company to donate nearly \$1,700 to Cloverleaf families and local charities in need. Our Junior Achievement program at Cloverleaf High School is financially solvent as a result of several very successful past projects and donations by our community. As a result of these successes, we are able to donate the majority of our profits back into the community.

Company Performance

The social message and mission of Positive Vibes was achieved, our total fundraising revenue went as expected. We believe that our company would have flourished even more significantly had the early part of the school year been more stable. Many student absences and the Pandemic greatly affected our early performance and stability. As the school year went on improvement occurred within our school and helped to increase our ability to have success.

Our Product

Positive Vibes successfully brought in fundraising revenues from two high school basketball games, sponsorships from local businesses through the sales of advertising, and donations from the Community. Our Positive Vibes wall calendar fundraising and sales campaign generated over \$700 for our company. In addition, Positive Vibes sold wristbands which totaled \$200 in sales.



Our Story

We are a nonprofit student led organization. The goal of the Positive Vibes Company is to raise funds through various group activities, which will then be donated to community members in need and charitable organizations. Specifically, this year, we donated to five families within our community in need totaling over \$1700. Our goal was to promote positive messaging within our school and community.

Our opening fundraising event was conducted at the Girls' Basketball Foundation Game. We have been a huge supporter of this event for several years. We had many raffle baskets that were donated to us for the event. This particular fundraiser raised over \$1,100 dollars. Positive Vibes was definitely reflected by our group at this event as we donated all the funds generated to four families in need within our community.

We successfully ran several podcasts including at the 1st Annual Joe Tait Basketball Classic and the Cloverleaf Wrestling Alumni Night. The legendary Joe Tait was a member of the Cloverleaf community for many years and was the voice of the Cleveland Cavaliers for over 40 years. The Joe Tait Basketball Classic was made possible as a result of a local businessman. Our organization has a close connection with the local businessman, and consequently, we benefit from this relationship. We conducted interviews with Joe Tait's daughter, who provided us with tremendous insight about his life. Others that we interviewed discussed Joe Tait's integrity and his love for Cloverleaf. At the Wrestling Alumni Night, we met and interviewed many former wrestlers that have become huge successes in business. Both events were huge successes and enabled us to spread our positive messaging through our podcasts and by creating a fun atmosphere.

We spoke with hundreds of community members and sold "positive vibes" wristbands. Additionally, we had raffle baskets at both events that generated hundreds of dollars, which were ultimately donated back to our community. We conducted many interviews that made for two very enjoyable podcasts for our community.

We met in the late fall to discuss ideas for our company project and to develop an overall idea for our company. As a result, Positive Vibes was born because we sensed that negativity was getting in the way of many within our school and community. We got a late start with our project, but overcame many adversities to complete a "Positive Vibes" wall calendar. The calendar has beautiful photos and very powerful quotes that enable us to further promote positivity. We were able to sell an advertising sponsorship for the calendar, which took a great deal of pressure off of us. We were able to market the calendars through our platforms with a great deal of success.

All of our podcasts were placed on a hub named *Anchor* that redistributes to many platforms for listening, including: *Spotify, Google Podcast, Breaker, and RadioPublic*. Additionally, we placed notices on all of our social platforms, including *Facebook, Twitter, and Instagram*. Our local school news channel also ran commercials to promote our group. Our program, Positive Vibes is an after school activity, and there were often conflicts concerning scheduling. We made the necessary adjustments by posting our meeting discussions on Google Classroom or meeting with each other during a study hall or before school. This is a difficult proposition to run the Junior Achievement Company Program without interacting with each other in the traditional classroom setting. We quite honestly just do the best we can do. Complicating matters is the fact early on in the school year the Pandemic was still creating problems for our meetings.



Financial Performance

Category	Amount	Details / Comments
Income		
	\$300.00	Alumni Wrestling Event
	\$1,100.00	Girls Basketball Fundraiser
	\$300.00	Joe Tait Basketball Classic
	\$500.00	Advertising Sales
	\$700.00	Calendar Sales
	\$200.00	Wristband Sales
Total Revenue	\$3,100.00	
Expenses	\$1,356.74	
Gross Profit	\$1,743.26	
Charitable Donations	\$1,700.00	Cloverleaf High School Charities
Net Profit (Liquidation)	\$43.26	Donated to 2022-2023 JA Fund

PV Breakeven Analysis 2021-2022

Total Cost of Calendars \$575.00

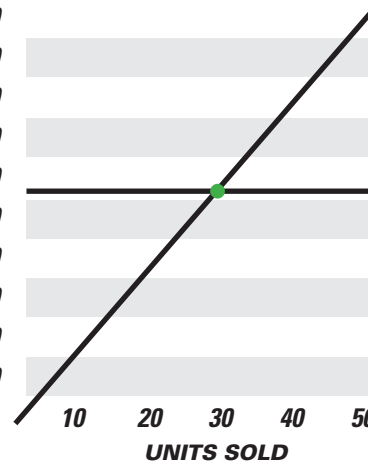
Selling Price \$20.00

$\$20.00 \times 50 \text{ units} = \$1,000.00$



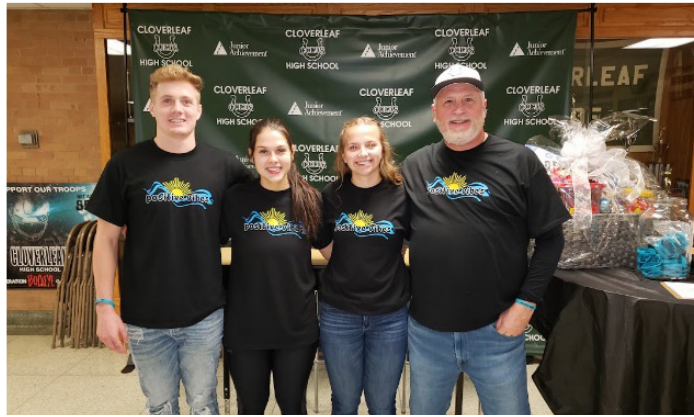
COST

1,000
900
800
700
600
500
400
300
200
100





Innovation - Our Process



Nonprofit Organization

Positive Vibes is a nonprofit organization, which raises funds to be donated back into our community. We have developed outstanding relationships with the Cloverleaf community and local businesses whose support is necessary for our successes. Our ultimate vision was to create community positivity through our messaging and donations to Cloverleaf families in need. Our podcasts were positive, relatable, important, and brought awareness to our listeners.



Logo

We sketched a logo on the digital whiteboard in our advisor, Mr. Humiston's classroom. All of us contributed, and as a result, over the course of several meetings, our logo was developed. The logo is made up of blue swooshes, black letters spelling "positive vibes," and a vibrant yellow for a bright sun that signifies the hope of a new day. The logo is consistent throughout our social media platforms, annual report, commercial video, and powerpoint.

Video

Due to our inability and difficulty to have many class meetings, we decided to be creative and innovative. We used an animated product developed by a company named Vyond to create our video. The program allows us to be creative and use an animated video to tell our story. Within the animated video, each member of our team has an avatar.



Sales & Marketing

Marketing, Sales Strategies, and Methods

We promoted Positive Vibes and our fundraising events to our local community through our social media platforms, our podcasts, and our high school TV news. After each event, we followed up our fundraising with a check presentation to our charities. We sold advertising to support our podcasts, then in turn donated to our charities. We reached out to local businesses for sales of advertising and sponsorships. The wall calendars were sold in numerous ways including to friends, neighbors, and relatives. Additionally, we reached school employees and students by advertising on our school news. In reflection, our overall marketing campaign was a huge success, and we were able to sell all 50 calendars in a period of two weeks.



Positive Vibes also sold 100 wristbands in a very short period of time. Rather than sell the product we will place the wristband in the hand of an interested person. We would then take the opportunity to discuss our mission and ask for a donation. This method has been highly effective; we had many that purchased (donated funds) numerous wristbands as a result of this sales strategy.

Positive Vibes

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Leadership



CEO/President - Highest ranking member, reports to JA advisor, responsible for the annual report, provides leadership for the organization, runs the business meetings, and focuses on the mission and day to day events.

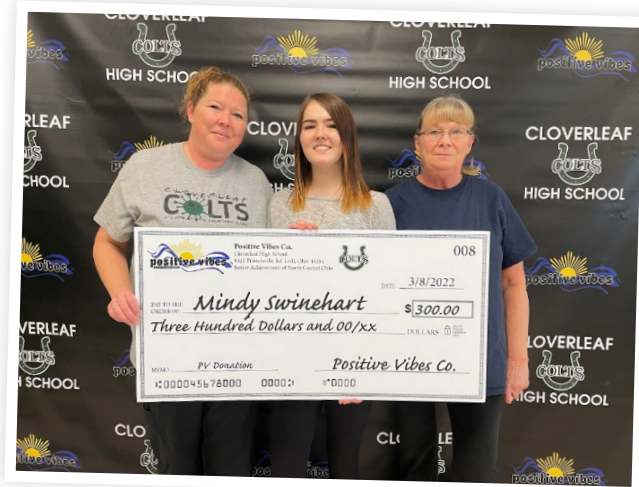
VP Finance - Responsible for managing the finance and money for the organization, writing the requisitions for the purchase orders and providing the financial report at the business meetings.

VP Sales & Marketing - Collaborates regarding sales and marketing of products, develops a plan to spread the word about the organization itself, and is directly responsible for development of product.

Note - All members of the organization held responsibilities with the development of podcasts and shared responsibilities of uploading, editing, and posting the finished product. In addition, the group shared responsibilities regarding the organization of fundraisers.



The Future



Learning Experiences & Future Application

Positive Vibes has launched a company that we believe makes our school and community proud. We provide financial resources and connect with our community families. Our organization has learned what a business model looks like from a financial, marketing, sales, purchasing, receiving, and organizational standpoint. One challenge that had to be addressed was the conflict with our team members' schedules. Because we are an after school program, it was often very hard for everyone to come together at the same time after school. At times, to conduct our business meetings, we utilized Google Meet, which served as a valuable resource. This allowed us to meet at a date and time that worked for everybody. Google Meet will definitely help in the future as we move forward.

We believe that Positive Vibes is a company that will continue to thrive into the future. Our Junior Achievement organization has the foundations to be extremely successful. Going into the future we believe that several of our fundraisers will continue to be very successful. Our school has come to expect to see our volunteerism at these events and support us wholeheartedly. Additionally, we have developed a reputation for podcasting many community events, and as a result, this platform will only continue to grow. The structure of the overall company program, "Positive Vibes" is solid. This should help future Junior Achievement students as they develop and grow their future companies making the experiences a very worthwhile endeavor.