

2023-2024

ANNUAL REPORT



Teacher: Samantha Coldwell

Volunteer: Randy Kilbride

**School: Barberton High School
Barberton, Ohio**



TIE TOGETHER



EXECUTIVE SUMMARY

At Tie Together we have the goal of creating a connection between the customer and the children battling cancer. We have partnered with Project Outrun an organization that gives pediatric cancer patients custom shoes. We are donating 50% back to them. We formed the Tie Together Bracelet because it created an easy way to connect with kids going through hard times, while also being able to give back.

**OUR MISSION:
CONNECTING ON A GREATER CAUSE**

Outrun Cancer

Project Overview

Sold over 140+ Bracelets
Multiple schools involved

Lives Changed

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Structure

Tie Together Co. has a flat organizational structure. Each person has an assigned role but does a lot for each other to reach company goals. Our company works together to hand-make each bracelet.

Organization

Tie together Co. Often shared Google drives to ensure work got done efficiently.

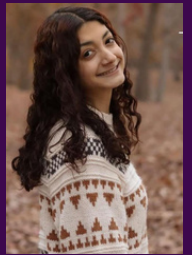
Our company would regularly hold meetings to check up on what work needs to be done. Each department had set goals that we would hold each other accountable to.

LEADERSHIP & ORGANIZATION



Parker Ross
CEO

Kaity Robinson
Sales



Vincent Vanay
Supply Chain

Karla Keifling
Marketing



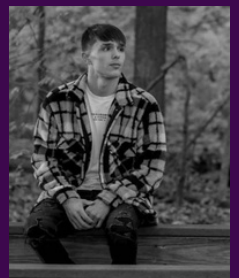
Drew Jones
Sales

Ava Hart
Vice President



Carson Bux
CFO

Bryson Croft
Supply Chain



Financial Performance

Income Statement	
Cash Sales	\$260.00
Online Sales	\$755.13
Total Sales	\$1,015.13
EXPENSES	
Advertising and marketing	\$0.00
Website processing fees	\$44.22
Materials and Supplies	\$410.70
Show fees and expenses	\$40.49
Total Expenses	\$495.41
Net Income	\$555.72
Balance Sheet	
ASSETS	
Cash	\$1,456.36
Total Assets	\$1,456.36
LIABILITIES	
JA loan	\$250.00
Interest	\$12.50
Total Liabilities	\$262.50



Profit margin

We are happy to say that we were able to produce at such a high profit margin. It costs us \$0.41 to produce a bracelet. We sell them for \$5.00. Resulting in a 92% profit margin.

92%

OVERVIEW

Tie Together Co. made the most of our time selling. We sold the bracelets for \$5 each. We are happy to announce that we achieved our goal of \$1005 in total sales.

Capitalization

To obtain the capitalization needed to start our company. We started a raffle basket. We talked to local companies who then gave us gift cards in support. From the raffle basket we gained \$875.00. On top of this we asked for a \$250.00 loan with a 5% interest.

Giving Back

We pride ourselves on giving back. We chose to give back 50% back to Project Outrun. Resulting a total of \$728 donated.

50%



TIE TOGETHER CO.

MARKETING STRATEGIES

EST. 2023

EVERY STEP MATTERS

Tie Together's mission is to make a difference even if it's as small as selling a bracelet to spread awareness and share Project OutRun's story. We have partnered with Project OutRun as 50% of our proceeds go to this organization. We started off with a raffle basket to get our business kicked off. Then we jumped to social media as our main source of communication. Instagram being our go too.



MARKETING STRATEGIES

- Instagram
- Flyers
- By-Word
- Company Website
- Public Survey

OUR KICKOFF

Before we officially launched our company to the public we held a giveaway on Instagram. We decided to go around to local businesses and ask for donations towards our giveaway. In order to enter our giveaway you would have to follow us, like our post and share if they'd like. This not only got the word about us out there but also helped us financially as we gathered a generous amount to kickoff our company.

WHAT WE LEARNED

When it came to picking our main platform to focus on for marketing our bracelets on we choose Instagram as a majority of our audience uses Instagram the most. Our audience was highest here on Instagram throughout our project.

@tietogetherco



#OUTRUNCANCER



SALES



5

For the sales portion of our project, we spent a lot of time with our volunteers along with researching to learn about the most efficient ways to make sales. Whether that was learning our target market or who could be a stakeholder. We made most of our sales through word-of-mouth and also through our website.

POP-UPS: CANTON BUSINESS EXPO

JA ENTREPRENEURSHIP CHALLENGE AND EXPO

Website:

tie-together-co.square.site



Summary of sales strategies:

We mainly used word-of-mouth for our selling strategies along with using our social media handles listed below:

Instagram: [@tietogetherco_](https://www.instagram.com/tietogetherco_)



EST. 2023

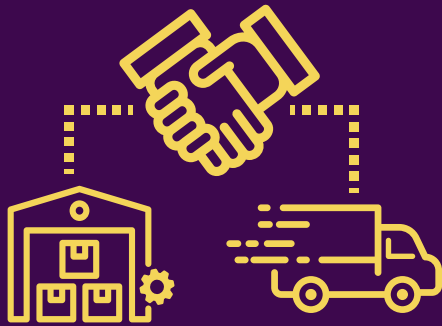
SUPPLY CHAIN

THE OUTFRAN CANCER BRACELET-MAKING PROCESS:

Step 1: Order - We received customer orders in person and through our beautifully designed square website. customers could choose from three sizes.

Step 2: Production - After receiving an order, our team would immediately jump on it. We formed a type of production line where each member had a part in the bracelet-making process. First, the needed material is cut, then the aglet is attached to the lace. We then thread it through the cord lock, and the bracelet is complete.

Step 3: Delivery - When the bracelet is complete, we would either ship it or personally deliver it if the order was within a 10-mile radius.



Our team put a tremendous amount of effort into finding the materials to make our bracelets. We searched for an extended period to find the most high-quality aglet material and cord lock. For our shoelace, we spoke directly with the team at opentip.com to create a custom shoelace that fit our vision.



Giving Back

Together, we wanted to give back to some sort of charity or foundation. We didn't feel the need to keep 100% of the profit.

As a team, we decided to give 50% of all proceeds to an organization by the name of Project Outrun. Project Outrun is a non-profit organization that gives kids battling cancer custom shoes.



Learning

As a company, we started out with the idea of a stuffed bear with an essential oil patch. However, we realized that obtaining the necessary products would be difficult and expensive. As a team, we brainstormed alternative ideas and decided to keep the stuffed bear but replace the essential oil patch with a bracelet. After discussing this concept, we concluded that it would be too complex.

Finally, we settled on our ultimate idea: creating a bracelet made out of a shoelace.

About Us



Tie Together is not just a company, but a passionate team committed to making a difference in the fight against childhood cancer. As part of the JA Company Program through Four Cities Compact, our dedicated team, led by CEO Parker Ross and Vice President Ava Hart, is on a mission to impart entrepreneurship skills while supporting a cause close to our hearts.

Outrun Cancer

At the core of Tie Together is our commitment to donate 50% of our profits to Project OutRun, an Akron-based organization providing customized shoes to children battling cancer nationwide. Our handcrafted bracelets not only reflect our dedication but also serve as a symbol of support for these brave young children .

Wearing our bracelets goes beyond mere adornment; it's a daily reminder of the brave kids facing a tough battle. By looking down at your wrist, you join their team, showing solidarity and support.

