



WWC

# INITIATIVE

COMMUNITY GIVING PROJECT

BY WILLIAM SPENCE, WELLS WRIGHT, CAIDEN O'CONNELL



520 EAST MAIN ST.  
8 APRIL 2025

CARMEL HIGH SCHOOL  
CARMEL, INDIANA, USA, 46032





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# I. EXECUTIVE SUMMARY

## What is *The WWC Initiative*?

The WWC Initiative is a **student-led Alzheimer's awareness** movement based in Carmel, Indiana. With large-scale car detailing events raising, **memory care volunteering trips**, and reaching **over 750,000 people** through social media campaigns, the initiative has raised over **\$28,000** and empowered many to fight Alzheimer's with heart and hope.



## The Cognitive Crisis

Alzheimer's disease is a progressive **neurological** disorder that leads to the **degeneration** of brain cells, resulting in cognitive decline and **memory loss**. It is the **most common** cause of dementia, affecting an estimated **6 million** Americans. Alzheimer's not only impacts those diagnosed but also places an **emotional** and **financial burden** on families and caregivers. As awareness and research efforts grow, understanding Alzheimer's as a **cognitive crisis** highlights the urgent need for better treatment options and **support systems for affected individuals and their families**.

45%

Of Nursing Home Residents Are Suffering From Alzheimer's

70%

Of Caregivers Say That Coordinating Care Is Too Stressful

25%

Of Projected Costs for 2024 Are Paid For Out-Of-Pocket (\$91 Billion)

## Community Campaign

At its core, the initiative aims to raise awareness and funds through a variety of community-driven activities. We've **engaged local businesses** for corporate fundraising events, hosted **nursing home** volunteering events, appeared on **local television stations** and in city papers, and held dining fundraisers in our community.

## Meet The Leaders



Wells Wright  
12th Grade



Will Spence  
12th Grade



Caiden O'Connell  
12th Grade

## Project Objectives



Raise \$10,000 for the Alzheimer's Association.



Execute 25 Local/Corporate Vehicle Details.



Establish 3 Local Partnerships/Sponsors.



Host 2 Memory Care Community Events.



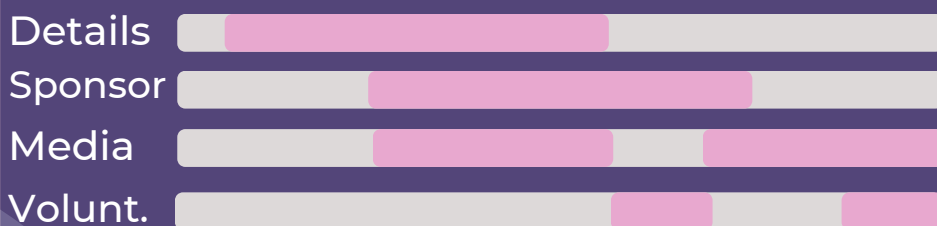


# I. EXECUTIVE SUMMARY

## Project Timeline

Creating a **clear project timeline** was essential to keeping the WWC Initiative focused, strategic, and impactful. By **mapping out our key phases** - from detailing and sponsorships to media outreach and volunteering - we ensured each component built on the last. This structure allowed us to **balance hands-on fundraising with long-term awareness**, making every month count in the fight against Alzheimer's.

WWC JUN JUL AUG SEP OCT NOV DEC



## Mission Statement

"The WWC Alzheimer's Initiative is dedicated to supporting the **Alzheimer's Association** by raising funds and awareness through **community-driven projects**. Our mission is to **provide services**, such as vehicle detailing, while engaging our local community through **volunteer work, social media outreach, and partnerships with businesses**. Through our efforts, we strive to make a **tangible impact** in the fight against Alzheimer's while empowering others to join us in this critical cause."

## Risk

### Partnership Reception

Likelihood: Low

### Low Demand For Detailing

Likelihood: Moderate

### Lack of Community Involvement

Likelihood: High

## Impact

- Reduced sponsorships.
- Diminished opportunities provided.

- Reduced fundraising.
- Diminished community involvement.

- Reduced opportunities.
- Less impactful project outreach.

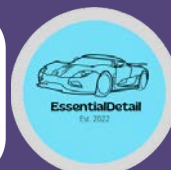
## Solution

- Offer incentives to sponsor.
- Build personal connections.

- Enhance promotional efforts
- Create referral program.

- Offer incentives to participate.
- Setting up service hours.

## Project Partners



**REAL CHEMISTRY**

**RED STITCH AVANTHC**

## Outreach Methods

**Car and Vessel Detail**

**Corporate Sponsors**

**Social Media Content**

**Volunteer Work**

Item	Cost per item	Quantity	Total Cost
Detailing Tools	\$250.00	2	\$0 (Sponsor)
Clothing Items	\$12.74	50	\$0 (Sponsor)
Market Fliers	\$0.10	500	\$50.00
WWC Bracelets	\$0.50	300	\$60.00
Grand Total:			\$110.00



# I. EXECUTIVE SUMMARY

## Execution and Outcomes

### Milestone 1: Establish Corporate Outreach

Our team developed relationships with several businesses within our community. These connections were established through digital outreach.



### Milestone 2: Execute Car Detailing Events

Working with Avant HQ, Real Chemistry, and Essential Mobile Detailing, our team detailed over 125 vehicles and vessels in several places.



### Milestone 3: Build Community Fundraising

To better involve our community, we established fundraising opportunities including restaurants events, holding raffles, and selling cafe drinks.



### Milestone 4: Memory Care Events

To further give back to our community, we organized volunteer opportunities at local memory care units through our chapter.



### Milestone 5: Media Recognition

To spread awareness of our mission and impact to our community, we were interviewed and televised in segments on CBS and Fox59.

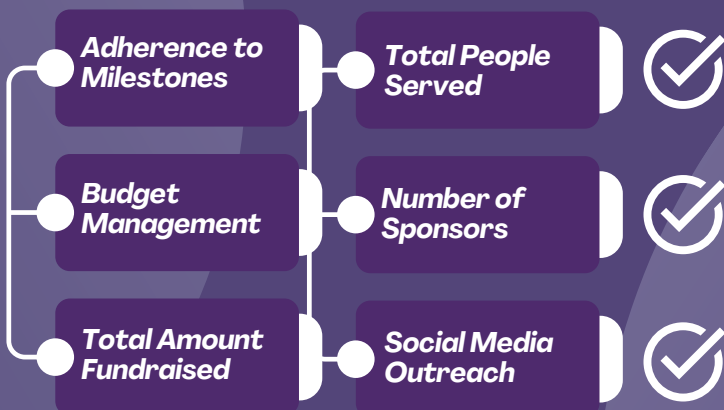


**\$28,991.21**  
TOTAL FUNDS RAISED

**1,247 People**  
SERVED IN OUR WORK

**~1,000,0000**  
#MEDIA IMPRESSIONS

## Evaluation of Key Metrics



## Lessons Learned

- Value of Expert Networking
- Importance of Planning
- Personal Perspective Change

## Monitoring and Controlling

- S** Set Clear and Specific Project Milestones
- M** Monitor Fundraising and Engagement
- A** Assess Allocation of Project Resources
- R** Review Team Contribution and Collaboration
- T** Track + Implement Changes and Improvements

## Recommendations

- Establish Community Connection
- Focus on Marketing Aspects
- Invite Innovative Approaches



## II. INITIATING

### A. STATEMENT OF THE PROBLEM

*“Though those with Alzheimer’s might forget us, we as a society must remember them.” – Scott Kirshenbaum*

Alzheimer’s disease is defined as “**a progressive brain disorder characterized by neuronal damage affecting essential functions such as memory, language, and cognitive abilities**” by the Alzheimer’s Association. The deceitful onset of this disease leads to a **gradual loss of independence in daily tasks** and leads to extensive caregiver support. Beyond cognitive decline, Alzheimer’s induces changes in mood, behavior, and physical capabilities like walking, swallowing, talking, reading, and listening.



*Nearly 7 Million Americans are living with Alzheimer’s.*

Alzheimer’s disease represents a significant public health challenge within our communities, particularly visible among older adults. In 2021 alone, Alzheimer’s disease accounted for **119,399 reported deaths** in the United States, making it the 6th leading cause of mortality among individuals aged 65 and older (AA 2024 Annual Fact and Figures Report). However, the impact may be underestimated due to complications in **accurately attributing deaths to Alzheimer’s disease**, as Alzheimer’s often leads to secondary conditions such as pneumonia.

Such startling figures underscore the dramatic impact Alzheimer’s has on both **mortality and morbidity**, highlighting the need for enhanced, awareness, research, and support systems within our society in order to account for the **growing burden of this neurodegenerative disease** within our aging populations across the world.

**\$360,000,000,000.**

*The costs in 2025 for providing care to those suffering will exceed this amount*



*1 in 3 Seniors dies with Alzheimer’s.*

**11 Million.**

*Americans provide unpaid care for those suffering from Alzheimer’s.*



# II. INITIATING

## B. PROJECT SCOPE

### Where Could We Help?

The WWC Initiative explored opportunities to make a meaningful impact in the fight against Alzheimer's by **supporting both research advancements and the often-overlooked needs of caregivers**. In Indiana, where 121,000 people aged 65 and older live with Alzheimer's, caregivers contribute an astounding 322 million hours of unpaid care annually, valued at **approximately \$5.1 billion**. How could we direct our efforts to alleviate this burden? We were committed to identifying and addressing the areas where our impact can be most profound.

### Description of Project

It was vital from the beginning of our efforts to outline the **specific routes** we take to achieve our objectives. Following **significant deliberation and planning**, we shaped our efforts to center around unique service-based fundraisers, building lasting partnerships with local businesses, and sharing powerful stories through **digital and broadcast media**. Just as complex was managing the various branches of these methods and bringing them down to a **grassroots level**. Displayed below is the outline we used for organization.

### Outreach Methods

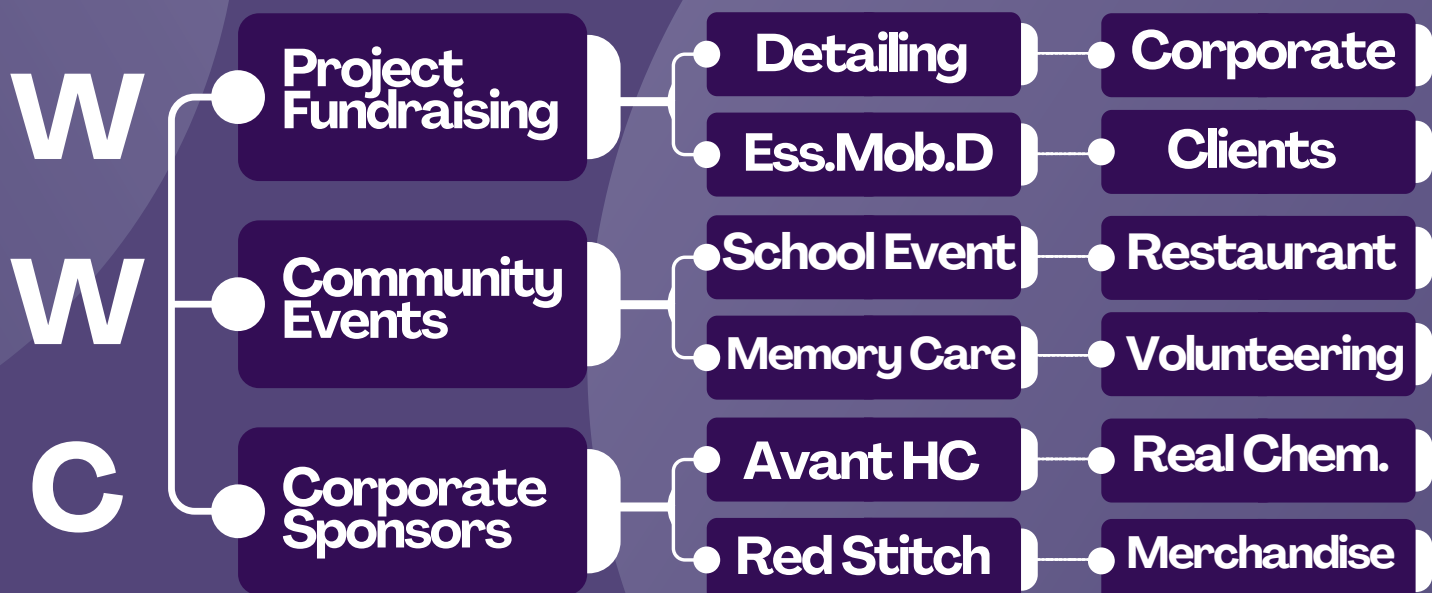
Car and Vessel Detail

Corporate Sponsors

Chapter Activities

Volunteer Work

### Structure Breakdown







## II. INITIATING

### B. PROJECT SCOPE

#### Problem Identification

We chose to focus on Alzheimer's disease because of its **profound impact on individuals and families**. Alzheimer's affects millions of people worldwide, and its devastating effects often leave families struggling to cope. By raising awareness and funds, we hope to support those battling the disease, provide resources for caregivers, and fund vital research for a cure. Additionally, Alzheimer's is a cause that **resonates deeply with our team**, with a close family member of one of our members affected.



## III. PLANNING AND ORGANIZING

### A. PROJECT GOALS

# C

#### Corporate Outreach: Establish Initial Outreach with Organizations.

The first milestone of the project focused on establishing a strong foundation for our fundraising initiative by **engaging local businesses** to participate in our detailing fundraiser as a corporate event. This involved reaching out to **potential business partners**, presenting the benefits of their involvement, and securing their commitment to support the initiative.

# A

#### Automotive Events: Execute Corporate Car Detailing Events.

We set the goal of providing car detailing services for employees, aiming to stay **consistently booked** throughout the process. Our team of three worked efficiently to ensure that all profits were donated. To **maximize convenience**, we planned to set up in the parking lots of our business partners, allowing employees to have their **cars serviced while at work**.

# R

#### Raise Funds: Develop Community Fundraising Opportunities.

We set the goal of establishing **community fundraising initiatives**. This involved organizing events such as raffles and dining fundraisers, aimed at **engaging local residents and encouraging their participation**. By collaborating with community organizations and businesses, we sought to create opportunities for people to contribute in ways that were convenient.

# E

#### Engage Volunteers: Initiate Events in Memory Care Communities.

We set the goal of volunteering at the **Barrington Memory Care Unit** to connect with **elderly residents** and provide companionship. Our team aimed to engage in **meaningful activities**, such as playing games, sharing stories, and offering support to those with Alzheimer's and other conditions. These activities brought **great joy to residents and volunteers**.





# III. PLANNING AND ORGANIZING

## B. HUMAN RESOURCE MANAGEMENT PLAN

### HR Overview

Running a Community Giving Project requires planning not just from our DECA chapter, but also **coordinating with customers**, the Alzheimer's Association of Indiana, our sponsors, and local organizations. In order to maintain function, the WWC Initiative **split up responsibilities** across our team members to provide **maximized clarity and efficiency**. These detailed roles and responsibilities are outlined below.

#### Caiden O'Connell: Head of School Sponsorships, Detailing Lead

As Head of School Sponsorships and Detailing Lead, Caiden serves WWC by providing **meaningful connections** and opportunities to make an impact on our community, specifically through **networking** with school administration, potential customers or donors, and local business owners.

#### William Spence: Head of Outreach, Research, Project Organization

As Head of Outreach, Research, and Project Organization, Will serves WWC by **spearheading connections with local businesses** and finding opportunities to make an impact. Will manages the **WWC Initiative Budget** and **runs the social media accounts**, which include TikTok and Instagram.

#### Wells Wright: Head of Volunteering, Detailing Lead

As Head of Volunteering and Detailing Lead, Wells serves WWC by establishing contact and **organizing chapter-wide volunteering opportunities** at memory care units for DECA members. Furthermore, Wells oversees the **car and vessel detailing process**, ensuring each customer is satisfied.

### Campaign Partnerships

Campaign partnerships were essential in supporting our project by providing both **financial and logistical resources**. Local businesses offered funding through corporate sponsorships, which helped cover costs for events and promotional materials.





# III. PLANNING AND ORGANIZING

## C. SCHEDULE I. MILESTONES

### Establish Initial Outreach

Establishing initial local, social, and corporate outreach was a **critical first step** in launching the project. This phase involved reaching out to key stakeholders, including **potential sponsors**, to build strong partnerships that aligned with our goals. In order to contact these individuals, we focused on providing **straightforward details** to organizations.

# 1

# 2

### Detailing Events

In partnership with local businesses, we organized **on-site vehicle detailing events** at office parking lots, offering employees the convenience of getting their cars detailed during the workday. Over the course of June and July, our team of three worked nearly **six hours a day, five days a week**, detailing vehicles, collecting payments, and encouraging donations. All proceeds were **directly donated to the Alzheimer's Association**. These initiative offerings provided a valuable service to employees.

### Community Fundraising

Community fundraising was known to be a vital aspect of our initiative from the very beginning. Early on in our project, we mapped out the **variety of fundraising events** we could hold, providing community members with opportunities to connect and give back. We determined **dining nights, school sales, and sponsorships would be most effective**.

# 3

### Memory Care Events

In planning our memory care events, we prioritized creating **meaningful, interactive experiences** that directly impact those living with Alzheimer's. Our team coordinated closely with **local memory care facilities** to identify resident needs, schedule activities, and ensure we followed all health and safety guidelines. From **crafting sessions and musical performances** to themed holiday visits and story-sharing circles, each event was carefully designed to **foster joy, connection, and cognitive engagement**. We also prepared our group of volunteers with significant **training and background on memory care interaction**, ensuring that every event was not only well-organized but deeply respectful to the residents and compassionate.

# 4







# III. PLANNING AND ORGANIZING

## C. SCHEDULE II. MILESTONES TIMELINE

### Timeline Overview

Running a Community Giving Project takes planning not just from our DECA chapter, but also coordinating with the Alzheimer's Association of Indiana, our sponsors, and local organizations. The result of this complex collaboration is displayed below.

### Campaign Members



William Spence

● Project Co-Director



Caiden O'Connell

● Project Co-Director



Wells Wright

● Project Co-Director



Alyssa Brelage

● Project Manager, Alzheimer's Assoc.



Lilly Waltman

● Manager, Avant Healthcare



Jennifer Zvokel

● Development Director Barrington Senior Living

### Projects Timeline: Fundraising Events

	July	August	September	October	November
Corporate Detailing	● ● ● ●	● ● ●			
Client Detailing	● ●	● ●	● ●	● ●	
Resturant Nights		●	●		
School Cafe Products		● ● ●	● ● ●	● ● ●	● ● ●

### Projects Timeline: Community Events

	September	October	November	December	January
Neuroscience Institute			● ● ● ●		
Barrington Volunteers				● ● ● ●	● ● ● ●
Media Outreach	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Partnership Develop	●	●	● ● ●		



# III. PLANNING AND ORGANIZING

## D. QUALITY MANAGEMENT PLAN

### Holistic Plan

In order to gain a **full understanding** of the strengths, weaknesses, opportunities, and threats of the WWC Initiative, our team orchestrated a full SWOT analysis. Utilizing this **strategic planning** and **adaptive technique**, we were able to gain a full understanding of where improvements could be made to our project, allowing us to mitigate issues and capitalize on potential opportunities.

### STRENGTHS OF THE INITIATIVE

The WWC Alzheimer's Initiative has several strengths that set it apart as a **dynamic and impactful project**. Our team demonstrates leadership and dedication, and we provide initiative activities like car and boat detailing, raffles, and community fundraisers.

### WEAKNESSES OF THE INITIATIVE

The team is composed of just three core members, creating **potential capacity issues as they manage numerous responsibilities**. Financial constraints, such as the cost of detailing supplies, project tools, and promotional materials, can limit growth.

### Evaluated Aspects

Car and Vessel Detail

Corporate Sponsors

Chapter Activities

Volunteer Work

### OPPORTUNITIES FOR GROWTH

The initiative is ripe with opportunities for **further growth and impact**. Corporate sponsorships from local businesses and national brands offer untapped potential for increased funding. Creative events like pickleball competitions, raffles, and teacher-led fundraisers can engage the community. Expanding our corporate sponsorships beyond local businesses to **larger regional or national partners** could provide even more **financial backing and resources**. Additionally, further enhancing our media outreach efforts could prove effective.

### INITIATIVE THREATS

Intense competition for sponsorships and donations in a crowded philanthropic space may limit **funding opportunities**. Economic uncertainties, such as inflation or a downturn, could reduce the willingness of individuals and businesses to contribute. Additionally, volunteer burnout and the challenge of keeping engagement high over time could strain the **initiative's capacity to execute events** and outreach efforts. Lastly, limited awareness in Alzheimer's could impact participation in fundraising events and volunteer efforts.





# III. PLANNING AND ORGANIZING

## E. RISK MANAGEMENT PLAN

### Risk

#### Partnership Reception

Likelihood:  
Low



#### Low Demand For Detailing

Likelihood:  
Moderate



#### Lack of Community Involvement

Likelihood:  
High



### Impact

- Reduced income from sponsorships.
- Diminished opportunities provided from these partnerships.

- Reduced income from fundraisers.
- Diminished community investment in project objectives.

- Community undereducated on Alzheimer's.
- Small community impact in project objectives.

### Solution

- Offer incentives to sponsor such as branding.
- Use family and friends to build corporate connections.

- Enhance promotional efforts to reach a broader audience.
- Creating a referral program to enhance the social proof of the service.

- Offer incentives to participate such as free t-shirts.
- Setting up community service hours for students.

## F. PROPOSED PROJECT BUDGET

Purchased Item	Cost per item	Quantity	Total cost
Detailing Tool Kit	\$250.00	2	\$0 (Sponsor)
Clothing Products	\$12.74	50	\$0 (Sponsor)
Cardstock Fliers	\$0.10	500	\$50.00
Branded Bracelets	\$0.50	300	\$60.00
Grand Total:			\$110.00



# IV. EXECUTION

## STAGE 1: ESTABLISH INITIAL OUTREACH

### Corporate Contact: \$6,750

Stage 1 of the WWC Alzheimer's Initiative execution focused on **establishing corporate outreach** to build meaningful partnerships and secure funding. This involved reaching out to **local businesses, community leaders, and larger corporations** to introduce the project, highlight its mission, and outline the benefits of collaboration. By leveraging professional emails, and **detailed sponsorship proposals**, the team fostered trust and enthusiasm for the initiative.

We were fortunate to establish sponsorships and collaborations with **6 groups**: The Carmel Cafe and Market - our student-run CTSO organization, Bedel Financial Group - a local financial advisory group, Essential Mobile Detailing - a car detailing organization, Real Chemistry - a large international organization, Red Stitch Creative - a designing firm, and Avant Healthcare - a local HC company.

### Project Partners



**REAL CHEMISTRY**

**RED STITCH AVANTHC**



### Marketing Examples

## STAGE 2: CAR DETAILING EVENTS

### Client and Corporate Detail: \$10,325.06

Car detailing events played a pivotal role in the WWC Alzheimer's Initiative by combining **fundraising efforts with community engagement**. Partnering with Essential Mobile Detailing, a local car detailing group known for its high-quality services, we provided **exceptional detailing experiences** for individual clients and corporate groups alike. We provided detailing in five separate locations across the state of Indiana.







# IV. EXECUTION

## Client and Corporate Detail

The WWC Alzheimer's Initiative conducted general corporate and client detailing events at various locations across Indiana, bringing convenience and quality service to a wide audience. These events **catered to individual clients and corporate groups**, providing mobile car detailing services that aligned with busy schedules and diverse needs. By traveling to multiple communities, the initiative not only maximized fundraising efforts but also spread awareness of Alzheimer's disease and its impact.



## Detail Locations

## STAGE 3: COMMUNITY + MEDIA OUTREACH

### Resturant Nights: \$620.77

The WWC Alzheimer's Initiative collaborated with local restaurants to host fundraising nights, including a successful **partnership with Chipotle**, where 25% of the evening's revenue was donated to support Alzheimer's research and care. These events offered a **simple yet impactful way for community members to contribute** to the cause while enjoying a meal with family and friends. By promoting the Chipotle fundraiser through social media and school networks, the initiative attracted a **strong turnout**.

### Student Café: \$1361.16

The **student-run café at our high school** introduced a special purple drink dedicated to Alzheimer's with a portion of its sales donated to support the WWC Alzheimer's Initiative. This **creative collaboration** combined creativity with charitable giving, allowing peers to contribute to the cause in a meaningful way. Ultimately, we made \$1361.16.



### Stark Neuroscience Institute

We were provided the exclusive opportunity to tour the **Stark Neuroscience Research Center**. Our tour was led by Dr. Bruce Lamb, who is a world-renowned Neuroscientist in the Alzheimer's research field. We were provided **exclusive insights** into the behind-the-scenes of Alzheimer's Research. We utilized this information when starting our educational campaign.





# IV. EXECUTION

## Leadership Conference: \$1500

Will Spence was provided the opportunity to present at the **Indianapolis One America Leadership Conference**, where he used to platform to advocate for **Alzheimer's awareness** in front of nearly **500 local leaders**. The event was extremely successful, with the WWC Initiative obtaining a **\$1500 donation** from the conference sponsors following the presentation given.



## Student Education

As part of our **outreach and engagement strategy**, we gave presentations at Carmel DECA chapter meetings to share the **mission, progress, and impact** of the WWC Initiative. These presentations allowed us to rally support from a large group of driven students, recruit new volunteers, and generate momentum for upcoming fundraisers and events. Through this, we reached **nearly 600 students** regarding our campaign.



## Social Media Development

By consistently posting **bite-sized, informative content** on social media platforms like TikTok, Instagram, and Facebook, we effectively raised awareness about Alzheimer's disease and our fundraising efforts. Our posts featured a **mix of educational content, personal stories, updates on our activities, and calls to action**, all designed to make complex topics more relatable and inspire involvement. This strategy allowed us to reach **over 750,000 people**. Furthermore, we **gained 7,516 followers**.

750,000 TikTok Views

7,516 WWC Followers

69,800 Interactions

@thewwcinitiative

41

Following

7,516

Followers

69.8K

Likes





# IV. EXECUTION

## WWC in the News!

Our team was fortunate enough to receive the opportunity from **Fox59** and **CBS** to film segments about our work that were aired across Indiana over a week. We were interviewed by **Dan Spehler, an Emmy-winning reporter** who highlighted our initiative background, objectives, and successes. The estimated reach of these segments are around **250,000-300,000 people** in Indiana, with additional reach on CBS social networks.



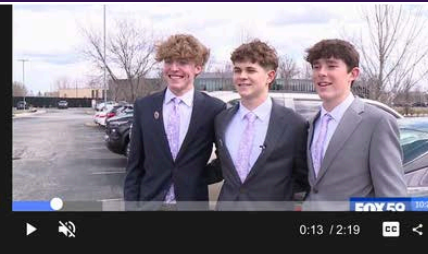
## Featured In:



NEWS

## Carmel students launch project to help fight against Alzheimer's

by: Dan Spehler  
Posted: Apr 2, 2025 / 12:09 PM EDT  
Updated: Apr 2, 2025 / 03:16 PM EDT



## STAGE 4: MEMORY CARE EVENTS

### Barrington Center

The WWC Alzheimer's Initiative team had the privilege of volunteering at the **Barrington Memory Care Unit**, where we spent time connecting with the elderly residents. We engaged in activities such as **playing games and sharing stories** to those living with Alzheimer's and other memory-related conditions. From crafting sessions and performances to themed visits and story-sharing circles, **each event was carefully designed.**



### Student Volunteering Trips: \$8380.22

In our work, we had the privilege of meeting Jennifer Zvokel, the Community Outreach Coordinator for **BHI Senior Living**. BHI is the company behind the largest collection of senior living communities in Indiana. We were then connected to the Memory Care Director, Amy Hogan of The Barrington of Carmel: Carmel's **largest senior living community**. Collaborating with the Barrington, we planned and coordinated a fundraising event on **Giving Tuesday** to help raise funds for their memory care patients and the facilities.





## IV. EXECUTION

In our visits, we were joined by 8 members from our DECA chapter to **drive community engagement**. It was highly successful and raised over \$8,000 through various key contributors in our community. These funds provided the Barrington with equipment for activities and decorations, which included a **new aquarium for residents to observe**.



## V. MONITORING AND CONTROLLING

### Focuses of Evaluation

The evaluation of the WWC Alzheimer's Initiative focused on several key areas: **setting clear project milestones, such as fundraising and engagement targets, and tracking progress towards these goals**. We monitored fundraising efforts and community involvement, ensuring resources were effectively allocated to high-impact activities. We assessed team contributions, and made necessary adjustments.

S

#### ***Set Clear and Specific Project Milestones***

We established specific, measurable goals for fundraising, community engagement, and events. These milestones helped track progress and allowed for adjustments to keep the project focused and effective.

M

#### ***Monitor Fundraising and Engagement***

Monitoring fundraising and engagement involved tracking the success of events and campaigns. We regularly measured funds raised, the number of participants, and social media interactions.

A

#### ***Assess Allocation of Project Resources***

Assessing the allocation of project resources involved reviewing how time, money, and efforts were distributed across different activities. We ensured resources were focused on high-impact areas.

R

#### ***Review Team Contribution and Collaboration***

Team collaboration was key to the success of the WWC Alzheimer's Initiative. Each member contributed their unique skills, from organizing events to managing social media and fundraising efforts.

T

#### ***Track + Implement Changes and Improvements***

Tracking the project involved regularly reviewing progress towards milestones, fundraising goals, and engagement metrics. We kept detailed records of each event and social media performance.





# VI. CLOSING THE PROJECT

## A. EVALUATION OF KEY METRICS

Performance reflection played a vital role in the WWC Alzheimer's Initiative. After each event and fundraising effort, **we took time to evaluate what worked well and what could be improved.** This involved **reviewing the success** of our car detailing events, restaurant fundraisers, and volunteer activities, while also **considering the effectiveness** of our social media campaigns and community outreach.

**Establish Initial Local and Corporate Outreach**

**Collaborated with 6 institutions for valuable networking and funding opportunities.**

**Execute Local/Corporate Car Detailing Events**

**Detailed over 125 vehicles and vessels through corporate and client initiatives.**

**Develop Community Fundraising Opportunities**

**Provided 5 different resources for obtaining community funds for our project.**

**Initiate Memory Care Community Events**

**Led a variety of in-person events consisting of both activities and presentations.**

## B. LESSONS LEARNED

### Topics of Development

#### Process of Initiating

Our team discovered the importance of organization: there were many things we knew we wanted to accomplish, but initially struggled to keep track of all our objectives. From coordinating with memory care facilities to navigating unexpected scheduling conflicts and challenges, we learned that flexibility and quick problem-solving are essential.



#### Networking and Outreach

Our team developed networking skills with professionals: never before had we had the opportunity to lead a project of this magnitude.





# VI. CLOSING THE PROJECT

These connections opened doors to new opportunities, from event collaborations to media coverage, ultimately allowing us to amplify our message and strengthen our impact. We learned that, in all work, the people you know can make the difference.

## Process of Execution

Our team gained educational and presentation skills: with the variety of presentations and activities we conducted with large audiences, we learned how to cater towards different audiences and maintain interest. Additionally staying organized through timelines and check-ins allowed us to maintain momentum and ensure that each component was executed with purpose and professionalism.



## C. RECOMMENDATIONS FOR FUTURE

### Overall Guidance

For future efforts, we recommend starting the **planning process** even earlier to allow more time for outreach and coordination. **Establishing stronger partnerships** with local businesses and care centers upfront can streamline logistics and expand our impact. Additionally, maintaining consistent internal check-ins can maximize success.

### Community

For future iterations of the project, we recommend **streamlining communication** within groups, setting earlier deadlines for sponsorship outreach, and expanding digital engagement strategies. **Strengthening partnerships with local organizations** and diversifying volunteer involvement will also help ensure continued growth and sustainability.

● **Establish Community Connection**

● **Focus on Marketing Aspects**

● **Invite Innovative Approaches**

### Marketing

For future marketing efforts, we suggest developing a more consistent media calendar, utilizing **video content to boost engagement**, and **collaborating with influencers or local businesses** to increase reach of individuals on mobile networks.

### Innovation

For future recommendations, we suggest streamlining communication channels earlier in the planning process, **setting firmer internal deadlines**, and expanding partnerships with local organizations to deepen community ties. Additionally, exploring more **digital tools for volunteer coordination** could help improve efficiency and scalability.





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# VIII. APPENDIX

## WWC Initiative Social Media



## City Paper

### CHS students give back

By Les Morris  
news@currentincarmel.com

**FUNDRAISER** The memory care unit at The Barrington of Carmel is holding its annual fundraiser this month and getting a huge assist from three ambitious – and generous – Carmel High School seniors. Wells Wright, Will Spence and Caiden O'Connell are participants in the CHS DECA (Distributive Education Clubs of America) chapter and will help at The Barrington's Funds for Fun event Nov. 26. The fundraising goal is \$10,000. The 2023 event raised \$7,000.

The three students founded their WWC Initiative, which aims to give back in the community, over the summer as a tribute to family members who had battled Alzheimer's. Their philanthropy began in July when Wright's car detailing business, Essential Mobile Car Detailing, teamed up with Carmel's Avant Healthcare to offer its services to Avant's employees while they worked. Charging \$120 per vehicle, the trio raised approximately \$4,000. They donated the funds to the Alzheimers Association.

"We had a lot of clients," Wright said. While their service at The Barrington won't include car detailing, Wright said his group plans to recruit an additional five to seven students to help with the fundraiser.

Their help is appreciated, said Amy Hogan, memory support coordinator at The Barrington.

"It's logistically difficult to take people off of our unit because of our staffing levels, and it can cause anxiety to our residents," Hogan said. "I like to bring outside people here because the residents are really receptive to it. Bringing young people in is always a big win."

Funds for Fun will expose residents' families to the myriad activities that transpire on the memory care unit, including fitness and dance class demonstrations and hand massages. The funds raised will be used to pay for future activities for residents at The Barrington.

"(Wright, Spence and O'Connell) are so impressive," Hogan said. "I told them, 'You guys are just go-getters. You are going to do great.'"

Donate to Funds for Fun at [bhseniorliving.org/foundation](https://bhseniorliving.org/foundation).

## Longest Day Fundraiser Total

### NEWS

## Carmel students launch project to help fight against Alzheimer's

by: Dan Spehler  
Posted: Apr 2, 2025 / 12:09 PM EDT  
Updated: Apr 2, 2025 / 03:16 PM EDT

