

**PROJECT MANAGEMENT
SALES PROJECT**

THE HNATIW PROJECT

REHAN. A, KATHAN. S, AMOGH. S

**NORTH PARK SECONDARY SCHOOL |
10 NORTH PARK DRIVE |
BRAMPTON | ONTARIO | L6S 3M1 |
APRIL 8, 2025**

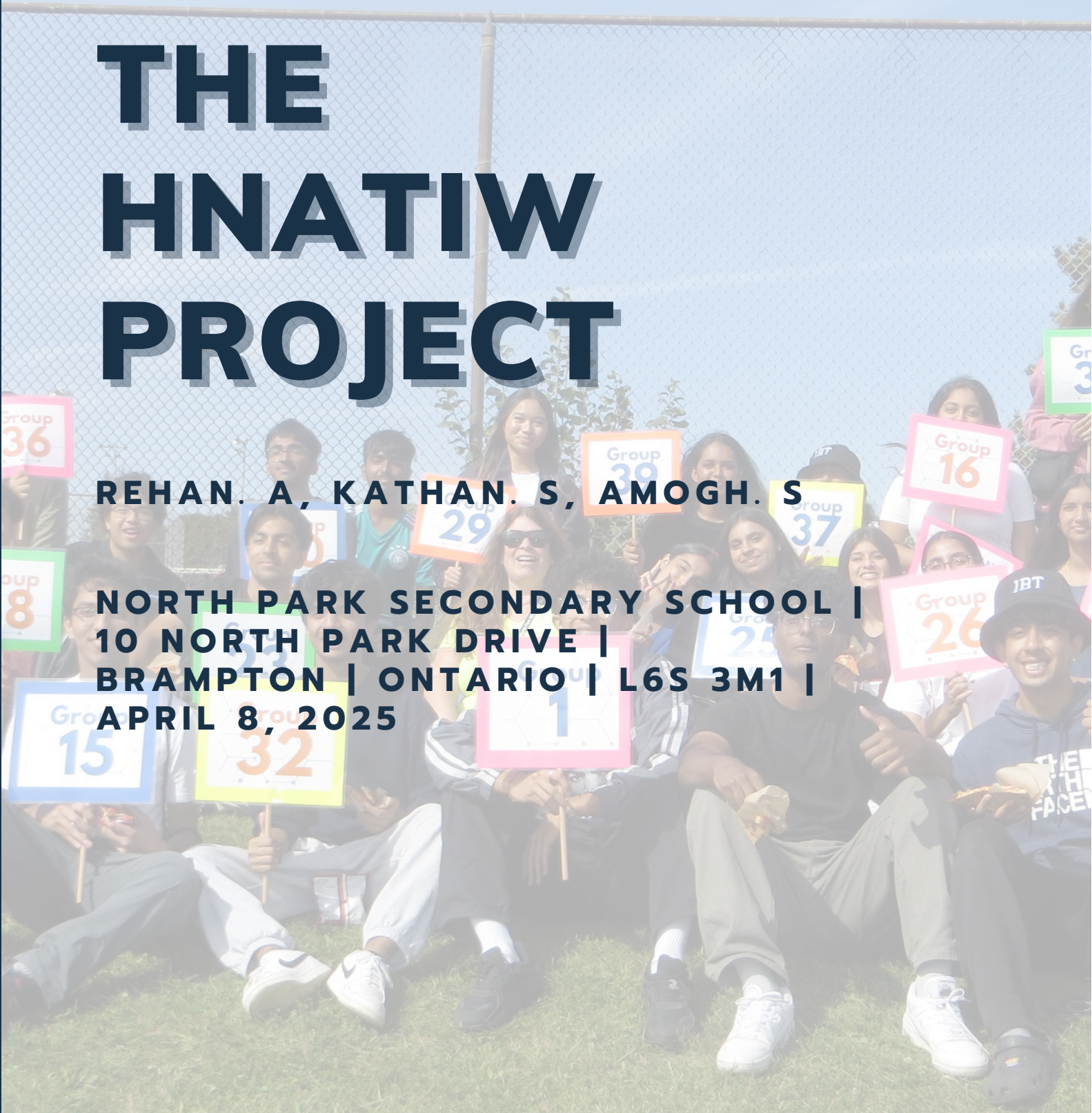


TABLE OF CONTENTS

I. Executive Summary.....	1
II. Initiating.....	3
A. Statement of the Problem.....	3
B. Project Scope.....	4
III. Planning and Organizing.....	5
A. Project Goals.....	5
B. Human Resource Management Plan	6
C. Schedule	7
D. Quality Management Plan.....	9
D. Risk Management Plan.....	10
IV. Execution.....	11
V. Monitoring and Controlling.....	15
A. Monitoring.....	15
B. Controlling.....	16
VI. Closing the Project.....	16
A. Evaluation of Key Metrics.....	16
B. Lessons Learned.....	18
B. Recommendations for Future Projects.....	19
VI. Bibliography.....	20

I. EXECUTIVE SUMMARY

INITIATING -

North Park Secondary School has one of Ontario's largest DECA chapters, hosting over 200 members every year. While it excels in providing opportunities to students for the development of business skills and running high-scale events such as DECA competitions, that attracts over 4,000 students annually, this chapter has major financial issues. These setbacks make it difficult to support the members and sustain competition effectively.

The lack of subsidies for this chapter has created financial constraints for any student, where club and competition fees are sometimes unattainable. For example, some Provincial qualifiers pay **\$280 USD**, while the ones advancing to the international level (ICDC) pay in excess of **\$1,700 USD**. According to a recent school survey, **68%** of students cannot afford these kinds of costs. This eliminates equal access and creates gaps.

The Hnatiw Project initiative is trying to address these financial barriers. The Hnatiw Project is in memory of the beloved late teacher at North Park SS, Ms. Hnatiw, a physed teacher who unfortunately passed away due to cancer. Activities to raise funds for DECA while setting some aside for cancer research will be part of the remembrance event. Throughout our project's initiatives, we use the acronym **RISE** to illustrate our goals for events and milestones.

R This project focuses on **raising** funds to reduce financial barriers and costs for students in our chapter. Our main focus is inclusivity where we ensured every member can participate in competitions and benefit from the opportunities DECA has to offer, while raising cancer awareness.

I We want to **inspire** students by sharing the stories of how our DECA chapter changed lives and honoring the impact Ms. Hnatiw has made. These stories motivate us all to come together with the goal of showing the importance of leadership and teamwork in reaching our goals.

S **Support** is one of the core of our events as we bring together sponsors, volunteers, and school staff to build a strong foundation for future projects. This effort ensures our chapter continues to grow.

E Through **engaging** events we hosted, we fostered school spirit and collaboration while raising awareness for both DECA and cancer research. We plan to bring our school's community together to support our cause through our initiatives.

PLANNING AND ORGANIZING -

The Hnatiw Project is all about bringing the community together to make a difference through careful planning and organization. With events like the cookie sale, 5K run, and Hnatiw Olympics, we've worked to raise funds, boost participation, and spread cancer awareness. Throughout the process, we focused on quality and staying prepared for challenges by establishing clear goals, using **Key Performance Indicators (KPIs)** to measure success, and having backup plans to keep everything on track. This project isn't just about meeting targets—it's about creating a lasting impact, building community connections, and honoring Ms. Hnatiw's legacy.



EXECUTION -

The Hnatiw Project carried out **several events** over the course of a few months. The main focus was on delivering impactful events designed to maximize the participation amongst students and raise funds for the DECA chapter.



In the first week of October, we executed our first initiative, the **Hnatiw 5K Run**. We promoted the initiative using Instagram and TikTok, as well as through the use of flyers around the school. We raised \$1,000 USD to contribute to the DECA chapter just through our first initiative.

Followed by our second initiative during the month of November, we hosted **The Hnatiw Olympics**, an event designed to bring our school community together to raise awareness for cancer and raise funds for the DECA chapter. We successfully raised \$2,000 USD from this initiative, with a satisfaction rate of 88%.



Lastly, in December, we hosted the **Cookie Sale** which is our last event yet. The sale exceeded our expectations as we raised \$500 USD while fostering cancer research and supporting the DECA chapter. Through all our initiatives, we honored Ms. Hnatiw's legacy by educating students on the importance of cancer and how we can contribute to making a change.

MONITORING AND CONTROLLING -

Keeping everything on track was key to the success of the Hnatiw Project's events (the Hnatiw Olympics, 5K Run, and Cookie Sale). To stay organized, we used Google Calendar to track schedules as well as Microsoft Excel to monitor the project's budgets. These tools helped us ensure our resources were being used efficiently. In addition to this, we used Google Forms to gather real-time feedback, allowing us to keep participant satisfaction high. Concurrently, we faced many challenges like securing sponsorships and event venues. To tackle these, we focused on reaching out to local businesses, helping our chances with funding. With a different approach, we successfully secured three sponsors for the Hnatiw Project. As for venues, we worked closely with the school administration who helped us sort out scheduling issues. Thanks to these efforts, we kept everything running smoothly. This brought in a lot of participation and helped us reach our goals.

CLOSING THE PROJECT -

The Hnatiw Project's incorporation of KPIs in the quality management plan allowed the team to surpass all expectations metrics successfully. With the marketing team's help of effective planning and strategic marketing, the project attracted 55% of the school to participate, overcoming the expectation of 40%. Our marketing team excelled in being able to market our events, we used TikTok and Instagram and were able to reach 1,100 students. Moreover, the team raised an official \$3,500 USD in profits, surpassing the financial goal of \$3,000 USD. We gained three sponsorships, had a satisfaction rate of 93%, and hosted a total of 3 events.

Our Impact -

1100
Students Reached

3
Sponsors Gained

55%
Student Participation

\$3500
Funds Raised

3
Events Hosted

93%
Participant Satisfaction

Key lessons that we learned during our project were to use realistic timelines along with better risk management strategies. The team stressed that deadlines should be met, but challenges still appeared. These include delayed deadlines and last-minute adjustments by the logistics team. For example, during the Hnatiw 5K Run, the weather was colder than expected. This impacted the participant experience and taught the team to include contingency plans to overcome any challenges.

“ WE DO NOT LEARN FROM EXPERIENCE... WE
LEARN FROM REFLECTING ON EXPERIENCE. ”

The Hnatiw Project team embodies this quote from John Dewey by using each event as an opportunity to grow and improve for the future. After evaluating events, getting participant feedback, and team reflection, the team identified areas for improvement. Moving forward, the Hnatiw Project team plans more effectively towards a budgeting plan, along with creating plans for any unforeseen expenses. For outdoor events like the 5K Run, contingency plans will be used to prevent any issues. This would consist of cold weather plans, having alternative dates, or even an indoor option. Planning prior to events would ensure the events run smoothly.

II. INITIATING

STATEMENT OF THE PROBLEM -

Since 2008, North Park Secondary School has been home to one of the largest DECA chapters in Ontario, with over **200 members** each year. North Park DECA offers students with opportunities to enhance their business skills and gain professional experience. Students can compete at many levels, including the Regional, Provincial and International competitions. North Park DECA also takes the initiative to host DECA Regionals for Peel region each year, where over **5000** students attend annually; in 2024 alone, the chapter hosted Regionals **two times**. Despite our significant responsibilities as hosts, the chapter faces serious financial issues, with insufficient money to effectively support its members and sustain activities.

North Park DECA Spends —
\$40,000+
Every Year

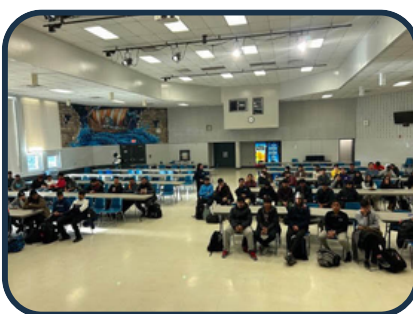
ICDC & Provincial Costs —
\$1,900+
Per Student

This chapter's absence of student subsidies is a significant problem, as it financially strains many students. For our chapter to operate effectively, students must contribute a large amount of money, which includes club fees, provincial competition expenses, and ICDC fees. Students who qualify for Provincials, around **50% of that (120 members)**, must pay **\$280 USD**, while students who advance to ICDC, which is roughly 20% (25 members), must pay more than **\$1700 USD**. These expenses are just out of reach for families already having financial difficulties. According to surveys, 68% of North Park students think these expenses are unaffordable. This perpetuates disparities in extracurricular activities by denying members the chance to participate at higher levels.

PROJECT SCOPE -

Purpose of The Hnatiw Project

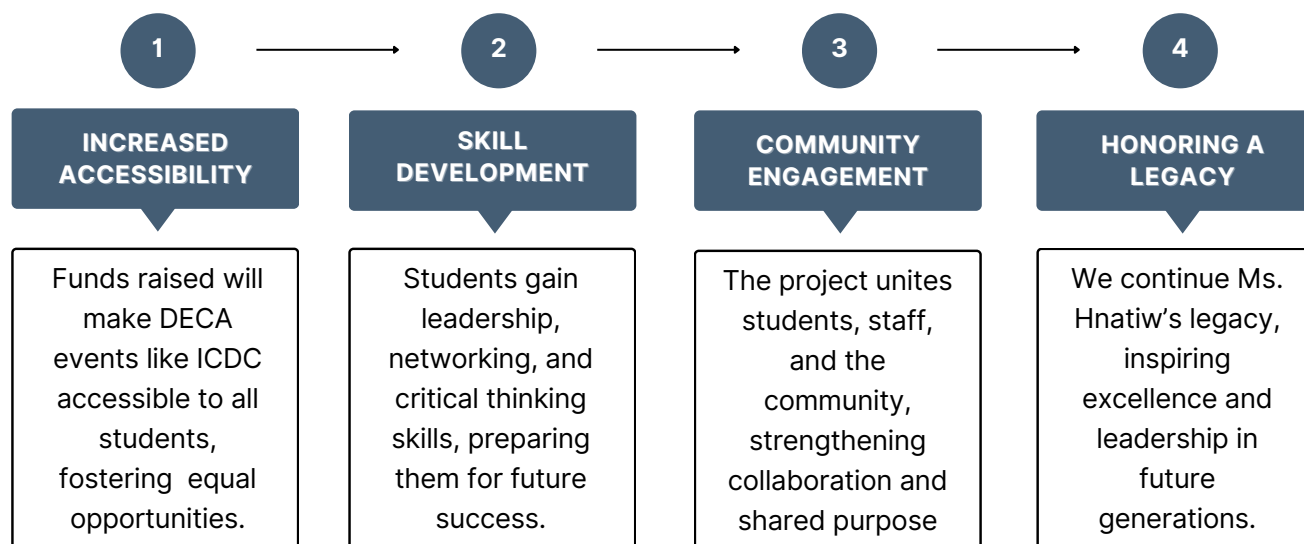
The Hnatiw Project is designed as a remembrance event and a strategic fundraising initiative to support North Park's DECA chapter while fostering awareness about cancer research. Events like these unite students and staff and help build community within the school. A portion of the money we raise will be donated to the **Canadian Cancer Society** for cancer research to keep Ms. Hnatiw's memory alive as a teacher who touched many hearts.



Our Rationale

For many students, the cost of participating in DECA events is a challenge. Provincial qualifiers must pay **\$280 USD**, while those who advance to ICDC face costs of over **\$1700 USD**. These fees are beyond the reach of many families, especially those already dealing with financial problems. A recent school survey showed that 68% of students find these costs unaffordable, which prevents many from fully engaging in DECA's opportunities. The Hnatiw Project is dedicated to raising the funds needed to lower these barriers to let more students participate in an activity with a meaningful and collaborative tribute for Ms. Hnatiw.

Expected Benefits



III. PLANNING AND ORGANIZING

PROJECT GOALS -

Throughout the Hnatiw Project, we strive to achieve three main goals. Our team had numerous meetings to develop a thought-out plan for how we are going to achieve our goals. With the help of a detailed framework that included event schedules, budget plans, and resource allocation, we were able to avoid any setbacks. This approach allowed us to stay organized and ensured that each one of our events would be executed effectively.



1

Raise \$3,000 USD For The DECA Chapter

At North Park DECA, a top priority is ensuring that all students, despite their financial situation, can experience DECA to its maximum potential. The Hnatiw Project aims to raise **\$3,000** USD to support the DECA chapter while fostering awareness of cancer research. The funds raised through our initiatives will subsidize club members' competition fees. By reaching this target, we aim to reduce students' financial barriers while simultaneously contributing to cancer research.



2

40% Participation In Our Initiatives

One of our primary goals was to ensure that 40% of the North Park SS population participated in all our events. Planning and executing three major events, the **Hnatiw Olympics**, the **Hnatiw 5K Run**, and a **Cookie Sale**, ensured we could achieve our goal. The Hnatiw Olympics and the Hnatiw 5K Run were designed for those who enjoyed competitions and physical activity. To compare, a Cookie sale will give non-participating members a chance to support the cause. Having multiple events **maximized** the participation of students at North Park and helped us understand the success of our events. Achieving a high satisfaction rate from participants will ensure that all events are successful and increase the overall impact of our project



3

Fostering Cancer Awareness

One key goal of all our initiatives is to spread awareness of **cancer research**. We wanted to ensure that all our participants understood its importance and foster a deep understanding of its significance. Our various initiatives aim to engage the participants in meaningful and impactful ways while honoring Ms. Hnatiw's legacy. We hope to inspire positive change among participants by sharing Ms. Hnatiw's story with them and unite as a community to fight against cancer.

HUMAN RESOURCE MANAGEMENT PLAN -



Kathan Shah
Director of Operations

Kathan Shah was appointed as the Director of Operations because of his strong organizational and problem-solving skills and his ability to manage large-scale projects. He handled daily operations and found ways to improve processes to ensure that all planning and execution were efficient. Kathan's main focus was planning and organizing, and worked closely with the logistics team. Kathan's dedication to reaching our set goals made him an essential part of our team.



Amogh Srivastava
Director of Outreach

Amogh Srivastava was appointed as the Director of Outreach because of his strong networking skills, ability to connect with people, and his passion for community involvement. He builds meaningful relationships with organizations to expand the project's impact and reach. Amogh focused on using creative strategies to organize the events and formed partnerships, which helped The Hnatiw Project spread its mission to help achieve its goals. His dedication to his work made him an essential part of our team.



Rehan Ahmed
Director of Finance

Rehan Ahmed made a big impact on the Finance Team with his skills in financial management, budgeting, and analysis. As the Director of Finance, Rehan stands out for his careful budget planning, smart use of resources, and strategic financial decisions. He kept the team financially strong by managing budgets, monitoring expenses, and planning ahead to meet the team's goals. Rehan maximized the funds we raised while ensuring the success of all our events.



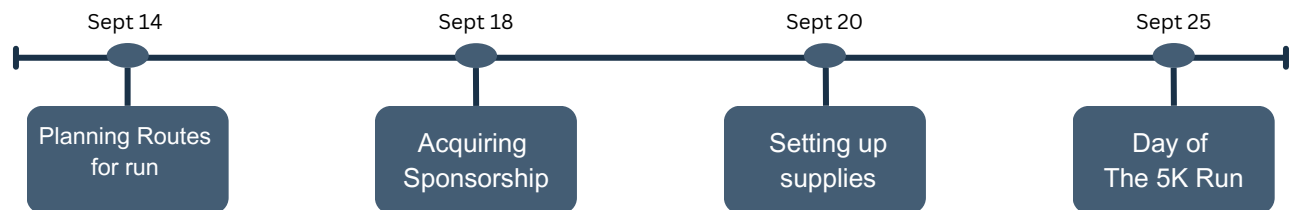
Mr. Shelley
Overseeing Advisor

Mr. Shelley played a crucial role in being the overseeing advisor to the team. He not only mentored our team members but also guided them through any obstacles that they faced. Mr. Shelley's experience in leadership helped the team through his insights and helped them stay motivated to achieve The Hnatiw Project's goals. His commitment to the project helped us stay organized and effective, ensuring that we were on schedule.

SCHEDULE

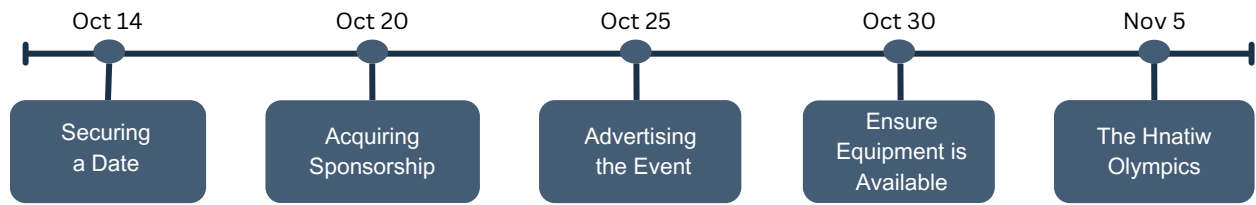
Milestone/Timeline 1 - Hnatiw 5K Run

With the need for an impactful beginning to the series of events, we needed to curate an event that would create excitement within North Park SS and, specifically, the DECA chapter. Participants, volunteers, and staff will come together for a common cause; promoting awareness about cancer in memory of Ms. Hnatiw and generating funds for our chapter. We would have volunteers come and raise money for this event, representing their classes to make it a success. Activities like this run would support the event by having guest speakers, and engaging activities. These volunteers will help create a route for this run and distribute water to runners across various hydration stops throughout the route. The fastest runners will get medallions to acknowledge their efforts. Part of the proceeds will be donated to the Canadian Cancer Society. We would have 50 volunteers and over **500** participants. These metrics will allow us to profit at least \$800 USD.



Milestone/Timeline 2 - The Hnatiw Olympics

The Hnatiw Olympics will be one of the greatest benchmark events at North Park. This event will be a highly spirited day of sports and community activities to build a sense of school spirit and teamwork. As the second milestone, we needed a event that would serve a purpose in line with our values. From an expected 250 applicants from grade 12 students looking to volunteer, we will carefully choose the best 100 for this dedicated team. Those selected will be specialized into specific groups to assist in various ways with the event. A finance team will oversee the budget and resource division for all the committees, while logistics will procure and distribute necessary equipment and consumables. Marketing and advertisement will also work together to promote the event through banner or poster creations to raise student enthusiasm. General members are responsible for planning the games, making their rules, setting up schedules, and organizing the opening and closing ceremonies. With an expected **500 participants** in activities such as basketball, volleyball, and speed tests, the Hnatiw Olympics will promote the values of teamwork and school unity. The event will conclude with a closing ceremony that includes certificates, free snacks, and prizes for the top teams to ensure all participants feel appreciated. In total, the Hnatiw Olympics will **raise \$1500 USD**. As we prepare to set up, the Hnatiw Olympics is far more than a day of fun; it's a tribute to our school's ability to come together, celebrate shared goals, and honor the legacy of Ms. Hnatiw.



Milestone/Timeline 3 - Cookie Sale

To end our series of events, we wanted to create an experience that would bring joy to our participants and support the DECA chapter. With this in mind, our first significant fundraising effort for the North Park DECA chapter is an exciting **Cookie Sale!** This fundraising event will include a specially chosen package of chocolate chip holiday cookies, warming hot chocolate, and a unique complimentary "goodie bag" to excite students further. While developing a strategic plan of action regarding this event, we considered several key components. The main one is to provide an appealing and memorable experience for our chapter while developing a profit. We will be heavily promoting the sale through our weekly DECA meetings, capitalizing on the strong internal network of the chapter and member enthusiasm for broad interest. We wish to engage participants in a friendly and welcoming manner as a marketing approach that speaks to our community and attracts all sorts of supporters. We expect an overwhelming participation of up to 90% by our chapter members, thus making this sale cooperative and enthusiastic. This event will raise \$300 USD.



Incorporating KPIs (Key Performance Indicators) into our quality management plan would allow teams to track their progress and effort with prior set goals. We set these KPIs into three categories: **high, medium, and low**. We split these into three departmental metrics.

Operational Metrics

Participation - To make our events a success, we need to maximize participation within the school. Strong participation will generate more momentum, increase the cause's awareness, and attract additional sponsorships and funds for North Park DECA. The high-level **KPI** was to achieve 40% school participation (480 students) on average at each event. **Medium-Level KPI** was to increase the cause's visibility by 20%. **Low-level KPI** was to attract at least three new sponsors each year or try to have at least one sponsor per event.

Volunteers - Kathan Shah (Director of Operations) and Amogh Srivastava (Director of Outreach) aimed to recruit, train, and retain an acceptable number of volunteers to ensure that each fundraising event was successfully executed. We wanted to secure 200 volunteers and select a team of 100 volunteers dedicated to helping with key activities like logistics, event planning, and management of our competitions. **High-Level KPI** was maintaining a minimum of 90% retention rate throughout the year. **Medium-Level KPI** was to achieve a 95% task completion rate for all volunteers during events.

Financial Metrics

Subsidize—Rehan Ahmed, our Director of Finance, calculated the profit needed to help subsidize a large amount of money for all students to make fees more affordable. In addition, he decided that all profits made from these events, estimated to be \$3,000 USD, would be given to subsidize the North Park DECA chapter. These funds would go towards helping each student pay for the provincial and international competitions. The **high-level KPI** was to raise \$3,000 USD from all events to subsidize fees. **Medium-Level KPI** was to reduce the average cost of provincial competitions fees for all students.

Sponsorships—Amogh Srivastava (Director of Outreach) wanted to secure sponsorships to cover event expenses. Acquiring sponsorship from businesses would help reduce the cost of food, equipment, and other expenses to stabilize the financial situation overall. By building good relations with sponsors, we aimed to cover some expenses. The **high-level KPI** was to attract 3 new sponsors or try to have at least one sponsor per event. **Medium-Level KPI** was to cover 30% of all event expenses with the help of sponsorship funding.

RISK MANAGEMENT PLAN -

With every large-scale project, like the Hnatiw Project, there are potential risks that can impact the project's success. It was crucial for us to identify these **risks early and implement strategies** to mitigate them effectively. With effective risk management, we identified the potential risks that could have an affect on the Hnatiw Project.

Risk	Impact	Combat Strategy
Low Participation Rate	Reduces student engagement and limits the success of the events	A promotional campaign featuring posters around the school and the use of social media will ensure student participation in events.
Restricting Deadlines	Conflicting with other school events and club activities, leading to scheduling challenges	Collaborating with the school administration and securing the dates for our events without conflicting with any other event or activity. Create an alternate schedule in case of changes in the planned dates.
Limited Budget	Limit the amount of resources required and create the possibility of overspending.	Create a budgeting plan to ensure that there is no overspending and that the funds are used according to the plan. Create a contingency fund for emergencies while ensuring the quality of other events is not affected.
Event Setup	Problems related to microphones, speakers and projectors can affect the smoothness of the event speeches and the overall experience for the participants.	The day before the events, thoroughly ensure all the equipment operates perfectly without any technical issues. If any problems arise, resolve them before the event. Have backup equipment in case of technical issues during the event.

PROPOSED PROJECT BUDGET -

Category	Cost (USD)
Revenue	
Monetary donations (sponsors)	\$400
Cookie Sale Revenue	\$500
5k Run Revenue	\$1,000
Hnatiw Olympics	\$2,000
Total Revenue	\$3,900 USD
Expenses	
Marketing and Promotion (posters, flyers)	\$20
Supplies for Cookie Sale (ingredients, packaging)	\$100
Water Stations	\$50
Refreshments	\$50
Donation to Canadian Cancer Society	\$180
Total Expenses	\$400 USD
Net Surplus	\$3,500 USD

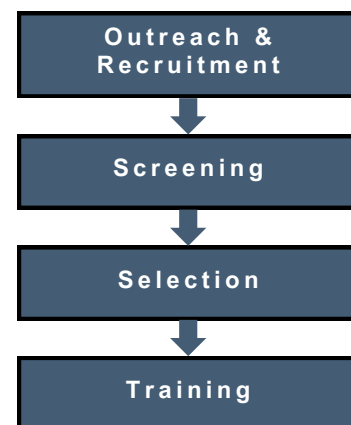
We put together a budget to make sure resources and funds were used wisely for our project. Our revenue came from four main activities, creating a well-rounded approach to fundraising. We kept our expenses low by choosing cost-effective options for marketing and event supplies, which helped us achieve a strong net surplus. This approach showed how well we planned and managed our resources, making sure every dollar we raised made a real difference. This financial strategy demonstrates strong planning and resource management. This made sure the funds raised would meaningfully support DECA events and provide opportunities for all students. Additionally, the budget was designed to create long-term sustainability, ensuring future events can build on this year's success.

IV. EXECUTION

Hiring

To succeed in our events, it was crucial to have a motivated team that could support each other throughout the journey. To find volunteers, our Director of Outreach and Operations worked together to start recruiting, with the help of promoting on our social media platforms. There were clear roles and responsibilities, including executive and general volunteer team duties. After informing students at the school about volunteer opportunities, we received **200+ applications**, from which we had to select 100. We interviewed 150 applicants, testing their abilities and skills, and chose the 100 best. We ensured to assess our key metrics to meet our goals.

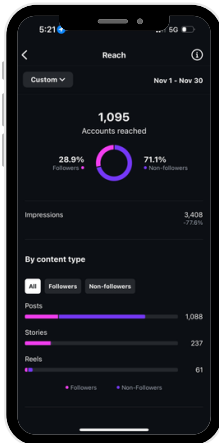
Four Steps in Hiring



Milestone #1 - Hnatiw 5K Run

In early September, after the hiring process, our team started preparing for our first event, the 5K Run. This fundraising event was hosted to give funds to cancer research and the DECA Chapter funds. The event would incorporate many other minor activities for people unable to participate in the run, including a guest speaker. To make this event financially successful, each participant in the run would pay a fee, donations were open to those who wanted to donate, and drinks and food were sold.

To begin, we had to give each team responsibilities; the logistics team was responsible for getting permits, mapping out the route for the run, and managing setup/takedown logistics. The marketing team was responsible for the promotional materials, and the finance team handled the budget and tracked the registration fees (\$2 USD) and sponsorship funding. Lastly, we would have a volunteer team of 50 that would be trained to get ready for race day. It was crucial to ensure the tracks were safe and accessible; for this to happen, the logistics team needed to apply for a permit from the school.



Our marketing team launched a countdown campaign on social media to catch people's attention. Daily, our team made posts highlighting race preparation tips, sponsors' spotlights, and fun facts about the event. The campaign reached **1,100** students and **800** engagements on Instagram and TikTok. Our finance team reported that getting sponsorships was essential. Getting sponsorships from our local grocery store for this event helped us subsidize our expenses. The store gave us discounts for items such as the water and refreshments we used. We were able to lower our expenses from **\$400 USD to \$200 USD**.

During the event, volunteers handed water to runners to ensure they were hydrated. The fastest runners were given medallions to acknowledge their efforts during the race. On the day of the event, our turnout rate was a staggering 20% higher than we had expected, regardless of whether our volunteers ensured the event ran smoothly. The event ended successfully with more than **500** participants showing up, and contributing towards the cause. We estimated that \$200 USD was allocated to expenses; on the other hand, after the fees, donations, and water, our **profit** was \$1000 USD, 20% more than expected. To end this journey, the team took surveys asking for feedback, and the satisfaction rate was 88%.

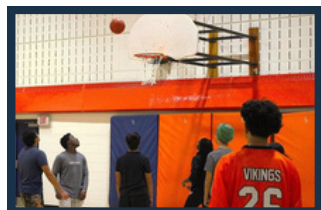
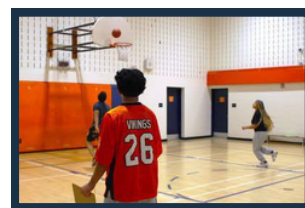
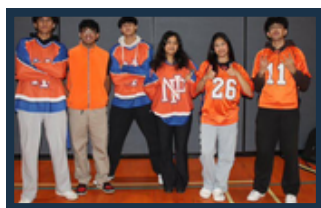


Milestone #2 - The Hnatiw Olympics

Our biggest most important event, the Hnatiw Olympics, is anticipated to be our most engaging and interactive event for our participants. Not only will it help raise funds for the DECA chapter, but it will also honor Ms. Hnatwis's legacy by raising awareness of cancer. The Hnatiw Olympics featured various team-based sports and physical activities for students to participate in. To raise funds, we asked every student in each class to contribute anywhere from \$2 - \$5 USD.

After each team was assigned their tasks, the logistics team quickly started to work with our school administration, to set up a date in early November to host the event. Their second responsibility was to create a complete schedule for the event. Their third and final responsibility was to oversee any equipment needed for the event. Our operations team worked closely with the logistics team to help with any additional tasks. They assigned volunteers for the event who would be responsible for different games and stations.

The marketing team advertised the event to create interest among the students. We managed to do just that through social media and posters at school. In addition, the Sponsorship team reached out to the school administration to contribute equipment that we might require to keep the costs lower and allocate more funds toward our goal. Finally, our finance team allocated a specific amount of budget for this event, accounting for sponsorships and funds from previous events. Their job was to ensure all expenses were covered within our budget to reduce overspending so we could maximize the funds we raised for the DECA chapter.



After concluding our event and awarding the best-performing teams with trophies, medals, and certificates to recognize their participation, we not only accomplished our goal of raising \$1500 USD but surpassed it and accumulated over **\$2000 USD** with over 30 classes and almost **550** students participating. To honor Ms. Hnatiw's legacy, we donated a portion of the funds to The Canadian Cancer Society, contributing to cancer awareness and research efforts. The remaining funds are allocated to North Park's DECA chapter, ensuring that students have access to valuable opportunities DECA provides. The Hnatiw Olympics was deemed highly successful, helping us accomplish our goals to support DECA and honor Ms. Hnatiw.

Milestone #3 - Cookie Sale

The cookie sale was essential to our project as it was the last event we had planned which would help bring in money for the DECA Chapter. In early December, the team started preparing for the sale. The first thing was to assemble teams: the marketing team, responsible for promotional activities, and the sponsorship team, responsible for coordinating with sponsors, organizing cookie and hot chocolate orders, and managing packaging. Our finance team was responsible for finalizing all the pricing strategies and ensuring the sale was profitable.

Our next step was to gain recognition for our organization. Our marketing team used two strategies: social media, and posters around the school. Our most important campaign, which was social media, included promoting Instagram and TikTok. Furthermore, our sponsorships team worked with our local Country Style to help gain sponsorship for this in return for helping them gain recognition. Country Style helped us in gathering the resources for the cookie sale - including hot chocolate and stationary items. Before the sponsorships, we projected that total expenses would total \$200 USD, but after, the projected total was \$100 USD. We also covered funds with the help of our IBT Head, Ms. Fiocco who also provided us supplies to help support our journey.

On December 17th, before the sale, our logistics team worked in unity to ensure enough inventory and all required materials were available. One day before the sale, volunteers started assembling all the packages with our volunteers, ensuring that everything was ready to go on the day of. On the day of the sale, we ensured that each volunteer knew their shift to manage sales and restock when needed. To our surprise, there was a 15% higher turnout than expected, but our team was able to act proactively, as we were prepared with more than enough volunteers and resources. The event ran smoothly with no errors; each customer was satisfied with our team's hard work and our products. Attracting 450 students, our sale was a big success as we made more money than expected, totaling \$500 USD, almost double what we projected.



After the event, the finance team tracked the total revenue generated, totaling \$500 USD, which was more than expected as we only projected \$300 USD. Lastly, the marketing team took customer feedback, and the satisfaction rate was 90%. For instance, many customers praised the quality of our products and the helpfulness of our volunteers. Overall, this event was a success, helping us raise some funds along with contributing to the school.

V. MONITORING AND CONTROLLING

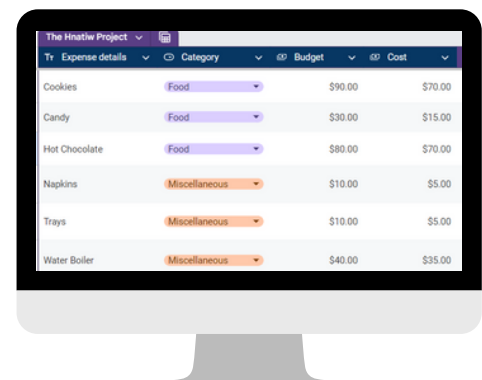
MONITORING -

Schedule:

To ensure the timely execution of the three events (Hnatiw 5k Run, Hnatiw Olympics, and Cookie Sale), we created detailed schedules for each activity and monitored them closely through weekly progress meetings. The tool used for most of the time management was a shared Google Calendar. This tool was an essential time management software. For the Hnatiw Olympics, task deadlines were assigned to different volunteer groups, such as logistics and marketing, to track progress leading up to the event. Organizing the 5K Run meant sticking to a tight schedule to finalize the route, recruit volunteers, and get promotional materials out on time. The Cookie Sale also required careful planning, from preparing inventory and setting prices to organizing the setup. We used a shared calendar and regular updates from team leads to keep everything on track. We made adjustments when unexpected delays came up to ensure every event ran smoothly.

Budget:

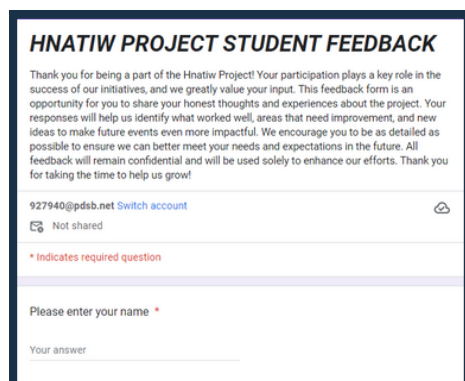
Our Director of Finance, Rehan Ahmed, resorted to Microsoft Excel to organize and monitor all budgets across all events. The monitoring of the budgets ensures the timely execution of all the processes needed to carry out our milestones. These budgets made sure all sales, expenses, and discrepancies were accounted for. By maintaining an accurate and up-to-date financial overview, we were able to track progress against our goals, avoid overspending, and ensure that all resources were used effectively to support the success of each event.



Tr	Expense details	Category	Budget	Cost
	Cookies	Food	\$90.00	\$70.00
	Candy	Food	\$30.00	\$15.00
	Hot Chocolate	Food	\$80.00	\$70.00
	Napkins	Miscellaneous	\$10.00	\$5.00
	Trays	Miscellaneous	\$10.00	\$5.00
	Water Boiler	Miscellaneous	\$40.00	\$35.00

Project Quality:

To ensure the quality of our events was at the highest caliber, we utilized Google Forms to monitor our milestones. Firstly, these Google forms kept track of all the items needed for the cookie sale. During the sale, we used our Excel sheet to cross out all students who signed up to ensure our inventory was up to date. After some sales, we also provided Google Forms for any feedback. Using this, we were able to improve and consistently leave students satisfied.



HNATIW PROJECT STUDENT FEEDBACK

Thank you for being a part of the Hnatiw Project! Your participation plays a key role in the success of our initiatives, and we greatly value your input. This feedback form is an opportunity for you to share your honest thoughts and experiences about the project. Your responses will help us identify what worked well, areas that need improvement, and new ideas to make future events even more impactful. We encourage you to be as detailed as possible to ensure we can better meet your needs and expectations in the future. All feedback will remain confidential and will be used solely to enhance our efforts. Thank you for taking the time to help us grow!

927940@pdsb.net [Switch account](#)

Not shared

* Indicates required question

Please enter your name *

Your answer

CONTROLLING -

Throughout the Hnatiw Project, our team encountered many difficulties, but by resolving them quickly, we were able to stick to our timeline. Adapting our response strategy, we addressed these challenges efficiently to avoid major setbacks.

ISSUE ENCOUNTERED	RESPONSE STRATEGY
The sponsorship was initially designed to seek a sponsorship deal from a big brand. Nevertheless, while pointing out how their input would benefit the Hnatiw Project, some were reluctant to participate in the project because of prior engagements or the lack of interest.	The sponsorship team switched their strategy and started contacting businesses that would be willing to contribute to our cause. By pitching our cause to the businesses, we were able to secure multiple sponsors. The following approach helped us meet our needs and avoid any delays.
Since the Hnatiw Olympics was a larger event compared to our other events, our logistics team found it extremely difficult to secure a date to host the event at the school gym. The biggest obstacle we faced was the ongoing gym classes and sports-related events at our school.	The logistics team worked closely with the school administration to determine a suitable date to host the event. To minimize disruptions within classes that regularly used the gym, we encourage them to participate in the event, contributing to the cause and ensuring everyone enjoyed it.

VI. CLOSING THE PROJECT

EVALUATION OF KEY METRICS -

Incorporating KPIs into our quality management plan showed us that we exceeded all expectations across our operational and financial metrics. These results demonstrated the success of our events and the dedication of our team.

Overall Results

We Attracted Over —

660+

— Students Every Event

At the end of the project, we evaluated that through our strategic planning and intensive marketing campaign, we achieved a staggering 55% school participation (660 students) per event, surpassing our high level of 40%. Visibility of the cause increased by 35%, significantly exceeding the medium-level KPI of 20%. We succeeded and exceeded these factors with the help of daily posts on social media platforms like Instagram and TikTok. We were able to reach 1100 accounts in 7 days.

The volunteer recruitment strategy was done very well and led to successful recruitment, resulting in 270 volunteer applications. We understood that providing specific details about roles and responsibilities encouraged more applications. The retention rate throughout the year was an impressive 95%, exceeding our high-level KPI of 90%. Furthermore, our volunteers completed 98% of tasks during events, surpassing the medium-level KPI of 95%.

Overall Results

We Had Over —

270+

— Volunteer Applications

Overall Results

We Donated —

\$3,500

— To North Park DECA

Rehan Ahmed's financial plan generated a total profit of \$3,500 USD from all events, exceeding our high-level KPI of \$3,000 USD. Through the help of participation in our events and funds for sponsors who helped surpass our goal. These funds helped us reduce the Provincial Competition fees for all students, exceeding our medium-level KPI of 40%. We accomplished our major mission of being able to help subsidize fees for all students who were part of the chapter.

Sponsorship acquisition efforts led by Amogh Srivastava resulted in three new sponsorships within the year, exceeding the high-level KPI of two sponsors. At each event, we secured an average of 1 sponsorship, which led to more donations and recognition. The sponsorships at these events helped cover 35% of all event expenses, ultimately leading to more financial support.

Overall Results

Sponsorships Reduced —

35%

— Of All Expenses

LESSONS LEARNED -

Worked Well	Area of Improvement
Initiating	
<p>The Hnatiw Project's team gathered research and required data through Google Forms, which helped us identify key areas for engagement for our participants. Our team was able to use that information and narrow down the list of possible initiatives we could host. After determining what our initiatives would consist of, we allocated resources effectively and created teams to start planning.</p>	<p>While our initiation process was effective, certain areas could have been improved, specifically our communication. Our team struggled to understand their responsibilities and often misunderstood each other. By creating groups within our team and reminding them of their roles in all our initiatives, further miscommunication was avoided and continued with our tasks.</p>
Planning and Organizing	
<p>For effective planning, our team created an organized, detailed timeline that outlined our tasks and important dates. After identifying our goals, we conducted a risk analysis. This helped us create combat strategies to avoid any delays. Communicating with our team members using tools such as Slack helped everyone stay informed and communicate with each other.</p>	<p>Although we had a timeline highlighting key dates, our team struggled to stay on track. Because the tasks were incomplete, the deadlines were pushed further than anticipated. This affected the flow of our planning and delayed our schedule. Challenges like these can be avoided by reviewing and gathering input for our timeline and setting more realistic deadlines.</p>
Execution	
<p>Throughout the execution of all our events, we achieved great success in participation and raising funds for the DECA Chapter. Our event participation rate and satisfaction rate were much higher than anticipated, exceeding our expectations. With the help of our marketing team's efforts of consistently promoting our events using various strategies, we exceeded our goal of raising \$3000 USD for the DECA Chapter.</p>	<p>While all initiatives were executed successfully, certain challenges were not accounted for, like the weather conditions for the Hnatiw 5k Run. The weather was colder than expected, greatly affecting our participant's experience. With a better risk management plan, we could have avoided this challenge by postponing the event to a future date or alerting the participants of the weather conditions.</p>

Worked Well	Area of Improvement
Monitoring and Controlling	
Our team used online tools, such as Google Calendar, to manage time and stay organized. This approach helped everyone stay responsible and helped them understand when their tasks were due. Following up with the entire team every week helped us understand what aspects needed more focus. We then helped with the tasks that needed more time to complete.	Although everything was monitored effectively, certain challenges impacted our progress. For example, our logistics team had to make rushed decisions, often jeopardizing the event's quality. Additionally, for the Hnatiw 5K Run, the posters we had prepared were distributed later than expected. These issues highlighted the importance of better planning and preparation.

FUTURE RECOMMENDATIONS -

As John Dewey once said, “We do not learn from experience... we learn from reflecting on experience.” The Hnatiw Project team embodies this quote by using each event as an opportunity to grow and improve for the future. After evaluating events, getting participant feedback, and team reflection, the team identified areas for improvement.

Starting with our budget, our team identified that we should implement a more detailed and transparent budgeting plan in the future. Using more complex tools such as Monarch will help us track our expenses and allocate our funds more effectively by integrating an organized system for financial management. Moving forward, a contingency budget will be established to address any unexpected expenses; this would be most effective for significant events like the 5K Run or the Hnatiw Olympics, where unexpected expenses can quickly arise. Allocating 15% of the total budget as a contingency fund would allow us to ensure that we are ready for situations where the funds are required. The Hnatiw team will focus on efficiency with the financial operations and the maximization of every dollar that we spend. We can achieve this by creating budgeting plans that specify funds for different departments, such as logistics and marketing.

Pre-event planning can be improved by incorporating project management software like Trello or Asana. Moving forward, the Hnatiw Project team plans more effectively towards a budgeting plan, along with creating plans for any unforeseen expenses. For outdoor events like the 5K Run, contingency plans will be used to prevent any issues, this would consist of cold weather plans, having alternative dates, or even an indoor option. Planning prior to events would ensure the events run smoothly.

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