



# **FLEECE**

**& THANK YOU**

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# **GROUP BLANKET MAKING PACKET**

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**COMFORTING HEARTS. CREATING SMILES.**

# WELCOME

We are so excited to share our mission with you. As the official blanket supplier of children's hospitals in the state, region, and country, we are committed to consistently delivering thousands of fleece blankets to our hospital partners, ensuring every child in every hospital bed receives much-needed hope and comfort at the start of treatment. These blankets are needed every single day, and your support is invaluable to providing comfort to our kiddos.



## Here are some tools to get your journey started

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# OUR STORY



Imagine a hospital room. Dull, white sheets on the bed. There are beeps and boops coming from the monitors on the IV pole. The temperature of the room is cold and chilling.

Every minute in America, 11 children are admitted to the hospital only to enter that very same atmosphere.

They're stripped from their everyday routine of seeing friends, going to school, and participating in other activities. They're scared of the unknown future that will come with an illness that puts them into the hospital.

Right now, we face a reality that demands our **urgent attention**: many kids go into the hospital and are met with the scary room we just imagined where they begin their treatments in a fearful and defeated atmosphere.

They are in need of **comfort**. They are in need of **warmth**. They are in need of **hope**. **What if we could help?**

## YOUR SUPPORT

### A blanket.

A colorful, warm piece of hope brightening the room as it waits on the hospital bed for a child to walk in for the start of treatment.

The key to a child conquering the scary hospital environment is to provide them with something bright and comforting to combat the darkness. There is an inspiring power behind starting something off on a good note.

We can provide that motivation to endure long treatments, the kickstart to a successful battle, and the hope that everything is going to be alright.

**YOU** can make a blanket. **YOU** can make a video. **YOU** can make a difference. **Will you join us?**





# HOW IT WORKS

## STEP #1



Your group hosts a blanket making event. These events can be remote/virtual, in-person, or hybrid. We have multiple ways to engage your group, and they are explained in detail on the next page!

## STEP #2



After your event, blankets typically come back to our facility where they go through a quality control process that involves hospital-grade washing and drying to make them 99.999% germ-free.

## STEP #3



After the quality control process, your blankets are delivered to one of our hospital partners where it is given to a child as they begin their inpatient treatment journey. They view your video message and have the opportunity to send you a message back!



# WAYS TO ENGAGE

If your group isn't ordering a set amount of kits using group funds/budget, we have a couple options for how we can work together. Any of the three options can be paired with a "virtual" video blanket making event where FTY leads the group on a video call in blanket-making and inspiration.



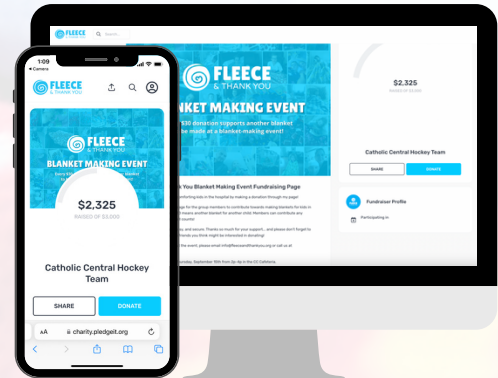
[\(example\)](#)

## #1 CUSTOM CHECKOUT PAGE

If you want to ensure this event stays entirely remote, we can make a [custom checkout page](#) with your group's branding that allows your members to order as many kits as they want and have them shipped right to their front door.

## #2 GROUP FUNDRAISING PAGE

We can create a [custom fundraising page](#) to help collect donations. Members can donate any amount, and every \$30 contributes to another blanket that gets made at your group event. This option works well if you are doing this event in-person OR or having your group pick up blankets from a specific location (office, garage, etc).



[\(example\)](#)

## #3 HYBRID CUSTOM PAGE

This is our most popular option for virtual/remote. However you plan to have this event, the hybrid option opens the most doors for involvement. We can create a custom checkout page for your group where members can choose from two options.

- **Option 1:** Order their own kit(s) directly from the custom page and have them shipped to their home (for those who might not be comfortable/wanting to come to a pickup location).
- **Option 2:** Contribute to a group fundraising page and pick up their blanket from a designated pick-up location (office, someone's garage, etc) in staggered pickup times. Of course, some folks may not want to make a blanket but just want to donate, and all additional donations go toward more blankets being made by the group.



[\(example\)](#)

Some case examples of our hybrid option include a [business in Metro Detroit](#), a [fraternity at a local university](#), and an [entire community in Michigan](#).



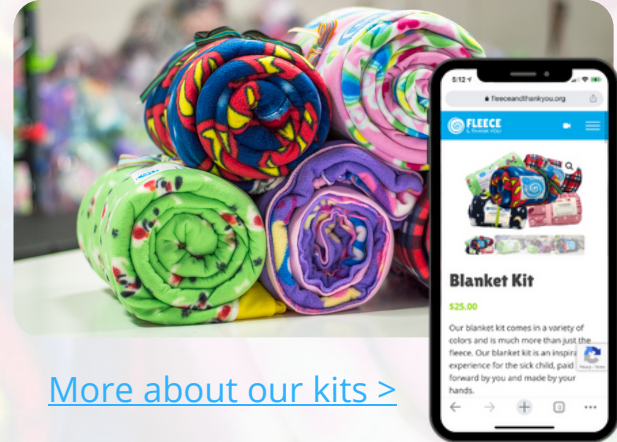
# F&TY BLANKET KITS

## A SPECIAL BLANKET

**Our groups use our first-of-its-kind blanket kit with video message**

Every \$30 buys a ready-to-make blanket kit for your group that helps cover the cost of:

1. **Matched print and solid fleece fabric** for a 2-yard blanket (ex: \$300 means 10 blankets could be made.)
2. A **pre-pressed video message patch on the blanket** will carry your video message code.
3. **Hospital-grade washing and drying** of your blanket in our quality control process after you have made it.
4. **Delivery of your blanket** to the next deserving child in the hospital needing its comfort.



[More about our kits >](#)

## A PERSONAL TOUCH

**As a full-service event, our #1 goal is to make your event an easy lift**



[F&TY Event Case Study >](#)

Whether it's in-person or remote, we want to help make your event a success and feel personal. For remote events, we offer the option to virtually lead blanket-making via video chat. For in-person events of **100+ blankets** and within a certain mileage from our facility, we send a F&TY member.

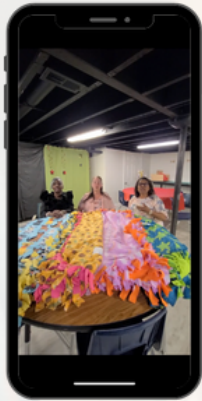
Post event, your blankets come back to our blanket fort and go through our quality control process. After quality control, we deliver them to kiddos in the hospital that needs their comfort most.



# VIDEO AND IMPACT

## BLANKET MAKER VIDEO

A unique part of Fleece & Thank You blankets is that every blanket maker has the option to **make a personal video message** of support that will travel with the blanket to a kiddo in the hospital.



## BLANKET RECIPIENT VIDEO

The patient or their family views your message and has the **opportunity to send you a message back** through our secure, confidential digital messaging tool.



## THE IMPACT



**The reason we do what we do is the final stop for your blanket.** One blanket provides comfort and hope for a child that has recently been diagnosed with a serious or life-threatening illness. Together, we will provide a consistent and sustainable service of fleece blankets to all hospitals, ensuring that no matter where or when a child gets sick, WE are there to provide them with a blanket and a video message when their treatment journey begins. [See more of the impact >](#)



# OUR EVENT PROCESS

We are grateful for every organization that wants to support children in the hospital by hosting their own blanket-making event. It is our goal to provide a seamless event process that is reflective of our core values.

Our process detailed below is what you can expect every time when working with us and what makes us a unique, full-service charity event that leaves your group feeling fulfilled!

## 1. INSPIRATION

**We'll share our story!**

- History + Mission
- Full-service event
- Patient Testimony
- Our annual goal - reaching every pediatric inpatient

## 2. DISCOVER

**We want to learn the details!**

- Location/date/time & length
- Estimated blanket number
- Expected payment/funding method
- Relevant virtual/venue details & logistics

## 3. VISION

**We will confirm the event expectations!**

- We will confirm start time, location, length, volunteers, meeting event coordinator if applicable as we get closer to your event date.

## 4. MAKE THINGS HAPPEN

**What happens at my event?**

- Whether we are sending a team member to lead (100+ blankets) or leading your virtual event, we can kick it off with a brief presentation about F&TY and the blanket/video making process.
- If you are doing the event on your own, our online how-to video resources can always be utilized during your blanket-making.

## 5. GRATITUDE

**Time to shower you with thanks!**

- We'll reach back out post-event to ensure it was an amazing time!
- Your team will receive thank-you messages sporadically from blanket recipients who now hold your comfort!



# MORE SUPPORT

**Maybe a blanket-making event isn't the right fit for your group?**

**Here are other ways you can join the F&TY mission!**

- Host a fundraiser to raise funds to comfort kiddos.
- Plan an event to spread awareness and raise donations.
- Ask about our many volunteer opportunities that include helping at our warehouse and at our blanket-making events!
- Join our Emergency Blanket Delivery team to drop-off blankets to various hospitals across the state!
- Whatever that other awesome, zany idea is to get involved that you are thinking about right now...let's do it!

