

4 Jake's Sake

During the month of October, the sixth graders learned the basics of running a business and began developing plans to create their own small company to help support a charity or an individual in need. They started from the ground up creating a business plan in which they agreed upon a purpose for the company, the goods they would produce, the name of their company, the customers they would sell to, and effective marketing strategies just to name a few.

To enhance this project, the students had the opportunity to learn about a local non-profit company, *Seedz 4 Needz*, and its founder, Jakob Zernick. During his visit, Jakob shared the story of his company's development after he was diagnosed at the age of 8 with Crohn's Disease. Because of the outstanding care at Children's Hospital and because of his relationships made with fellow patients, Jakob found a way to

return the kindness by raising money through the sale of vegetables that he grows in his own garden and greenhouse. With those funds as well as donations and other fundraisers, Jakob purchases toys, games, books, and blankets for the kids at Children's Hospital. He then delivers his gifts every 8 weeks when he returns to receive his infusion treatments for Crohn's disease.



After meeting with Jakob, the sixth graders in Mrs. Kissell's classroom voted to make changes to their business plan. Initially they intended to raise money for the pets at the Cambria County Humane Society, but after listening to Jakob, the students were touched by his story. It didn't take long before they revised their plans to also include assisting Jakob with his efforts. As a matter of fact, the sixth-grade's company's name, *4 Jake's Sake*, was a direct reflection of the impact Jakob made upon the students. What a role model Jakob Zernick proved to be!

With the sale now underway and production already going on, the sixth-grade students are learning and developing first-hand business skills as young entrepreneurs. Like little elves, the students are creating snowmen, painting ornaments, and making chocolate covered pretzels. They are investing their time wisely, learning social skills, gaining rewarding experiences, and ultimately preparing for their future. For more information about the company, please contact Mrs. Kissell @ x2601, and to learn more about Jakob's company, visit www.seedz4needz.com.

