

# THE AFTERSHOCK PROJECT

By Jennifer Soto

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# WHY THE AFTERSHOCK PROJECT?

The Aftershock project began as a community outreach event meant to create security and mindfulness through art in a constantly changing world.





# MIND MAP







# THE CONCEPT

Helping to rebuild and reshape communities that have just been effected by a natural disaster through a communal quilting event. The event would include quilting instructors who will help ensure the accuracy of the pattern while ensuring the safety of the participants.

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## **Building Community:**

This is an event for everyone and anyone who is able to attend. It's a great opportunity to connect with other community members or act as a small break from the realities of the world



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## **Inspiring Hope:**

Staying strong in the face of adversity when it can become really easy to feel isolated and/or forgotten



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## **Raising Awareness:**

Understanding why natural disasters are worsening and how our environmental impact is effecting our climate patterns



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## **Giving Back:**

Auctioning off the quilt after the installation period and using the proceeds to help fund victims who have been effected by the natural disaster



# MISSION

At The Aftershock Project, we believe in the healing power of community and creativity. **Our mission is to help rebuild communities affected by natural disasters by fostering connection, resilience, and hope** through the art of quilt-making.

By hosting inclusive events where people of all ages and backgrounds come together to stitch pieces of their stories, **we aim to transform the aftermath of devastation into a tapestry of unity and renewal.** Each quilt we create is more than fabric and thread—it's a symbol of recovery, collaboration, and the strength we find in each other.

Together, we sew not only quilts but also the bonds that rebuild communities and restore hope.

# VISION

We envision a world where communities affected by natural disasters emerge stronger and more connected, bound by a shared sense of perseverance and hope. We aspire to transform the scars of disaster into symbols of unity and renewal, inspiring people everywhere to rebuild not just structures, but the heart of their communities.

Our quilts will become lasting reminders that **even in the face of loss, creativity and compassion can piece lives back together, one stitch at a time.**

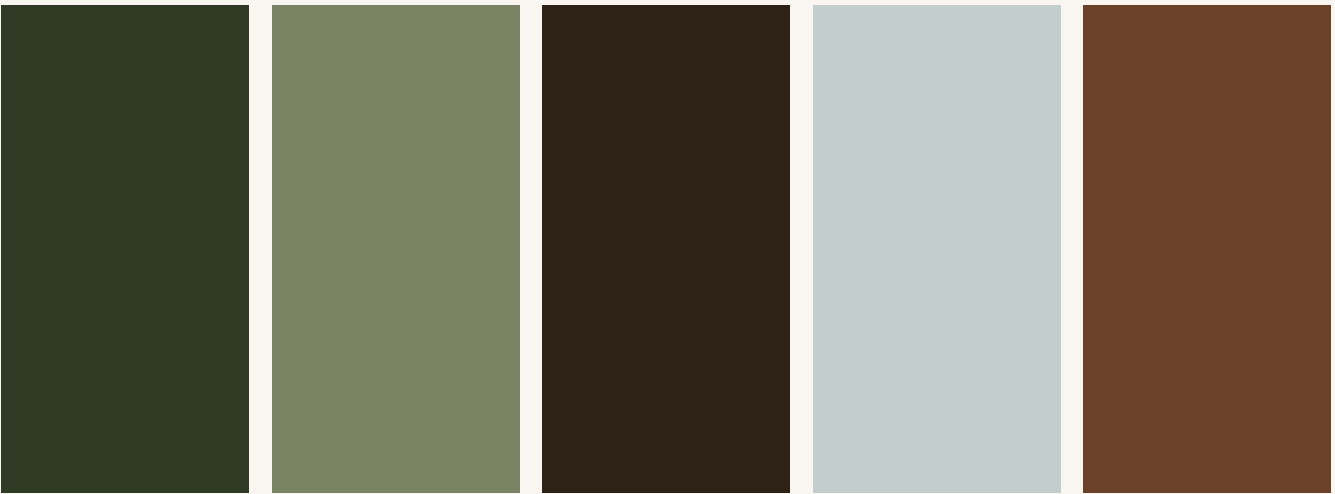


# BRANDING

Building community through art

Reaching out to individuals in a way that brings comfort and a sense of friendliness. The Aftershock Project is about inspiring hope and promoting community growth and understanding.

## Earthy Color Palette



#223242

#a5b482

#f1e8d7

#393939

#b66247

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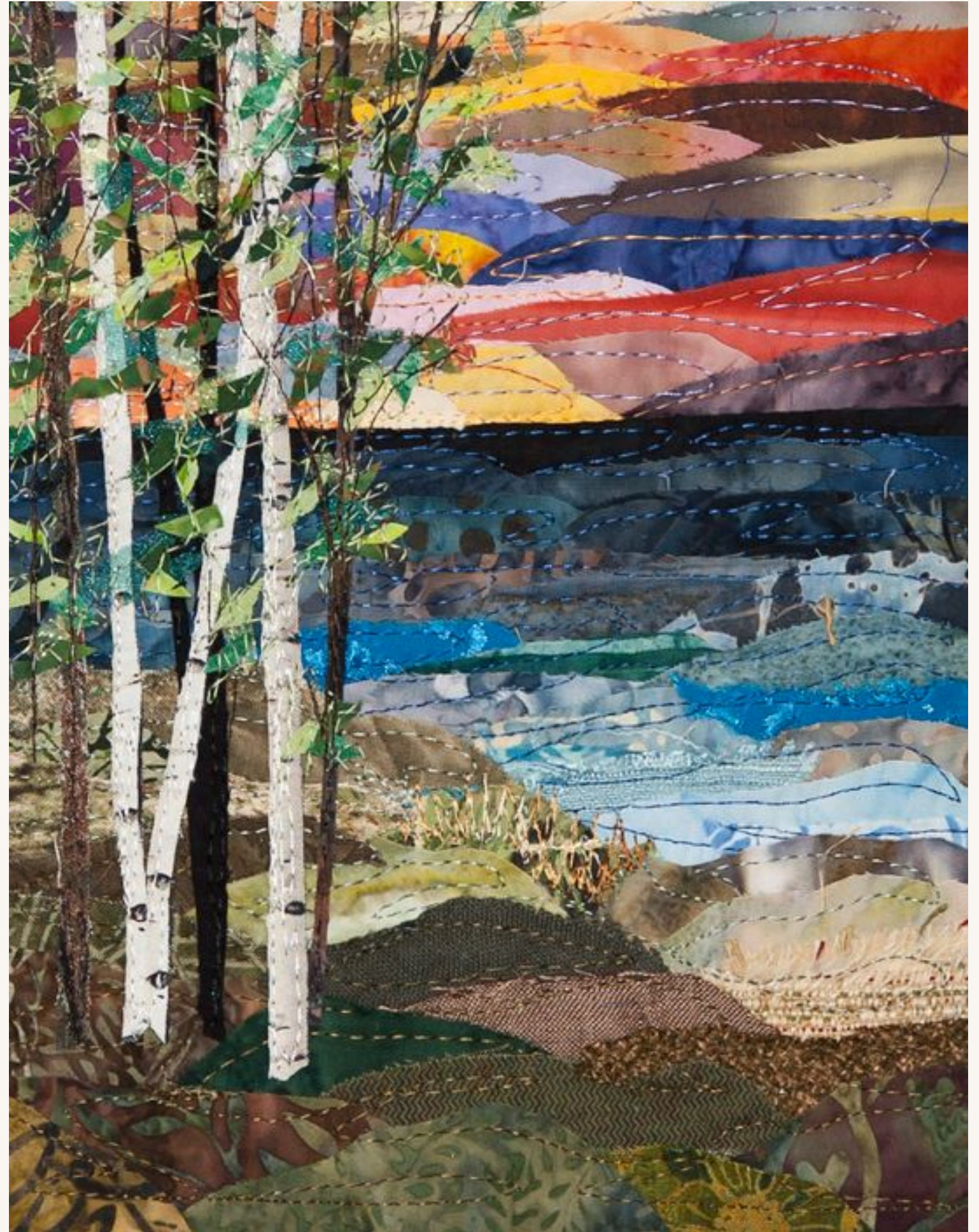
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# MOODBOARD







THE AFTERSHOCK PROJECT

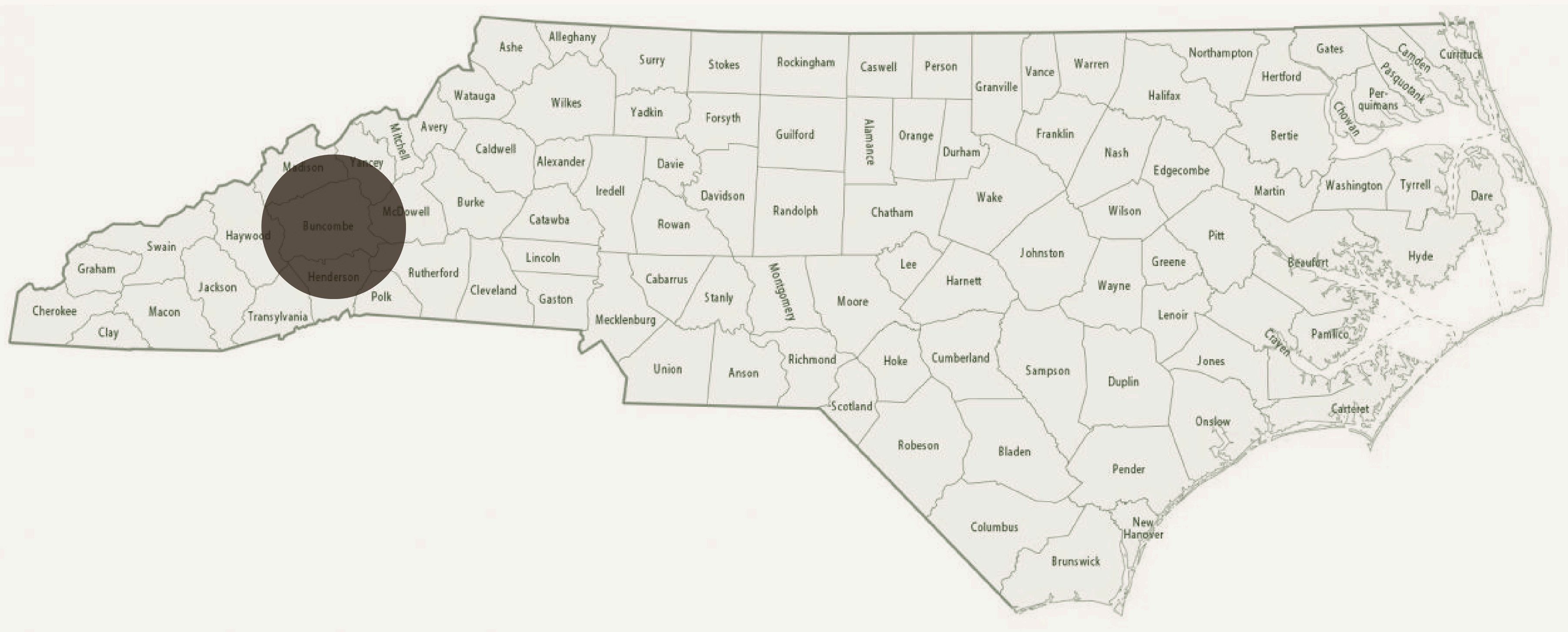
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ASHEVILLE

















# WHY ASHEVILLE?

After the devastating effects of Hurricane Helene, Asheville was left isolated, completely cut off from the rest of the world for around 2 weeks. With no access to power or supplies, Asheville natives were left with a sense of uncertainty and loss of hope.

The Aftershock Project wants to help give back to this community and serve as a reminder that together we can persevere .



# EVENT BREAKDOWN

- **Who:**
  - The Aftershock Project
- **What:**
  - Community quilting event
- **When:**
  - Saturday January 11, 2025 from 10am to 3pm
- **Where:**
  - Asheville Center for Craft: 67 Broadway St, Asheville, NC 28801

# EVENT SETUP

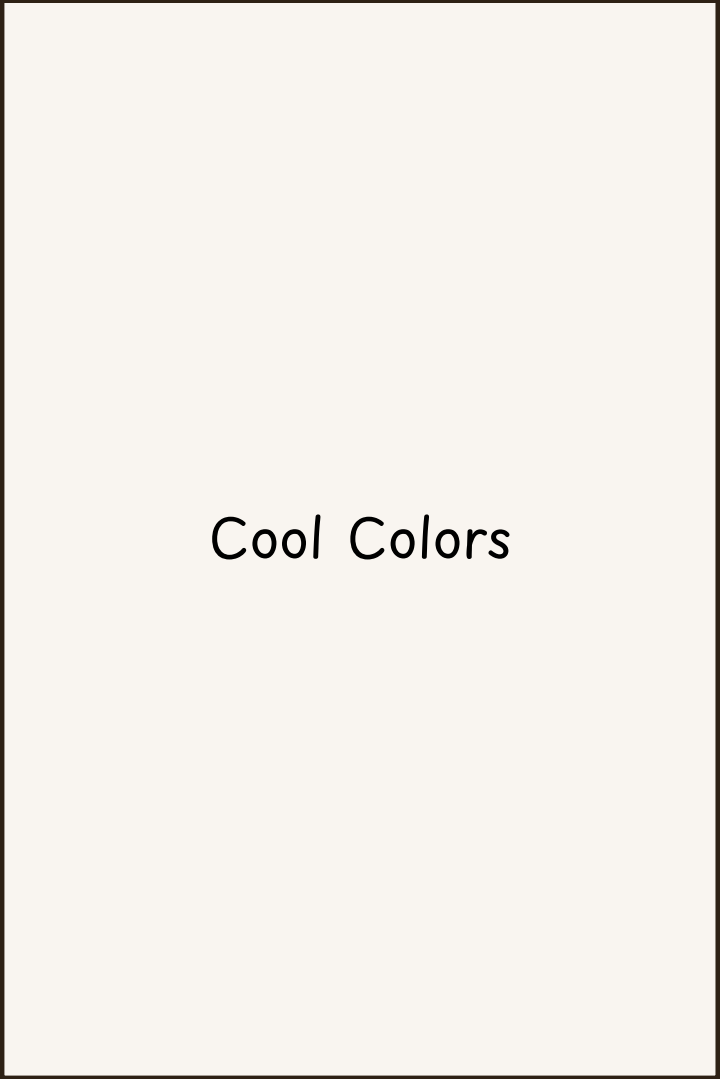
**Prior to the event the following will need to be arranged:**

- Partnering with a local artist to produce the design for the quilt
- Working with a local cafe/bakery to cater the event
- Working with a local donation center for extra fabric scraps (particularly those that are at the end of the donation cycle)
- A finalized list of volunteers

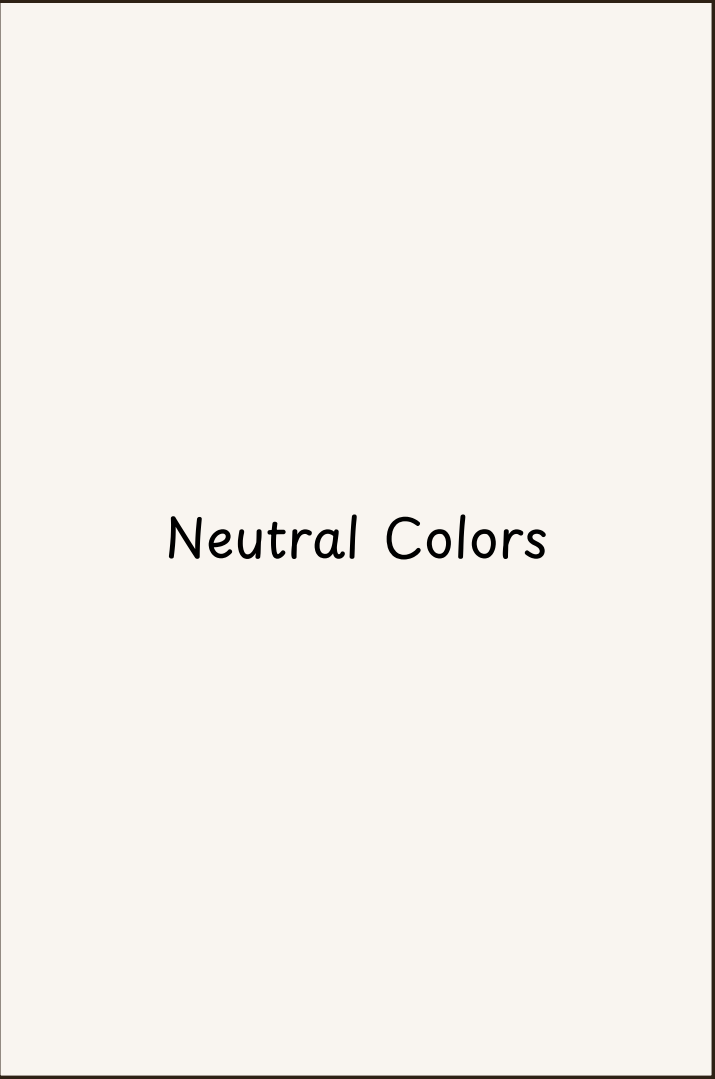




Warm Colors



Cool Colors



Neutral Colors

**CAPACITY: 120**



Supplies



Check in

# SUPPLIES

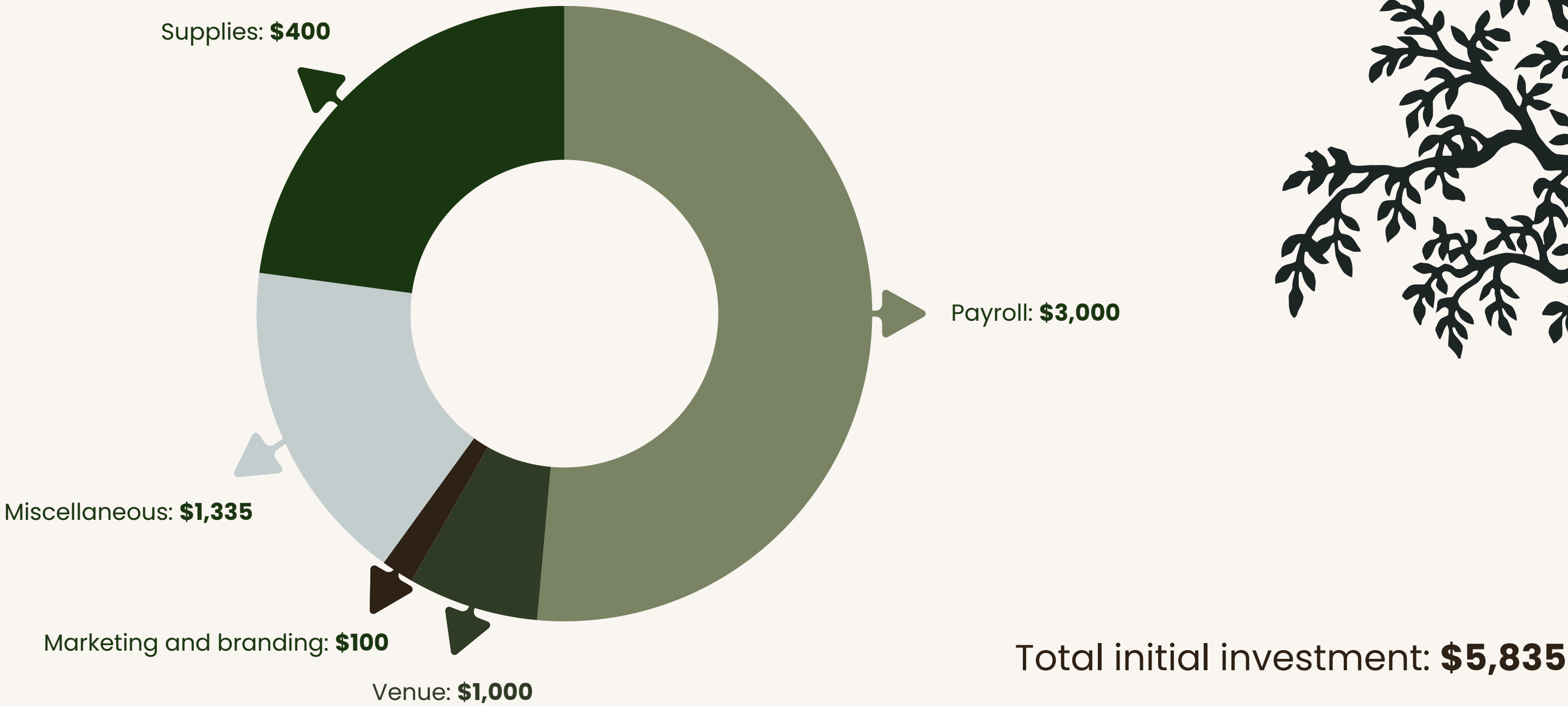
QUILTING	TOOLS	EVENT ESSENTIALS	MISCELLANEOUS
Fabric/ thread	Scissors	<u>Workstation:</u> <ul style="list-style-type: none"><li>• Tables</li><li>• Chairs</li><li>• Ironing Station</li></ul>	Donation Box
Batting	Rulers	<u>Quilt Making:</u> <ul style="list-style-type: none"><li>• Instructions</li><li>• First Aid Kit</li></ul>	Waivers
Backing Fabric	Pins (safety/quilting)	<u>Extras:</u> <ul style="list-style-type: none"><li>• Refreshments</li><li>• Check in stations</li><li>• Music</li></ul>	Cleaning Supplies

Total Supplies Cost: **\$300 – \$500**



# FINANCIAL PLAN

## Initial Investments



# FUNDING

## Center For Craft Grant

“Our grant programs build a future for craft by providing vital resources to catalyze craft communities and amplify craft’s impact in the United States. We believe craft matters”

- Collaboration across the United States
- Offers a wide range of grant funds depending on organization needs (\$5,000 to \$100,000)
- Has a tight knit network of people willing to assist new and existing organizations

## North Carolina Humanities Project Grant

“We distribute three types of cultural project grants to nonprofits that use the humanities to raise questions, encourage conversation, contextualize experiences, and connect people across differences in their local communities”

- Specific to North Carolina
- Offers grants in increments of “small projects” to “large projects”
- Loose project restrictions but extensive application process

MOCKUPS



MOCKUPS

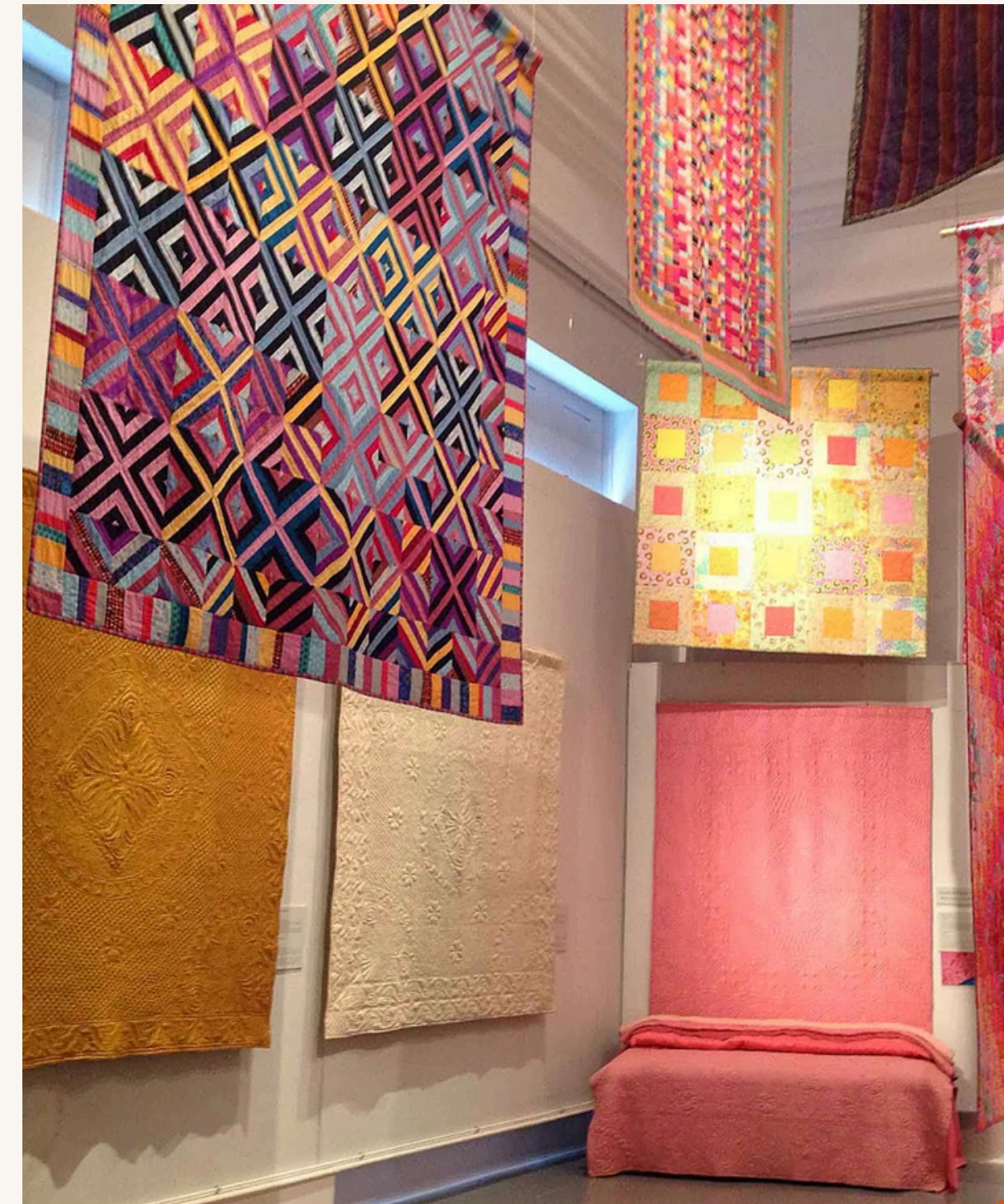






# POST EVENT:

- **Quilt:**
  - Putting the quilt pieces together to create the larger piece
- **Exhibition:**
  - Once the quilt is completed, it will be put on display at one of our partner locations
- **Auction:**
  - Once the exhibition is completed, the quilt will be auctioned off and the proceeds will be donated towards victims of Hurricane Helene



# CHALLENGES

- **Logistical Challenges:**
  - Not enough hosting space for all the participants
  - Turning this idea into an actual traveling organization
- **Resource Limitations:**
  - Acquiring enough supplies
  - Garnering enough volunteers
  - Securing enough funds
- **Raising Enough Public Interest:**
  - After dealing with the emotional and physical turmoil of a natural disaster, public interest may be turned elsewhere

# IMPLICATIONS

- **Public Perception:**
  - The event not going as planned and leaving participants disappointed
  - Mishandling a sensitive situation
  - Community push back
- **Resource Strain:**
  - Inadvertently taking away/competing with the communities local resources
    - Hosting an event after a natural disaster limits what's available

**THANK YOU**