

ACADEMIC INSTITUTION	Durham College	PROJECT NAME	Connect Us 4 Community (CU4C)
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NEED AND AUDIENCE

Our world is rife with inequality, poverty, conflict, and climate catastrophe. Despite this, young people continue to **hope and believe they can change the world**. Many **just don't know how**. Motivated youth are natural entrepreneurs. They are curious, fearless, and adaptable. To them, the world is changeable. These are the **core elements of an entrepreneurial mindset**. There are more than 900 high schools in Ontario full of these entrepreneurial students, many of whom want to make social impacts. And these same students are seeking meaningful volunteer opportunities - which reflect their growing social consciousness. There is a **tremendous opportunity to drive positive social impacts through the young people in our communities** – while **building their potential** to develop key skills and mindsets to create the future they hope for.

ACTION TAKEN

Connect Us for Community (CU4C) develops a generation of young entrepreneurs to help change the world. CU4C enables real change in small steps through the power of local, community-driven initiatives. A network of high school **student clubs** identify pressing needs in their communities and **create initiatives** they care about. In collaboration with our partner, ConnectUs, Enactus DC created a high-impact educational program and also mentors the clubs to develop sustainable projects guided by the 17 UN SDG's. We created our **www.cuclub.today** website as the resource hub based on the Lights/Camera/Action program - a single location to enable collaboration, skill building and sharing among clubs. Through the integration with **www.connectus.today**, club members showcase their achievements to future employers, post-secondary institutions, and their communities. May 14th, 2022 marks our inaugural CU4C Celebration event where clubs will meet and share their successes.

IMPACT

The success of last year's pilot program at Bill Crothers Secondary School in Markham, Ontario, helped recognize CU4C as the 2021 Enactus Canada RBC Future Launch new project of the year. This early momentum and success has helped scale our club footprint to students and teachers far beyond the pilot. This year, the CU4C network of clubs has expanded to more than **15 high schools** – resulting in over **800 current student participants** – and more than **100 new community initiatives**. The total impact of these collective efforts will be measurable by May, 2022. CU4C also launched a National 4ccelerator Challenge which incents students both within and outside the club network to use entrepreneurial thought and action to tackle a mental wellness challenge in their community. Identified as a pervasive issue by numerous CU4C clubs, we responded with a specific challenge to support the development, launch and incubation of project ideas. This year CU4C has:

- **Expanded its network of clubs** from 1 high school club to more than 15 active clubs
- Provided skills and **entrepreneurial opportunities** to more than 800 high school students
- Launched an **online hub, national challenge, and celebration event** culminating in May, 2022
- Partnered with **www.connectus.today** to develop a student focused **platform to showcase results**

STANDARD METRICS
 (These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of businesses started		Number of existing entrepreneurs helped	
Number of people exposed to entrepreneurship	800	Number of jobs created	

PROJECT START DATE	01/10/2020	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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