

ACADEMIC INSTITUTION	University of Windsor	PROJECT NAME	Youthrive
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NEED AND AUDIENCE

- *What need does this project address? (This is the place to explain why you decided to run this project)*
- *What audience(s) did you target and why?*
 - *Through financial literacy, Youthrive educates youth on entrepreneurship. Exposing them to entrepreneurship is a non-traditional pathway that may be a feasible option for some.*
 - *Many students do not get exposed to entrepreneurship, and our program provides hands-on experience.*
 - *Through entrepreneurship, students learn the fundamentals of financial literacy, which is a key need for youth to become financially independent and secure in their futures.*

ACTION TAKEN

- *What activities did you undertake? (What did you do?)*
- *What partners did you work with?*
- *This is a great place to provide more info on ownership, if needed.*
 - *Implemented a 10-week program that allows students the opportunity to create a micro-business*
 - *At the end of the program, we hold "YouthX" which gives top businesses a chance to present and compete among other students. At this event, not only are students exposed to other young, inspiring entrepreneurs, but they listen to a guest entrepreneur from their local community.*
 - *WFCU credit union is our primary, long-term sponsor, Rosati, Friends of Ojibway. We have also made lasting connections with GECDSEB and WECDSEB.*

IMPACT

- *Please outline the overall impact your project had on participants*
- *Include any metrics not in the table below*
 - *Over 10,000 students created their own microbusiness, learned principles of financial literacy, marketing, business basics, and presenting.*
 - *Equal opportunity for students by expanding the program to At-Risk and Indigenous youth.*
 - *Provided a hands-on learning experience to expose students to the possibility of entrepreneurship as an income opportunity.*

STANDARD METRICS

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

Number of businesses started	250	Number of existing entrepreneurs helped	none
Number of people exposed to entrepreneurship	625	Number of jobs created	None

PROJECT START DATE	September 1 2010	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	YES
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