



2017 PROGRESS REPORT

Empowering America's Next Generation of Social Entrepreneurs



**Funding Student-Originated
Health and Wellness
Solutions in Schools
and Communities**

GENYOUTH
EXERCISE YOUR INFLUENCE™

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ACKNOWLEDGMENTS

AdVenture Capital was launched with support from partners who believed in the program's mission to empower and uplift the next generation of entrepreneurial leaders. GENYOUth is grateful to those partners, not only for their financial support, but also for investing their energy, expertise, and insight to help the program to grow. We would like to give special thanks to state and regional Dairy Councils across the U.S. and to the following organizations:



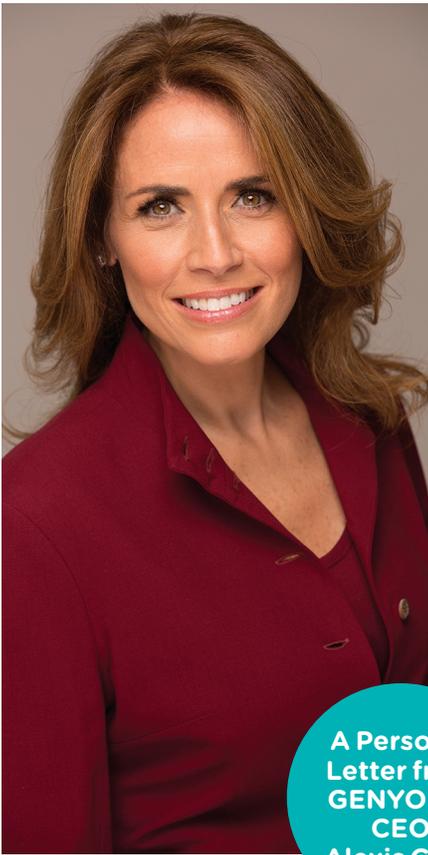
So many young people have the passion and persistence to make the world a better, healthier place. AdVenture Capital provides resources and guidance to bring students' ideas to fruition—but it's the students themselves who do the work. Through AdVenture Capital, GENYOUth is proud to provide the scaffolding that enables these curious, creative, and bold students to use their voices and their ideas to drive change.

GENYOUth[®]

EXERCISE YOUR INFLUENCE[™]

Founded in 2010 through a public-private partnership with the National Dairy Council and the National Football League, GENYOUth empowers students to exercise their influence, develop as leaders and social entrepreneurs, and create a healthier future for themselves and their peers. To support students and schools, we convene networks of private and public partners and raise funds for a range of nationwide nutrition and physical activity initiatives that bolster healthy, high-achieving students, schools, and communities. Building on a legacy of passionate and empowered American youth, we believe that all youth, students in particular, are change agents, who deserve the opportunity to reach their full potential by identifying and leading solutions that positively impact nutrition, physical activity, and student success across our nation. Learn more about GENYOUth partnership, volunteer, funding, and donation opportunities at www.genyouthnow.org or contact us at info@genyouthnow.org.

Download a copy of this report at www.genyouthnow.org.



A Personal Letter from GENYOUth CEO Alexis Glick

Recognizing Potential. Enabling Change. Supporting Dreams.

New world, new demands.

In 2013, GENYOUth launched the program known as AdVenture Capital. The impetus? The realization that significant, dramatic social, health, and economic trends were demanding a new kind of preparedness on the part of American youth—who, in our eyes, were best thought of not as today’s leaders, but tomorrow’s. Among those external realities were the urgent nature of workplace readiness for the next generation; the related skills gap; the changing nature of business itself; a desire on the part of business leaders to incubate a healthier workforce; and the rise of what has become known as social entrepreneurship, or citizen philanthropy.

When my friend, global business icon and philanthropist Warren Buffett, heard about our plans for AdVenture Capital, he invited our first class of students to the annual Berkshire Hathaway meeting—perhaps the most iconic gathering in global commerce—and we knew we were on to something. Warren summoned our students into his Omaha office to learn about their plans for a healthier future because he believed in the power and potential of their voices and their student-led solutions. His validation was enormous, and the experience forever changed

the lives of these would-be entrepreneurs and set the bar high for the program to create unprecedented access and opportunities for students who want to make a difference in their schools and communities.

Readiness is not optional.

Where the future of work and its intersection with health is concerned, GENYOUth was—and is—determined to help a generation succeed. But these youth must be prepared.

Workplace readiness is a term that describes the need for students to have both the academic training and the so-called “soft skills”—such as interpersonal relationships, teamwork, ability to accept criticism, and other traits—necessary for gainful employment and ultimately a career in a chosen field. Readiness is vital not merely for personal success, but for a country’s healthy economic future.

Today, economic leaders and employment “futurists” hold varying opinions on exactly what tomorrow’s workplace will look like. But they tend to agree on one fact: The nature and variety of skills that will be required for successful employment in the years to come are changing quickly. Whether the cause is technology—the growth and maturity of everything from

Today, AdVenture Capital is a technology platform. It’s real-time mentorship. It’s excitingly experiential. It’s a partnership with those who can provide students with real-world insights... And it’s a place where youth and business can meet, share, learn, and grow.



Alexis Glick (center) with the WorkForce Dreambuilders at WorkForce Software headquarters in Livonia, Michigan.

robotics to artificial intelligence—globalization, evolving lifestyles and social values, or a combination of these factors, experts are busy compiling specific lists of ingredients for employment success tomorrow.

The World Economic Forum’s report titled *The Future of Jobs* lists creativity, emotional intelligence, the ability to negotiate, and sheer flexibility—being comfortable with disruption and uncertainty—among the necessary attributes for career success in 2020 and beyond. The nuts-and-bolts job website CareerBuilder.com points to adaptability, strong self-motivation, and the ability to network as primary attributes of the successful worker or job hunter in the next decade. By empowering students to be leaders for health and wellness in their schools and communities, AdVenture Capital is helping them gain these critical skills for the future.

Evolving business norms.

Accompanying the rise of new skill sets is the growth of entrepreneurialism as a business norm.

The reorganization and downsizing of companies and entire industries; the end of lifetime employment at one corporation; the offshoring of manufacturing; and the rise of outsourced independent contractors as an increasing percentage of the U.S. workforce—these all point to new requirements around innovation, self-definition, and reinvention for young people entering the work world.

And finally, there’s the rapid growth of social entrepreneurship—the use of entrepreneurial or business start-up techniques to fund and implement solutions to social, cultural, environmental, or health issues. It has been predicted that, within a few years, the graduate business degree known as the M.B.A. will be replaced by the M.S.S.E., or Master of Science in Social Entrepreneurship.

Put all these elements together—the evolution of new skill sets, the dangers to an economy of unpreparedness for work, the rise of health epidemics like obesity, the rise of entrepreneurship as a pathway, and the especially

notable growth of social entrepreneurship—and a picture begins to emerge of what this next generation is up against in forging long-lasting, successful careers. As a youth-focused organization, GENYOUth’s programs live at the intersection of these social forces.

Importantly, students themselves helped create AdVenture Capital, so perhaps it’s no surprise that the program is achieving its aim of empowering and transforming students, while positively impacting their school communities.

AdVenture Capital’s formula of using health and wellness advocacy as a training ground to foster tomorrow’s skills is working. Programs like AdVenture Capital are providing priceless exposure to, and training in, the skills that will translate into preparation for the next phase of education

as well as fulfilling, productive, meaningful careers in jobs that contribute to personal, family, and social stability.

An in-progress snapshot.

Since that early meeting with Warren Buffett, AdVenture Capital has engaged hundreds of students and numerous high-profile corporate sponsors in its mission of empowering enterprising, health-and-wellness-oriented youth to become future-ready social entrepreneurs through online planning tools, mentoring, design-thinking workshops, unique experiences, and direct funding of student-originated, student-led projects.

Today, AdVenture Capital is a technology platform. It's real-time mentorship. It's excitingly experiential. It's a partnership with those who can provide students with real-world insights. It's a "Shark-Tank-style" idea and solution generator. And it's a place where youth and business can meet, share, learn, and grow.

We're excited to share this report, which provides an in-progress snapshot of AdVenture Capital: where we've been, what we've accomplished, some of the things we've learned, and where we're headed.

Importantly, students themselves helped create AdVenture Capital, so perhaps it's no surprise that the program is achieving its aim of empowering and transforming students, while positively impacting their school communities. Now, working hand in hand with partner organizations, educators, and students themselves,

our goal is to extend the benefits of AdVenture Capital to as many youth as possible across the United States.

As CEO of GENYOUth, it is critically important to me that we evolve and grow our programs by listening, learning, and adapting to the changing climate. With AdVenture Capital, as with our other initiatives, we must continually reflect to assess and reassess what's working, what's not, and then adjust with a sense of urgency worthy of the importance of our mission. Ours must be a long-term, sustainable model for new waves of students and partners to embrace. We owe this to everyone who supports our work and believes as I do that our nation's most precious asset is its youth. The promise of this special program, with its power to prepare students, ignite change, and touch lives, is undeniable and unlimited—as indeed are the bright futures of the youth we serve.



**Alexis Glick, CEO
GENYOUth**

The Program

GENYOUth's AdVenture Capital program is a "pitch-and-invest" opportunity designed to inspire, empower, and fund youth-driven initiatives to improve nutrition, physical activity, and student achievement. Giving students the opportunity to win grant funding and lead change in their schools and communities helps them think and act like entrepreneurs and leaders, and realize that their voice matters.

In 2013, the program was conceived to nurture and grow the next generation of social entrepreneurs and citizen philanthropists, exposing students and schools to real-world challenges, opportunities, and broader recognition, in addition to funding the grants that make it possible to activate and shepherd students' ideas with the greatest potential for success. The process of developing a business plan, pitching, and executing their ideas necessitates that students bring to bear their unique talents and abilities while also cultivating 21st-century skills.

Applying years of data and a proven grant infrastructure system for other GENYOUth programs, AdVenture Capital differentiates itself with additional layers of education, mentorship, and skill development provided through the program's digital platform, experiential design workshops, an unmatched network of corporate, health, and wellness leaders, and a team of Inspiration Mentors comprised of the next generation of leaders in education, health and wellness, government, philanthropy, and technology.

The program helps to transform students ages 13 to 17 into problem-solving entrepreneurs by providing tools, mentors, experiences, and grants to help students conceive of and implement projects

AdVenture Capital's varied program components help students design meaningful projects and then bring those projects to life:

A digital platform, AdCapYOUth.org, where students use a project designer to help their projects come to life;

Experiential opportunities, including design-innovation workshops and interactive experiences that offer unprecedented access to businesses and their networks;

Mentors with business and project-development expertise who provide advice, support, and encouragement to students; and

Funding where needed to jump-start student projects.



We've learned that all of these components—not just a single element or approach—help to foster student confidence in their projects and success in implementation. Learn more about all of these components on pages 6 to 15. Read about student-designed, student-led projects on pages 21 to 26.

that improve health and wellness in their school communities. In the process, students cultivate their business and life skills.

Through the initiative, we aim to:

- * Support students by providing tools and resources that allow them to create, design, implement, and grow their projects;



“AdVenture Capital empowers youth because at the end of the day, kids listen to other kids, and the students in this program are really learning the fundamentals of leadership. I continue to be impressed with how so many of their project ideas are making a tremendous difference in their schools, not only among their peers, but also to the adults that mentor and provide the resources to advance this next generation of innovators.”

The Honorable Tom Vilsack, CEO, U.S. Dairy Export Council, Former U.S. Secretary of Agriculture, 2009–2017

- * Foster future-ready students with heightened creativity, problem-solving skills, and increased capacity for teamwork and leadership; and
- * Learn from students about pervasive and meaningful health and wellness issues that compromise their educational experience and ultimate success.

In addition to empowering students, AdVenture Capital also engages corporate partners interested in supporting, learning from, and collaborating with our students by providing grants, mentorship, and events that engage employee volunteerism.



**Alex Smith,
Quarterback,
National
Football
League**

“AdVenture Capital amazes me because the program takes the great idea of a student and then connects it with a seasoned business executive who will then mentor that student. The chemistry that develops between the student and executive is phenomenal! I think many kids believe that becoming a company CEO is light years away, and maybe even unattainable, but the reality is that CEOs are just like all of us, and for me to see their sincerity and interaction with the students was quite empowering.”

FORMATIVE RESEARCH

Innovation experts at gravitytank™ worked with GENYOUth and hundreds of students from across the United States to define and shape AdVenture Capital. Using “design-thinking” methodology (see page 7), this formative work identified five underlying program principles that address the motivations and challenges of a broad range of students who take on social initiatives:



Approachability. Everything from the application process to the online project-planning tools (Budgeting, Storytelling, etc.) need to be simple and easy to use.



Social nature of the program. The program takes its cues from social media: information sharing, two-way communication, and transparency.



Importance of support. Resources and mentors must be plentiful to provide guidance at every stage—from brainstorming through creation and revision of project plans, to on-site implementation.



Empowerment as an end result. Completing steps in the process with positive, constructive adult feedback builds students’ confidence in their abilities.



Transformation. The program provides transformative, real-world experiences in the skills required to conceive of a solution, “pitch” an initiative, enact a vision, and eventually create measurable change.

These program components and principles are the foundation for achieving the program results outlined on pages 16-17.

The Digital Platform

Based on early formative work with students to envision and develop AdVenture Capital, it was clear that a flexible, comprehensive digital platform would be an essential centerpiece for the program to serve as many students as possible. Through an iterative design process, **AdCapYOUth.org** emerged.

Today, AdCapYOUth.org fills a much-needed gap in the student/social-entrepreneurship space. GENYOUth partnered with global technology and innovation giant SAP to create the website, with a focus on scaling the program by providing digital tools and support from mentors in a safe and secure environment that enables students to explore, find inspiration, and design a project.

GENYOUth and partner gravitytank™ conducted a student-centered design process that began with ethnographic research in five different markets along with focus groups with students and educators, demographic research, and an industry scan to better understand the landscape of organizations and resources available to young entrepreneurs.

This research was the foundation for design-thinking concept labs to develop the AdVenture Capital digital platform. This process involved students who won early rounds of AdVenture Capital funding as well as other program stakeholders and SAP employees who contributed invaluable expertise throughout the design process. The result is a free-to-all, flexible, safe (Trustee-certified) digital space where students can create and launch a project design, learn from other students and adult mentors, and bring their ideas to life.



The AdVenture Capital Project Designer leads students through the process of conceiving and planning an idea. Video: [How to Use the AdVenture Capital Project Designer](#)

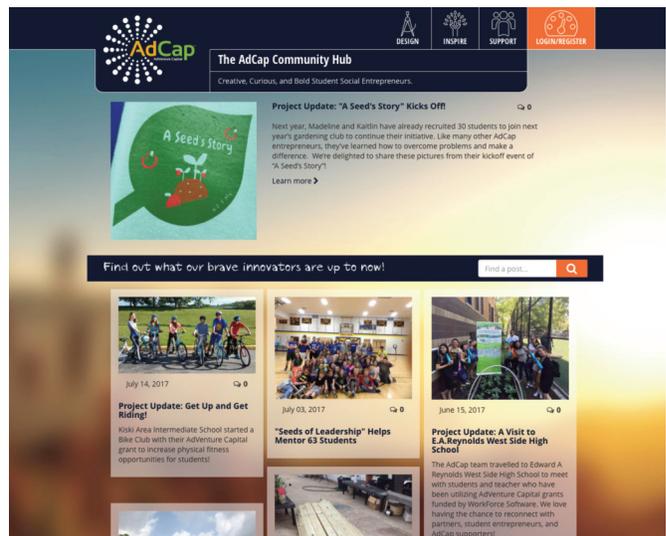


"As President and Chief Executive Officer of Land O'Lakes, and Chairman of the Board of Directors for the Innovation Center for U.S. Dairy, I am always laser focused on the development of America's future workforce. I believe that GENYOUth's AdVenture Capital program is doing some really terrific things to prepare our kids for highly skilled jobs, and even entrepreneurial ventures, along with fundamental job skills. I couldn't be more proud of the great strides that I see AdVenture Capital making—and doing—to assure that our students are prepared to enter an increasingly competitive job market."

Chris Policinski, CEO, Land O'Lakes



In the Handbook, partners like SAP share expertise on a variety of topics, such as how to make an elevator pitch.



Students share tips and progress with their peers in the AdVenture Capital Community Hub.

A CRUCIAL TOOL FOR CREATIVITY: DESIGN THINKING

- * Design thinking... can be one of the most effective approaches for resolving problems that require deep understanding of root causes and varying perspectives. It's a methodology used by designers to solve complex problems and find desirable solutions.
- * Design thinking... draws upon logic, imagination, intuition, and systemic reasoning to explore possibilities of what can be—and to create desired outcomes that benefit all. It's a proven and replicable problem-solving protocol that uses a designer's sensibility and methods to match needs with what is technologically feasible.
- * Design thinking... has been central to AdVenture Capital's design and growth, and to GENYOUth's commitment to give students the opportunity and resources to create sustainable solutions in which they themselves see value.

“STUDENTS SPEAK”

“I saw a problem in my community and I thought of a solution, and then AdVenture Capital helped me say, ‘Yes, you CAN do something about that.’”

Hannah, 10th grade, Michigan

“I believe in AdVenture Capital’s mission to find young minds with incredible ideas that simply need a voice and outlet to implement them.”

Jennifer, 12th grade, Arizona

“I’ve learned that if you have an idea, and you work hard enough, you can make it happen.”

Ciara, 8th grade, Pennsylvania

“Sometimes I felt limited but AdVenture Capital provided me with a platform to dream bigger, express my creativity, and use my voice to spread my beliefs and dreams.”

Quyen, 10th grade, Texas

Innovation Days

A key part of AdVenture Capital has been the convening of learn-by-doing “Innovation Days” that bring students together with their peers and with mentors from partner companies.

At each Innovation Day, approximately 50 local students are invited to a **five-hour design-think-ing workshop** in which they are asked to think about important challenges related to health and wellness in their schools. Working together with peers and volunteer mentors, students develop innovative solutions and then pitch to a panel of judges consisting of business and community leaders. Students who win grant funding at each event then write business, financial, and communications plans to implement their projects, which will set them on a path for both college readiness and workforce readiness as social entrepreneurs.



Mentors, including corporate volunteers, play an invaluable role in these workshops by helping students refine their ideas, hone their skills, and develop presentations in a 60-second pitch that can earn them funding to bring their solution to life. These head-to-head “Shark-Tank-style” pitch



competitions help students focus their ideas, develop confidence among their peers and business leaders, and learn how best to collaborate with one another. At these unique design-thinking events, students gain exposure to real-world issues and have access to seasoned professionals as well as a network of like-minded peers.

Just a small amount of funding can accelerate change in schools. Research shows that schools that receive grants see significantly higher levels of student involvement, increased school administrator support, and deeper change in the school environment.

To date we have hosted Innovation Days in 30 cities across the nation, including Atlanta, Chicago, Dallas-Fort Worth, Denver, Detroit, Emeryville (California), Houston, Minneapolis, New York City, Philadelphia, Pittsburgh, Phoenix, St. Louis, San Francisco, and Scottsdale.



“I’m thrilled to have participated in an AdVenture Capital Innovation Day. It was personally gratifying to see students from across the nation develop fundamental business and presentation skills they can use to thrive in school and compete within our future

workforce. Edelman encourages our youth to foster invaluable connections with global companies, and that is the true magic of AdVenture Capital.” *Richard Edelman, President and CEO, Edelman*



Rashad Jennings, Wide Receiver, National Football League

“I can only remember one time in my childhood when an adult approached me and really gave me a reason to believe that I had potential in life. That individual motivated me so much in my formative years. AdVenture Capital serves a similar purpose, offering students a reason to believe, which further energizes me when I am speaking to students at AdVenture Capital events. My voice, and the voice of every adult mentor in the room, is supporting the kids, and helping them realize what they are capable of achieving in life.”



Sue McCloskey, Co-Owner, Fair Oaks Farms in Indiana and Co-Founder, fairlife®

“Having four kids myself, I approach everything as a mom. You can’t imagine how experiencing AdVenture Capital gave me a strong sense that students participating in this program believe in and want a better world, just like I have encouraged my own children to desire in their lives. I was very proud also to see so many young women in AdVenture Capital, reaching and achieving great things well before they enter college. As a woman business owner who has experienced so much within the agricultural sector, I want to mentor our youth today by sharing my own story through AdVenture Capital.”

“STUDENTS SPEAK”

“The AdVenture Capital events helped me learn to work with a team and how to speak in front of large crowds.” *Rachel, 8th grade, New Jersey*

“Success is addictive. Once you’re doing good things in your community, you just want to keep doing what makes others, and you, feel good. It’s cool that I’ve become someone who I would be inspired by. I’m a go-getter now and I want to make things come true.”

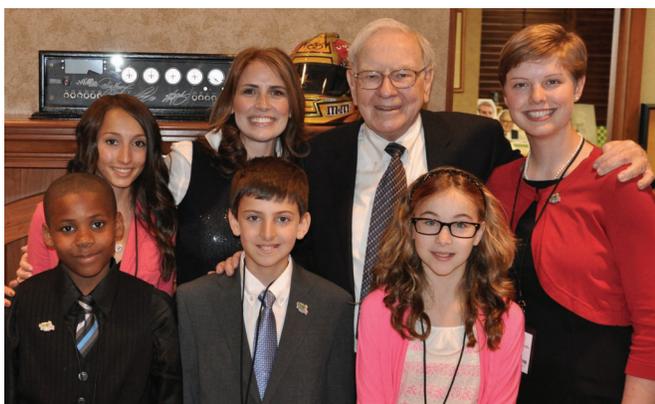
Sandra, 12th grade, California

Interactive Experiences

Funding can be invaluable to help jump-start a student-led project. But AdVenture Capital student experiences are just as important as—and sometimes more important than—funding to inform, inspire, and propel students forward.

For example:

- * Student winners have met with global business icon and philanthropist **Warren Buffett** in Omaha and attended the Berkshire Hathaway annual meeting as his personal guest.



“Adventure Capital recognizes and rewards students for their ideas and instills in them the confidence to own the process of change to create healthier learning environments.”

Warren Buffett, Global Business Icon and Philanthropist

- * Chef, TV host, and restaurateur **Carla Hall**, owner of Carola’s Southern Kitchen, invited AdVenture Capital winning students to her ABC TV show *The Chew*, followed by a sleep-over at her home outside Washington, D.C.
- * **Domino’s Transformation Experience** invited winning students from across the nation to the company’s Ann Arbor, Michigan, headquarters where they had a once-in-a-lifetime opportunity to learn from and engage with leaders of the company and spend time in the Domino’s test kitchen.



“I wish that I had a program like AdVenture Capital when I was a kid because it gives students a platform for expressing their creativity and ideas. Having met and spent time with AdVenture Capital

winners, I saw them grow through our experiences together and learn about what it means to be an entrepreneur.”

Carla Hall, Co-Host, The Chew and Owner, Carla’s Southern Kitchen

- * Together with **SAP** we created the Social Innovation Series in which students from markets across the country compete to win grant funding and on-site mentorship. The winning students participate in a nationwide vote to attend the Super Bowl and win additional grant funding for their projects.
- * Former Jamba Juice CEO **James White** hosted students at Jamba’s Emeryville, California, headquarters where they were introduced to the company’s marketing and product development teams to learn how to develop and pitch their projects.

Photo courtesy of the Dallas Cowboys Football Club



“I love the whole concept of AdVenture Capital! The student projects—from start to finish—reflect vision, teamwork, creativity, and commitment. It comes as no surprise to learn that so many of the ideas generated in AdVenture Capital have a lasting impact on the causes and individuals they serve, while providing innovative resources for schools and communities.”

Jason Garrett, Head Coach, Dallas Cowboys

STUDENT PROJECTS

Along with the digital platform and seed funding, interactive experiences have set the tone for students to plan and execute their AdVenture Capital projects, and instill in them the confidence that comes with caring, dedicated mentorship. As a result, AdVenture Capital students have done incredible things in their schools and communities, such as...

Building fitness trails for the school and surrounding community

Running breakfast kiosks for students who don't have time to eat at home or visit the school cafeteria



Doubling school breakfast participation

Creating social awareness campaigns around antibullying, self-esteem, helmet safety, and other important student issues



Hosting family-wellness nights for hundreds of students and parents



Saving 13,000 plastic bottles from landfills



Providing educational games and activities to promote inclusive play and interaction among all students, serving thousands of students in multiple high schools

Engaging students who are not otherwise enrolled in athletics or a P.E. course at school with new physical activity and sports opportunities to help instill lifelong skills

Upgrading a school's water fountains so students can drink clean water



Hosting fund-raising events to provide fitness apparel to students in need

Leading activity challenges to engage students in more physical activity and create a sense of healthy competition

Enrolling hundreds of students from different schools in extracurricular physical activity programs, with access to sports equipment that wouldn't otherwise be available

Harvesting rainwater for plants in the school garden

Growing school gardens to provide fresh fruits and vegetables for school meals



Interactive Experiences
PARTNERS:
REAL COMMITMENT, REAL ENGAGEMENT

PARTNERSHIP MATTERS GENYOUth is indebted to the many sponsor partners that have been instrumental to the growth and success of AdVenture Capital. The benefits to partners include:

- Investing** in the health and wellness of the next generation;
- Cultivating** real, tangible youth entrepreneurship and leadership skills for potential future employees, making them workforce ready;
- Informing** product innovations with student ideas and input;
- Opportunities** for skills-based employee corporate social responsibility;
- Connecting** students with corporate mentors;
- Fostering** employee volunteerism opportunities; and
- Gathering insights** on a future customer base and workforce.

SAP: Social Innovation Series

SAP's three-year commitment to AdVenture Capital (2014–2016) enabled the program to expand its reach through both the AdCapYOUth.org digital project-design platform and SAP's Social Innovation Series event, which engaged students and SAP employee volunteers in unique design-thinking workshops held across the country. Students in Arizona, California, Georgia, Illinois, Minnesota, New York, Pennsylvania, and Texas participated in face-to-face mentoring sessions and [pitch-your-idea competitions](#), culminating in the selection of the "SAP Teen Innovator."

Each Social Innovation Series event consists of a five-hour design-thinking session, during which local students work with and learn from SAP volunteers as they plan their pitches and compete for \$1,000 grants, NFL ticket packages, and the chance to vie for the title of [SAP Teen Innovator](#), and with it, \$10,000 and a trip to the NFL's Super Bowl. To date, the SAP AdVenture Capital Social Innovation Series has provided \$159,000 in funding toward students' ideas, and more than 500 SAP employees have donated 1,300-plus skills-based volunteer hours.



SAP CEO Bill McDermott with Saira I., the first Bill McDermott Scholarship winner, at GENYOUth's Inaugural Gala in 2016. The scholarship was created in McDermott's name and honors his

spirit of innovation, entrepreneurship, and perseverance embodied by rising high school juniors and seniors, who took home a collective \$25,000 to put toward their college educations. McDermott stays connected to his scholarship winners, who check in and share updates on their education and how the scholarship is helping them achieve great things at college.

Bill McDermott was also the recipient of GENYOUth's Vanguard Award, which honors an individual whose tireless commitment, passion, and support enable GENYOUth to empower more students to be change agents for their health, wellness, and academic achievement.



"As one of AdVenture Capital's founding partners, SAP couldn't be more excited to continue experiencing the exceptional talent, drive, and dedication reflected by the students and their projects. Their diversity, creativity, and entrepreneurial spirit is always evident at AdVenture Capital events, and is just one of the many reasons why SAP's employees continue to enjoy mentoring these students. Because of AdVenture Capital, we feel confident that these young men and women are learning the skills they need to become leaders in our future workforce."

Jennifer Morgan, Executive Board Member, Global Customer Operations, SAP

Domino's Transformation Experience

GENYOUth partner Domino's has made a concrete commitment to healthier youth. When the U.S. Department of Agriculture raised nutrition guidelines for school meals in 2012, Domino's introduced its "Smart Slice" pizza in schools, whose ingredients contain significantly less fat and salt, and substantially more whole grains.

Courtesy of Domino's, AdVenture Capital students took part in the "Domino's Transformation Experience," a dynamic three-day workshop at Domino's corporate headquarters in Ann Arbor, Michigan, during which aspiring entrepreneurs met with top staff—including C-suite executives—to learn, network, and pitch their projects for \$3,000 grants.

"As we have evolved our partnership with AdVenture Capital, I have been most impressed with the drive and passion of the students, particularly how well many of them applied great thought and perspective to their projects. We are proud of the important business lessons that our employees at Domino's World Headquarters provided these future leaders, pushing their ideas forward and bringing them to reality." *Joe Jordan, Chief Marketing Officer, Domino's*



Domino's

"Domino's prides itself in being a technology-driven company, so much of our

time with the AdVenture Capital students who visited Domino's campus was invested in sharing that important part of our story and business. I found that AdVenture Capital students have the brightest minds and creative instincts when it comes to ideas surrounding technology and digital advancements."

Patrick Doyle, President and CEO, Domino's

Dannon Institute: Girls 4 Tomorrow

GENYOUth and the Dannon Institute collaborated to create the Dannon Institute **Girls 4 Tomorrow** initiative, powered by AdVenture Capital. The need to foster young female leadership is an increasingly recognized national and international imperative, particularly among low-income populations. In short, empowered girls and women strengthen economies.

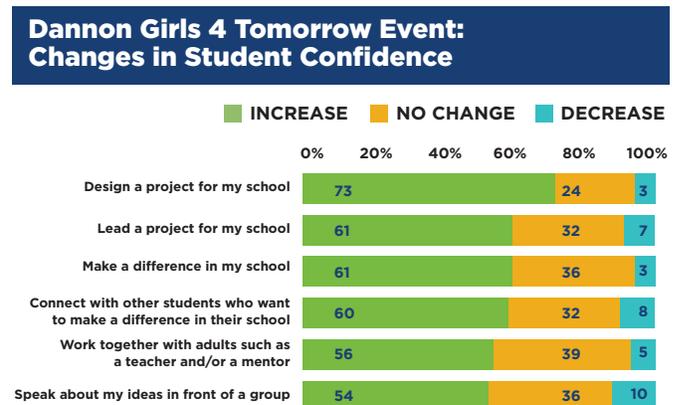
Piloted in Fort Worth, Texas, and New York City, the Girls 4 Tomorrow events brought together more than 50 local girls in each city from high-needs schools in a full-day workshop, during which they learned how to design and implement a project to improve in-school health and wellness. The girls then pitched their project ideas to a panel of Dannon Institute board members and executives, along with local leaders from the Dallas Cowboys and partners, with the aim of winning funding.

Across the two markets, 100 girls in grades 6 through 12 designed projects. They received world-class professional mentoring from alumni of the Dannon Institute's Nutrition Leadership Institute and from Dannon company employees, who



offered guidance and support throughout the design process and helped the girls create sustainable projects for their schools. Twenty-four student projects were awarded a total of \$30,000 in grants to turn the concepts into reality. Learn more about the **New York City Girls 4 Tomorrow event here**.

Research indicates the events significantly raised girls' levels confidence around such elements as designing a project, working together with adults and mentors, and leading others (see graph).



Interactive Experiences
**PARTNERS:
REAL
COMMITMENT,
REAL
ENGAGEMENT**



WorkForce Software: Dream Builder Experience

AdVenture Capital extended its programming in the Midwest with the debut and support of global software company WorkForce Software. *AdVenture Capital: The WorkForce Dream Builder Experience* was hosted at WorkForce’s global headquarters in Livonia, Michigan. Eight students were selected to attend from the Detroit metropolitan region. Business leaders and executives, including WorkForce CEO Mike Morini and media personality and Super Bowl Champion Michael Strahan, provided mentoring and inspirational advice for the students and grants to bring their ideas to life. Student projects ran the gamut from [creating a school greenhouse](#) to [mentoring younger students](#) to creating a training website to help students spread awareness about bullying and mental health issues among teens... to getting [grab-‘n’-go school breakfast programs](#) and [smoothie programs](#) off the ground... to staging and producing all-day [student-body wellness conferences](#).

See more at www.AdCapYouth.org/community-hub.

WorkForce has adopted AdVenture Capital in two high-needs schools in New York City and Livonia, Michigan, to provide ongoing mentoring and funding support.



“WorkForce Software’s support of AdVenture Capital is incredibly important because of its focus on the ‘three Cs’—culture, community, and customer. When you give back to the community, you can help your culture thrive, which increases the customer footprint. We want to provide mentorship opportunities to all kids so they can be exposed to programs like AdVenture Capital. There is a tremendous amount of untapped potential and great ideas out there, so offering students the opportunity to pitch their ideas and mentor them for future leadership opportunities is **priceless.**” *Denise Broady, CMO, WorkForce Software*

“There’s no better way to affect change than to inspire the next generation, and that’s exactly what WorkForce Software continues to do through our support of AdVenture Capital and partnership with GENYOUth. By sharing what we’ve learned first-hand about leadership, collaboration, and innovation, we’re creating an opportunity to make the world a better place. This is something these young leaders will carry with them to their classrooms, onto the playing field, and eventually out into the workplace.”

Mike Morini, CEO, WorkForce Software



Jamba Juice: Team Up for a Healthy America

After hosting an experience for a group of local California students at Jamba’s headquarters, GENYOUth and Jamba Juice came together to create an impactful national program called “Team Up for a Healthy America.” Events in three cities (Emeryville [California], St. Louis, and Chicago) culminated in a national online voting competition to find the “Goodness Champion,” who won an additional \$8,000 in funding for her idea. The events collectively impacted hundreds of students and celebrated student connection, collaboration, and innovation. Learn more about the St. Louis event [here](#).



Health Innovation Challenge

Leprino Foods Company Foundation partnered with AdVenture Capital in the Denver area on the Leprino Health Innovation Challenge design-thinking workshops. Fifty students from markets throughout Colorado came to Leprino’s Denver headquarters to learn where their food comes from and how to make healthy choices. Student projects, mentored by Leprino employees, included organizing health fairs, eliminating school food waste, overhauling school requirements regarding courses that count toward P.E. credits, implementing new courses on mental health and LGBTQ awareness, planning student/faculty track-and-field days, and creating a “New Athlete” app to encourage better health through outdoor physical activity.



“AdVenture Capital has proven to me that it has tremendous reach in providing students with real exposure to so many important professions and industries. As a dairy farmer, I am always excited to share with our youth how the importance of sustainability and innovation in farming can inspire farm-to-fork initiatives within our schools and communities, while also providing students with an awareness of future career opportunities in agribusiness. The chance to mentor AdVenture Capital students allows me to further convey this passion and the dedication that I have to my lifelong profession.”

*Jerry Messer, Chair, National Dairy Council
Beaver Creek Ranch, Richardton, North Dakota*



“FCCLA students are people who want to help others in their community. GENYOUth’s AdVenture Capital program gives FCCLA members a chance to lend their skills to their community.”

Courtney, FCCLA member, Texas



Student Organization Partnership

In 2016, AdVenture Capital launched a partnership with the student leadership organization Family, Career and Community Leaders of America (FCCLA; www.fcclainc.org). Entrepreneurial-minded students participate in FCCLA because they want to create positive change in their schools and communities, making AdVenture Capital a natural ally to help students organize their efforts while receiving support from both organizations. FCCLA students are creating AdVenture Capital projects, earning funding to jump-start them, and participating in AdVenture Capital-run design-thinking workshops to award on-the-spot funding at the annual FCCLA conference.



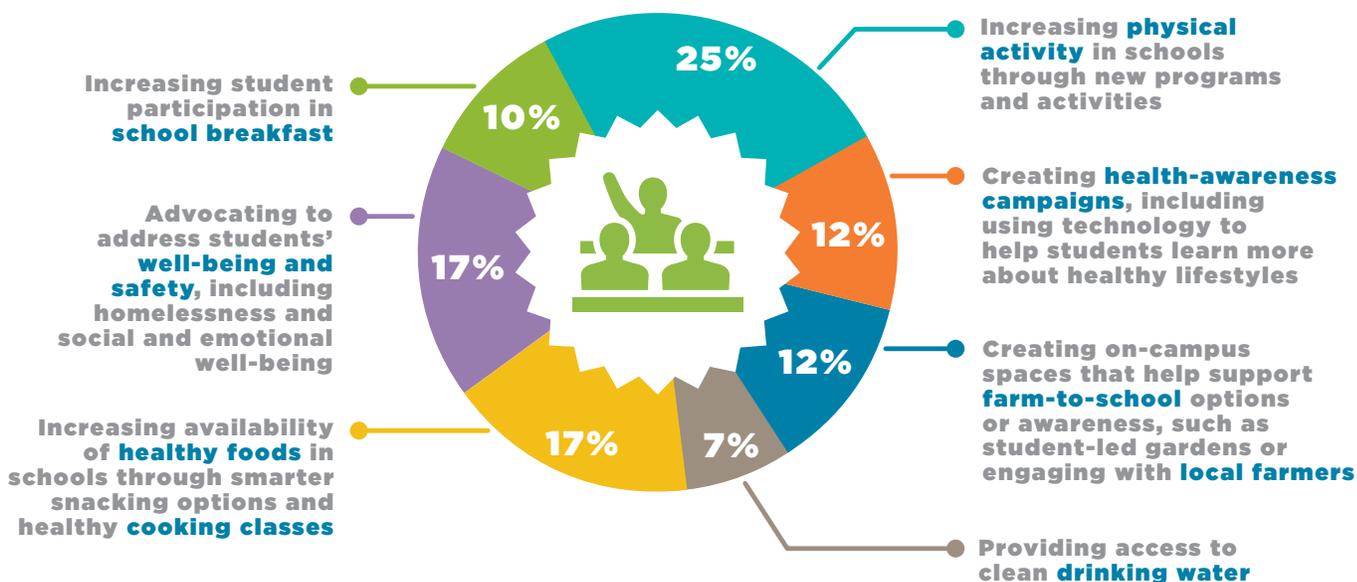
By the Numbers

STUDENT PROJECTS AND REACH

618 Number of student-designed, student-led AdVenture Capital projects pitched and developed

90,000 Number of students impacted by AdVenture Capital projects in schools

Focus of Student-led AdVenture Capital Projects:



SCHOOL ENGAGEMENT

278 Number of schools involved in AdVenture Capital nationwide

FUNDING

\$353,000 AdVenture Capital funding provided to jump-start student-led projects

ACTIVE PARTNERS

7

Number of funding partners engaged

20

Number of design-innovation workshops hosted

1,000

Number of students impacted by partner-hosted AdVenture Capital experiences

1,960

Number of employee volunteer hours invested

BUILDING FUTURE-READY SKILLS AND CAPACITIES*



Because of their AdVenture Capital participation students say...

- 83% I became a more effective leader
- 84% I now believe I can make a difference
- 84% I feel more connected to my school
- 100% I feel more connected to my community
- 100% I feel more inspired as an entrepreneur
- 84% I feel more confident

Educators believe that AdVenture Capital helps their students develop these critical skills:

- 81% Leadership
- 77% Teamwork
- 73% Public speaking
- 73% Critical thinking
- 65% Finance/budgeting
- 63% Entrepreneurship and innovation

STRENGTHENING COMMUNITIES*

AdVenture Capital inspires students across the country to...

- * "Continue community service on my own"
- * "Use my skills and knowledge to make my community stronger"
- * "Make a difference"
- * "Be the change I want to see"
- * "Innovate new ideas to improve my community's health"
- * "Lead change in the community"
- * "Help my community and give other kids opportunities I have taken for granted"

*Source: AdVenture Capital student and educator surveys conducted in 2015 and 2017

Insights and Assessments: What We're Learning

AdVenture Capital was designed for students with a desire to pursue entrepreneurial solutions to their communities' greatest health threats. Students of this generation want to create meaningful change by becoming social entrepreneurs and citizen philanthropists. They understand that bringing a project to life takes a great deal of work and responsibility. As the program grows, it is important that we know and serve these students even better.

Here's some of what we're learning.

- * **TOOLS AND RESOURCES COUNT.** Remarkable things happen when youth have access to the tools and resources they need to conceive, flesh out, pitch, secure funding for, and implement original ideas around their own healthful, high-achieving futures.
- * **ENGAGEMENT IS KEY.** Socially responsible corporate partners increasingly want to further young people's chances of success—including fostering their social entrepreneurship skills with an eye toward future employment.
- * **PARTNERSHIPS WORK.** Fruitful public-private partnerships are an invaluable tool in boosting youth's chances for success. Incubating big ideas in a supportive, encouraging environment can create magic.
- * **LEARNING CAN BE MUTUAL.** The interaction between corporate employees and students in these partnerships is a mutually beneficial relationship. Executives report they learn as much from students' perspectives as students do from business leaders. By working with youth, companies gain invaluable insights about

everything from new-product development to advertising, marketing, and product positioning for a new generation.

- * **MENTORSHIP IS VITAL.** Mentorship is an absolutely crucial and often underappreciated asset in cultivating young entrepreneurs. For students, the opportunity to learn about entrepreneurialism from successful visionaries who have actually built companies based on solid, well-implemented ideas is priceless. Mentorship empowers students to be problem solvers, cultivates their self-confidence, and helps them to succeed.
- * **STUDENTS ARE EXPERTS OF THEIR EDUCATIONAL EXPERIENCE.** Often, the best solutions to school-wellness challenges don't come from above—they're grassroots concepts born of young people who experience an issue first-hand and create meaningful change from the bottom up. Girls and boys alike often have effective solutions to their school and community problems if we listen, empower, recognize, and reward them accordingly.

On a more day-to-day “process” level, we've discovered...

- * **WHERE LEARNING HAPPENS.** Events like AdVenture Capital experiences spark student interest and build confidence, but the real work and learning happen back in the school.
- * **IT'S NOT JUST MONEY.** A grant helps motivate students (and educators) to submit a project design and apply for funding, but mentor support, experience developing and implementing a project, and program staff support can be even more important than funding.
- * **PEER SUCCESS MATTERS.** Students are hungry for examples of success from their peers—it gives them confidence to design a project.
- * **EDUCATORS ARE CRUCIAL.** Teachers are the lynchpin to getting students involved in the program.

AdVenture Capital

A Program Evolves

During AdVenture Capital's first few years, we've done many things right, but naturally there's room for improvement and innovation.

What We've Done Well

- Built a sustainable social entrepreneurship program for youth that cultivates valuable leadership and entrepreneurial skills with tools that support students in the design and implementation process;
- Created a unique, proprietary resource in the AdVenture Capital Project Designer that helps students plan and implement their projects;
- Created opportunities for employee engagement with skills-based hours of expertise;
- Exposed students to a rigorous suite of real-world, problem-solving challenges; and
- Provided broad recognition, funding, and access to exclusive learning experiences, along with numerous other forms of project support for youth.

Future Opportunities

Going forward, we need to:

- Provide more thematic AdVenture Capital opportunities—such as farm to table, technology integration, and increasing access to physical activity equipment—to help students focus their ideas and create lasting impact;
- Give teachers pathways and resources for supporting students on their entrepreneurial journeys;
- Help students achieve project time lines and explore new ways of communicating with youth-on-the-go such as social media and text messaging for programmatic updates;
- Expand measurement and evaluation activities, and encourage dynamic storytelling about developing youth's work-ready skills in a digital economy; and
- Enhance marketing efforts to raise program visibility among educators and students, and increase student participation overall—especially among high-need communities.

- * **SPECIFIC GOALS ARE NEEDED.** Students create more sustainable ideas when they're given a specific challenge (theme) to solve.
- * **IT'S ABOUT THE TEAM.** Students typically prefer to work in teams to bring an AdVenture Capital project to life.
- * **MENTORING SHOULD BE ONGOING.** Mentoring can happen throughout a student's AdVenture Capital journey, not just before or when a project has been approved.
- * **EQUITY MATTERS.** Girls and underserved communities have strengths and special assets to bring to the table. All students should have the opportunity to achieve their full potential, influence, and impact, and deserve investment.



“GENYOUth was really on to something big when they created AdVenture Capital. The dairy farmers that I represent across America are always looking for sound ideas to increase the importance and accessibility of school breakfast. In fact, so many AdVenture Capital projects have addressed school breakfast in unique ways, in addition to ideas that have increased greater awareness of the nutritional benefits and inclusion of dairy in so many school cafeterias.”

Tom Gallagher, CEO, Dairy Management Inc.



“GENYOUth is creating an environment in schools across America that frees and supports curious, bright young people to innovate and work to address the social challenges they experience in their communities. The programs put the students first and AdVenture Capital is empowering young entrepreneurs to bring their ideas to life to effect real change. I was truly inspired by the ideas and projects that students presented. Importantly, the projects are student and peer driven, which is critical for developing future leaders who can think in new ways and use all that is available to them to shape the world they want for their future.”

L. David Mounts, Chairman and CEO, Inmar

AdVenture Capital Tomorrow

How do we grow AdVenture Capital? We're exploring everything from further increasing students' access to businesses and non-profits through the AdVenture Capital website, to putting in place new collaborations with corporate colleagues, to engaging media and social-media partners who can help us raise awareness of the initiative.

Look for us in the coming months and years to build out thematic tracks for AdVenture Capital projects that yield specific outcomes in the school environment. We're exploring the idea of an AdVenture Capital curriculum and new partnerships with student organizations. And we aim to do more intensive marketing about entrepreneurship and business to educators who look for opportunities like this for their students.

Two other important points.

First, the best change comes from within—and change from within is how this generation is making life better. This is the kind of change we encourage when we give students the inspiration and the support to conceive, nurture, and implement initiatives that create healthier, higher-achieving school communities—or, indeed, any form of positive social change. Students have unique and invaluable perspectives, and they have even more commitment when we give them opportunities to be the change they wish to see.

And second, this next generation is socially conscious and value-driven. Members of so-called Generation Z want to work for companies with purpose, whose missions they believe in. Yes, they want and need to make a living, but

more important to them is making a better world. According to a 2016 global study by job placement site Monster, 75% of Gen Z polled believe that their work should have a greater meaning and not be just about the money ([Move Over Millennials: Gen Z Is About to Enter the Workforce](#)). When we support original and constructive student-designed solutions to school and community challenges, we help today's youth produce real-world change that helps their communities and rewards their values and altruism.

Here's the bottom line on AdVenture Capital. Incubating new ideas is essential to our future as a society, a nation, and a global community. Boundless insights emerge from youthful minds when we encourage real creativity around the thorniest of health and wellness challenges—insights that are already making the world that the next generation will inherit a better place.

We invite you to join with us, support us, and work with us to enhance, expand, and innovate around this already successful and promising program. Our youth, our country, and indeed our world all stand to gain.

Appendix

Student-Designed, Student-Led Projects: A Sampling

Increasing Access to and Consumption of Healthy Foods

Student:
Ani
9th grade
New Jersey

Project Name: Grab 'N' Go Breakfast

Project Focus: Providing a quick and healthy breakfast to students

Progress/Outcomes: About 250 students participate in Ani's "Grab N Go" breakfast program every day. **In his own words:** "I was already thinking about the need for students in my school to have a healthy breakfast every day, but I didn't know where to start. I knew I probably needed to learn how to start a business, and to build my entrepreneurial skills. At that time, my gym teacher told me about one of the upcoming AdVenture Capital events in our area, and then I went on the website to get more information. The Domino's Experience was the first thing I saw. It sounded like what I needed to help me get my idea off the ground, so I applied." (Ani)

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Student:
Julia
11th grade
Michigan

Project Name: Healthy College Cooking Class

Project Focus: Healthy cooking classes for high school seniors

Progress/Outcomes: Julia was able to impact hundreds of students at her school with a cooking class using only the resources students would find in a college dorm. She created a sustainability plan to implement her project again next year and also created an evaluation survey to get feedback on her program. Roughly 35 survey respondents said that this class was helpful for college and beneficial in making them see the need for a healthier lifestyle. **In her own words:** "As a result of AdVenture Capital, I've learned to take something from a hypothetical into reality by working with my school administration. I've learned how to make a project sustainable with only limited funds, and how to budget those funds very carefully. I am the president of a major club at my school called buildOn, so I definitely have taken on leadership positions. However, this is a very established club, so it is easy to just follow the traditional activities without building on them. AdVenture Capital taught me how to have enough confidence in my leadership that I can move from an idea for an event or fundraiser through the planning stages and to completion." (Julia)

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Student:
Sarah
8th grade
New York

Project Name: Brilliant Blueberry Breakfast Bar

Project Focus: Providing healthy breakfast alternatives

Progress/Outcomes: Sarah and her team worked to create and market healthy breakfast bars. They report that they have local businesses reaching out to them to sell them and are in the process of making breakfast bars for the stores. They also worked with their school to provide these healthy treats to students before state testing. **In her own words:** "I learned that in order to be successful, you may have to go outside your comfort zone, and that you really need to advertise your company so it will become successful." (Sarah)

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Student:
Lamia
11th grade
Texas

Project Name: Select 'N' Smoothies

Project Focus: Alternative school breakfast program

Progress/Outcomes: Lamia's project helped students to create and order breakfast smoothies from her school cafeteria. **In her own words:** "I am most proud of my journey from a regular high school student to an entrepreneur and speaker. I was not expecting the incredible opportunities that would come from testing my ideas at the SAP Social Innovation Series. My advice would be to not hold back your thoughts or ideas. AdVenture Capital is here to support the student's voice and creativity!" (Lamia)

Students:
Madeline and Kaitlin
8th grade
Illinois

Project Name: A Seed's Story

Project Focus: Educating students about growing food

Progress/Outcomes: The team increased awareness of locally grown foods and also was able to recruit 30 students to participate in next year's gardening club. **In their own words:** "Working on my AdVenture Capital Project taught me how to overcome problems and inspired me to make a difference." (Madeline) "We truly appreciate the experience, as well as the funds, to help us get started with this initiative." (Jeannine, AdVenture Capital educator)

Student:
Samantha
12th grade
Minnesota

Project Name: Project Greenhouse

Project Focus: A self-sufficient greenhouse

Progress/Outcomes: Samantha and her team used their grant to purchase grow beds, which currently reside in the horticulture classroom. Students are working with plants and learning about soils, watering, fertilizing, erosion, and much more. Students have also been working on expanding the school's outdoor garden area and researching ways to make the garden space more effective. They will continue to work with the appropriate people to make their dream of a greenhouse a reality for their school. **In her own words:** "This project has helped to inspire many of our students to become actively involved in our horticulture program. We have built connections with Spark-Y in Minneapolis, and they are helping build a new aquaponics system and improve our garden space. Students have researched ways to yield a higher production of produce from our garden. We are expecting to be able to feed our 80+ student population from our garden." (Jennifer, supporting educator)

Student:
Nathan
8th grade
Arizona

Project Name: Cooking with Class

Project Focus: Healthy cooking class

Progress/Outcomes: Nathan and his team held a healthy-living cooking class at the high school where the culinary teacher and students led groups in making an entire Italian meal from scratch. Students/families who attended the class left with the knowledge that healthy cooking is not hard or expensive and that they can use what they learned with their own families. The Cooking With Class event impacted 40+ students and parents. **In his own words:** "AdVenture Capital taught me that I can make a difference and there are ways in which my ideas can come to fruition—it's inspired me to make those dreams come alive." (Nathan)

Students:
Ritika and Sakhi
12th grade
Indiana

Project Name: Healthy Is Now

Project Focus: A program to empower healthy decision making

Progress/Outcomes: Ritika and Sakhi started a health program at their school to increase physical fitness and help students make healthy choices. They implemented a bike program in the school and held fitness and nutrition summits in the community, which included guest speakers presenting on posture and healthy eating, serving healthy snacks and providing bikes and bike gear. The students also developed a YouTube Channel to educate peers. **In their own words:** "AdVenture Capital inspired us to empower other students in our school. It was an amazing experience and we hope to continue projects like this in the future to better impact our community." (Ritika and Sakhi)

Student:
John
12th grade
Texas

Project Name: Healthy Habits

Project Focus: Educating the next generation about healthier living

Progress/Outcomes: To help educate students about the importance of breakfast, John and his team involved classrooms in making healthy options for breakfast, awarded prizes, and gave cooking demonstrations. **In their own words:** "Working on my AdVenture Capital Project taught me how to dream a project, plan and execute it." (John) "We started with about 80 coming for breakfast the first two or three days, then it went to 175, and by the end we had over 250 students checking in to eat a healthy breakfast and forming a habit and understanding of how important breakfast is." (Sara, adult supporter/educator)

Student:
Katy
12th grade
Minnesota

Project Name: **Champ Community Garden**

Project Focus: Implementing a community garden

Progress/Outcomes: The community garden was completed as a senior project. An entire class was created for gardening, and a plot of land was purchased for the SAGE Community garden. Katy did a presentation for the entire school and was also honored at senior night for all of the work she completed.

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Student:
Citlali
10th grade
Texas

Project Name: **The Bullet Bar**

Project Focus: Healthy protein shakes for students and staff to enjoy as nutritious meals on the go

Progress/Outcomes: Citlali and her team created protein shake options for breakfast with healthy dairy and fruit/vegetable ingredients. Previously, the school had only served a limited menu of typical breakfast items, so the protein shakes were a hit at school. The students really liked them, and the teachers loved them. Fifteen people a day regularly took advantage of the bullet bar.

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Students:
Jacalyn and Victoria
10th grade
Illinois

Project Name: **Vegi Trend**

Project Focus: Breakfast cart with fruits and veggies to increase participation in breakfast at school and provide the opportunity for healthy snack options throughout the day

Progress/Outcomes: Participation in the breakfast program increased from 10 to 40 students a day after Jacalyn and Victoria worked with local stores and producers to help keep the snack cart stocked.

Increasing Access to and Participation in Physical Activity

Students:
Catherine and Mia
11th grade
Georgia

Project Name: **Reach ONE**

Project Focus: Mentorship program for high school students

Progress/Outcomes: Catherine and Mia worked with local elementary students and recruited their peers to coach the younger kids weekly, providing a support group and safe space to learn character and leadership qualities. The program is entirely youth-led, and the team hopes to grow it next year to expand to additional schools. **In their own words:** "This has been one of the most exciting and rewarding things we have ever done. We increased access to physical education to all of Ruth Hill Elementary. We have had participation from 10 to 18 kids every day who learn how to play soccer. Working on our AdVenture Capital Project taught us to remain positive throughout obstacles because the payoff is worth it." (Catherine and Mia)

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Students:
Charly, Hamsa,
and Sayed
8th grade
Minnesota

Project Name: **Sports Check It Out**

Project Focus: Sports equipment renting system

Progress/Outcomes: A library system for sports equipment, safety gear, and quality winter clothing was established to impact the local community school. With over 100 active members from ages of 4 to 17, the students are working with the local parks and recreation office to expand their idea to other areas. The project will continue running throughout the summer for two hours a day, four days a week. **In their own words:** "Working on our project taught us that our dream is possible and can be accomplished. Our message to other students with big ideas is to remember if you want to make a difference in your school or community, don't say 'I can't because I'm just a kid.' Work hard and find ways you can help. We have answers and when you find the right people to listen to your ideas you can change that problem into a solution." (Charly, Hamsa, and Sayed—2016 Teen Innovators)

Student:
Hunter
10th grade
Michigan

Project Name: **Play It Forward**

Project Focus: Physical activity program to increase access and promote inclusive play

Progress/Outcomes: Play It Forward has impacted 150 students by providing them with educational games and activities to promote inclusive play and interaction among all students. Once the inclusive swings are installed, the project will impact 661 students at Monroe Road Elementary and 640 students at Jackman Road Elementary.

Students:
Alyssa and Caroline
10th grade
Georgia

Project Name: **Growth Yoga**

Project Focus: Yoga club

Progress/Outcomes: Progress/outcomes: Caroline and Alyssa started a successful yoga program at their school that is attended by 15 participants each week. **In their own words:** “AdVenture Capital inspired us to make the change we wish to see in the world.” (Alyssa and Caroline)

Student:
Malori
10th grade
Texas

Project Name: **Disc Golf**

Project Focus: Providing new and exciting ways to get active

Progress/Outcomes: In order to increase participation in physical fitness activities, Malori started a disc golf program. She worked with her school to incorporate the disc golf game into the P.E. curriculum and has shown that physical activity can be relatively cheap and fun! Also, this program attracts both student athletes and those who are new to the world of sports, providing an inclusive environment for all students. **In their own words:** “Working on my AdVenture Capital Project taught me to be confident and open to new ideas.” (Malori) “About 75% of the students involved in playing disc golf are not enrolled in athletics or a P.E. course at our school. We had 75 students learning and playing disc golf. We wanted the students to have the knowledge of a lifelong sport. My student learned so much from AdVenture Capital because it was all her idea, planning, and implementation.” (AdVenture Capital educator/supporter)

Student:
Eli
12th grade
Arizona

Project Name: **RidgeFit**

Project Focus: Exercise videos

Progress/Outcomes: Eli worked with his peers to create exercise videos and share them via social media to help increase physical activity at his school. Over 200 students did the RidgeFit challenge over a 15-week time period. **In his own words:** “Working on my AdVenture Capital Project taught me how to effectively work with others toward a common goal.” (Eli)

Student:
Emil
10th grade
Colorado

Project Name: **Athletic Mentor Program**

Project Focus: An athletic mentoring program to help encourage younger students to participate in more physical activity

Progress/Outcomes: Emil has outlined the event, gotten administrator permission, identified goals and persons involved. She is surveying teachers to decide which students at the school are going to participate in the athletic leadership program. She is working closely with her teacher to develop leadership content for the program.

Student:
Sierra
11th grade
Pennsylvania

Project Name: **Field Day for Food**

Project Focus: An effort to combine physical activity and healthy eating

Progress/Outcomes: Sierra and her team hosted field days at their school to raise money for students in need.

Student:
Grace
11th grade
Illinois

Project Name: **Stand Up for Students**

Project Focus: An effort to install standing desks

Progress/Outcomes: Grace launched a pilot program to install standing desks in classrooms to boost student performance and fitness. **In her own words:** "It is a fantastic opportunity for these students. Our project is taking longer than expected, but the entire process is wonderful. This year's addition of the mentors, check-in conference calls, and emails is really helpful."(Christa, AdVenture Capital supporter)

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Student:
Sarah
11th grade
Florida

Project Name: **FIT Team**

Project Focus: After-school club focusing on healthier habits

Progress/Outcomes: The FIT Team implemented a variety of weekly after-school activities to help increase student participation in physical activities, including Ultimate Frisbee, yoga, volleyball, and soccer. **In her own words:** "FIT Team is doing great and is improving every time the members come together to exercise. We can't wait for the next school year to start to let even more people join our fun physical activities. FIT Team definitely impacted our school and helped students maintain a healthy and happy lifestyle." (Sarah)

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Student:
Tyler
9th grade
Texas

Project Name: **Hubbard Nature Trail**

Project Focus: Establishing a nature trail for students

Progress/Outcomes: Worked with peers and school district to build a nature trail for fitness and community engagement. **In her own words:** "AdVenture Capital has truly empowered our students to lead change in the community and to see that their ideas and dreams can become reality for our students, school, and community. AdVenture Capital motivated our students and they in turn motivated others, and the ripple effect continues!" (Rebecca, AdVenture Capital supporter)

Awareness, Advocacy, Sustainability

Student:
Abby
11th grade
Illinois

Project Name: **Don't Be Insane, Protect Your Brain**

Project Focus: A project to increase sport safety

Progress/Outcomes: Abby worked with local elementary schools to present the importance of helmet and bicycle safety.

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Student:
Noa
12th grade
Maine

Project Name: **Seeds of Leadership**

Project Focus: Mentorship program for younger students

Progress/Outcomes: High school students led different leadership and physical activity sessions with younger students, providing a full day of leadership training and empowerment. **In her own words:** "The 5th graders were incredibly receptive and enthusiastic. I had multiple teachers come up to me and thank me. One even teared up because she was so happy to see the way her students were reacting to the programming. During the group physical activity, I had a teacher point out the fact that many of these students refuse to do anything during recess or physical education class, yet when they were with us they participated fully." (Noa)

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Student:
Saira
12th grade
New Jersey

Project Name: **Operation Hydration**

Project Focus: Water sustainability project

Progress/Outcomes: Through her water refilling campaign and hydration stations, Saira has calculated that during the first three months of use, over 13,300 water bottles have been saved from landfills! **In her own words:** "AdVenture Capital taught me how to implement a project with many moving parts." (Saira).

Student:
Olivianah
11th grade
Michigan

Project Name: Skyline Cares

Project Focus: Student advocacy program elevating the student voice

Progress/Outcomes: Olivianah built a website allowing students a platform to voice concerns relating to school, social, or home problems. Her team opened up the answers and questions on an anonymous platform so that not only will the individuals receive the answers, but so too will other students who have similar questions. The team has been able to reach out and help over 50 students and engage them in healthy, productive solutions to their problems. They have also sought out resources in the community and school to help with issues outside their realm of expertise as well. **In her own words:** “AdVenture Capital inspired me to lead more social change in my school and extend beyond myself to help others. I loved the experience I received working with AdVenture Capital. I truly learned how to work as an individual alongside a group.” (Olivianah)

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Student:
Darden
9th grade
Texas

Project Name: We Are Ready

Project Focus: Emergency preparedness effort

Progress/Outcomes: Through the AdVenture Capital funds that were awarded to Darden for her emergency preparedness “We Are Ready” project, her school was able to better equip ten CERT (community emergency response teams) backpacks that belong to the ten CERT-certified students in their high school. Students made videos on the right and wrong ways to approach disasters and they planned emergency preparedness drills. **In her own words:** “AdVenture Capital inspired me to make the best difference for my community and the world that I can.” (Darden)

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Student:
Quyen
10th grade
Texas

Project Name: Project Planner

Project Focus: An app to help students get organized and destress

Progress/Outcomes: Quyen is currently working with college students to help develop her app. **In her own words:** “I was astonished that the AdVenture Capital team was so involved in the efforts to support young entrepreneurs like me. Earlier in the process, one of my biggest challenges was realizing that I didn’t need to do everything by myself—that I could ask for help from my peers and mentors and people who are more knowledgeable than me. Projects are usually executed by not just one person but a working group of people with the same goal.” (Quyen)

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GENYOUTH[®]
EXERCISE YOUR INFLUENCE[™]