

# IMPACT

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## Entrepreneurial project builds skills and funds for local youth activities

### The Situation

January 2011 marked the end of the Engaging Youth, Serving Community grant program. A Lemhi County youth adult partnership had operated under the grant program since 2006 offering successful community programs such as a family carnival held at the county fair and a food and fun summer event. The youth adult partnership found themselves facing sustainability issues and a need to redefine themselves. The group was formed to reduce teen alcohol use through alternative activities and community support. In order to continue the program, funds were necessary to provide supplies, advertising and support for their events as well as help local teens participating in the projects.

After renaming the group the Teen Action in the Community (TAC) Team they began looking for funding sources. Several businesses and the local Fair Board had shown a willingness to support the programs but the group wanted more than financial support. In order to meet the growing need to build employable youth as expressed in advisory meetings and focus groups, the TAC Team decided to make the fundraising a 4-H project.

### Our Response

The Lemhi County Fair Book, offering entry forms, a master schedule and rules and regulations, was in need of a group to publish the book. A group or individual sells advertising space in the book and the book is distributed for free throughout the community.

In January of 2011 the TAC team built four teams to publish the book. The teams included Ad Sales, Design, Financing, and Publishing and Distribution. Youth captained each team and an adult member



Youth pose with leader and Extension Educator, Katie Hoffman in front of the new banner purchased with entrepreneurial funds.

participated on each team as well. Outside local experts assisted each team to provide mentoring, technical assistance and exposure to real life professional opportunities in each area. The project was called the Lemhi County Entrepreneurial Project and youth had to attend meetings and participate in a series of tasks to fill out a check sheet to complete the project.

### Program Outcomes

Twelve youth and four adults produced the 38 page Fair Book soliciting ads from over 260 local businesses.

Seventy-five business submitted ads that were designed by the design team and included in the book.

Over \$5,000 in gross funds were raised through the ad sales. These funds were used to purchase supplies for a June event called the Grand Slam that provides free meals to youth and provides games as alternative activities to drugs and alcohol and boosts com-

munity awareness. Other funds were used to sponsor a Rock-etry Day Camp for youth as well as funding large inflatable toys and other carnival type games for an annual event called Family Fun Night. The group also helped sponsor travel to Idaho 4-H Teen Conference. Remaining funds have been placed in a bank account held by the club to be used for future events.

Six youth completed the entrepreneurial 4-H project checking off at least six of the twelve skills that included:

- Build a business plan.
- Serve on at least one entrepreneurial team.
- Build or design a marketing tool.
- Actively sell or market your business.
- Work with customers.
- Explore new job opportunities.
- Track expenses or budget.
- Determine product pricing.
- Design a marketing/finance/ or production plan.
- Look at future possibilities for employment or education.
- Work with a professional to gain skills.
- Learn a new skill that can be used in a future business.

In addition to the Fair Book advertising sales, the group will be hearing from local business people to learn more about career possibilities in the county and to spark an interest in furthering their education during the summer of 2012.

## FOR MORE INFORMATION

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