



Documentation of Partnerships

Youth and Adult Employment Initiative Grant

Educational Partners

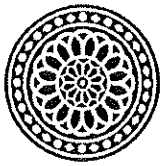
- 💡 Cardinal Stritch University
Letter from Dr. Mark Gesner, AVP for Academic Affairs/Executive Director
for Academic and Community Engagement and
Chris Head, Coordinator of Prior Learning Assessment
- 💡 Madison Area Technical College
Letter from Bryan Woodhouse, Associate Vice President of Strategic
Partnerships & Innovation
- 💡 Madison Metropolitan School District
Consent to Enroll Form for high school credits from Sherrie Stuessy,
Experiential Learning Coordinator

Financial Institution Partner

- 💡 Summit Credit Union
Letter from Lisa Peyton-Caire, AVP of Life, Learning and Events,
Amy Crowe, Financial Education Specialist, and
Angela Fitzgerald, Financial Education Coordinator

Technology Instruction Partner

- 💡 Madison Public Library
Letter from Trent Miller, Head Bubblerarian



CARDINAL STRITCH UNIVERSITY

October 10, 2017

Roxie Hentz
CEOs of Tomorrow, Inc.
316 W Washington Avenue, Suite 675
Madison, WI 53703

Since 2016, Cardinal Stritch University's College of Business and Management (CBM) has partnered with CEOs of Tomorrow, Inc. to promote academic skills and social entrepreneurship among young learners. In addition to the awarding of academic credit detailed below, Stritch has hosted These Teens Mean Business completion events, provided instruction in academic research skills, facilitated campus tours, and more. We are proud to partner and invest in the work CEOs of Tomorrow, Inc. is doing with these young entrepreneurs. Further, we believe this is exactly the sort of experiential learning that nurtures engaged learners and socially responsible citizens who will truly make a positive difference in our communities and the society at large.

In recognition of the advanced learning and course outcomes within the These Teens Mean Business Course, Cardinal Stritch University will award college credit to students who successfully complete the course.

Credit will be awarded in keeping with the following terms:

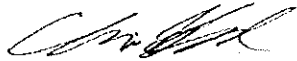
- Successful completion is defined as passing the course with a grade of 'C-' or above.
- CEO's of Tomorrow will send notification of final grades to Stritch's Prior Learning Assessment and Admissions Offices.
- Credit will be recognized in accordance with established Prior Learning Assessment (PLA) standards and procedures, including the use of faculty evaluators.
- The course will be recognized for three (3) semester credits & will transfer as Fundamentals of Social Entrepreneurship. Because CBM does not offer a comparable course in its curriculum, the college agrees to allow the credits to apply as electives toward a business major.
- Non-business majors may apply the credits as general electives.
- All PLA fees will be waived for this credit award and recognition.
- Stritch will notify students of the award in writing.
- While this PLA arrangement is exclusively with Cardinal Stritch University, the recognition from Stritch will also be helpful to students who decide to attend other

colleges and universities who offer PLA. While there are generally recognized standards for credit recommendations established by the American Council on Education and other organizations, each higher education institution is ultimately responsible for deciding whether or not college-level equivalency is granted.


- Changes to the course content will require reevaluation by CBM faculty to ensure consistency with college-level content and outcomes.

The terms of this agreement shall remain in place until terminated by one or the other party.

Sincerely,



Chris Head
Coordinator, Prior Learning Assessment



Mark Gesner, Ph.D.
Associate VP for Academic Affairs/Executive Director for Academic & Community Engagement

Cc: Jeff Senese, Ph.D., Provost and Vice President for Academic Affairs



MADISON
AREA | TECHNICAL
COLLEGE

September 19, 2017

Roxie Hentz
CEOs of Tomorrow Inc.
316 W. Washington Avenue
Suite 675
Madison, WI 53703

Roxie,

Thank you for your partnership with Madison College over the past two years. We are pleased with the opportunities we have been able to develop by hosting CEOs of Tomorrow Inc. on our campus and in providing unique experiences and exposure to our many programs to your students.

Looking ahead, we are excited about the opportunities that we will be able to develop in the near future including a credit for prior learning option for the Teens Mean Business course, and for the Internship curriculum. We are equally excited about the development of pathway options for students to enter academic programming at Madison College. We have a robust array of pathways which have been developed through our School of Workforce and Economic Development. We define pathways as:

- Stronger connections from work to training and back into higher skilled work, with the attainment of industry-recognized credentials and credits toward technical and college degrees.
- Organizing college-level programs into a sequence of credentials that leads learners through attainable steps toward better jobs and a degree or technical diploma.
- Allowing for more fluid movement between work and learning, and more successful access to higher levels of skill.
- Core components of career pathways programs include: multiple entry points, High School Student access, bridges with basic skills and occupational training, and employer-recognized credentials that connect directly to employer needs

We look forward to completing the credit for prior learning and pathway options for students attending CEOs of Tomorrow Inc. courses in the very near future.

Regards,

Bryan Woodhouse
Associate Vice President
Strategic Partnerships & Innovation
608.246.6337
woodhouse@madisoncollege.edu



Consent to Enroll

Summer 2017

As a participant in the CEOs of Tomorrow *These Teens Mean Business* course, you are eligible to earn Madison Metropolitan School District high school credit (.75 cr), as transcribed after completion of the course. If you would like to earn high school credit, you must indicate your interest to do so prior to the start of the course.

Parent and Student Information

Student Name _____ MMSD ID Number _____

School _____

Parent/Guardian Name _____ Parent/Guardian Phone _____

Parent/Guardian E-Mail _____

Parent/Guardian Signature _____

Initial _____

I authorize my student to be dual enrolled in the *These Teens Mean Business* course offered through the CEOs of Tomorrow Program. I understand that dual enrollment means that my student will earn Madison Metropolitan High School elective credit for the *These Teens Mean Business* course.

AND

Initial _____

I understand that the grade my student earns in the *These Teens Mean Business* course will be shared with Madison Metropolitan School District and be added to my student's official high school transcript for .75 elective credits, and that these credits will be applied to my student's overall high school GPA.

OR

Initial _____

My student does not want to be dual enrolled in the *These Teens Mean Business* course with Madison Metropolitan School District. I understand that the option to enroll will not be available after the first day of class.



October 14, 2017

Roxie Hentz, PhD
Founder & CEO
CEOs of Tomorrow, Inc.
316 W. Washington Avenue, Suite 675
Madison, WI 53703

RE: CEOs of Tomorrow & Summit Credit Union Partnership to Advance Youth
Entrepreneurship & Financial Literacy

Dear Dr. Hentz:

It is our pleasure to submit this letter in affirmation of our partnership with CEOs of Tomorrow, Inc. over the past year, and in support of your application for a Youth and Adult Employment Initiative Grant with the City of Madison. As sponsors and partners who have been intimately involved with the **These Teens Mean Business Incubator Program** and **Summer Course**, we know firsthand the quality and impact of your organization's work, and the powerful ways you inspire and prepare youth to pursue entrepreneurship as a vehicle to self-sufficiency, career success, and as a means to make meaningful change in their community and world.

We have been proud to serve as advisors and coaches for students as they develop and pitch their business ideas; to deliver critical financial literacy and personal finance education to students throughout the year to build their knowledge and practice of smart money habits early on; and to assist them in opening accounts to deposit and responsibly manage their profits.

We believe that investments in youth that prepare them for life, work, and leadership are paramount to creating and sustaining strong and thriving communities. CEOs of Tomorrow is an innovative and shining example of such an investment, and we look forward to continuing and growing our partnership with you in the months and years ahead.

Sincerely,

Lisa Peyton-Caire
AVP, Life, Learning & Events
(608) 243-5000, x2408

Amy Crowe
Financial Ed Specialist
(608) 243-5000, x2834

Angela Fitzgerald
Financial Ed Coordinator
(608) 243-5000, x2417



MADISON
PUBLIC
LIBRARY

Oct. 13th, 2017

Dear Grant Committee,

We are thrilled to partner with CEOs of Tomorrow on their These Teens Mean Business\$ program coming up. We have worked with Dr. Roxie Hentz (Founder and CEO) on multiple occasions in the past, and have been very impressed with her innovative and engaging programs for young entrepreneurs. This coming year we are deepening our partnership by offering regular workshops in our media lab at Central Madison Public Library for kids in the These Teens Mean Business\$ program.

We are working along with Dr. Hentz to shape the curriculum that will engage these teens with tangible media skills such as video production, photo manipulation, and personal branding. The goal of CEOs of Tomorrow is to shape community-minded youth and arm them with tools to make a positive social change, which aligns perfectly with the work that we are doing at Madison Public Library through our Bubbler program. This partnership should allow us to connect with a new generation of kids who are excited about hands-on learning, digital media, and entrepreneurship.

Sincerely,

Trent Miller
Head Bubblerarian
Madison Public Library

201 W. Mifflin St.
Madison, WI 53703

608.266.6300 ph
608.266.4338 fax

THESE TEENS MEAN
BUSINESS\$

Program

REPORT

2017



**CEOs of
TOMORROW**

Where Youth Entrepreneurs are Created

OUR TEENS

Who participated? | 3

THEIR BUSINESS IDEAS

What social venture ideas did
our teens launch? | 4-11

OUR PARTNERS

Who do we want to thank for
their support? | 12



CEOs of TOMORROW

*CEOs of Tomorrow, Inc. is a nonprofit,
501(c)(3) organization.*

Mission

To inspire the next generation of young innovators and problem solvers to realize their potential to transform the world through social entrepreneurship, which we define as the act of creating businesses designed to solve social problems or benefit society.

Vision

To shape global, entrepreneurial, competitive youth social entrepreneurs who thrive by thinking and acting as changemakers.



This 16-week social entrepreneurship training lab provided teens with hands-on opportunities to design, launch and test business ideas designed to promote positive change in their communities.

These Teens Mean Business\$ Incubator

JAN. 18 - MAY 10, 2017

The interactive sessions identified skills and interests, increased awareness of social and environmental issues, and developed basic business skills around ideation, marketing, money management, funding, and business planning. Throughout the Incubator, students learned from local entrepreneurs and potential customers.

The training lab concluded with a Completion Celebration where student three business-teams pitched business concepts, launched and tested business ideas, and collected customer feedback to enhance future business iterations.

A black and white photograph showing several teenagers in a workshop or classroom setting. They are focused on their work, with some looking at a tablet and others at papers. The background shows more students and a hallway.

These Teens Mean Business\$

Summer Course

JUL. 10 - AUG. 4, 2017

In this 4-week introductory business class, teens developed an understanding of business management, finance, marketing, and other foundational concepts transferable to other subjects. They met and interviewed local entrepreneurs, designed marketing materials, and interviewed potential customers.

Applying learned business concepts, teen groups developed business ideas to address five social issues of importance to them: global warming, police brutality, gender inequality, teen suicide, and inequities in education. Each team pitched their business idea to a panel of business college faculty and business leaders who selected the one idea that seemed most feasible to launch during the summer.

The course concluded with the class working collectively to organize, launch, and test a 1-day revenue-generating business idea created to raise awareness of inequities in education.

2017 Incubator and Summer Course Major Achievements

93%

63

\$1,745

93%

of our teens successfully completed our 2017 programs!

63

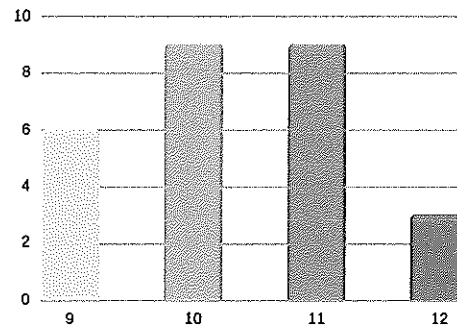
college credits earned by our teens!

\$1,745

in business profits distributed to our teens!

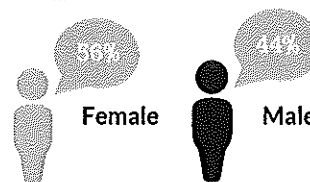
attending schools

- East High School - 22%
- La Follette High School - 13%
- Memorial High School - 28%
- Middleton High School - 7%
- Sun Prairie High School - 15%
- Verona High School - 4%
- West High School - 11%



grades

gender



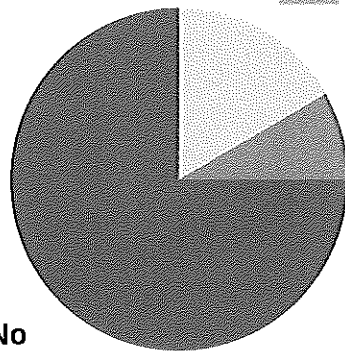
Yes -with us

2

Yes -not with us

1

No
24



taken prior business course

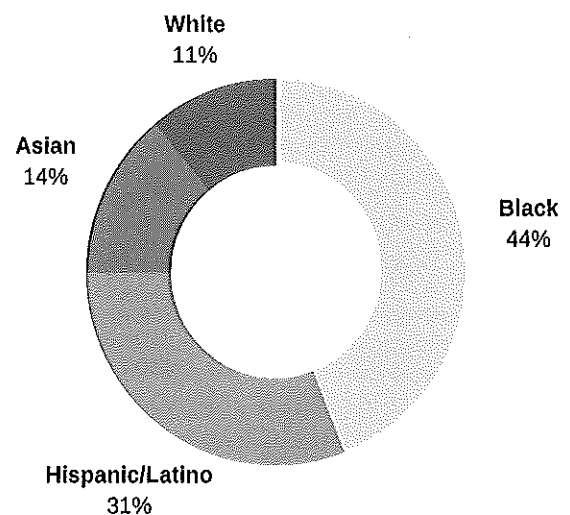
PARTICIPATING STUDENTS REPRESENT...

STUDENT INFORMATION

CEOs of Tomorrow works diligently to ensure teens enrolled in our programs are representative of the rich diversity that exists within the Madison communities we serve, with an emphasis on those facing economic and/or racial

disparities. With a focus on addressing social issues, the more diverse in background our participants, the greater the varied perspectives and lived experiences represented in shaping and influencing their social enterprises.

race



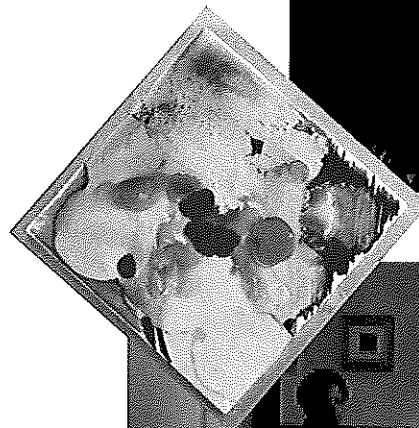
THEIR BUSINESS IDEA

Art & Chill

Realizing most people are impacted by stress, the teen entrepreneurs developed Art and Chill.

Art and Chill is a stress relieving art workshop offered within a relaxing and creative environment with soft piano playing and dim lighting. Participants turned words that provoked stress into dyed tile coasters creating unique and beautiful pieces of artwork.

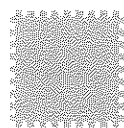
The 20-minute pilot workshop was \$10 per person and each participant left more relaxed and with two, beautiful coasters.



TEST BUSINESS LAUNCH OUTCOMES



17 Tickets Sold



36 unique
tile coasters
made



\$137 in profits
distributed to
students

Business Idea?

75% ~ Excellent 25% ~ Very Good 0% ~ Fair 0% ~ Poor

Price?

37% - Too much 50% - About right 13% - Too little

Customer Service?

100% ~ Excellent 0% ~ Very Good 0% ~ Fair 0% ~ Poor

COMMENTS

- Relevant and fun
- Great learning experience
- Great environment
- Very creative
- Cool stress release concept
- Love the idea. Thanks!
- (Therapy)
- Could be great concept to offer during lunch times or free times in schools
- They were so professional - very impressed!
- Amazing, inspired, and hopeful!

What their customers had to say

Customers were given the option to provide anonymous feedback to our teen social entrepreneurs through written surveys.

THEIR BUSINESS IDEA

Helping Kids Be Kids

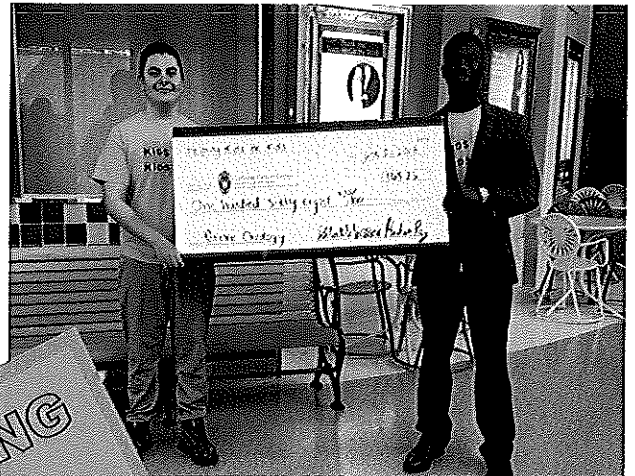
Helping Kids Be Kids raised childhood cancer awareness through t-shirts and bracelets.

The gold t-shirts, representing childhood cancer, were sold for \$15 each with 10% of the profits going toward childhood cancers. Customers making donation of \$1 or more received a gold cancer awareness bracelet with "Kick Cancers Butt" or "Let's Beat Cancer" on them. Of the donations, 100% went directly to fighting childhood cancer.

The teen entrepreneurs delivered their donation to the American Children's Hospital Carbone Cancer Center.

INCUBATOR

SOCIAL ISSUE
CHILDHOOD
CANCER



TEST BUSINESS LAUNCH OUTCOMES



71 t-shirts sold



\$168.25 donated
to cancer center



\$732 in profits
distributed to
students

Helping Kids Be Kids

Business Idea?

64% ~ Excellent 36% ~ Very Good 0% ~ Fair 0% ~ Poor

Price?

0% ~ Too much 100% ~ About right 0% ~ Too little

Customer Service?

75% ~ Excellent 25% ~ Very Good 0% ~ Fair 0% ~ Poor

COMMENTS

- Great Cause! Would like to know how it expands past shirts.
- Bracelets are on point.
- Appreciated multiple team members providing information.
- Excellent presentation - keep doing big things!
- Very good business!
- Very Persuasive!
- A great cause and you're actually giving people things.
- Y'all are great sales people!
- Fun!
- I like that you offered both T-shirt and bracelets- people like options!
- Very attentive and friendly.
- Excellent idea for a noble cause.
- Very good presentation by younger future CEOs.
- Cool that you're working to help kids.
- Great sales pitch!
- Excellent!
- Appealing project, high energy presenters/sales reps.
- Very Impressed!
- Amazing and professional!

What their customers had to say

Customers were given the option to provide anonymous feedback to our teen social entrepreneurs through written surveys.

THEIR BUSINESS IDEA

The Hope Box

Wanting to provide needed items to those experiencing homelessness, the teen entrepreneurs developed The Hope Box through partnerships with local Madison agencies providing temporary shelter to families experiencing homeless.

Each Hope Box was filled with items shelter staff determined based on their clients' needs. For a \$10 donation, customers provided a full Hope Box to one homeless family and a handwritten personalized Hope Card with words of encouragement or a friendly greeting.

The Hope Box pilot concluded with Hope Boxes donated to downtown YWCA clients residing in their transitional housing shelter programs. The YWCA requested cleaning supplies for their temporary residents, as these products are expensive for their families and are rarely donated.

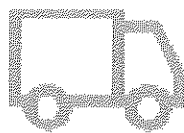
INCUBATOR
SOCIAL ISSUE
HOMELESSNESS



TEST BUSINESS LAUNCH OUTCOMES



24 boxes sold



24 Hope Boxes
delivered to
homeless shelter



\$89 in profits
distributed to
students

The Hope Box

Business Idea?

60% ~ Excellent 40% Very Good 0% - Fair 0% - Poor

Price?

0% -Too much 90% -About right 10% -Too little

Customer Service?

90% ~ Excellent 10% -Very Good 0% - Fair 0% - Poor

COMMENTS

- Very creative to focus on cleaning products - a special niche.
- They did a good job explaining idea, had a nice production, and split the tasks.
- Overall very good; nice energy.
- Awesome to help homeless with new idea!
- Inspired!
- You obviously did your research to fulfill needs among this community of people.
- Your commitment to this project will pay off in the end and you guys will get noticed for it. Keep it up!
- Way to make it easy to help. Very engaging and Knowledgeable.
- I liked that you find a need and are working to fulfill it.
- Great idea to take contact information and show how their impact is felt.
- Empowering!
- Great passion for this cause.

What their customers had to say

Customers were given the option to provide anonymous feedback to our teen social entrepreneurs through written surveys.

THEIR BUSINESS IDEA

Break the Pipe

With a desire to raise awareness of inequities in their educational experiences, the summer course teens launched their business idea, Break the Pipe.

Messaged through the sell of their customized sweatshirts sold for \$25 each and pencil pouches sold for \$5 each, the teen entrepreneurs spread their primary message to break the school to prison pipeline experienced by far too many youth of color. Furthering their commitment to their social issue, they set aside 10% of their profits to purchased school supplies that were donated to local community centers striving to improve the education of its youth.

The Break the Pipe pilot business launch included not only the sell of customized merchandise, but also an interactive workshop designed to encourage dialogue and elicit strategies for improvements in educational outcomes.

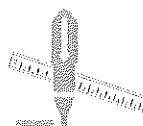
TEST BUSINESS LAUNCH OUTCOMES



59 hoodies sold



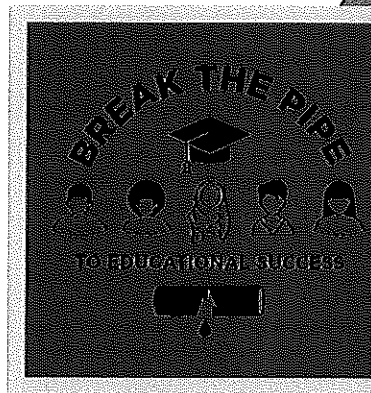
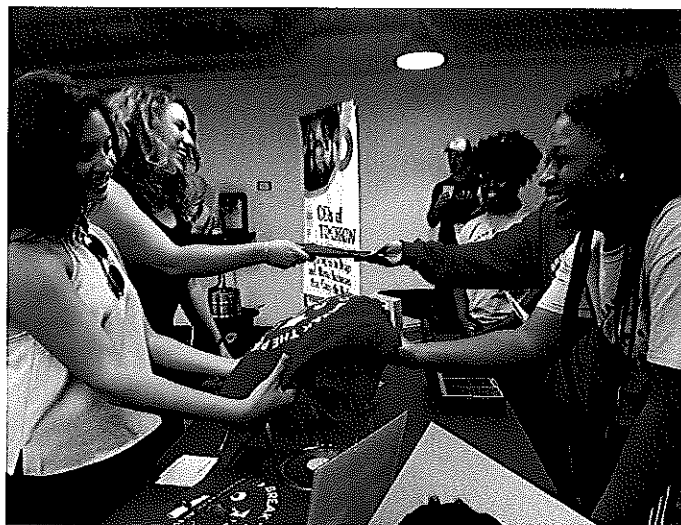
68 pencil
pouches sold



\$167 in donated
school supplies



\$786 in profits
distributed to
students



Break the Pipe

Business Idea?

75% ~ Excellent 25% ~ Very Good 0% ~ Fair 0% ~ Poor

Price?

13% - Too much 87% - About right 0% - Too little

Customer Service?

75% ~ Excellent 25% ~ Very Good 0% ~ Fair 0% ~ Poor

COMMENTS

- Very pleasant and professional
- Glad to see this topic brought forward!
- Critical topic- great way to advance an important issue
- Timely and important business!
- Impressed by the young woman leaders
- Customer experience was personal
- Friendly and Informative teens
- I left feeling informed.
- Excellent customer service
- I think these teens put together a wonderful workshop and were well spoken.
- Overwhelmed with hope; proud; empowered
- Consider a moderately priced product like a t-shirt
- Please add a shirt to the product line

What their customers had to say

Customers were given the option to provide anonymous feedback to our teen social entrepreneurs through written surveys.



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Madison, WI 53703

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