

Organization: Youth Unlimited (Toronto YFC)

Sponsor: Glenn Shyba

Presenter: Scott Moore, North York Area Director

Project: Providing entrepreneurship training, including life skills, business plan development and business incubation support and mentoring, to youth from the priority Jane-Finch neighbourhood

Background and Aim of the Organization:

Youth Unlimited's passion is to invest in youth wholeness. We see youth as individuals with incredible possibilities. Our goal is to help each young person optimize his or her full-life potential. We target community youth ages 10 to 25 in the Greater Toronto Area region, especially vulnerable to hunger, poverty (both material and spiritual), homelessness, unemployment, violence, and gang-involvement. Youth of all faiths, cultural backgrounds, economic-levels and sexual orientations are invited and welcomed to participate in our programs and services.

Currently we have 55+ staff, 800 volunteers partnering with 120 local community providers operating 37 discrete programs and services that annually help 2800 young people grow, learn, and explore their potential. We provide five types of programming: *Community Outreach*, which reaches out to schools and high priority neighbourhoods; *Youth Service*, which entails compassionate service projects; *Community Resourcing*, which equips parents, families and youth workers; *Skills Training*, which provides job-readiness skills training, paid work-experiences and help with life skills; and finally *Specialized Initiatives*, which give special attention to homeless youth, girls-in-the-sex-trade, young moms and aspiring young leaders.

Project: *YU Blueprints (entrepreneurship program)*

YU's Blueprints project builds sustainable livelihoods through entrepreneurship for young people in Jane-Finch, one of Toronto's 13 Priority Neighbourhoods, using life skills training, comprehensive business plan development, business incubation support and mentoring for personal growth and financial responsibility. The project was launched in January 2010 with the support of seed funding from World Vision Canada (WVC) through its Partners to End Child Poverty program. To date, over 50 young entrepreneurs have been trained through Blueprints — (a) 61% of these youth launched their business plan or pursued their chosen profession (including 13 youth whose businesses are profitably contributing to their sustainable livelihood), (b) 71% successfully developed a comprehensive business plan, (c) 71% demonstrated significant improvement in life choices and employment soft skills, and (d) 100% were engaged in an effective coaching relationship with a caring adult.

A gift of \$10,000 - \$12,000 from The Funding Network (TFN) would directly benefit our young entrepreneurs in three ways: (1) Providing access to public transportation so they can attend all group and one-on-one training sessions, (2) Sponsoring their participation in entrepreneurship training and networking events that are crucial to building these young entrepreneurs' confidence in themselves and their business concepts, and (3) Providing continuing access to our learning facility which truly becomes a 'home' for these entrepreneurs during their two years within Blueprints. On the whole, this gift will ensure that 25 young entrepreneurs over the next year will

receive 6 months of group training sessions, bi-weekly meetings with a business coach, and bi-weekly meetings with a trained mentor. Through the partnership of TFN, the Blueprints project will continue to alleviate poverty in Jane-Finch and empower young people as they find their voice through the lens of entrepreneurship.

Any additional monies received through the generosity of TFN would be directed in one of two ways: (1) Supporting our staff salaries to ensure they can continue to provide vital support to our young entrepreneurs and (2) Upgrading our stock of laptop computers which our entrepreneurs use for market research, communications and business plan development.

Budget:

Project Revenue		Amount	
Item	Detail	Project Total	TFN
Funds Raised	Including WVC grant, other funds raised, and TFN gift	96,000	10,400

Project Expenditures		Amount	
Item	Detail	Project Total	TFN
Staff Salaries & Benefits			
Community Outreach Worker	Provides outreach & one-on-one mentoring	36,000	-
Entrepreneur Trainer	Lead business trainer & coach	40,000	-
Total Staff Salaries		76,000	-
Community Training & Meetings			
Meeting Expenses (Food & Other)	Orientation & Information Sessions @ \$100/session	400	-
Total Community Training & Meetings		400	-
Project Activities & Supplies			
Promotion	Marketing materials - flyers, posters, business cards	800	-
Curriculum Development	Business development resources (books, staff training)	500	-
Miscellaneous Supplies		500	-
Printing Costs	Training materials, business plans, etc.	350	-
Training & Networking Events	5 events/yr. @ \$30/youth & 20 youth	3,000	3,000
Total Project Activities & Supplies		5,150	3,000
Transportation (Staff & Youth)			
Mileage	300km @ \$0.40 x 2 staff	240	-
Public Transportation for Participants	6 tokens/wk. @ 20 youth @ 40 wk./yr.	4,800	4,800
Total Travel & Vehicle Costs		5,040	4,800
General Office Costs			
Phone & Internet	\$100/month	1,200	600
Rent	40% of \$1663/mth.	7,982	2,000
Total General Office Costs		9,182	2,600
Project Total Expenditures		95,772	10,400
Surplus/Deficit	(Project Funding - Project Expenditures)	228	-

Contact Details:

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