

ForImpact

Context: letter from Executive Director to a prospect, asking for a visit

Dear Mark:

Youth Org is a partnership between entrepreneurs and educators that was brought to our city by the City Rotary more than 50 years ago. Since, then hundreds of business leaders have ventured into schools to share 'real world' experiences and life lessons. The impact is tremendous: not only do kids learn how to read a bank statement, but they also become inspired to think and dream big!

Working with local entrepreneurs and educational leaders, Youth Org has outlined a vision that leverages Youth Org assets, aiming to **transform our city by influencing the next generation of entrepreneurs**. A guiding principle for us is the belief that Youth Org should be available to every student and demographic, especially the underprivileged. This plan also includes:

- A partnership with the City Public Schools and Southwest City Schools.
- The development of Youth Entrepreneurial Institutes for girls, minorities, and other vulnerable demographics.
- Increasing our annual impact from 10,000 kids to 30,000 over the next three years.

Like every venture, this is a function of vision, execution, and funding. I've asked Nick Fellers, a Youth Org team member, to follow-up with you. Please consider giving Nick or another Youth Org team member 30-60 minutes of your time to learn more about this plan, provide your feedback, and discuss how you can help.

Youth Org is about **kids, education, and entrepreneurship**. I know you will find the program to be remarkable and its potential to be transformational to our city.

Thank you in advance for your time.

Andrea Young
Executive Director, Youth Org