



THE LAUNCH YOUTH ENTREPRENEURSHIP PROGRAM

Learn It!—Launch It!—Live It!

The LAUNCH is a community-based, 12-month Positive Youth Development program, implemented in the Pemi-Baker and Newfound regions of central New Hampshire. The LAUNCH is an evidence-based program built on a foundation of Leadership and Resiliency. The LAUNCH seeks to empower youth by educating and engaging them in skill building, leadership opportunities, healthy decision making, enriching alternatives to risk behavior, experiential learning, and paid summer employment.

During the school year, weekly evening meetings, community service opportunities, job shadowing and skill development workshops, local business experts help the youth entrepreneurs prepare and plan for summer work-based learning. Their summer business, *Frosty Scoops* ice cream stand, provides an opportunity to earn a paycheck by applying the skills they have learned in the weekly academic-year workshops led by CADY staff, volunteers, and community experts. The LAUNCH is the sole youth employment program in the Newfound and Pemi-Baker regions. Since 2005, CADY in collaboration with The Common Man Family of Restaurants, has provided paid summer employment to over 200 local youth. **In 2012, the LAUNCH received national recognition when it was selected by the White House Office of National Drug Control Policy to be the featured youth employment program in its communications and outreach for the White House National Youth Summer Jobs Campaign. The intent of the White House initiative is for The LAUNCH to inspire the development of similar youth programs across the country.**

The LAUNCH Program is evaluated by the Community Health Institute and is structured in three phases:

Phase One (September – January): the youth explore personal skills, goal setting, communication skills, leadership, and teamwork through projects and community service.

Phase Two (January-June): Youth learn the principles of best practices from local business experts and develop business skills that will help them succeed in the workplace and in their futures.

Phase Three / Paid Summer Employment (Mid-June thru August): This component is supported by the Common Man Family of Restaurants.

Program Outcomes:

1. Resiliency, personal growth, and leadership skills that translate to life success.
2. Increased youth assets and reduced risk behavior as an outcome of productive engagement with mentors and the opportunity to accomplish meaningful work.
3. Application of business skills in “Real World” settings.
4. Financial Literacy.
5. Enhanced communications skills including development of marketing plans.
6. Increasing the capacity of their community by giving back through community service projects and fundraising for those less fortunate.
7. Youth earn their “first” paycheck via paid summer employment in a youth-run business.

“We cannot always build the future for our youth, but we can build our youth for the future.”

www.cadyinc.org

The LAUNCH Leadership and Resiliency Program

Youth Entrepreneurship

“Empowering Youth is Good Business”

