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## **2<sup>nd</sup> Annual Youth Lemonade Day!**



**Spend! Save! Share!**

### **FACT SHEET**

#### **Who**

- ***2<sup>nd</sup> Annual Youth Lemonade Day!*** is for youth 5 to 18 years old across Central Ohio. Goal: 1000 youth to participate.

#### **Where**

- Lemonade stands will appear all over ***Franklin County***, from neighborhoods to retail spaces and everything in between.

#### **What**

- ***2<sup>nd</sup> Annual Youth Lemonade Day!*** will be a free, annual, community-wide, educational initiative designed to teach youth how to start, own and operate their own micro-businesses—“*a lemonade stand*”.

#### **When**

- ***2<sup>nd</sup> Annual Youth Lemonade Day!*** will be held on Saturday, July 18, 2015. Participants can set their own time.

#### **Why**

- At a time when Columbus youth are seeking new and creative educational initiatives, the ***2<sup>nd</sup> Annual Youth Lemonade Day!*** will send a message by helping the youth of our community learn, workable, entrepreneurial and valuable skills, and the positives of business, to help them become the next generation of leaders.
- As the *Youth Entrepreneurship Institute (YEI)* continues to birth a community of youth entrepreneurs, new youth businesses will certainly emerge from this event. Those businesses will be recognized, formed and operated by youth entrepreneurs. We are excited to present the ***2<sup>nd</sup> Annual Youth Lemonade Day!*** as a way of helping the youth of our community to learn valuable entrepreneurial skills. We hope the ***2<sup>nd</sup> Annual Youth Lemonade Day!*** will launch the careers of our future business leaders.



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### 2<sup>nd</sup> Annual Youth

### Lemonade Day!

- Youth, ages 5-18 will learn to set goals, develop a business plan, secure investors, create a simple product, make a profit and give back to their community.
- The overall goal of the *2<sup>nd</sup> Annual Youth Lemonade Day!* is to give children of all socio-economic backgrounds, in all neighborhoods, the opportunity to learn about starting their own business and making money.
- YEI started in 2010 by Columbus philanthropist and local entrepreneur Curt Caffey, the *2<sup>nd</sup> Annual Youth Lemonade Day!* will be an annual event where children register for free backpacks filled with age-appropriate information on how to start and become successful running a business.

### How

- The support from our businesses, service organizations, government and foundations for the *2<sup>nd</sup> Annual Youth Lemonade Day!* ensures the program is free.
- Each child will register to receive a backpack filled with all the tools for them to plan and set-up their lemonade stand.
- In July, 2015, we project 1000 youth entrepreneurs across Central Ohio will register for the *2<sup>nd</sup> Annual Youth Lemonade Day!*
- Presenting sponsor will help the *2<sup>nd</sup> Annual Youth Lemonade Day!* entrepreneurs learn financial management.
- All Presenting sponsor locations will serve as registration and backpack pickup locations.
- **Business owners** can assist by registering children to participate, assisting them in the learning process, promoting the program, making a donation or offering to be a business mentor to a child or group of children.
- **Community organizations** can become Strategic Partners, by becoming a resource for Lemonade Day participants, becoming a distribution point for Lemonade Day materials and assisting with behind the scenes as a volunteer.
- **Sponsors** can ensure the *2<sup>nd</sup> Annual Youth Lemonade Day!* is available to all children by funding backpacks and materials or supplying in-kind services.
- **Volunteers** can assist by helping at our backpack stuffing, staffing events or being a business mentor for young entrepreneurs.

### Contact

- For more information about sponsorships, partnerships or donations, please contact Curt Caffey at [youthlemonadeday@gmail.com](mailto:youthlemonadeday@gmail.com) or 614-806-5683.

