



**OPERATION
HOPE**



HOPE Business In A Box





HOPE Business In A Box through our national America 2020 initiative, is Operation HOPE's flagship intervention program to crush the high school drop-out rate and unlock the entrepreneurial energy residing dormant among the 30 million middle and high school students across America.

As reported by the 2011 Gallup-HOPE Index results, 91% of all American youth said they were not afraid to take risks. Moreover, 45% of all youth want to own their own businesses; yet only 5% of all youth said they had a business role model to show them the way!

"The big failure of our leadership in America is that only 5% of the 30 million middle school and high school students are in internships in companies or organizations. What these future leaders need are positive business role models. If city leaders were to change that to 20%, it would transform the United States of America more than anything else ever done in our country," said Gallup CEO, Jim Clifton in a recent interview.

The goal of America 2020 is to engineer and measure intervention strategies that connect education to opportunity and to aspire and empower youth who will be our nation's next generation of job creators and business builders so communities can ignite and sustain long-term economic energy. In the release of the 2012 Gallup-HOPE Index results, the percentage of youth who said they had a business role model moved from 5% to 7%, but we have a long way to go. HOPE Business In A Box will lead the way!



What Is HOPE Business In A Box?

HOPE Business In A Box (HBIAB) is a national initiative developed by Operation HOPE (HOPE) to harness the economic energy of youth.

This initiative will empower young people to gain insight into how they envision their economic future and to understand their level of participation in our nation's economy.

How Does It Work?

In October 2011, Gallup and HOPE launched the Gallup-HOPE Index (GHI) to measure the level of *hope, well-being, engagement, financial literacy, and economic energy* of youth ages 10 – 18 throughout America.

Gallup has made a historic 100-year commitment to implement the GHI as a gift to America's schools. In addition, Gallup has developed a best in class digital Gallup HOPE Youth Economic Energy survey that enables individual schools and school districts across the country to participate each year, and Gallup and HOPE will report back to each district partner annually on the level of hope, well-being, engagement, financial literacy and economic energy in respect to their individual school.

HOPE is positioned to then work with each school district to implement the HOPE Business In A Box program to empower their students.



What Does the Program Include?

The HOPE Business In A Box youth entrepreneurship-training program is delivered in elementary, middle and high school classrooms by volunteers from the local business community, colleges and universities.

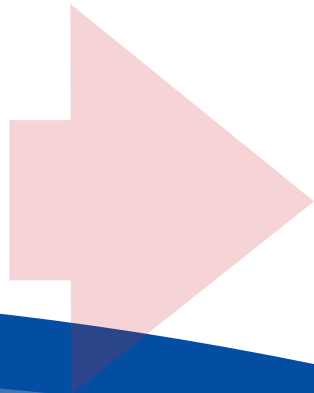
The initiative is implemented by introducing three key interventions to students, ages 10 to 18, attending schools in low-to-moderate income communities:

- I. Banking on Our Future (BOOF) Financial Dignity and Empowerment Program, which includes a course in dignity - or another partner financial literacy program
- II. HBIAB Youth Entrepreneurship Training Program
- III. Business Role Model Empowerment Program

The HBIAB curriculum which consists of ten hours of instruction that focuses on:

- HOPE Banking on Our Future Financial Dignity & Empowerment Program
- The Basics of Business and Entrepreneurship
- Developing Your Business Idea
- Researching Your Business Expenses
- Effective Communication and Public Speaking Skills

Throughout the HBIAB program, students are empowered to develop a business idea that they can start for \$500 or less.





How Does HOPE Business In A Box Change Lives?

The significant differences that separate this program from other existing entrepreneurial programs is that once complete, the students are offered the opportunity to enter the HBIAB Pitch Competition at their school to win a business start-up grant of up to \$500, and winners are assigned a **Business Role Model** who will work with them for ten weeks to help them write their business plan and transform their idea into reality.

"The HOPE Business In A Box Program takes a student's interest and helps them develop it in to a business reality. In education we often find ourselves trying to make what we teach our students relevant to them so that they will be motivated to engage. The Program ENGAGES students at many levels by helping them determine which of THEIR interests they want to build into a business idea; walks them through the business development process step by step, and connects them with business professionals with a desire to MENTOR students by SHARING their knowledge and experience."

— Hap Legg, Parent and Student Liaison at Montbello HS, Denver, CO

HOPE Business In A Box Pilot (Oct 2012)

HOPE implemented the first successful intervention pilots of HOPE Business In A Box in Atlanta, Denver, and Oakland.

Across the three markets, a combined total of 50 youth groups competed in pitch competitions for the opportunity to receive a business start-up grant of up to \$500 and participate in the six-week Business Role Model Empowerment Program.



Results – Twenty-two winning business ideas were selected during the pitch competitions: 12 in Atlanta, 7 in Oakland and 3 in Denver. The proud owners of the winning business ideas along with their assigned business role models completed the Business Role Model Empowerment Program in April 2013.

Pilot winners presented completed business plans and funding requests to Operation HOPE staff members and are expected to launch their new business within 30 days of receiving the grant.

The Business Case with Global Implications

In an environment where \$140 trillion in untapped global GDP will be up for grabs in the next 28 years (by 2040), these kids – 30 million youth 10-18 years old – represent the single best chance America has to come out on top.

In 2040, who leads the free world? Who has the biggest military budget to secure both protection and global democratic stability? Who can afford international aid or charitable efforts for other nations and people in need? Which nation gets to determine global priorities?

If we don't bridge the gap between the 45% of all kids who want to own their own businesses with the 5% of all kids who have a business internship or business role model, it is doubtful that it will be the United States of America.

Where America lands at the end of this all-out fight rests with today's youth. They are the farm club and bench strength for the playoff game of the rest of our lives; and according to this recent Gallup-HOPE Index poll, they are up for the challenge.

How Do I Get Involved?

A Partnership for HOPE Business In A Box includes:

Operation HOPE - Leadership, school coordination, volunteer and business role model training and coordination, partnership oversight, and assessment.

Gallup - Gallup-HOPE Index measurement **& YOU!**

Corporations, Foundations, Philanthropists, and Individual Partners

Crowdfunding Partners

Contributions of \$50 to \$500 for youth start-up grants

HOPE School Funding Partners

Contribution of \$10,000 per year per school for a current Operation HOPE market and \$25,000 per school per year for a new market

National Signature Partners

Contribution of \$100,000 per year for national roll out of the Gallup-HOPE Index and the HBIAB intervention

Custom Signature Partners

Custom partnership designed by Operation HOPE and Partner

Volunteer Partners

Provision of volunteers to deliver the HBIAB classroom program or serve as business role models

Take action to secure America's future today!

For more information about how to support the HOPE Business In A Box Initiative, please contact Mary Hagerty Ehram, President Global Youth Empowerment Group at 212-612-4168 or mary.hagerty@operationhope.org

