

4. **Why is the program/project needed by our target community?** *[Your proposal must demonstrate that the program/project is addressing a high priority need in the target community and does not duplicate existing programs]*

The Teen Central Café will be a program that enhances our recreational offerings, provides an introduction to financial literacy for our members, creates and develops an entrepreneurial spirit among our members, generates funds to support our athletic teams and Leadership Clubs and creates additional and healthier food options to all using the facility. This is the only program of its kind in our area.

5. **What is the purpose of the program/project and what results do you expect to achieve?** *[Please give a brief description of the project. Keep in mind the Initiative's focus and priorities.]*

The Teen Central Café will provide an avenue for our members to raise money for the teams and leadership Club to which they belong. Several teams were unable to attend their events because they could not raise the money. We estimate that all of our current teams and leadership clubs could raise ALL necessary funds by using profits they make from the Café. This estimate is based on an evaluation by WAWA, one of our partners in this program. Financial literacy will be developed through the Money Matters program which promotes financial responsibility and independence. The class will be taught by Business School students from the University who will get college credits for their involvement. In addition to the Money Matters training, WAWA store managers will provide orientation and advice in regards to running the store. We have developed an Advisory Board for the store which will include representatives from WAWA, the University, WalMart and Longhorn Steakhouse. All volunteers have pledged their support as shown in the attached letters of endorsement.

6. **How will the program/project be implemented?** *[Please describe the steps/strategies required to launch the program and how it will operate once it is up and running. Include dates for each step and the number of hours per day/week/month that youth will participate in the program.]*

The Café will be open 7 days a week year-round from 3 p.m.-9 p.m. and later for special League events. The program will be launched and implemented as follows:

- November, 2009: Begin construction of the Teen Central Café
- Early December 2009: Work with the University in recruiting students to teach Money Matters for college credit
- January 2009: Begin Money Matters with all participants of the athletic teams and leadership clubs.
- Mid March 2009: Money Matters graduation
- Late March, 2009: Money Matters graduates begin working in the Café. University students are mentoring Café workers. Advisory Board is working with League staff on Café business matters.
- April, 2009: Café is in full operation. League members are working in the Café. Teams and Clubs in need of fundraising are raising all the money they need through this venture.
- Spring 2009: Using Café profits, the basketball teams are attending their regional and national tournaments, the cheerleading squad is attending the Jr. Olympics, the Swim Team is attending the National Swim Meet and the Teen Leadership group is attending the National Conference in Washington D.C.

7. How many youth in our target community will be served through the proposed program and how will you recruit them? 300 youth will participate. All athletic teams and leadership club members will be required to take the Money Matters course and commit at least 8 hours/ month to staffing the Café.

8. What is your plan for promoting this program to participants and other necessary audiences?

Flyers and sign up sheets will be created. We will meet with the coaches and staff to outline the program and requirements so that they can sign-up members for participation in Money Matters. A weekly schedule will be created to staff the Café

9. If transportation is required, how will participants get to and from the program?

No transportation is required.

10. What insurance coverage do you have for this program?

The League's insurance policy will be amended to include the Café.

11. How will you sustain the program/project after the conclusion of the Initiative's grant?

The majority of the expenses are for equipment to start the Café. Once equipment is purchased, all remaining expenses are minimal. The Café will be self-sustaining.

12. If involvement of one or more organizations is required to implement your project, what interest have the organizations expressed? [Please attach letters of endorsement, if available]

The University, WAWA, WalMart and Longhorn Steakhouse are committed to supporting the Café as shown in the attached endorsement letters.

13. Budget Allocations

Type	Amount	Purpose
Administration/General	N/A	
Program/project Costs		
Staff		
Equipment/Supplies/Facilities	\$28,000	Equipment, construction and food purchases
Fund raising		
Other	\$ 2,000	Café Coupons used as an incentive
Total	\$30,000	

14. What other sources of funds are supporting the program/project or are being solicited? Please include the type of support and the amount.

Source of Funds	Type of Support	Committed or Solicited Support?	Amount
No additional funding is required			

15. How will you measure results and what is the timetable for measurement?

- Pre and post tests is included in the Money Matters class. We will be able to calculate knowledge gained by all participants upon completion of the class. The

University will construct an instrument to measure the interest of each participant before and after this program.

- Financial success of the store by meeting current projections and eliminating the need for additional fundraising projects.
- Number of University students earning college credit by teaching Money Matters and mentoring.

16. May we use your proposal as a reference to assist future applicants? Yes