

A Training Program to Engage Camden Youth in
Entrepreneurial Ventures by Establishing a Small Business Project.

By

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Abstract

This document presents the development of a creative entrepreneurship program for three youth, ages 14-24, residents of Camden New Jersey's disinvested neighborhoods. This program is designed to curve recidivism among youth in the city of Camden as part of a three-pronged approach: (1) training and motivation, (2) entrepreneurial opportunity and incentive, and (3) career job placement. Youth went through training at the Genesis Youth Employment Training and Entrepreneurship Program and the ED-Tech Program to gain entrepreneurial skills, business skills, and technical knowledge. Upon completion, Project TRUTH will help participants in the implementation of new entrepreneur ventures, joint ventures, sole proprietorships, marketing, advertisement, sales, operations, strategy, and financing.

The proposed initial project launch will be the Camden County Cleaning Service, a for-profit, C- Corporation. Working with a business in the community, the project will engage the youth in all aspects of developing the business – from creating a business plan, incorporation, marketing, purchasing, packaging and distribution. They will be taught the basic principles of generating more income than expenses to create a profit, and the importance of reinvesting monies back into the business and community for sustainability. Additional funding will be sought for the Cleaning Company start-up capital and 3-months salaries for those participants who complete the program. This business venture will be the flagship project which will launch other future entrepreneurial ventures.

Executive Summary

Project T.R.U.T.H. Director Cornell Garnett, The Genesis School of Business, Camden Center for Youth Development, and Community Planning and Advocacy Council, developed a creative entrepreneurship program for 3 youth, ages 14-24 of Camden New Jersey's disinvested neighborhoods. This program was designed to curve recidivism amongst youth in the city of Camden. As part of a three-pronged approach, Training and motivation, entrepreneurial opportunity and incentive, and career job placement. Youth participated in training at the Genesis Youth Employment Training and Entrepreneurship Program and the ED-Tech Program to gain entrepreneurial skills, business skills, and technical knowledge. Upon completion, Project T.R.U.T.H. will help them in the implementation of new entrepreneur ventures, joint ventures, sole proprietorships, marketing, advertisement, sales, operations, strategy, and financing.

The initial project launch was the Camden County Cleaning Service, a for-profit, C-Corporation. Working with a business in the community, the project will engage the youth in all aspects of developing the business – from creating a business plan, incorporation, marketing, purchasing, packaging and distribution. They will be taught the basic principles of generating more income than expenses to create a profit, and the importance of reinvesting monies back into the business and community for sustainability. Additional funding will be sought for the Cleaning Company start-up capital and 3-months salaries for those participants who complete the program. This business venture will be the flagship project which will launch other future entrepreneurial ventures.

Project T.R.U.T.H.'s target community consist of Camden City youth ages 14-25 who are at risk of recidivism. The Juvenile Justice Commission did a survey of inmates who have returned to jail on at least two occasions. "The survey was designed to understand why they continued to commit crimes. Fifty-eight percent (58%) of the students who participated in the survey stated lack of income. Over 71% of youth incarcerated in New Jersey State juvenile detention centers have committed non-violent offences. Over 87% of the crimes committed in the State of New Jersey where income related, i.e., robbery, drug distribution, automobile theft, larceny theft and shoplifting"(JJC). Of this population 31,961 are youth under the age of 18 years old. 11,372 of Camden City youth are incarcerated in youth detention centers and more than half of those incarcerated are returning residents of those correctional facilities. Our focus is endangered youth but not limited too. At the present time Camden City has one program that works with adjudicated youth and offer entrepreneurship training. New Jersey's prison population will continue to rise if this problem is not addressed.

Problem of recidivism in Camden has a clear connection to the drug epidemic that plays a large role in the increase of recidivism amongst young adults in the city of Camden NJ. Drugs and violence top the charts for crimes. Camden has

suffered seriously from this problem. The problem had gotten so serious we are now administered by the state of New Jersey. By doing personal research I have come to realize that most programs for youth development in Camden fail to have a major impact in the lives of the youth and the community surrounding them. Reintegrating into the community from institutions or programs is a process that most youth of Camden fail to do, because of pressures from parole, probation, peers, family, children, etc.

Some of the causes of the inability of youth ex-offenders to own and operate their own legitimate businesses in Camden, NJ are lack of personal skills, technical knowledge, resources, business opportunities and net works including finding jobs, housing, and substance abuse treatment. One of the effects of this problem is recidivism which affects the whole community. Camden is located in Central New Jersey with a population of 79,904. The recidivism rate has been rising steadily. Due to this problem the community has been affected largely, young fathers and mothers are leaving their neighborhood and communities to leave their children and peers with the responsibility to raise a family.

The purpose of Project T.R.U.T.H. is to offer an option of using the same street skills to sell and market a legitimate product or service. Project T.R.U.T.H. plans to provide employment training, work opportunities, and business training to the young people in Camden while giving them a realistic view of being an entrepreneur. The approach will be training,

motivation, and actual hands-on experience in an entrepreneurial venture that the participants helped plan and develop.

From September 2004 Project T.R.U.T.H. accomplished to negotiate program space, raise funding to hire experienced trainers, start program and have youth successfully save and raise money with the program. Project T.R.U.T.H. gathered youth's visions and ideas for business ventures. Ideas were gathered from Ed Tech Entrepreneur classes and G.Y.E.T.E.P. life skills and comprehensive self sufficiency classes. Staff and youth voted for which entity would be implemented first and the rank and roles of youth Entrepreneurs. We also were able to make community businesses aware about project T.R.U.T.H. and create existing partnerships. Through support from host organizations Project T.R.U.T.H. supported three youth in the efforts of raising funds for a micro-business named Seasonal Sales. Youth brought Christmas Trees and T-shirts for whole-sale prices and in return sold them to the community. A partnership was created with a Corporation named Jani-King who will assist the Camden County Cleaning Service with finding contract. First contract is to go into the final stages on February 15th with Virtual Health for general maintenance. There are still tasks remaining such as the increase of funds, getting the logic model approved, increase the number of youth served and hire more employees.

I. Community Needs Assessment

Community Profile

Surging prison populations and decreasing reintegration success are continuing problems in the United States. According to the US Department of Justice, the total number of prisoners under the jurisdiction of Federal or State correctional facilities has been rising approximately 3% per year, having reached over 2 million individuals in June 2003.[1] Given recent incarceration statistics, an estimated 1 of every 15 individuals will serve time in a prison during his/her lifetime. Not surprisingly, only 57% of inmates have a high school diploma or equivalent. (Legacy Planning Institute 2004)

The Community Needs Assessment (CNA) has identified that New Jersey's incarceration and reentry trends are similar to those observed at the national level. Between 1977 and 2002, the New Jersey prison population more than quadrupled, increasing from 6,017 to 27,891 people. (Travis, Keegan 2003) Prison admissions increased because of the rise in arrests for drug offenses, the increased use of mandatory minimum sentences in New Jersey, and a rising number of individuals returned to prison as a result of parole revocations. Almost one-third of prisoners released in 2002 came from two counties—Essex and Camden—that already face great economic and social disadvantage. (IDEM)

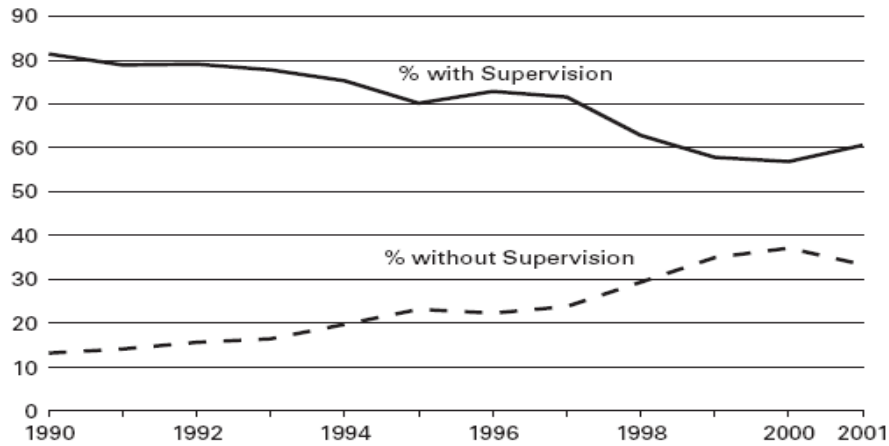
Community Needs Assessment

As the size of the New Jersey prison population has increased over the past two decades, so too has the number of inmates being released from prison. Thus, more and more returning prisoners are faced with the many challenges of reentry, such as lack of personal skills, technical knowledge, resources, business opportunities and net works including finding jobs, housing, and substance abuse treatment; reuniting with family; and reintegrating into the community. Given the increasing numbers of returning prisoners and the fact that they are returning to a small number of communities in the state, the impact of reentry on communities is a particularly pressing problem. Clearly, prisoner reentry is an important policy issue and one that has significant implications for public safety and quality of life across the state.

Project T.R.U.T.H. came about from these growing concerns of recidivism in the City of Camden NJ, and the need to create viable outlets and income streams. Without viable skills and income, there is a sense of hopelessness and lack of pride. Many times, the only way to gain ‘respect’ in the neighborhood (among your peers) is to commit a crime. “If you are a resident of Camden City, you are more likely to become a victim of crime than residents of 15 other urban areas in the state (Nark 2004),” a New Jersey State Police concluded. Project T.R.U.T.H. is designed to address these needs and conditions.

Appendix A includes CNA documentation of the ratio of New Jersey’s prison population, the need for entrepreneurial training and business opportunities which, in turn, would affect employment, education, personal skills development, and the entire Camden community. These are statistics that neither the community nor the stakeholder can deny.

Figure 20. Percent of Prison Releases, by Supervision, 1977–1998

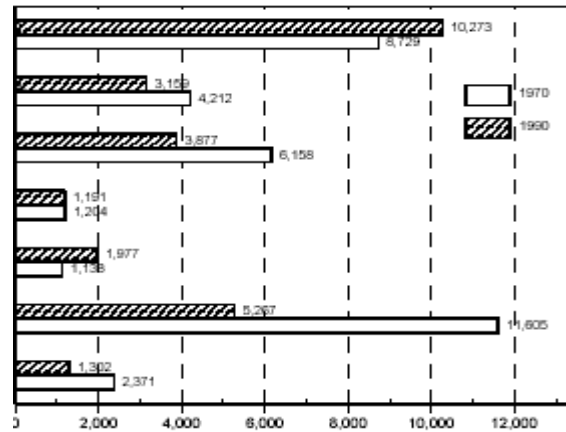


Source: Bureau of Justice Statistics, National Prisoner Statistics Data Series (NPS-1).

Service (Business, Personnel,
Health, Education) Finance,
Insurance, Real Estate, Public
Administration

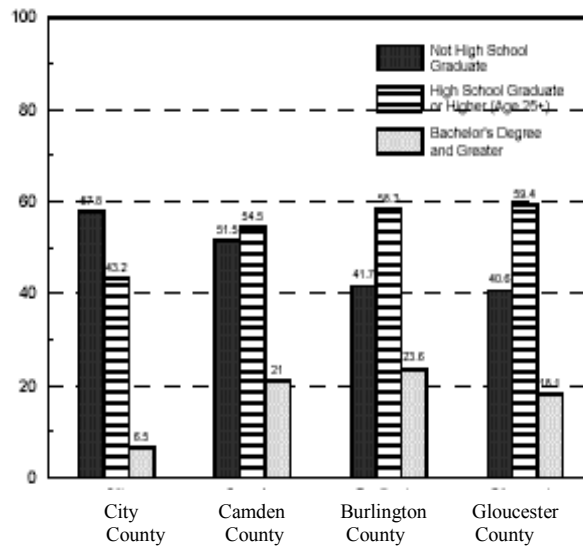
Retail Trade
Wholesale Trade
Transportation and Utilities
Manufacturing
Construction

Jobs by Sector in Camden



Source: U.S. Census

Educational Levels, City and Region



II. Problem Identification

Media images often equate the ability to make money with status. In neighborhoods with the alarming statistics cited in the previous section, drugs have become a way of life – for both the dealer and the user. The dealer will stake his/her claim to a territory, and proceed to establish him/herself as ‘boss’, with a strategic plan to maintain that status. The user, many times, will steal for the next ‘hit.’ Drug dealing involves many of the same principles of other enterprises: marketing, distribution, law of supply and demand, and is an arena in which only the strong survive on a short-term basis. The long-term reward is usually addiction, a jail sentence – or even death. This problem affects young men and women. The dealer issue is a men domain but does not mean women aren’t also victims of this environment.

Problem Statement

The drug epidemic plays a large role in the incarceration rate increase of young adults in the city of Camden NJ. Drugs and violence top the charts for crimes. Camden has suffered seriously from this problem. The problem had gotten so serious we are now administered by the state of New Jersey.

Some of the causes of the inability of youth ex-offenders to own and operate their own legitimate businesses in Camden, NJ are lack of personal skills, technical knowledge, resources, business opportunities and net works including finding jobs, housing, and substance abuse treatment. One of the effects of this problem is recidivism which affects the whole community. Camden is located in Central New Jersey with a population of

79,904. The recidivism rate has been rising steadily. Due to this problem the community has been affected largely, young fathers are leaving their neighborhood and communities to leave their children and peers with the responsibility to raise a family.

Project Target Community

Camden City Youth ages 14-25 who are at risk of recidivism.

In 2002 the Juvenile Justice Commission did a survey of inmates who have returned to jail on at least two occasions. “The survey was designed to understand why they continued to commit crimes. Fifty-eight percent (58%) of the students who participated in the survey stated lack of income. Over 71% of youth incarcerated in New Jersey State juvenile detention centers have committed non-violent offences. Over 87% of the crimes committed in the State of New Jersey were income related, i.e., robbery, drug distribution, automobile theft, larceny theft and shoplifting”(JJC). Of this population 31,961 are youth under the age of 18 years old. 11,372 of Camden City youth are incarcerated in youth detention centers and more than half of those incarcerated are returning residents of those correctional facilities. Our focus is endangered youth but not limited too.

At the present time Camden City one programs that work with adjudicated youth and offer entrepreneurship training. New Jersey’s prison population will continue to rise if this problem is not addressed.

Project Goal in CED Terms

The purpose of Project T.R.U.T.H. is to offer an option of using the same ‘street skills’ to sell and market a legitimate product or service.

Project T.R.U.T.H. plans to provide employment training, work opportunities, and business training to the young people in Camden while giving them a realistic view of being an entrepreneur. (US Juvenile Justice census)

This will be done through a two-pronged approach: 1) training and motivation, and 2) actual hands-on experience in an entrepreneurial venture that the participants helped plan and develop.

Project Objectives

The objective of Project T.R.U.T.H. is to provide opportunities for youth ex-offenders in the city of Camden NJ, to gain economic independence, the ability to own and operate their own businesses or acquire employment in field of choose.

In turn, the youth will become productive citizens of their community, contributing economically to its stability. The method for achieving this is incorporated in the following objectives.

Objectives

- ***Develop personal skills in saving, business development, and financial planning.***
- ***Help target group develop business accounts to save financial resources that they will invest in new businesses.***
- ***Develop collaborations with related and local small businesses and leaders in the community to get funding for program, businesses and for other purposes.***
- ***Implement at least one business from target group in first year of operation.***

The initial business implemented is the Camden County Cleaning Service.

Project Activities

1. In order for project T.R.U.T.H.'s youth to develop personal skills in saving, business development, and financial planning. Must negotiate for space and time for youth to be trained in all three areas
2. Look to find funds to hire experienced trainer to teach youth the business account process and help develop accounts.
3. To help target group develop accounts to save financial resources that they will invest in new businesses we must search for potential funders. While doing research on entrepreneurship programs in the City of Camden there are not many.
4. Inform existing community businesses about my project and set up meetings to discuss whether they can support the program or not.
5. Make sure program progress is moving forward smoothly. Proper support must be in place upon completion of youth program to support business implementation.
6. Write Letter of Inquiry to funding foundations such the United Way and the William Penn Foundation for planning and technical assistance.
7. Schedule appointments in timely fashion to meet dead line of implementation.
8. Develop contract letters of support.
9. Create a fund raising strategy to obtain more resources for operations.
10. Develop monitor and evaluation forms.
11. Consistently monitor and update the plan and the other control documents.
12. Develop project status report to inform program participants of progress.
13. Hold Project review meeting to do follow-up and review course and progress of the meeting.
14. Easter Basket Business will raise funds for the next youth entrepreneurial venture.
15. T-shirt Business will raise funds for the next youth entrepreneurial venture.
16. Youth Christmas tree business

III. The Project Design

Review of the Literature

Project T.R.U.T.H.'s goal is to direct the energy and access opportunities for youth ex-offenders in the city of Camden NJ, to become self-employed or gain economic independence, to gain the ability to own and operate their own businesses. Some of the causes of not being able to operate their own business are the lack of personal skills, technical knowledge, resources, and lack of business opportunities and networks. Recidivism, and all of its related issues, is a major consequence.

New Jersey's incarceration and reentry trends are similar to those observed at the national level. Between 1977 and 2002, the New Jersey prison population more than quadrupled, increasing from 6,017 to 27,891 people. (Travis, Keegan 2003) Prison admissions increased because of the rise in arrests for drug offenses, the increased use of mandatory minimum sentences in New Jersey, and a rising number of individuals returned to prison as a result of parole revocations. Almost one-third of prisoners released in 2002 came from two counties—Essex and Camden—that already face great economic and social disadvantage. (IDEM) As the size of the New Jersey prison population has increased over the past two decades, so too has the number of inmates being released from prison. Thus, more and more returning prisoners are faced with the many challenges of reentry, such as lack of personal skills, technical knowledge, resources, business opportunities and net works including finding jobs, housing, and substance abuse treatment; reuniting with family; and reintegrating into the community. Given the increasing numbers of returning prisoners and the fact that they are returning to a small number of communities in the state, the impact of reentry on communities is a particularly pressing problem.

Clearly, prisoner reentry is an important policy issue and one that has significant implications for public safety and quality of life across the state. Project T.R.U.T.H. came about to address the growing concerns of recidivism in the City of Camden NJ. “If you are a resident of Camden City, you are more likely to become a victim of crime than residents of 15 other urban areas in the state (Nark 2004),” a New Jersey State Police concluded. One out of five violent crimes committed by Juveniles occurs in the four hours following the end of the school day.

Project T.R.U.T.H. is designed to address the aforementioned needs and conditions by answering these questions:

- **Why does recidivism occur in Camden NJ?**

A Justice Department report predicted that an expected surge in the teenage population, together with increased use of handguns, will double the number of arrests for violent juvenile crime over the next decade. JJC (2001)

The comprehensive Juvenile Justice Code that New Jersey adopted in 1983 stiffened penalties for juveniles committing serious acts or repeats offenses and broadened the alternatives available to deal with less serious offenses. JJC (2001) The re-arrest rates in New Jersey are high, exceeding eighty percent with no significant investment in prevention, high recidivism rates of released inmates, and an overburdened system. Sims Jones, Courier Post (2004)

A U.S. Justice Department study released in June showed that a likely reason for the increase in recidivism is that “state governments, to save money and to be seen as tough on crime, cut back on rehabilitation programs, like drug treatment, vocational education and classes to prepare prisoners for life at home (Trenton Downtowner, 2004).

- **What are other programs goals and missions on curving recidivism?**

The Juvenile Justice Commission remains committed to effecting positive change in the lives of repeat and serious offenders, while also striving to lower crime rates through prevention and early intervention. Over the past five years, juvenile arrest rates for major violent and nonviolent offenses - adjusted for population - are down almost 40 percent. In fact, juvenile arrests have reached the lowest point since the Uniform Crime Report began publication in 1967. As a result of the Commission’s focus on preventive and early intervention services, the juvenile justice system has been able to intercede with juveniles at the earliest stages when change is most likely to occur in their behavior. (JJC)

The Reentry Policy Academy of the National Governors Association (NGA) **2004**. The goal of this academy is for state teams to craft reentry strategies for their respective states. The aim is to reduce recidivism rates by improving services provided to inmates and ex-offenders.

▪ **What are the outcomes of other programs?**

The state's juvenile Stabilization and Reintegration Program (SRP), commonly known as the 'boot camp,' has an initial positive impact on recidivism that, unfortunately, diminishes over time. The evaluation also indicates that at two years following release, re-arrest, re-conviction and re-commitment rates for both the SRP and control group (a sample of juveniles from other Commission facilities) are 80 v. 86 percent, 68 v. 76 percent and 39 v. 50 percent respectively. These differences were not statistically significant. Other states have similarly high juvenile recidivism rates (JJC).

The results have been mixed. Supporters of state programs say not enough emphasis was placed on evaluating outcomes. Some officials still search for "silver bullet" solutions instead of trying to discover what works best for whom. Funding started out strong, but as budget increases failed to keep up with what the Commission felt was needed, internal decisions have been made that some feel could compromise the mission. Adding trained social workers as supervisors, for example, could be accomplished only by cutting staff elsewhere. And recidivism rates are high. Criminal Justice and Corrections (2003)

▪ **Other Programs Opinions, thoughts and ideas**

"The greatest challenge appears to be maintaining the positive changes that are achieved by youth when they return to the same environment that influenced their negative behavior in the first place," said Bruce D. Stout, Executive Director of the Juvenile Justice Commission.

The theory behind creation of the Commission was that youths involved with the courts would get more-and more focused-attention if a single agency dealt with all their needs. Many believed that if kids are forced to vie with other population groups for services, they inevitably get pushed to the bottom of the priority list (Criminal Justice and Corrections).

Revision of how prosecutors are trained is needed. Marcus Green, Trenton Downtowner (2004)

"Prison does not solve addiction" and many of the panelists cited the fact that there is a need for a cogent policy that allows addicts to receive treatment. Ms. Morris, Trenton Downtowner (2004)

Drug courts and school-zone law need to be readdressed. Mr. Golden and Stout, Trenton Downtowner (2004)

Building more prisons is not a panacea, but rehabilitative, humane, and common-sense reforms within the criminal justice and corrections' systems are steps in the right direction. Trenton Downtowner (2004)

“In order for any change to move forward there must be sufficient political will, which depends in part on greater public awareness and understanding of the issues involved.” (NJRR Report p. 8)

Information is gathered and correlated from various agencies, Juvenile Justice Commission, Office of Courts, and Police reports. We utilize local, state, and other news media such as T.V., radio and print media. The World Wide Web and libraries are other research resources. Research has been crucial in developing my proposal. Many of the web-sites, news papers, brochures, and marketing packages has been very informative in areas like statistics, demographics and in seeing how others approached issues such as recidivism and business ownership for youth. I have applied bits and pieces from all observation to complete Project T.R.U.T.H.

Websites

Sources:

- 1)U.S. Census,
- 2)Camden Resources Guide
- 3) Camden City Master Plan
- 4) A Portrait of Prisoner Reentry in New Jersey
- 5) Legacy Planning Institute.

Newspapers

Sources:

- 1) Nark, Jason (2004) Camden Crime Rate up 17.5% Courier Post
- 2) Sneed L. Sheldon (2004) Camden Kids Face violence and Poverty

Interviews

Sources:

- 1) Lt. Michael Lynch. Camden Police Department

Brochures and Marketing Packages

Sources:

- 1) The Milton S. Eisenhower Foundation
- 2) The New Community Corporation

Other projects that are working on similar issues in Camden New Jersey.

Project Name	Population	Similarities	Differences
EDTECH	Youth	Youth Entrepreneur Training	Does not deal with adjudicated or at-risk adults
Hope	Adjudicated Youth	Entrepreneurship training	Does not deal with adjudicated or at-risk adults
Camden Community Connections	Youth Adjudicated Youth	Youth Empowerment	Entrepreneurship training
Youth Advocacy Program	Youth Adjudicated Youth	Youth Empowerment	Entrepreneurship training

Other projects that are working on similar issues outside of Camden New Jersey.

Project Name	Population	Similarities	Differences
The Stabilization and Reintegration Program	Youth	Deal with adjudicated or at-risk adults	Does not have Youth Entrepreneur Training
Youth Consultation Service Center	Youth Adjudicated Youth	Targets female adolescents, Latinos, and Africa American youth for whom there are few effective services available	Improving the ability of parents/guardians to discipline and nurture youth.
<i>Project OASIS</i> (Offenders About to Step Into Society)	<i>Youth</i> Adjudicated Youth	Address the causes of recidivism	Designed to address the causes of recidivism through transitional programming, or halfway houses.

Project T.R.U.T.H. is unique because we have a strict focus on curbing recidivism through entrepreneurial incentives and opportunities, training and motivation, and career job placement in the city of Camden NJ. We are a program that will stick with our target population from start to finish.

Program

Project T.R.U.T.H.'s goal is to improve the ability of youth ex-offenders to own and operate their own business among the youth in Camden, NJ through business ownership and holistic health. Specifically, we will assist students with opening business accounts for 10-15 youth who will participate in entrepreneurship training programs. Participants will also meet regularly with Project T.R.U.T.H. managers to identify potential business ventures or strategies and plan their implementation.

Participants

Youth between the ages of 14-25 of Camden NJ, with special focus on youth ex-offenders.

Community Role

The target community will be involved by way of their participation in the training programs and in the entrepreneurship program, saving money to invest in new business ventures. Business owners in the community will participate by mentoring the youth and donating resources for training, funds and start up businesses.

Host Organization

The Genesis School of Business, Camden Center for Youth Development, and Community Planning and Advocacy Council (Cpac) will be Project T.R.U.T.H. host organizations.

Genesis School of Business

- *Will provide office and class room space, advertising, equipment, supplies, postage and shipping, printing and reproduction, staff training, and telephone*

Camden Center for Youth Development

- *Will provide a trained fundraising staff member.*
- *Will assist youth in implementation of business*

Community Planning and Advocacy Council (CPAC)

- *Technical Assistance*
- *Planning*
- *Board Development*

Method

Youth will go through training at the Genesis Youth Employment Training and Entrepreneurship Program (G.Y.E.T.E.P.) and ED-Tech. Upon completion, Project T.R.U.T.H. will help them in the implementation of developing business accounts to support new entrepreneur ventures, joint ventures, sole proprietorships, marketing, advertisement, sales, operations, strategy, and financing.

Products & Outputs

Product such as job description, interim report, and by laws will be developed by host organizations and Project T.R.U.T.H. The products produced will be generated by the project staff and volunteers who will identify specific product and services for distribution and sales. This will be preceded by market analysis and surveys. The outputs of the project will be that people learn, acquire the skills they lack, and successfully save and raise money with the program. The outcomes that we will look for are: money invested and raised in accounts, new businesses implemented in the city of Camden by youth ex-offenders, the number of students starting a business from the target group, and sustainability in 12 months of program and new businesses.

Outcomes will be measured by existing markets already identified as well as expanding market and venues generated by value added services as well the expansion of new board members, staff and volunteers. We will advertise and seek support from the following agencies and institution. In addition youth involved in the project will encourage youth in the community to develop a buy in to the project by involving parents, family members, and churches.

Products

1. Job description
2. Interim report
3. By laws
4. Business Plans / Proposal

Outputs

1. Motivation to use creativity and entrepreneurial skills to legitimate enterprise
2. Acquire the skills they lack
3. Successfully save and raise money with the program.

Outcomes

1. Money invested in business accounts
2. New businesses implemented in the city of Camden by youth ex-offenders, generating income for participants
3. The number of students starting a business from the target group
4. Sustainability in 12 months of program and new businesses
5. Finished business plan and proposal

IV. Project Implementation

Implementation Plan

Working with the Genesis School of Business, Camden Center for Youth Development, and Community Planning and Advocacy Council, we will raise money through grants and IDA accounts from foundations, state, and local governments. Project T.R.U.T.H. will recruit youth by first interviewing for personal interest and commitments. They must be willing to sign a contract committing themselves for training from the Genesis Youth Employment Training and Entrepreneurship Program (G.Y.E.T.E.P.) and Ed-Tech in the field of, job development, and entrepreneurial skills.

Task	Implementation	Resources/Responsibility
Provide personal skills in saving, business development, and financial planning.	(G.Y.E.T.E.P.) Genesis Youth Employment Training and Entrepreneurship Program and ED-Tech will provide the training of these skills. Training should start as of April, 2006	One teachers experienced in all three areas Workshops conducted by financial specialists, including bankers.
Help target group develop business accounts to save financial resources that they will invest in new businesses.	Camden Center for Youth Development will develop a training program for fund raising and developing business accounts by April, 2006	A trained fundraising staff member.
Obtaining grants and other resources for implementation of program and businesses	Letter of Inquiry was sent, waiting for response	Project manager must do marketing of program to acquire resources and funds
Develop collaborations with local businesses and leaders in the community to get funding, training and resources for implementation of program and businesses	Work on commitments with well known community organizations for funding, training and other resources.	Project manager must do marketing of program to acquire community relationships and commitments
Implement at least one business from target group in first year of operation	From support from Project T.R.U.T.H., G.Y.E.T.E.P., ED-Tech, Camden Center for Youth Development and Cpac, the start of implementation of a new business from target group should be no later than May, 2006.	Project manager must do marketing of program to acquire investments, donations, grants, other resources and develop business accounts that will assist youth in implementation of new business. Access to other resources must be available

Staffing Pattern (See Appendix B)

The staff includes:

- *A Chief Operating Officer*
- *Administrative Assistant*
- *Project Manager*
- *Business Trainer (Teacher)*

Stakeholder & community analysis

Genesis Youth Employment Training and Entrepreneurship Program

- *Will conduct life skills and a Comprehensive Self-Sufficiency class*
- *These classes will provide personal skills in saving, business development, and financial planning.*

Camden Center for Youth Development

- *Will provide a trained fundraising staff member.*
- *Will assist youth in implementation of business*

Community Planning and Advocacy Council (CPAC)

- *Technical Assistance*
- *Planning*
- *Board Development*

Budget

Administration		Salaries
Chief Operating Officer		41,000.00
Business Trainer		28,000.00
Administrative Assistant		18,000.00
subtotal		87,000.00
Administrative		
<i>Actual percentage dedicated to Project Truth</i>		
Chief Operating Officer	5%	2,050
Program Coordinator/Business Trainer	10%	2,800
Administrative Assistant	5%	900
		<hr/> <hr/> 5,750

Supplies, Marketing, and Sales

ADVERTISING	500.00
MEETINGS/WORKSHOPS	500.00
POSTAGE, SHIPPING	500.00
PRINTING AND REPRODUCTION	1,500.00
T-SHIRT BUSINESS	3,437.50
CHRISTMAS TREE BUSINESS (\$15 x 100=1500 sell\$50 =5,000)	1,500.00
LOCAL TRAVEL	1,000.00
*CLEANING BUSINESS START-UP (inventory, marketing, etc.)	20,000.00
* 3-MONTH STIPEND (3 participants X\$100.00 x 12)	3,600.00
MISCELLANEOUS	2,100.00
EASTER BUSINESS 75basket 2.00 a basket	150.00
Sub-total	34,787.50
Total expenses	44,138.00

Revenue**Donations**

Heavenly-father	1,800.00
Camden.County.Child.Welfare.Planning.Council	2,400.00
Identity,Design,Group	2,000.00
Cathy-Decheser	5,000.00

Grant

Camden City (CDBG)	5,000.00
Empowerment Zone	25,000.00
Total Revenues	41,200.00

Project Implementation Report

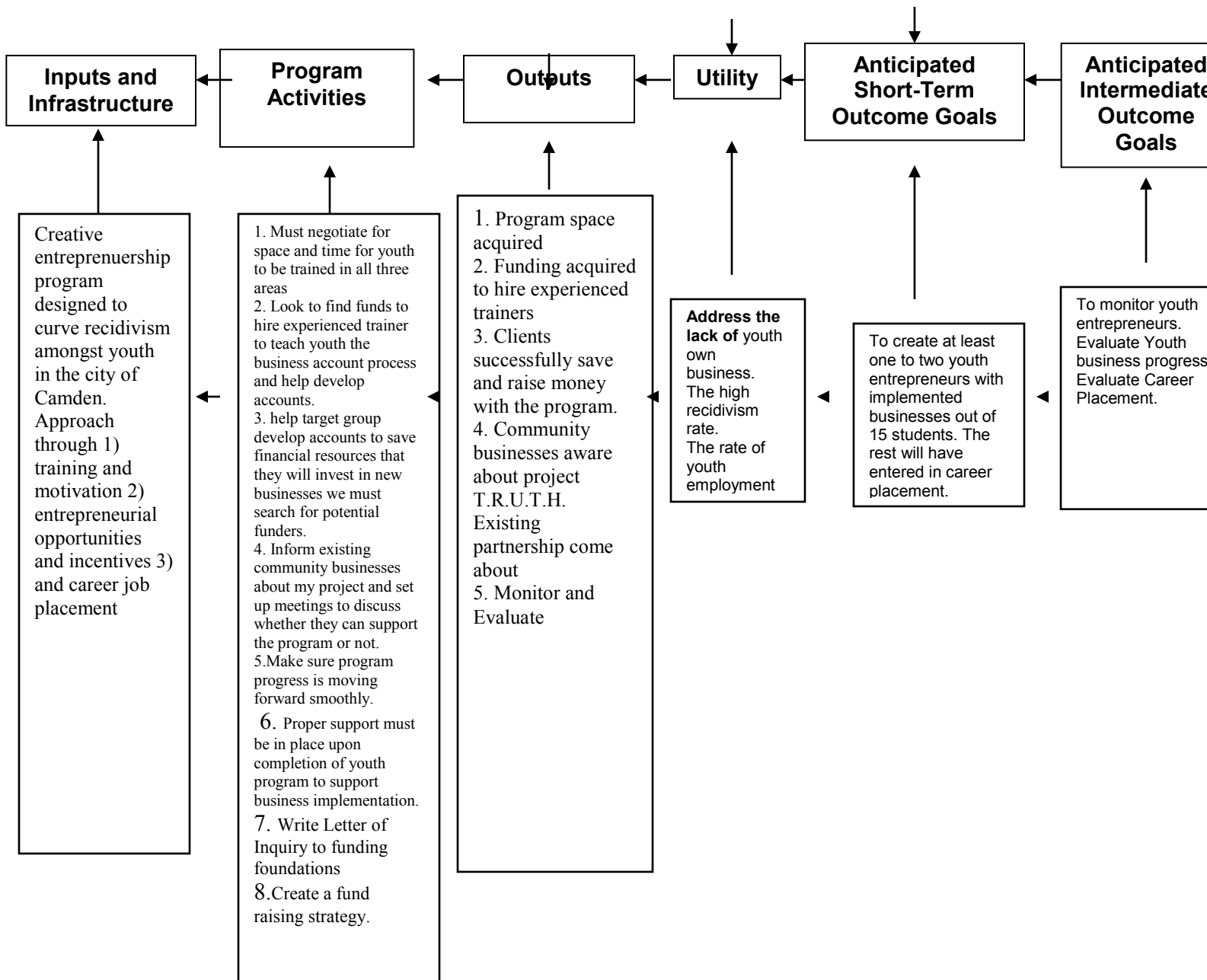
During the recruitment process of Project T.R.U.T.H. it seemed like youth related to recruiters who's image was similar to theirs. The suit and tie approach was not attracting our target community. Project T.R.U.T.H. used grass root recruiters who altered their professional language and dressed urban. Using this strategy made it easier to recruit.

Camden City is a small city that has a notorious political structure. Politicians prey and compete against each other in which has a negative impact on the community. Because certain individuals control the money stream or funding source, it makes it hard for organizations to collaborate. Organizations are afraid to collaborate because they think or

know their funder might disagree. Project T.R.U.T.H. proposed to develop a cleaning service ran by youth. Due to rehabilitation processes of the building and time deadlines of the school of C.E.D. Project T.R.U.T.H. had to find a way to keep youth engaged and show how economics was involved. So we had youth start up a micro business called Seasonal Sales. This business was to make profit to support the long-term venture. Youth sold T-shirts, Christmas Trees and Easter Baskets.

[illegible]

Project T.R.U.T.H. Logic Model



V. Monitoring & Evaluation

Management Information System

Microsoft Project will be used to monitor information to keep program on schedule.

Summary Monitoring Table

- *Develop personal skills in saving, business development, and financial planning. Method: (G.Y.E.T.E.P.) Genesis Youth Employment Training and Entrepreneurship Program and ED-Tech will provide the training of these skills. Time frame: Training should start as of April, 2005*
- *Help target group develop business accounts to save financial resources that they will invest in new businesses. Method: (G.Y.E.T.E.P.) Genesis Youth Employment Training and Entrepreneurship Program will develop a training program for local banks and financial institutions.*
- ***Obtaining funds for accounts. Method: doing fundraising of different kinds***
- *Develop collaborations with related and local small businesses and leaders in the community to get funding for program, businesses and for other purposes. Method: Work on commitments is in progress*
- *Implement at least one business from target group in first year of operation.*

The initial business we shall wish to implement is the Camden County Cleaning Service.

Method: From support from Artopia Institute, G.Y.E.T.E.P., Cpac, Ed-Tech, and Camden Center for Youth Development., implementation of a new business from target group should be no later then (negotiable)

Performance Indicators

The success of the *training component* will be determined by results of pre- and post-program test results of the 10-15 youth from (G.Y.E.T.E.P.) Genesis Youth Employment Training and Entrepreneurship Program and ED-Tech:

1. Personal skills and technical knowledge
2. Increased understanding of basic business principles
3. Application of basic business principles into a business modality
4. Strategic plan developed by participants to implement cleaning company

The success of the *entrepreneurial component* will be determined by:

- *Funds obtained for the business accounts*
- *Ten to fifteen youth recruited for program*
- *Number of participants who complete the entrepreneurship program*
- *Amount of money saved*
- *Board approved curriculum*
- *Teachers and trainers signed under contract*
- *Workshop successfully administered*
- *Skills learned by G.Y.E.T.E.P. and ED-Tech participants: saving, money management, entrepreneurship*
- *Alliances achieved with business owners in the area to mentor the youth and to fund or provide resources to the program*
- *Joint venture associations promoted for investment with savings (Camden County Cleaning Service)*
- *Resources secured by participants to implement cleaning company*

VI. Sustainability Plan

Sustainability Elements

Resources. Educational, technical, and financial resource assistance should be provided to empower new and small businesses to gain economic independence. Strengthening existing businesses also requires low interest loans and grants for store improvements and fixture upgrades. In collaboration with local merchants and the Chamber of Commerce technical assistance should be provided in planning product lines, customer services and business operations. Such actions will enable the right mix of retail stores and services to be provided in order to successfully meet resident shopping needs. (Camden Master Plan)

Institutional Plan

Project T.R.U.T.H. focus will be on the economic development stage. A dual path protocol will include: First path 80% of the trainees will go into full time employment. Second path 20% of youth will go into internship, on the job training, apprenticeships, and entrepreneurial skill development which will result in business ownership.

Camden County Cleaning Service will be a for profit organization. The organization will provide cleaning services for Camden residents which will include carpet and hard floor cleaning, upholstery cleaning, and a moving

service. The for-profit business will help us to gain financial independence so we don't have to solely depend on funding from outside sources.

Conclusions & Recommendations

Did the goals and/or objectives change over the life of the project? If so, explain how and why? The goal was to serve 10-15 youth of Camden NJ. Due to lack of resources we are only able to serve three. Our focus had to change on how we approached youth and the implementation of their business because of financial resources, So we decided to pick the businesses that was most feasible.

Project T.R.U.T.H. negotiated program space, raised funding to hire experienced trainers, started the program and youth successfully saved and raised money with the program.

Project T.R.U.T.H. gathered youth's visions and idea's for business ventures. Ideas were gathered from Ed Tech Entrepreneur classes and G.Y.E.T.E.P. life skills and comprehensive self sufficiency classes. Staff and youth voted for which entity would be implemented first and the rank and roles of youth Entrepreneurs. We also were able to make community businesses aware about project T.R.U.T.H. and create existing partnerships. Through support from host organizations Project T.R.U.T.H. supported three youth in the efforts of raising funds for a micro-business named Seasonal Sales. Youth brought Christmas Trees and T-shirts for whole-sale prices and in returned sold them to the community for a profit. A partnership was created with a Corporation named Jani-King who will assist the Camden County Cleaning Service with finding contract. First contract is to go into the final stages on February 15th with Virtua Health for general maintenance. There are still task remaining such as the increase of funds, getting the logic model approved, increase the number of youth served and higher more employees.

Identify any factors or conditions that if they had been different would have enhanced your ability to complete all elements of the project.

If there were more support systems for young minorities trying to raise or qualify for funds for independent or entrepreneurial life styles. I also think that if the community were educated on recidivism and the prison industrial complex they will be in more support of curbing recidivism programs implemented in the community.

In light of your experiences, what would you recommend to others attempting similar projects? Plan and organize first. Know your target communities and funders. Have a clear strategic plan on how you will implement your program. Make sure your funding could stabilize the your program throughout the whole process.