### Projects

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**Totals**: 619 hours, 1160 hours

### Income

- New Venture Adventure: $1800
- Brewed Awakening: $11,780
- Adulting: $1000

**Total Income**: $14,580

### Expenses

- New Venture Adventure: $1000
- Brewed Awakening: $16,638
- Adulting: $150

**Total Expenses**: $17788

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"Even the smallest ideas can make a huge difference."
Planting the Seeds...

New Venture Adventure

**NEED:** This event addressed the "brain drain" in Nebraska and throughout the Midwest. It inspired students to recognize and take advantage of entrepreneurial opportunities.

**COOPERATIVE EFFORT:** We worked with local bankers, realtors, and business owners to give area high school students the tools they need to create a mock business.

**KNOWLEDGE:** With the help of Enactus members, participants crafted mission statements, completed loan requests, negotiated a lease, and much more. They presented their overall plan to a panel of judges.

**IMPACT:** 68% of high school students have a better understanding of entrepreneurial concepts.

Brewed Awakening

**NEED:** There is a lack of experiential learning projects on campus that engage the entrepreneurial spirit, as well as providing high quality products at a moderate price to students in an area with no other dining options.

**COOPERATIVE EFFORT:** On November 8, 2012 we opened Brewed Awakening, a student-operated, coffee shop that employs six students, and is led by a student volunteer Board of Directors.

**KNOWLEDGE:** Our employees and board members are receiving first-hand experience on how to manage a business. Ordering inventory, increasing revenue, managing employees, and understanding the importance of policies and procedures are just some aspects of business that we are learning from our shop.

**IMPACT:** We have increased catering clients by 66% and have doubled our sales from last year.

Adulting 101

**NEED:** 50% of high schools have enrollment of less than 100. On our Enactus team alone, 75% of members graduated from one of these schools. This showed us the need to provide those students with post-graduation preparation.

**COOPERATIVE EFFORT:** We brought in over 100 high school juniors and seniors to learn about renting an apartment, taxes, insurance, and other necessities.

**KNOWLEDGE:** Students had the opportunity to submit resumes for critiquing and learned the basics of "adulting."

**IMPACT:** Students gained a 26% increase in post graduation confidence.

...to a better future

Cupcake Extravaganza

**NEED:** We noticed that there are not a lot of opportunities for local entrepreneurs to expand and market their businesses.

**COOPERATIVE EFFORT:** We held the first Cupcake Extravaganza as a way to create publicity for small bakers who do not have the funds to advertise themselves.

**KNOWLEDGE:** The bakers were judged on the cupcakes they brought on taste and decoration. They had to think outside of the box and make their cupcakes more appealing than their competition.

**IMPACT:** Over 200 people were in attendance and about $700 was raised for the bakers.

Downtown Business Spotlight

**NEED:** Downtown businesses struggle to bring new people into their stores. Most college students do not know what the stores are or their products. The new trend is shopping online and Kearney businesses are taking a hit.

**COOPERATIVE EFFORT:** We asked companies to pair with us so we could create advertisements on our Enactus Facebook page for them. Members of the team shared the advertisements with their friends to promote shopping local.

**KNOWLEDGE:** Learning to make effective advertisements and working with local businesses.

**IMPACT:** We average around 800 views per post and businesses have reported a 5-10% increase in sales during the week that their advertisement was the focus.

Millennial Development

**NEED:** The workplace has changed and there are now different generations working together. A survey was used to determine challenges of working with and hiring millennials. Over 130 responses were received and professionalism was decided to be the biggest challenge.

**COOPERATIVE EFFORT:** We hosted an event that helped guide students to approach and introduce themselves to potential employers. We helped the students make elevator pitches that would be useful in different settings.

**KNOWLEDGE:** The students learned to break out of their shell and not be afraid to approach an employer. They gained information that will be helpful on different occasions.

**IMPACT:** 75% of the participants attended the career fair and were offered interviews with companies.