



Why Entrepreneurship?

- The average high school student in the U.S. is only able to score 52% on a survey measuring knowledge of basic personal finance
- 65% of college students carry credit card debt, with more than 50% charging their cards to the limit some of most of the time
- The number of 18 to 24 year olds declaring bankruptcy has increased 96% in the past 10 years
- A survey of 13 to 18-year-olds revealed that 68.6% would like to become entrepreneurs
- 93% of high school students feel it is important for Americans to have a good understanding of business economics, but 60% made an F on a basic economics quiz

NFL Star Rod Coleman Concludes Teen Entrepreneurship Camp!

The 2nd Annual Rod Coleman Foundation Teen Entrepreneurship Camp ended Friday, April 11th, with a business plan competition. During the week of April 7 - 11, 2008, the Rod Coleman Foundation hosted a business/entrepreneurship camp for teens at Providence Missionary Baptist Church, 2295 Benjamin E. Mays Drive in southwest Atlanta. On **Friday, April 11th at 3:00 pm** the 25 teen participants who spent their Spring Break at the camp competed for venture capital to launch their own businesses. **Rod Coleman was on hand to judge the business plan competition, which proved to be an incredibly tough job.**



Five sole proprietors and one partnership were selected to present in the final round of competition. Students' business plans included a customized denim clothing company, a comic book business, customized cakes, and a plus-sized teen fashion line. Fourteen year-old Diego Carvallo of DC Character Cakes even made the desserts for our reception following the business plan competition. **The winning business plan, presented by 17 year-old twins, Auriell and Myriah Towner, was for their start-up clothing company called Robert Reese.** All of the students completed an incredible amount of work in just one short week. ***Congratulations to all of our 2008 Rod Coleman Foundation Teen Entrepreneurs!***

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The Rod Coleman Volunteer Corps

PLEASE JOIN US!

The Rod Coleman Foundation's **VOLUNTEER DAY** is **Saturday, June 14 – 9:00 am to 12:00 pm.** This year's volunteer site is OPEN HAND (www.projectopenhand.org). Open Hand is the only community-based nonprofit organization addressing Comprehensive Nutrition Care™—healthy, home-delivered meals combined

with nutrition education, counseling and therapy for homebound seniors and individuals struggling with a chronic, critical or terminal illness.

To register to be part of Rod's Crew, please contact Denise Blake at info@rodcolemanfoundation.org or 770.964.5045.

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*The **Rod Coleman Foundation** provides support and life skills to youth, including those in group homes, detention centers, and foster care. Our work is designed to broaden professional and academic knowledge, promote the highest standards of education and professional conduct and ethics, and advance educational activities in the business professions particularly as it affects young people who are in need of financial assistance as they pursue entrance to undergraduate and graduate studies; entrepreneurship; and homeownership.*

The Rod Coleman Foundation Volunteer Corps, *cont.*

Individuals as young age 9 may participate. Families are encouraged to volunteer together! Once confirmed, volunteers will receive additional information on parking, attire, and rules of conduct for this project.

Spend a Saturday morning helping others!

Teen Entrepreneurship Camp, *cont.*

The five-day business camp was designed to link classroom education with real-world experience. Participants gained an exciting new title of president or CEO of their own company, a real working business plan, business cards, flyers, and marketing plans — ready to collect revenue from their first entrepreneurial ventures.

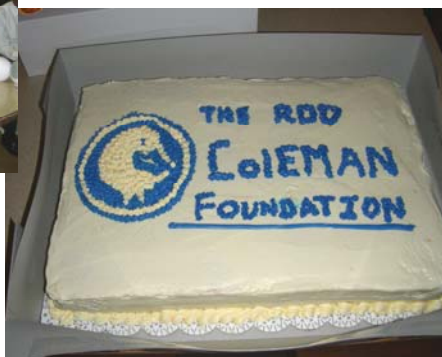


Students enjoyed group activities, case studies, games, competitions, and special speakers. Campers developed skills in negotiation, sales, customer service, problem solving, networking, time management, record keeping, and public speaking. Using a unique hands-on, real-world approach, this challenging camp instilled an outlook and mindset in youth that will help them discover financial opportunities now and throughout life, as well as prepare them for future careers in the workforce.

We want to thank our senior trainer, Mr. Juan Casimiro, our campers and their families, and all of our volunteers for a stellar event. Many thanks to Senior Pastor

Gerald Durley, Minister Rob Hughes and the entire Providence family for sharing their space with us.

Mark your calendars for next year's camp — April 6—10, 2009! The Rod Coleman Foundation will begin accepting applications January 1, 2009. Students ages 14 to 18 may participate and must be enrolled in public, private, or alternative school, or may be home schooled. To apply, students must complete and submit an essay on one of three topics no later than March 15, 2009.



Application materials will be available on The Rod Coleman Foundation's Web site in January.

To keep our programs free for all participants, The Rod Coleman Foundation is continually in active fund raising mode. Please consider supporting our efforts by donating via our Web site at www.rodcolemanfoundation.org. Your contributions are greatly appreciated!