



PROJECT HELPING HANDS

**American Enterprise Project
2018-2019**

Dougherty Valley High School, CA
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Chapter 16462

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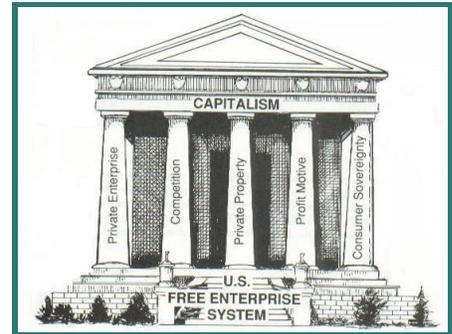


PURPOSE OF PROJECT

Introduction to the American Enterprise System

In America, according to the US Census Bureau, 50% of small businesses fail within the first four years. What is not stated is the number of great ideas that never even get off the ground. Without the right resources, support, and knowledge, many promising businesses and ideas, especially those of young entrepreneurs, are unable to succeed when faced with difficult barriers to entry and excessive regulation.

A free enterprise system is an economic system where a government places few restrictions on the types of business activities or ownership in which citizens participate. This type of system is often referred to by others as a free market, or capitalism. In a free enterprise system, citizens are allowed to spend their money in the way they want. Open competition between companies leads to lower prices and better quality products. The American Enterprise system, promoted by Future Business Leaders of America - Phi Beta Lambda, rests on the five pillars of capitalism: Private Enterprise, Competition, Private Property, Profit Motive, and Consumer Sovereignty.



Connection to American Enterprise

Dougherty Valley High School is located in San Ramon, a city in the heart of Silicon Valley, a nexus of entrepreneurship and technology. Despite this, Dougherty Valley High School and most other high schools in the country does not provide a business education that allows students to thrive in a professional environment. Currently, there is a significant disconnect between many residents of San Ramon with social issues that affect the greater Tri-Valley area. Project Helping Hands represents a high-school student-led organization inspired to promote the understanding of the American Enterprise System to the future generations in the San Ramon community. Project Helping Hands provides select students with the opportunity to win prizes, become inspired, and be exposed to new topics though business pitch competitions on social issues in the community.

American Enterprise Ideals	Project Helping Hands Focus
Project Design	Project Helping Hands facilitates the entrepreneurial spirit in high school students, fostering a greater self-awareness of business values. With the business pitch Hackathons, teams are judged on their report designing skills and ability. To win, participants must demonstrate exceptional ability in targeting key demographics, designing well-thought-out business plans, and confidently answering questions about promotion and implementation.
Entrepreneurship	At the Business Pitch Hackathon, entrepreneur leaders from CityTeam Oakland, Ruby's Place, and ConnecPath elucidated the economic disparity in the community and illuminated methods that student leaders can use to develop organizations that address a societal issue. Attendees listened to keynote speeches in between project planning phases, gaining a greater world view and learning valuable lessons and pitfalls in starting one's own business while creating their own business proposals to solve social issues.



Networking	Participants of the Hackathon and business education workshops met entrepreneur leaders in the community, forming essential connections that will serve them well in their future endeavors. Attendees had the opportunity to ask keynote speakers and workshop leaders questions about financial literacy and entrepreneurship. Through the collaborations with CityTeam Oakland, Ruby's Place, Elite Education, ConnecPath, and many other sponsors, speakers, and participants, networking was easy to accomplish.
Financial Literacy	Attendees to Project Helping Hand's business education workshops in middle schools and high schools in the San Ramon area obtained greater financial literacy through hands-on activities and presentations conducted by the Project Helping Hands officer team. Based on survey results from the beginning and end of the workshops, financial literacy knowledge improvements are clear to see. Participants felt at the end of the competition and workshops that they were more confident in American Enterprise values and were more prepared for future endeavors.

Support for the American Enterprise System

Project Helping Hands aimed to gain support for the American American Enterprise System from business professionals and students through various outreach events and workshops. Working with the youth and teaching them skills such as entrepreneurship and financial literacy will create a new generation of American Enterprise Students. Additionally, organizations that Project Helping Hands worked with have recognized the potential of students who have a strong understanding of the American Enterprise System.

Project Objectives

Project Helping Hands worked to promote the local understanding and support for the American Enterprise System by solving two critical issues in the community in a three-step process:

1) Address the lack of American enterprise education among students

Project Helping Hands promotes middle and high school entrepreneurship. Participants attended workshops and listened to keynote speakers at the Business Pitch Hackathon to become educated on the values of the American Enterprise system including product design, entrepreneurship, financial literacy, and networking.

2) Help students apply the skills that they learn to real-world problems.

After students learned about the American Enterprise system, they were taught how to apply their skills to real-world problems including building their own businesses to solve social issues. To promote societal improvement, students participated in business pitch competitions that revolved around different social issues, like homelessness and drug abuse. They received valuable feedback on their ideas from social entrepreneurs and met like-minded individuals who share the same passions for leading and serving the community.

EDUCATE

Educating participants on how to produce an organization that actively seeks to fix social problems using fundamental American Enterprise Values.

INSPIRE

Providing members with Keynote speakers at our events who give them a greater willingness to improve the world with their own ideas.

IMPROVE

Connecting students to business professionals who offer valuable feedback on their business proposals.



Future Activities

Junior Level Hackathon

Project Helping Hands also plan on creating a version of the Business Hackathon and workshops specifically geared towards middle schoolers. It would incorporate a more straightforward curriculum and be located at the middle schools themselves to make sure that transportation and safety concerns are addressed.

Internship Opportunity

Project Helping Hands Participants will have the opportunity to intern for the organizations that the project chairs partnered with, such as CityTeam Oakland, and see if they can develop their business proposals further. The members will be able to use the business reports they have written at the Business Hackathon and collaborate with professional members to implement them into the real world. Doing so will allow the members to develop their skills of report-writing, entrepreneurship, and communication.

Additional Shark Tanks

Project Helping Hands plans to host more mock Shark Tanks for project members as a way for members to gain valuable business experience. Project members would present a business idea to real life business professionals and receive feedback, which they could use to build their business foundation further. Participants will also learn the essential steps it takes to start a business and the financial processes involved.

RESEARCH

Identifying Needs

The project started in the Fall of 2018 where the Project Chairs were trying to narrow down on what the purpose of the project would be. The project chairs decided that the project would focus on one of the three following themes: Financial Literacy among the Homeless, the education of Financial Literacy among Children, or teaching American Enterprise Values to the youth. Because of the lack of business education that we noticed, the Project chairs decided to primarily focus on workshops and a Business Pitch Hackathon for Middle and High Schoolers. From there, the project chairs needed to determine which area of the American Enterprise was least known in the community.

Research into Community Needs

Project Focus Idea	Advantage	Disadvantage
<p>Financial Literacy Among the Homeless</p> <p>By focusing on financial literacy among the homeless, members from Project Helping Hands would work hands-on with those in homeless shelters. Members would make a monthly trip to homeless shelters and educate the homeless population about the basics of financial literacy through workshops and simulations.</p>	<ul style="list-style-type: none"> - It would help give participants hands-on experience with societal issues. - Members would gain valuable insight into the real-world applications of their learnings. 	<ul style="list-style-type: none"> - There are no local homeless shelters making commute long and potentially dangerous. - It does not teach the AE values to the local community.
<p>Financial Literacy Among Children</p> <p>By focusing on financial literacy among children, members of Project Helping Hands would contact and travel to local elementary schools in order to host lessons and workshops on the fundamentals of Financial Literacy, much like many other American Enterprise Projects do.</p>	<ul style="list-style-type: none"> - The program would help educate future generations and has a good target audience. - Members can work and gain skills with children and the project is easy to do. 	<ul style="list-style-type: none"> - Advanced financial topics are too complex for children to understand fully. - The scope of the project is limited to elementary school kids.



Teaching American Enterprise Values to Middle Schoolers and High Schoolers

By focusing on middle schoolers and high schoolers, workshops would be held to educate this demographic on the essentials of American Enterprise. These workshops would then lead to different Hackathons which both middle and high schoolers can compete in. With an older group of students, the project could teach more advanced topics and be more productive.

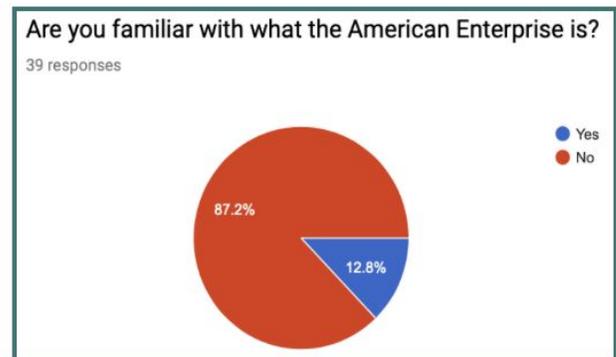
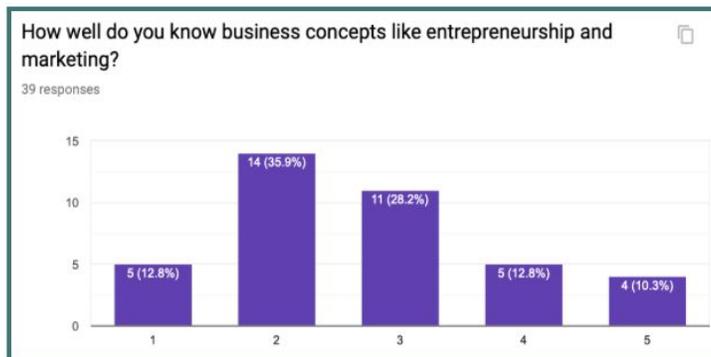
- Similar age range and greater productivity.
- Middle/high schoolers can develop the creative ideas that they had in the past.
- Guest speakers and sponsors feel more confident around older audiences.

- It takes an excellent curriculum and competition design to make older students interested in staying in the program.
- There would be higher costs and time commitment required.

Research Execution

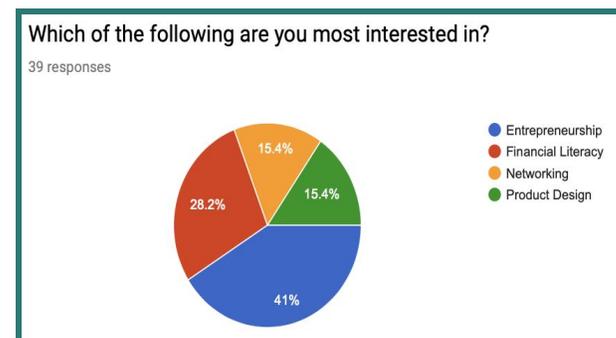
The Project Chairs conducted a survey in August to gain a general idea of the knowledge of project members. The project committee then spent hours analyzing the results and constructing a curriculum to meet the needs of the project members.

The Project Helping Hands team decided it would be best to focus on one area in particular per workshop. After countless hours of meetings with business professionals and local government officials, the Project Chairs decided to combine the idea of entrepreneurship and the concept of solving social issues for the project's overarching theme. Not only did this combine almost all of the members' interest in entrepreneurship, but it also allowed the students to improve an aspect of today's society while learning American enterprise values.



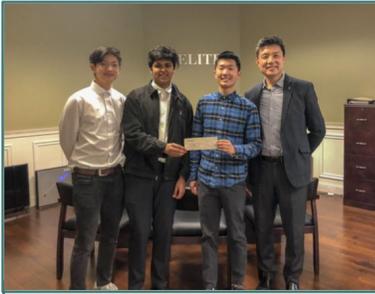
Study Evaluation

After conducting a survey available to Dougherty Valley, the Project Chairs learned that a majority of the participants were interested in the following topics: entrepreneurship, financial literacy, networking, and product design and that current level of American Enterprise System knowledge across the board in all age groups was inadequate. In order to maximize community outreach and participation, the team broke the project up into multiple facets. Each part of Project Helping Hands would target different demographic groups in the San Ramon and surrounding area but would all focus on the 4 topics of education towards the goal of maximizing knowledge of the American Enterprise System. This reinforces knowledge learned through repetition and increases interest and involvement in Project Helping Hands.



The Project Chairs concluded that Project Helping Hands should consist of well publicized community workshops that culminate in a business hackathon for prizes. Due to the difficulty in setting up a strong social media presence and planning out workshop content and business hackathon logistics, the next step for the Project Chairs was to solicit professional advice and create an officer board in order to ensure each portion of the project runs smoothly.





Project Chairs with a check from the Head of the San Ramon Elite, Sam Rim. Elite was a proud sponsor of Project Helping Hands.

Sponsors / Partnerships

Securing sponsors is a primary focus for any Hackathon. Contacting industry leaders, local businesses, social entrepreneurs, and government officials, Project Helping Hands secured funding and keynote speakers from a plethora of different companies and organizations who were impressed by the level of commitment and planning that Project Helping Hands showed. After reaching out to several companies, the Project Chairs received responses from Cityteam, Hack Club, CodeHS, ConnecPath, Elite, and Ruby's Place. All sponsors played a critical role when it came to the success of the project, assisting in development and planning as well.

Sponsor	Description of Organization and its Role
	<p>CityTeam Oakland is a nonprofit organization compassionately serving the poor, the homeless, and the lost in the greater Oakland area. Dave Sundman, the development officer for CityTeam Oakland, graciously offered to become a Keynote speaker and assist with the development of the project theme and grading rubric.</p>
	<p>Hack Club is a nonprofit network of Hackathon associations that provides banking and administrative services for high-school clubs in need. Hack club generously donated supplies for the event and provided us promotion and financial support. CodeHS is a nonprofit that focuses on assisting Hackathon planning in needy communities. They donated supplies and assisted in the logistical preparation of the project and connected us with additional sponsors in the area.</p>
	<p>ConnecPath Inc. is an education technology company focused on giving everyone the power to advance to college and beyond. ConnecPath launched in Silicon Valley in September 2017 to create a next-generation Q&A platform that supplies on-the-spot guidance for disadvantaged high-schoolers to receive academic and college advice. The CTO and co-founder of ConnecPath Pradeep Gaddam reached out to Project Helping Hands and was one of the Keynote Speakers as well as a donor.</p>
	<p>Ruby's Place is a non-profit agency in Hayward providing shelter and supportive services since 1972 for families and individuals who experience domestic violence and human trafficking. The Project Chairs contacted Vera Ciammetti, the director of operations at Ruby's Place, and she agreed to speak about her life story and the development of a community-service organization in the community.</p>
	<p>Elite Educational Institute is an academic and college counseling association that focuses on providing tutoring and education to high-achieving high schoolers. Sam Rim, the director of Elite San Ramon, generously donated money as part of the Elite Student Recognition Fund, which provides financial support for organizations and ventures founded by high schoolers in the community.</p>



Project Helping Hands Planning Team

The project leads of the Dougherty Valley High recruited professionals of different expertise to guide Project Helping Hands in the right direction.

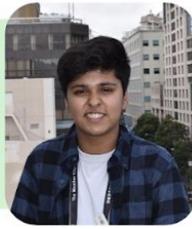
Project Leads



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CANDACE ANDERSEN
Contra Costa County
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BRANDON BRATCHER
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San Ramon City
Councilmember

Government Officials

Professional Members



VERA CIAMETTI
Director of Development at
Ruby's Place



PRADEEP GADDAM
CTO and co-founder
of ConnecPath



PETER KU
Chief Industry Strategist
at Infomatica



SAM RIM
Director at Elite
Educational Institute



DAVE SUNDMAN
Development Officer for
Cityteam Oakland

Government Officials

The project leads reached out to various government officials to seek their advice and to see how Project Helping Hands could make an impact on the city, county, and state levels. Project Helping Hands gained recognition from several regional officials like Candace Andersen, the Contra Costa County District II Supervisor, and Brandon Bratcher, a legislative assistant at the California State Assembly. With their support, the project committee was much more confident moving on and completing the project. This professional advisory assisted us by using their experience and skills to show what was going to work and what was not going to succeed with the preliminary plans. They helped brainstorm current social issues in the local community, which the Project Chairs then based potential themes of the Business Hackathon on.

Professional Members

The project leads also received support from professional members of the community including entrepreneurs, social workers, local program leaders, and CEOs. These experienced specialists helped give ideas about workshop themes, outreach ideas, and real-life experiences. They also were able to assist with the development of workshop content and themes, looking over the workshop slides and activity agendas before the project committee presented them. Not only did participants of the workshops and Hackathon benefit, but the Project Helping Hands committee also learned a lot from working directly with industry experts.



Project Chair Junwoo Kang and Project Member Erin Ku with Supervisor Candace Andersen.

Project Officer Board

To encourage chapter participation, the Dougherty Valley American Enterprise project leads created an officer board of FBLA members. To make the whole process a learning experience, the project leads created an interview process where potential project officers submitted resumes and participated in short video-call interviews. In the end, the Project Chairs created six officer positions: Vice President of Internal Affairs, Vice President of External Affairs, Treasurer, Secretary, Webmaster, and Head of Public Relations. The Officer Board was divided into two sections, Internal Affairs and External Affairs, and weekly officer meetings were held in the chapter advisor Evan Liddle’s classroom to discuss project ideas and procedures.

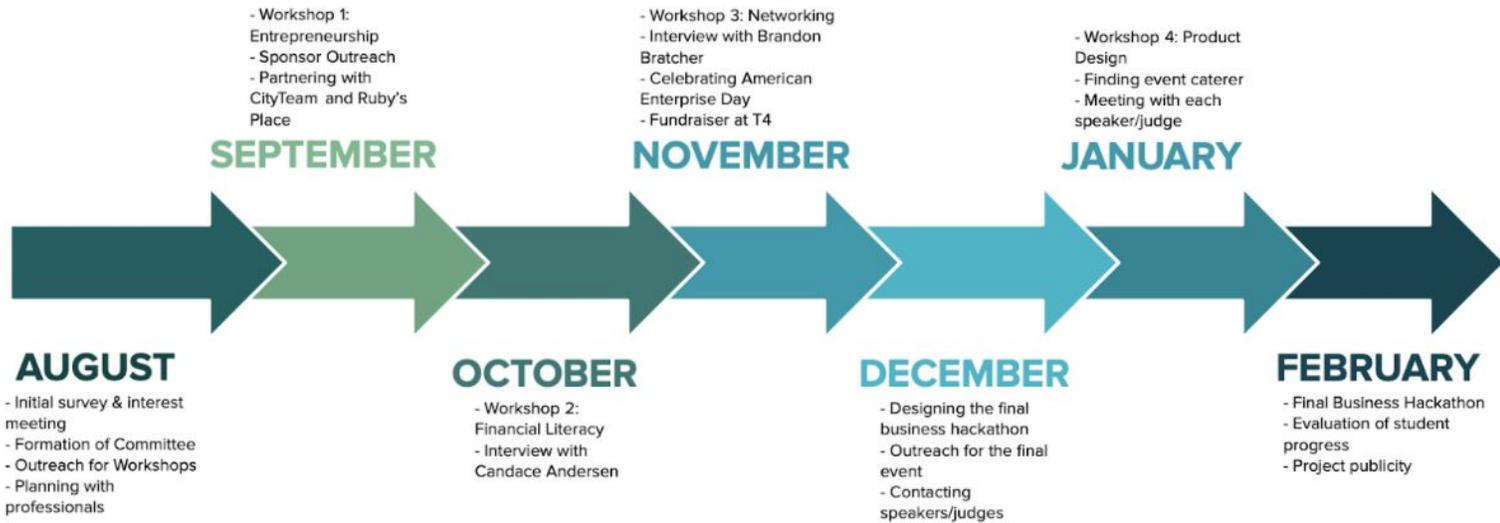


Project Committee discussing potential areas of focus for Project Helping Hands.

Project Goals

Goal	Action Item
Have more than 100 total participants across workshops and competitions	<ul style="list-style-type: none"> - Host a series of workshops with interesting themes to boost attendance. - Offer different officer positions to attract hard-working members and increase chapter participation. - Promote the Business Pitch Hackathon well both through social media and through word-of-mouth to maximize sign-ups.
Educate students in the local community about the American Enterprise System	<ul style="list-style-type: none"> - Invite guest speakers to be keynote speakers at the Business Hackathon competition, adding credibility and an educational aspect to the event. - Create engaging and well-designed curriculum for workshops that teach participants American Enterprise values.
Raise awareness of local social issues and inspire participants to combat them	<ul style="list-style-type: none"> - Contact local social service leaders to speak at the Hackathon about social issues and how they strive to fight them through their organizations. - Promote critical thinking in workshops to inspire members to solve social problems. - Allowing students in San Ramon, which is a financially fortunate city, to see the struggles that other experiences face with problems such as homelessness through guest speakers.
Teach students the essentials of what it takes to develop a business	<ul style="list-style-type: none"> - Workshops will teach entrepreneurial and financial skills to participants. - The Hackathon will challenge competitors to consider all aspects of entrepreneurship in creating a project pitch. - Questions from the judges on the logistics and implementation of project reports will promote quick thinking skills and reward extensive research and preparation.
Improve networking and teamwork skills among the youth	<ul style="list-style-type: none"> - Students will work in groups of three during the Hackathon, increasing their cooperation and teamwork skills. - Interactive workshops would be held to bring together members allowing them to work together on presentations and hands-on projects.

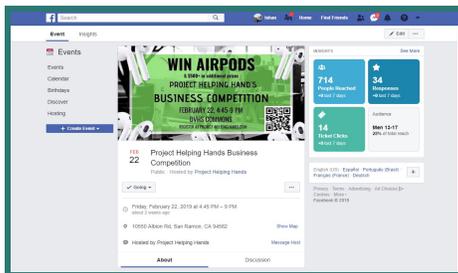
Project Timeline




“I was taken away by the determination that Project Helping Hands leadership had in communicating with Assemblywoman Bauer-Kahan for their project.”
Gabriela Jimenez
 California State Assembly Assistant District 16 Legislative Assistant

Social Media

The Project Helping Hands officer board and committees were responsible for maintaining its various social media outlets. These outlets included a Facebook page, official website, an Instagram account, and Nextdoor. Social media was an effective way for the Project Chairs to contact members and advertise the different events coming up. It also provided a way for us to connect the community that we had developed. Aside from the communication aspect, posts regarding the American Enterprise system were used to educate project members. The website project-helpinghands.com as well had over two hundred visits leading up to the Hackathon and was the primary way members used to register for the event.



Development of Project

In California's current educational system, students lack exposure to skills necessary for business and entrepreneurial success. Under the guidance of professional entrepreneurs and business leaders, the Project Helping Hands committee sought to develop four different workshops, all held at the Dougherty Valley High School Commons, that sought to actively increase knowledge about the American Enterprise system through lectures and hands-on activities.

After finishing a timeline with the dates for each workshop set, the project chairs contacted the professional members of the community for advice and created slideshows and worksheets to give to the participants at each workshop. The whole officer board designed, perfected, and presented PowerPoint presentations and lesson plans on behalf of Project Helping Hands in front of both government officials and local entrepreneurs in order to get their feedback and advice on how to ensure that information regarding the American Enterprise System was properly communicated to participants and was effective in its message.



Project Chairs, Project Committee Members, and Guest Speaker Dave Sundman at the Project Helping Hands Hackathon.

In addition to workshops, the magnus opus of the program, the Project Helping Hands Business Hackathon, was developed with the help of Vera Ciammetti from Ruby's Place and Dave Sundman from CityTeam Oakland. The project board deliberated for a long period of time on what exactly to put for the competition theme, but with the help of Vera and Dave, the competition topic was set to creating a business that would make its main goal being helping the homeless in the community find help and create a report and business presentation to be judged. In this way, participants could use the skills they have learned through the community workshops in order to win over \$800\$ in prizes that the Project Chairs had acquired from our community and corporate sponsors.

IMPLEMENTATION



American Enterprise Day

On American Enterprise day, November 15th 2019, Project Helping Hands held a workshop on Networking. In addition, to help raise funds and promote the image of Project Helping Hands, the project committee organized a fundraiser at a local boba shop. More than 70 people, many including Dougherty Valley students, used the discount code to save on their drinks, and a cut of profits went to Project Helping Hands as well. Project Helping Hands used the fundraiser as a way to gain recognition for the project and American Enterprise day as well as jumpstart the series of educational workshops.

American Enterprise Workshops

1) Entrepreneurship - September 15, 2018

This first session focused on the education of basic principles of entrepreneurship. The instructors gave a lesson what it means to be an entrepreneur and followed it up with an activity. The participants were grouped off and had to discuss a solution to societal issues presented to them with limited time. Groups had to plan and come up with a solution to the social issue as well as present their solution on stage.



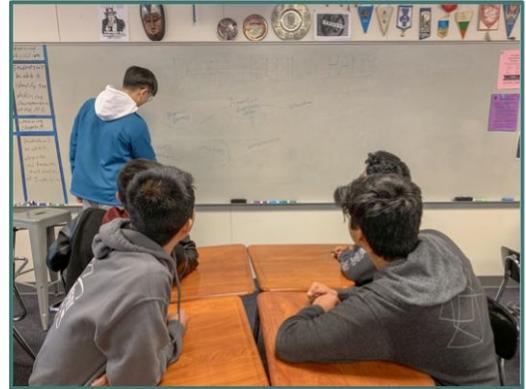
Project participants of a Workshop 3 researching the different applications of networking in the professional world.

2) Financial Literacy - October 21, 2018

The second workshop held was one that focused on basic concepts of financial literacy: budgeting, making wise financial decisions, and spending and saving. After a brief lecture and online quiz on the definitions of financial terms, the committee members focused on hands-on interaction through case studies in which groups of six had to discuss budget changes for hypothetical case studies that focus on personal budgeting and solving monetary issues.

3) Networking - November 15, 2018

The third workshop focused on networking and forming professional connections. Participants began by learning some basic functions of the LinkedIn website and looked over their profiles, making one if they did not have already. Instructors then gave a lesson on ways to hold a pleasant conversation, including a brush-up on firm handshakes, making eye contact, and persuasive speaking skills. The students then researched different ways professionals in the business world network while attempting to incorporate what they had learned that day by practicing conversations with one another.



Project Chair Junwoo Kang leading a workshop teaching members about the basics of the American Enterprise System

4) Product Design - January 28, 2019

The final workshop was done on project design and pitching. The students got into groups of three and were each assigned a unique entrepreneurial idea and asked to create a three-minute pitch consolidating the skills they had practiced before, including public speaking, slide design, presentation performance, and entrepreneurial ideas into a synthesis “shark tank.” Each group mock-graded other groups when they presented, and the experience was both educational and entertaining.



Business Hackathon competitors writing reports based on their entrepreneurial ideas during the event,

Business Hackathon

On February 22nd, 2019, Project Helping Hands organized and ran an official Business Pitch Hackathon at Dougherty Valley High School in San Ramon, California. The overarching theme of this competition was to combine various aspects of business planning including promotion plans, financial planning, and growth modeling to combat homelessness. The competitor’s task for this event was to create a business report and pitch about their unique business solution that allows those experiencing homelessness to gain work experience, accessibility to education, or relief, ultimately allowing them to achieve economic stability.



The Project Chairs with the winners of the hackathon and their prizes.

Competitors formed groups of three and competed for one pair of Apple AirPods each and \$250 worth of gift cards, with total prizes worth over \$800 total. They created reports, presentations, speeches, and models for a panel of judges. Plans ranged from rehabilitation and health clinics to child care and educational opportunities. Some were structured around reducing income inequality and incorporating those suffering from homelessness into the workforce. After the five-minute pitch, each team faced a three-minute caucus session, where judges and Project Helping Hands officers asked questions about the implementation and logistics of the individual projects.



The participants of the Project Helping Hands Business Hackathon

The professional judges and Project Chairs graded the teams on a rubric heavily inspired by FBLA grading rubrics used for roleplay events. All business model reports had to address the following sections: goals, planning/development, reasoning, and projected results. Points were scored on grading sheets in different categories and accounted for things like presenter posture.

Guest Speakers

Participants to the Project Helping Hands Business Hackathon attended keynote speeches by community entrepreneurs and leaders. Before the planning process, Dave Sundman, a development leader from CityTeam Oakland, which gave a moving speech on his life story and CityTeam Oakland’s efforts to help alleviate the effects of poverty in the Oakland area. He introduced the topic and theme of the event, which was using entrepreneurship to create programs that would assist homelessness in the community.



Guest speakers Dave Sundman and Vera Ciametti at the Business Hackathon.

As the project time was wrapping up, Vera Cimetti, the director of development at Vera’s Place, spoke about the need for students leaders to step up to address community issues like women’s abuse and homelessness. She described her journey and her discovery that running a nonprofit would be her life’s passion. Finally, as judging for the individual projects finished, Pradeep Gaddam, the CTO and co-founder of ConnecPath, went up to the stage and congratulated the attendees for taking initiative and forging ahead on their own entrepreneurial visions. He said that he was impressed by the quality and individual drive he witnessed in the presentations and reports of all competing teams.

The guest speakers were all satisfied with how the event had gone, and when Project Helping Hands asked in a follow-up email whether they would be willing to come back to a future event, they all agreed.



“In a perfect world, nobody would be homeless. We want to not only house people, but we want to help them become self-reliant, so that nobody will have to be homeless in Contra Costa again.”

Candace Andersen

Contra Costa County District II Supervisor



Project Chair Junwoo Kang preparing middle schoolers for an introduction to the American Enterprise System.

Middle School Tutoring

The Project Helping Hands project committee wanted to expand to further than just High School students in its goal to educate students in the local community about the American Enterprise System, especially because of the high demand of parents. The committee recognized that it was harder for middle schoolers to commute to Dougherty Valley High School, so the volunteer FBLA chapter members went to the houses of middle schoolers to educate them on the basics of the American Enterprise System. Free tutoring from the members of Project Helping Hands was an option available to middle schoolers who wanted more help, along with the workshops held at Dougherty Valley High School.

EVALUATION & RESULTS

Final Evaluation

Goal	Achievement
Have more than 100 total participants across workshops and competitions	<ul style="list-style-type: none">- Member attendance remained high the whole way through the set of four workshops, showing that the curriculum was engaging and interesting.- An officer board was created and FBLA chapter members selected to assist with planning and developments.- Thanks to a great promotional program, the Hackathon and workshops had over 110 total participants, over the number expected at the beginning.
Educate students in the local community about the American Enterprise System	<ul style="list-style-type: none">- Response from the community was overwhelming, as Project Helping Hands obtained far more sponsors and keynote speakers than initially expected.- With large numbers of students participating, workshops, presentations, and event planning went smoothly with stimulating group discussions and lively participation.
Raise awareness of local social issues and inspire participants to combat them	<ul style="list-style-type: none">- The Entrepreneurship and Product Design workshops both focused on solving problems through critical thinking.- The Hackathon focused on addressing homelessness and its related symptoms in communities, raising awareness as teams created their own methods of combating it.- Dave Sundman spoke on homelessness and drug abuse, while Vera Ciametti spoke on abuse of women and immigration reform, educating participants of the Hackathon on the real world impacts of local social issues.
Teach students the essentials of what it takes to develop a business	<ul style="list-style-type: none">- A well-designed curriculum advised in part by professional industry experts taught members entrepreneurial and business skills.- The Hackathon challenged competing teams to create well laid out business plans and answer difficult questions judges posed.- Based on what the judges said afterward, competitors all had great responses to questions posed, demonstrating learned business pitching skills.
Improve networking and teamwork skills among the youth	<ul style="list-style-type: none">- Teams of three promoted good cooperation and job division to make well-organized reports in a limited period of time, increasing their cooperation and teamwork skills.- Interactive workshops with hands-on components made for entertaining and enjoyable experiences. During the Networking workshop, students also created their own LinkedIn profiles and learned how to make full use of its services.

Project Benefits and Impact

Project Helping Hands main goal was to leave a lasting impact on its community by allowing students in a financially fortunate neighborhood to gain insight into the unknown, societal problems that everyday citizens face. The students were shown how American Enterprise values could be utilized to come up with creative solutions to these problems. Project Helping Hands was able to accomplish this through a series of workshops, guest speaker opportunities, and a final Business Hackathon. At the end of the project, Project Helping Hands had impacted several middle schools, high schools, and the local community.

Degree of Impact on Dougherty Valley High School

Project Helping Hands Business Hackathon and workshops were able to impact over 180 middle and high schoolers. These workshops, along with the business hackathon, served as a way for these students to build the foundation for their future business success. As these members participated in these workshops and competitions, they were building their knowledge for future business careers. High Schoolers committed their time to learn what is not typically taught regularly and gained organization, leadership, and communication skills. After the project ended, a survey was given out. In comparison to the preliminary survey, it was clear that the students definitely benefited.



Degree of Impact on Local Community

Project Helping Hands was able to engage members of the entire community through its outreach events. Over 1500 community members including businesses, nonprofit organizations, and students recognized the efforts of the Project Helping Hands team to gain support for the American Enterprise System. Specifically, the 180 participants and their families were happy to see how much the workshops taught them. Overall, Project Helping Hands allowed students to take the first steps into their professional careers.

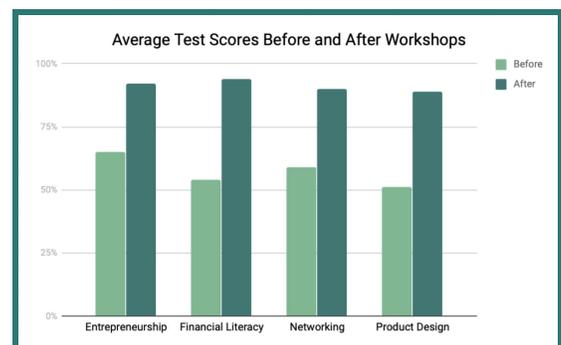


Businesses and Organizations

Project Helping Hands was able to impact several small local businesses and organizations including Elite, CityTeam Oakland, and Ruby's Place. At the Business Hackathon that members attended, students created full-length reports which organizations like CityTeam Oakland actually incorporated into their organization. Professionals also gained connections to bright students to work with in the future.

Member Improvement

Members of Project Helping Hands took a preliminary test at the start of the project in October as a self-assessment during the first workshop held on American Enterprise day. The members then took a skills progress exam at the end of the final workshop during February. It can be seen after the workshops, guest speaker presentations, and the Business Pitch Hackathon that the members improved in their knowledge of the American Enterprise system and other necessary business concepts throughout the project.



"I had no idea what the American Enterprise System was before, so I really enjoyed learning throughout the entire process, going through all of the workshops and competitions. It really helped me gain insight to the professional world."

Adrienne Fong

Project Helping Hands Participant



Recommendations for Change

As Project Helping Hands was coming to an end, the Project Chairs were interested in any changes or improvements that could be implemented the next time a similar project takes place. The Project Chairs interviewed participants, government officials, and business professionals, who recommended that the Project Chairs should implement the following changes for the future success of the project:

American Enterprise Workshops	Business Hackathon
<p>Since the Project Chairs are all in High School, it was difficult to advertise to middle schoolers. Business professionals and government officials recommended that in the future, Project Chairs should go to local middle schools and present during break periods or morning announcements to attract more middle schoolers to the workshops and Hackathons.</p>	<p>After the initial Hackathon took place, a survey was sent out to all its participants and guest speakers that found there was much interest in a continuation with a second Business Hackathon. In the future, Project Helping Hands hopes to set up another Hackathon that builds on its predecessor with more prizes, guest speakers, and different topics that invite participants to find solutions to other social issues in the community.</p>

Publicity

Government Recognition	Dougherty Valley Tech Bytes
<p>Project Chairs contacted local government officials explaining Project Helping Hands and outlining its successes. Assemblymember Rebecca Bauer-Kahan representing the 16th California Assembly District and Contra Costa County District II supervisor Candace Andersen congratulated Project Helping Hands for its success with the Business Hackathon and workshops as well as teaching the values of the American Enterprise system to the youth in the community. Both the Contra Costa County and the California Legislative Assembly awarded Project Helping Hands for its community engagement and promotion of American Enterprise ideals in the goal of inspiring the next generation of social entrepreneurs.</p>	<p>Project Helping Hands was recognized in Dougherty Valleys online newspaper Tech Bytes. In an article written on March 7th, Tech Bytes highlighted the successes of Project Helping Hands' Business Pitch Hackathon and congratulated the project committee for hosting an amazing event. The article was accessible to over 2800 Dougherty Valley High Schoolers.</p>

