<table>
<thead>
<tr>
<th>Project</th>
<th>Direct Impacts</th>
<th>Hours</th>
<th>Continuing/New</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Venture Adventure Day</td>
<td>191</td>
<td>174</td>
<td>Continuing</td>
</tr>
<tr>
<td>UNK Recycling &amp; Sustainability</td>
<td>1,700</td>
<td>140</td>
<td>Continuing</td>
</tr>
<tr>
<td>Rural Revitalization Project</td>
<td>602</td>
<td>54</td>
<td>Continuing</td>
</tr>
<tr>
<td>Financial Literacy</td>
<td>135</td>
<td>190</td>
<td>Continuing</td>
</tr>
<tr>
<td>Brewed Awakening</td>
<td>24</td>
<td>390</td>
<td>Continuing</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>2,652</strong></td>
<td><strong>948</strong></td>
<td><strong>Continuing</strong></td>
</tr>
</tbody>
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**Over 1.4 Million Media Impressions!**

**INCOME STATEMENT**

**INCOME**
- New Venture Adventure: $2,115
- Applebee's Fundraiser: $510
- **Total Income**: $2,625

**EXPENSES**
- New Venture Adventure: $907
- **Total Expenses**: $907

**Net Project Income**: $1,718

**Nearly 1,000 Outreach Service Hours!**

Per Capita Income $21,643*

*Nearly half the national average*
New Venture Adventure

**NEED:** Address the ‘brain drain’ diagnosis in Nebraska and throughout the Midwest, inspiring students to recognize entrepreneurial opportunities.

**COOPERATIVE EFFORT:** Worked with more than 20 local bankers, realtors, and business owners to create a sense of “realistic entrepreneurial pressure” for all 120 participants. Collaborated with two Economic Development Directors in Kansas to expand New Venture Adventure in the Midwest.

**KNOWLEDGE:** Students experienced the excitement and challenge of entrepreneurship by creating a new venture in a fictional town. Participants crafted mission statements, completed loan requests, negotiated a lease, devised marketing campaigns, coped with ethical dilemmas, solved global sourcing decisions, managed cash flow, and presented an overall business plan to a panel of judges, all in one day.

**OPPORTUNITY CREATED:** Participants gained a new appreciation for the wonders and worries of entrepreneurship and strengthened their public speaking and teamwork skills.

**IMPACT:** More than 191 participants from 14 rural high schools across Nebraska.

UNK Recycling And Sustainability

**NEED:** Currently, our University recycles a mere 9% of possible recyclable goods. This lack of recycling is a clear indication that UNK must do more to address this issue. UNK is also struggling to contain energy at an efficient level.

**COOPERATIVE EFFORT:** With a limited budget, the UNK Enactus Team joined forces with Student Government, Residence Hall Association (RHA), UNK Sustainability Committee, UNK Facilities, UNK Dining Services, and the City of Kearney.

**KNOWLEDGE:** We have created a marketing plan that will empower the University to take a giant step toward becoming more green and working harder to limit damages to the environment. The marketing plan outlines several different programs, which we have begun to implement. Our goal is that, within the next five years, UNK will recycle approximately 70% of possible goods, like our sister school in Lincoln, and use 10% less energy in each building across campus.

**OPPORTUNITY CREATED:** With the help of RHA, we are creating banners and flyers to be located around campus to provide extra awareness, along with purchasing more bins to increase recycling locations. Teaming with RHA, we put on Project Clean Plate, which empowered UNK students to save 714 pounds of food, the equivalent amount was then donated to the Crossroads Mission in Kearney. To address the energy issue, we cooperative with RHA, we put on Project Clean Plate, which empowered UNK students to save $2,694 per day.

**IMPACT:** Along with empowering 2,000 student residents to participate in the energy competitions, we have also empowered 244 of those students to become Green Resident Certified, which means that they have completed a 3-level course in which they pledge to become more sustainable. These students save UNK an additional $528 per day.

Financial Literacy—Sorry: Game Housing Edition

**NEED:** Address a financial decision that many college students face: living on campus versus off campus.

**COOPERATIVE EFFORT:** The UNK Enactus Team partnered with the Office of Financial Aid to fill this need by providing UNK students with knowledge about the various financial differences in housing choices.

**KNOWLEDGE:** The program is an unbiased view on the economic, social, and logistical factors that go into choosing a location to live. Students will be able to live in the right location in order to achieve better grades, a comfortable social life, and higher levels of financial freedom. This program was set up in a game board style, so participants were able to interact and involve themselves with the program.

**IMPACT:** A total of 44 students have been empowered by the realistic living factors this year.

Crossroads Mission

**NEED:** Crossroads Mission provides the homeless in Kearney and Hastings, Nebraska with food, shelter, budget lists, and money saving programs. The residents were in need of help gaining employment so we offered an interview readiness program.

**COOPERATIVE EFFORT:** The UNK Enactus Team worked with residents of the Crossroads Mission in Kearney and Hastings by providing an interview readiness program. Our three-step program focused on research, practice, and appearance. The Kearney program was so successful that the Hastings facility invited us to perform the same program at their facility.

**KNOWLEDGE:** Pre-test and post-test surveys indicated that 78% of the residents are now more confident and prepared in their interview abilities.

**IMPACT:** A combined 37 people participated in the interview readiness program between the two cities.

Rural Revitalization Project—Grocery Stores

**NEED:** To provide the citizens of rural Cody, Davenport, and Potter, Nebraska with solutions to their “food desert” problem and their desire to enhance entrepreneurial learning. The average family and income in each town are less than 1/3 of the state’s averages and 1/2 the national average.

**COOPERATIVE EFFORT:** Continued collaboration with the students and community leaders in Cody to prepare the community for the opening of their grocery store. The Circle C Market, on Memorial Day weekend, a group of students in Davenport was inspired to participate in an area county entrepreneurship workshop. UNK Enactus is also communicating with leaders in Potter to provide similar assistance.

**KNOWLEDGE:** In the rural towns of Cody, Davenport and Potter, we were able to provide knowledge, tools, and resources that empowered the residents to use their entrepreneurial thinking and environmental awareness to achieve success in low income and low-populated farmlands.

**IMPACT:** Approximately, 144 individuals in Cody, 390 residents of Potter, and 43 citizens in Davenport: for a grand total of 877 Nebraskans were directly impacted.

Brewed Awakening

**NEED:** Lack of applied entrepreneurial learning opportunities in Rural Nebraska and on campus. Being the first student-operated business on campus, we are leading the way for student-entrepreneurial engagement at UNK.

**COOPERATIVE EFFORT:** With the help of the American Marketing Association to market the coffee shop, the UNK Enactus team was able to hold the grand opening with the Chancellor of UNK, the Dean of the College of Business and Technology, and the Chancellor of UNK.

**KNOWLEDGE:** As members of the UNK Enactus Team and students majoring in business, we are receiving first-hand experience on how to own and operate a business. Ordering inventory, increasing revenue, decreasing expenses, gaining a competitive edge over competition through marketing, and having payroll, managers, staff, and customer service are all aspects of business we are learning from the Brewed Awakening Coffee Shop.

**OPPORTUNITY CREATED:** Increase the team’s available funds for projects and provide the students with an alternative food service option on campus. It will also provide the UNK Enactus Team members and other UNK students with the chance to learn the “ins and outs” of business in a life like professional setting and stimulate environmental sustainability use on campus through the locally traded coffee products being used.

**IMPACT:** Profits generated by the coffee shop will be used to increase our resource capacity for planned social entrepreneurship projects targeted towards rural people of need.