

Putting 2020 into Perspective

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What a year, huh? How do we even begin to put 2020 into perspective? How do we boil it down, understand it, deal with it? We all have strong feelings, and I think it's safe to say that we're all processing it differently. There's no playbook for this – we're all in uncharted waters. But one thing is certain – the pandemic has changed our lives forever, and that's ok.

For us, 2020 has been a year of high highs and low lows, of hope lost and regained, of great disappointment and even greater determination. But the one constant that has defined our year is gratitude, *overwhelming* gratitude. We're grateful for our health and our team. We're grateful for our board who made the difficult yet correct decision to cancel PFEW. We're grateful for our donors who trusted us to use their resources wisely. We're grateful for our volunteers who cheered us on and pitched in to help create our incredible new programming. We're grateful for our Chamber and Association partners who once again shared our message with their members. We're grateful for the educators and schools who promoted PFEW and SMG to their students. We're grateful for the students we've had the pleasure to serve this past year. But most of all, we're grateful for the consummate privilege to carry out our mission with some of the finest people on Earth. **You.** Your perseverance and encouragement in the face of this most difficult time is inspiring. THANK YOU!!

In this edition of the *EDGEucator*, we'll recap the Summer of 2020, introduce our new and dynamic Speaker Series program, and show you the exciting things we have in store for 2021 and beyond. Here's to brighter days ahead!

A New Year, A New Look

While we'll never say the pandemic was a good thing, we can say that it made us refocus on the important things. And the most important thing to us is educating young people. Period. It's our mission, and we will fulfill that mission, no matter what!

This prompted us to think about how we view our organization and more importantly, how others view us. For the first 40 years of the Foundation's existence, we were known primarily as PFEW even though we had other educational offerings. So naturally PFEW became synonymous with the Foundation, and in some cases, the Foundation became known solely as PFEW. But in the past three years, we've added two great programs, The Stock Market Game™ and the Speaker Series, so as we roll into a new Fiscal and Program year, there's never been a better time to rebrand our organization and our programs.

FOUNDATION FOR
FREE
ENTERPRISE
EDUCATION

excellence in learning

So, drum roll please... reintroducing the Foundation for Free Enterprise Education, proud presenters of Pennsylvania Free Enterprise Week, The Stock Market Game™, and the Speaker Series.

We love our clean new look and we hope you do too! We're also redesigning our website and creating new features and functions we know you'll love. Read more about these exciting upgrades in 'A Special Project' later in this newsletter. It's a New Year and a New Look, and we couldn't be more excited to watch it unfold.

**PENNSYLVANIA
FREE
ENTERPRISE
WEEK**

THE
STOCK
MARKET
GAME™
sifma
FOUNDATION

Speaker
Series

FFEE

Foundation for Free Enterprise Education

PFEW 2020 – The Summer that Wasn't

PENNSYLVANIA FREE ENTERPRISE WEEK

It's fall, and in this issue of the *EDGEducator*, we'd normally be celebrating our 42nd summer of PFEW. We'd be congratulating the winners, thanking our volunteers, and showing you the smiling faces of the thousands of young people whose lives you've changed with your gifts. But this isn't a normal year. Instead, we're left conjuring up images of Lucy ripping the ball away from Charlie Brown right before he kicks it. Except this year, Lucy is COVID, the football is PFEW, and we're Charlie Brown.

We work sixteen months to put on a PFEW summer. It's our life's work, and before the shutdown, we were on pace to hold the largest, most successful PFEW program in our history. In March, over 1,500 students already were locked in and we had dozens more schools to visit and hundreds more applications to process. We also had made many

significant improvements to the program structure, content, and student materials that we were excited to introduce. In short, we were ready, we were fired up, and then Lucy showed up.

But here's the real PFEW story as we start planning for 2021: **We are full steam ahead for an in-person PFEW program next summer.** The changes we made to the program will still be there, and we'll be making even more to create a better, more impactful experience!

On the student recruiting side, over half of the students who were locked in for this year transferred their applications to next year. That's right, 780 students have already signed up for PFEW 2021, proving that students highly value the life-changing PFEW education. On the fundraising side, we know it's going to be tough, but a number of our 2020 donors deferred their gifts to 2021, giving us a slight head start on student sponsorships. But we'll need you more than ever this coming year, and we hope you'll join us and help us get back to business as usual.

This fall, we'll be traveling to our host campuses of Lycoming College and Pennsylvania College of Technology to

see their COVID procedures first-hand and formulate plans for a safe, successful in-person PFEW program next year. As you'll see in the article 'A Special Project' in this newsletter, no matter what happens, we'll be ready for PFEW 2021.



Time for one last metaphor. Our glass isn't half empty. It isn't even half full. Our glass is overflowing - with abundant energy, electrifying excitement, and undying hope for our future. A future of education, a future of impact, a future of PFEW. And the best part of all? We'll do it together!



DATES FOR PFEW 2021

The dates for PFEW 2021 have been secured, and we look forward to welcoming students to Lycoming College and Pennsylvania College of Technology in Williamsport next summer! The dates are:

- Week I – July 4-9
- Week II – July 11-16
- Week III – July 25-30
- Week IV – August 1-6

... RESPOND ...

The Speaker Series – The Summer that Was!



PFEW was canceled on Friday, May 8th. So sure, we took the weekend to be shocked, sad, angry, frustrated, disappointed, you name it. But on Monday, we rolled out of bed, drove to the office and got back to work. We asked ourselves, “How can we still educate students this summer?”, and before you know it, that frustration and disappointment turned into a brand new program – the Speaker Series.

The Speaker Series is an online library of video resources geared toward workforce preparedness, career exploration, motivation, and skills development. Workforce preparedness remains the number one concern of Pennsylvania business, so it's the perfect addition to our family of world-class education programs.

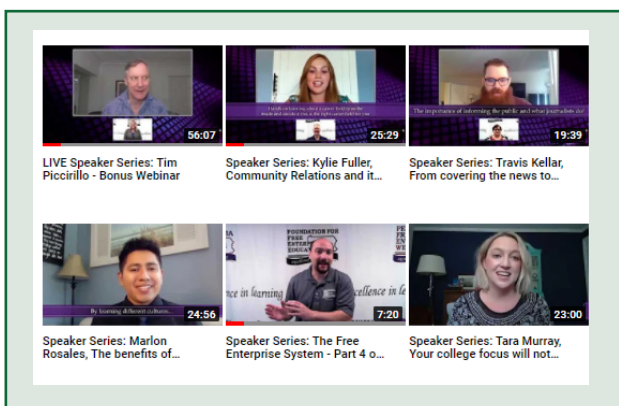
The Speaker Series is comprised of two distinct tracks, the Life Track, focusing on students' inspiration and personal development, and the Career Track, focusing on career exploration and workforce preparedness. Anyone can access our Speaker Series videos at any time, either on our website or YouTube channel. We can tell this is going to be a great program because we haven't officially marketed it yet and the videos already have more than 3,000 views. Imagine the impact when we roll this out to every school across Pennsylvania!



Technology and Project Manager Jeremy Kropf and Office Manager Liz Rosales prepare to record a Speaker in our NEW Basement Recording Studio.

The **LIFE TRACK** is a library of hour-long presentations that were held live each Thursday night this summer. Recorded for future viewing, they featured some of the country's top motivational speakers who inspired and challenged our students to navigate COVID and the complex path to adult careers and life. After their presentations, these wonderful men and women stayed on for meet and greet sessions and participants had the chance to connect with them on a deeper level. These live sessions brought a little of the PFEW magic to everyone, and they're available for viewing any time you need a little encouragement and inspiration.

The **CAREER TRACK** features over 60 business professionals from a wide variety of fields who provide insight into different careers with tips to prepare for these careers. These videos address skills development, mentorship opportunities, resume building, leadership, communication, and other topics that prepare students for life after high school. Bonus videos in the Career Track include a simple yet powerful four-video introduction to the free enterprise system and useful content addressing college planning, military service, personal development, and more!



We also created a Speaker Series Accompaniment Workbook which students can use as an official artifact for their required career portfolios. The valuable workbook also helps students and educators fulfill many state-mandated Career, Education and Work (CEW) standards.

The best part of the Speaker Series? Our speakers will connect with viewers individually for a deeper dive into their topics and to help students build their mentor network, potentially leading to internships or jobs. The second best part? It's endless. We'll continue to build on the Career Track in the years to come and help our students find that next perfect job and career. To view the entire series, visit our website at pfew.org!

... G R O W !

Stock Market Game – A Look Back, A Look Ahead



DATES FOR THE 2020-2021 STOCK MARKET GAME SESSIONS

Year-Long Competitive Session:	09/14/20 to 04/09/21
Fall Competitive Session:	09/28/20 to 12/04/20
Fall Enrichment Session:	10/19/20 to 02/05/21
Spring Competitive Session:.....	02/08/21 to 04/16/21
Spring Enrichment Session:	02/22/21 to 05/14/21

It was another fantastic year for the Stock Market Game™ (SMG). Over 8,000 students from every corner of the state played the game and learned about the wonders of the stock market. They worked as teams, researched stocks, invested, and along the way, they developed the confidence to build a strong financial future. Some even made some money!

Our greatest disappointment of this year? We had to cancel our three regional awards banquets. There's nothing better than gathering for a meal and handing out banners and medals to these fantastic young people and seeing the smiles and pride on their faces. But no worries, we know the pride was there and we know the impact was huge.

SMG 2020-21 IS UNDERWAY

We're off and running on another great year of SMG! The year-long and fall competitive sessions are underway, and we couldn't be more excited. We'll be reporting on the progress in future editions of the *EDGEucator* and the *Pulse*, our monthly e-newsletter. Stay tuned!

PENNSYLVANIA SMG STUDENTS PLACE NATIONALLY!

There must be something in the water in the Susquehanna Valley, because for the second year in a row, Hershey and Manheim Township High Schools have students who placed *nationally* in the prestigious InvestWrite Competition! InvestWrite is an innovative national writing competition offered exclusively to teachers and students participating in The Stock Market Game.

In the Spring session, Kyle Hand and Alex Berger from Hershey High School finished 1st and 2nd in the state respectively, and 2nd and 5th in the nation respectively out of 1,284 total submissions. At Manheim Township High School in Lancaster County, Jessica Payne placed 1st in the state and 5th in the nation out of 2,600 submissions in the fall session! Additionally, Delaney Ray from Butler Area



Kyle Hand (top) discovers he placed 1st in the state and 2nd in the nation in this year's InvestWrite competition! Foundation SMG Coordinator Jeremy Kropf (lower left) gives him the news via Zoom while Kyle's SMG teacher Mike Gustantino (lower right) proudly looks on. To see Kyle's excitement first hand, go to YouTube and search for 'Pennsylvania Free Enterprise Week'.

Intermediate High School placed 1st in the state in the middle school division in last year's fall session. Great job, everyone!

A Special Project

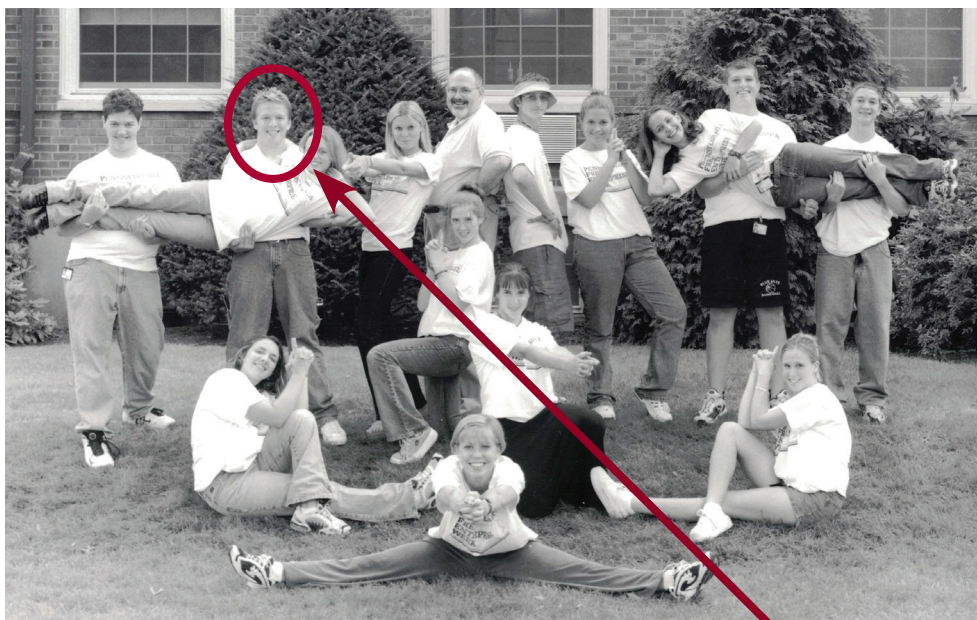
As this surreal year unfolded, we concluded that we will NEVER go another summer without offering PFEW. So finally, here's the Special Project: as we speak we are creating a virtual PFEW program in the event that we are prevented from gathering in person. Part of this effort involves completely redesigning, overhauling and upgrading our website and its security and functionality, and creating a robust platform from which we can run PFEW and all Foundation programs efficiently.

Since this project was beyond the scope of our expertise, we sought bids and hired an Erie firm, Epic Web Studios, to complete this phase of the project. Little did we know what would happen next...

As we sat in on our first project meeting, we discovered that David Hunter, Epic's CEO, is a PFEW grad! He told us how much he loved the program as a student and how formative it was to his future. David then put his PFEW passion into action and offered us a substantial discount on the work he is doing. That's the amazing thing about PFEW. It has lasting impact. We can't thank David enough for his generosity, and we look forward to working with his fantastic team

in the next few months. We can't wait to roll out the new website in November and finish the virtual PFEW curriculum and experience early next spring.

PFEW must, and will, go on, and this Special Project will ensure that PFEW will always be available to future generations, no matter what comes our way!



**PENNSYLVANIA
FREE
ENTERPRISE
WEEK**

**July 16 - 22
—2000—**



Thought we were joking? Here's David with his PFEW team back in 2000. He's pictured back row, second from left. Some of you may even recognize his Company Advisor, Kevin Davis. Kevin is in his 28th year of service as a CA and serves on the Foundation's board of directors!

MY COMMITMENT

You can play an important role in a young person's successful future by enclosing your 501(c)(3) tax deductible contribution today. FFEE is an approved Educational Improvement Organization (EIO) in the EITC Program.

Please make your check payable to:
Foundation for Free Enterprise Education

- ☐ Founder's Club — \$25,000+
- ☐ President's Club — \$15,000 - \$24,999
- ☐ Keystone Club — \$10,000 - \$14,999
- ☐ Student Champion — \$5,000 - \$9,999
- ☐ Student Patron — \$1,500 - \$4,999

A donation of \$625 will provide a sponsorship for a student to attend PFEW.

I would like to make a gift of \$ _____
to the PFEW Sponsorship Fund.

Name _____

Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

County _____ Telephone No. _____

Email _____

☐ Invoice me on _____ (date)

☐ Check Enclosed (PAYABLE TO FFEE)

☐ I will sponsor students in areas of greatest need.

☐ I would like to sponsor students from the following counties: _____

☐ I WOULD LIKE MORE INFORMATION ABOUT VOLUNTEER OPPORTUNITIES.

PLEASE DESIGNATE MY GIFT TO

- ☐ All Programming
- ☐ PFEW & Speaker Series
- ☐ Stock Market Game

The Foundation for Free Enterprise Education is an educational not-for-profit corporation dedicated to promoting awareness about free market economics and private enterprise to the general public. All gifts are tax deductible. A copy of the Foundation's official registration and financial information may be obtained from the PA Department of State. Call 1-800-732-0999. Registration does not imply endorsement.

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The Stock Market Game™
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Has your email changed and you haven't notified us yet? It happens all the time – people change jobs, get married, graduate, move, or they just can't possibly notify everyone they've ever known. If you aren't receiving our monthly *Pulse* updates, we probably don't have the correct email for you. Simply email info@pfew.org and you'll be all set. It's the perfect way to keep track of all the latest and greatest Foundation news!

The Neighborhood Comes to PFEW!

While we can't come to your neighborhood quite yet, the neighborhood came to us! The Harrisburg Regional Chamber & CREDC recently featured the wonderful folks at LeTort Trust and the Atgooth Foundation who provided a very generous gift to PFEW this year. The article appeared on the Chamber's Member News page in early September. Here are some excerpts:

"LeTort Trust, through its Atgooth Foundation, gave \$15,000 in support of financial and business literacy to Pennsylvania Free Enterprise Week. LeTort Trust's commitment to support Pennsylvania Free Enterprise Week (PFEW) remains an important priority for the company and its charitable giving arm, Atgooth Foundation. Each year, Atgooth Foundation and LeTort Trust provide financial and volunteer support to help area students attend the program."

"Pennsylvania Free Enterprise Week is a one-of-a-kind summer program that offers incoming high school juniors and seniors a unique and challenging opportunity to see what it is like to run their own business. Due to the Coronavirus Pandemic PFEW leaders were forced to make the tough decision to cancel their 2020 summer program. To continue providing opportunities to students they devised and executed a plan to host virtual speaker series webinars, career series webinars, and a virtual Stock Market Game that wrapped up in late August. Looking

ahead, they have already come up with programming for virtual content in 2021 if they are not able to host their in-person event."

"Our commitment to supporting PFEW is as critical this year as any prior. The team has done a fantastic job of pivoting to continue providing student support in this unprecedented year of disruption, but we have been especially impressed to see how actively they are working to ensure that future programs will be stronger than ever." stated Katie Clarke, president of LeTort Trust."

Thank you to Katie and her staff for their incredible support of PFEW and youth education!



Katie Clarke, president of LeTort Trust (front row, far right) is pictured here with her team as they present their 2020 gift to the Foundation