

# FOUNDATION FOR FREE ENTERPRISE EDUCATION

*excellence in learning*

*proud presenters of*

**PENNSYLVANIA  
FREE  
ENTERPRISE  
WEEK**



**Speaker  
Series**

**FFEE**

Foundation for Free Enterprise Education

**CONTRIBUTORS  
BROCHURE**

# EDUCATING TOMORROW'S LEADERS...

# TODAY.



*Fred Clark, president & CEO of Clark Associates, Inc.  
speaks with students after his 2019 Keynote address at PFEW.*

***"Clark Associates is a company built on an entrepreneurial spirit and a passion for excellence. We feel that our company values mirror those of the Foundation for Free Enterprise Education and we are excited to be able to support and partner with FFEE to help young people discover their passions and learn about business. We are pleased to be able to help with financial sponsorships and with our ability to have our employees involved as volunteers."***



## History and Purpose

From its inception in 1979, the Foundation for Free Enterprise Education (FFEE) has sought to provide Pennsylvania's youth with high quality and practical hands-on learning experiences that promote the ideals of the American free enterprise system and prepare students for the workforce. To fulfill this mission, the Foundation operates three educational programs. Pennsylvania Free Enterprise Week (PFEW), The Stock Market Game (SMG), and the Speaker Series. PFEW allows high school students to experience the inner workings of modern business and discover their future role in our economy. With SMG, students practice investing, improve financial literacy and create a stable financial future. The Speaker Series helps students explore a wide variety of careers and develop critical mentor relationships that make them workforce ready. Together, these programs provide a solid foundation upon which to build stable, successful careers and futures.

## Why is it Needed?

Most Americans have little to no formal education in economics, business, or personal finance. Pennsylvania does not require coursework in economics or business to graduate high school. This puts our students and Pennsylvania business at a distinct disadvantage. Our economic future depends on a well-educated and skilled workforce. PFEW, SMG and the Speaker Series provide each participant with knowledge and skills that are necessary to become tomorrow's quality employees and employers. The business community, our state and nation face many challenges, and the Foundation's family of programs provide Pennsylvania's youth unique and impactful economic education that prepares them to be Pennsylvania's next generation of business leaders.

## Pennsylvania Free Enterprise Week

The Foundation's flagship program, PFEW was created in 1979 to teach high school students to understand and celebrate business and the American free enterprise system and help them develop skills that lead to professional and personal success. That first program was held with approximately 100 students and 50 volunteers from northwest Pennsylvania. Since then, PFEW has grown into a statewide effort that serves over 2,100 students each summer. Today, multiple week-long sessions are held in July and August on the campuses of Lycoming College and Pennsylvania College of Technology in Williamsport, PA. To date, nearly 50,000 young Pennsylvanians have benefited from this innovative concept in economic education. PFEW is a past recipient of the prestigious Freedom's Foundation of Valley Forge's National Award for Excellence in Economic Education.



## The Stock Market Game™

SMG is an interactive, in-class online simulation of the global capital markets. Students in grades 4-12 form teams and are given \$100,000 of virtual cash to invest in the markets. They compete against other teams in their region and age group for the highest return on their investment. The program breaks down real and perceived barriers to investing, teaches financial literacy, and helps students take ownership of their financial future and develop skills that will lead them to financial independence.



## The Speaker Series

Created in the spring of 2020 in response to the COVID-19 pandemic, the Speaker Series addresses the compelling and urgent issue of workforce preparedness. It consists of live and pre-recorded presentations from world class speakers and business professionals covering a wide variety of topics and careers. The purpose of the Series is to open students' eyes to a variety of careers, provide tools to discover interests, strengths and values, develop meaningful professional mentor relationships, and help teachers and students fulfill state-mandated Career, Education, and Work (CEW) standards. The Speaker Series Accompaniment Workbook can be used by students and teachers as an official artifact for the students' required career portfolios. The Series also includes a library of LIVE events featuring some of the country's top motivational speakers, all of whom participate in and inspire students during the summer PFEW programming.



# How can you help? PROVIDE A GIFT

FFEE programs engage and challenge students to compete, learn, experience, celebrate and embrace business and our American free enterprise system and build skills that prepare them for the 21st century workforce. The Foundation for Free Enterprise Education is grateful for ALL contributions to our family of educational programs. The following giving levels have been established for Foundation programming.

**FOUNDER'S CLUB: \$25,000 or more** - Founder's Club members provide PFEW student sponsorships and support to expand the Speaker Series program. Upon your specific request, you may also choose to sponsor teams to play The Stock Market Game. You will receive the highest honor annually accorded to any donor, and your name will be prominently featured in special sections of the PFEW Program Brochure, the annual FFEE Impact Report, and The Stock Market Game banquet brochures. You or a representative(s) are invited to join a group of students for a luncheon during their week at PFEW after which there will be a special photo session featuring you and the students alongside signage with your logo. That photo, along with quotes from your students, will be included in a specially crafted press release(s) promoted in your region following the program. Your logo will be featured on our major donor recognition boards displayed prominently at the PFEW program. Additionally, Founder's Club members will be listed in a special section of the donor page on the FFEE website through December 31st of the applicable program year and your logo will scroll on the FFEE home page. We will be pleased to present you a personalized plaque recognizing your outstanding commitment to young people and economic education.

**PRESIDENT'S CLUB: \$15,000 to \$24,999** - President's Club members provide PFEW student sponsorships and support to expand the Speaker Series program. Upon your specific request, you may also choose to sponsor teams to play The Stock Market Game. President's Club members will be recognized in special sections of the PFEW Program Brochure given to all PFEW participants and the annual FFEE Impact Report circulated throughout Pennsylvania in the year following the program. You will be listed on our major donor recognition boards displayed prominently at the PFEW program. We will be pleased to present you a personalized plaque recognizing your outstanding commitment to young people and economic education. Additionally, President's Club members will be listed in a special section of the donor page on the FFEE website through December 31st of the applicable program year.

**KEYSTONE CLUB: \$10,000 to \$14,999** - Keystone Club members provide PFEW student sponsorships and support to expand the Speaker Series program. Upon your specific request, you may also choose to sponsor teams to play The Stock Market Game. Keystone Club members will be recognized in special sections of the PFEW Program Brochure given to all PFEW participants and the annual FFEE Impact Report circulated throughout Pennsylvania in the year following the program. You will be listed on our major donor recognition boards displayed prominently at the PFEW program. We will be pleased to present you a personalized plaque recognizing your outstanding commitment to young people and economic education. Keystone Club members also may be featured in our monthly Pulse e-newsletter or our quarterly EDGEucator newsletter.

**STUDENT CHAMPION: \$5,000 to \$9,999** - Student Champions provide PFEW student sponsorships and support to expand the Speaker Series program. Upon your specific request, you may also choose to sponsor teams to play The Stock Market Game. Student Champions will be recognized in special sections of the PFEW Program Brochure given to all PFEW participants and the annual FFEE Impact Report circulated throughout Pennsylvania in the year following the program. You will be listed on our major donor recognition boards displayed prominently at the PFEW program. We will be pleased to present you a personalized plaque recognizing your outstanding commitment to young people and economic education.

**STUDENT PATRON: \$1,500 to \$4,999** - Student Patrons provide PFEW student sponsorships and support to expand the Speaker Series program. Upon your specific request, you may also choose to sponsor teams to play The Stock Market Game. You will be recognized as a Student Patron in special sections of the PFEW Program Brochure given to all PFEW participants and the annual FFEE Impact Report circulated throughout Pennsylvania in the year following the program. You will receive a personalized Certificate of Appreciation noting your outstanding contribution to the youth of Pennsylvania.

**SCHOLARSHIP CONTRIBUTORS: \$625 each** - Sponsorship Contributors provide PFEW student sponsorships and support to expand the Speaker Series program. You or your organization's name will be listed in the PFEW Program Brochure given to all participants and in the annual FFEE Impact Report circulated throughout Pennsylvania in the year following the program. All Sponsorship Contributors will receive a personalized Certificate of Appreciation noting your outstanding contribution to the youth of Pennsylvania.

**SCHOLARSHIP POOL: < \$625** - Your Pool contribution helps provide PFEW student sponsorships and support to expand the Speaker Series program. PFEW students sponsored by the Pool write to our Foundation at the conclusion of the program and copies of several student letters will be mailed to each Pool donor. Additionally, you or your organization's name will be listed in the PFEW Program Brochure given to all participants, and in the annual FFEE Impact Report circulated throughout Pennsylvania in the year following the program.

**\*\* The Foundation for Free Enterprise Education is qualified as an Educational Improvement Organization (EIO) under the PA Educational Improvement Tax Credit (EITC) program \*\***

**\*\* All contributions are 501(c)(3) tax deductible \*\***

**Checks may be made payable to the Foundation for Free Enterprise Education or PFEW**

A copy of the Foundation for Free Enterprise Education's official registration and financial information may be obtained from the PA Department of State. Call 1-800-732-0999 within Pennsylvania. Registration does not imply endorsement. The IRS 501(c)(3) number is 25-1394365.



# How can you help? VOLUNTEER

**Volunteers are a very large and critical part of all Foundation programming, and there are many opportunities for you to make an impact.**

## Pennsylvania Free Enterprise Week

Each year, over 250 business professionals from across the Commonwealth of Pennsylvania and the nation donate more than 12,000 hours to one of three roles: Company Advisor, Speaker, or Judge.

**Company Advisor (CA)** – These are business men and women who spend the week mentoring a student company. The duty of the Advisor is to help their team get organized and assemble information so they can make sound business decisions. They are the consultant, and in that role, Advisors pose questions that will stimulate the students' thinking and reacting process. Company Advisors have ample opportunity throughout the week to interact with the students, creating teamwork and a sense of camaraderie that grows much stronger as the week progresses. This volunteer opportunity is a one-week commitment.

**Speaker** – Speakers address students on virtually every aspect of business and free enterprise. We also feature world class motivational and inspirational speakers who impart life-changing messages pertaining to their everyday lives. This is a one-day commitment.

**Keynote Speaker** – The Keynote Presentation is the official kick-off of the students' week. It is designed to establish the fundamental theme for the week and to ignite the students' enthusiasm for the journey they are about to take. This is a one-day commitment.

**Judge** – Every student company is responsible for a judged Stockholders Annual Meeting and an Advertising Presentation. The scores for these two competitions each count 25% towards the culmination of the week, which is the naming of the overall Top Company. The judging, therefore, is extremely important to the students. To complete each PFEW week, at least four Judges per competition are needed. This is a one-day commitment.

The number of adults willing to give of their time, talent and resources to help these students learn always leaves a lasting impression. If you or someone you know would like to receive more information on volunteering for any of our programs, please visit our website at [www.pfew.org](http://www.pfew.org) or call us at 814-833-9576 ext. 101. We are always excited to welcome new volunteers to fill these all-important roles.



**"A week at PFEW is both long and short. It's long because of the long hours and the intensity of the program. It's short because, as I observe the students and their interactions, I realize that there are so many areas in which I could influence their behaviors (mentor them) in order to help make their interactions with others more effective. There just isn't time! My hope is that they will stay in touch with me or find other mentors to help them through the maturing process."**

**"At the outset of the week, we encourage the students to think of themselves as starting with a clean slate. They do not have to answer to their peers. They can be themselves as they define themselves. As the week goes by, it is inspiring to me to witness their creativity, their thought processes as they wrestle with the (business simulation), and sometimes their out-of-the-box thinking. At the end of the week, I am inspired to witness the appreciation that many of the students show for having had the opportunity of the PFEW experience. Many are the students who are the better for the experience, and this is one CA who feels the same."**

*Mr. Henry G. Michel  
President of Henry G. Michel & Associates (ret.)  
Week II CA*

sponsored by



Pennsylvania  
Manufacturers' Association

## Foundation for Free Enterprise Education

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