



## The Foróige basis.point Programme

Enabling young people  
to reach their full potential  
in Cork



**basis.point**  
joined up giving

# Foróige



Foróige was established in 1952 and is today the leading youth organisation in Ireland, working with more than 50,000 young people and their families annually, across all 26 counties. Young people who are involved in Foróige are empowered to develop their own abilities and attributes, to think for themselves, to make things happen and to contribute to their community and to society. As a result, they develop greater self-confidence, self-reliance and greater capacity to take charge of their lives. All of Foróige's Clubs, projects, services and education programmes are designed to achieve this aim.

There are over 600 Foróige Clubs and Youth Cafés throughout Ireland which provide a safe and inspiring place for young people to hang

out, meet new friends and have a voice in their community. What makes a Foróige Club or Café different to other youth clubs is that it is run by the young people themselves, relentless in their drive to make Ireland a better place.

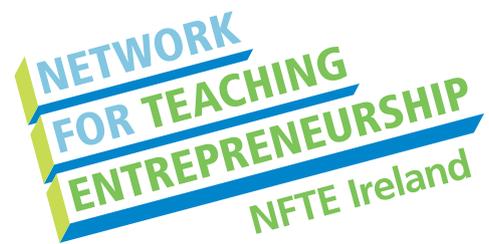
160 Foróige projects operate nationally. Projects target specific needs, are based on international best practice standards and are monitored and evaluated continuously.

Examples include:

- The Network for Teaching Entrepreneurship
- Big Brother Big Sister: Youth Mentoring
- Teen Health & Wellbeing Programme
- Early School Leavers Programme
- Community Youth Services
- Garda Youth Diversion Projects



# Youth Entrepreneurship



Foróige's Network for Teaching Entrepreneurship Programme, which is called NFTE, is a cutting edge, world recognised, youth entrepreneurship education and development programme.

The NFTE Programme provides entrepreneurship education to young people from low-income communities. It develops young people's entrepreneurial skills and provides them with the opportunity to set up their own unique business.

Through the NFTE Programme Foróige is committed to changing the lives of young people by enabling them to develop core skills in business and enterprise, and in doing so, helping them to unlock their individual talents and potential.

Since 2004, over **8,000** young people have set up their own businesses through the NFTE Programme. In the current year there are **1,000** young people, aged 12 to 18, involved in the programme with the support of 100 trained facilitators and over 200 business mentors. Last year a total of **650** NFTE companies had a combined **turn-over of €250,000**. NFTE is delivered through schools, Foróige Clubs and Projects, and Youth Reach.



NFTE's core objectives are to:

- ① Enable young people to reach their full potential
  - ② Build self-confidence and interpersonal skills
  - ③ Increase school completion, college attendance and career aspirations
  - ④ Develop young people's interest in business to become future entrepreneurs
  - ⑤ Enable young people to have a real-life business learning experience
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# Foróige basis.point Programme

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The basis.point funding of 120k over the next two years (2017 & 2018) will enable young people living in low income communities in Cork to be able to engage in the NFTE Programme.

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Through the support of basis.point, the Foróige NFTE Programme will be in a position to engage young people from low income communities in Cork for the first time. The 200 programme participants will primarily come from schools and youth initiatives serving disadvantaged areas in the greater Cork City area.

From September 2017, with funding from basis.point, Foróige will be in a position to engage more young people than ever before in this transformative youth programme enabling them to develop the skills and attitudes necessary to work towards a better future for themselves and their families.

## The funding support of *basis.point* will cover:

- 12 NFTE Programme sites including 6 second level schools and 6 community settings
- 200 young people involved and trading
- 50 business plans will be developed by the young people involved in the programme
- 2 NFTE Facilitator Training Courses implemented with 24 Certified Entrepreneurship Trainers (CETs) trained
- 30 business volunteers involved as mentors, speakers and judges in the programme
- 1 regional trade fair at which young people get an opportunity to trade
- 1 regional business plan competition
- 4 BizCamps, 20 students per camp





### While participating in the NFTE Programme, young people:

- Study all aspects of starting and successfully running a business
- Receive a seed grant to start their business
- Visit wholesalers to buy their business supplies
- Engage with entrepreneurs, business executives, community leaders
- Visit local and national companies
- Work with corporate business mentors
- Sell their products at Trade Fairs
- Prepare and present their business plan to judges at regional competitions with a chance to be recognised at the National Foróige Youth Entrepreneurship Awards.

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### The Programme

Young participants in the NFTE Programme get an opportunity to study all aspects of starting and successfully running a business. The 40 hour long curriculum includes;

- Idea Generation & Feasibility
- Goal Setting
- Business Planning
- Sales and Customer Service Skills
- Marketing and Advertising
- Financial Management and Book Keeping
- Presentation and Communication Skills
- Business Etiquette and Social Responsibility

NFTE participants are required to develop a business plan and set up a real business during the programme, supported and encouraged by their CET.



# Benefits

## Benefits of NFTE

Involvement in the Foróige NFTE Programme enables young people to develop the ability to think critically and creatively; to recognise and capitalise on opportunity and to take calculated risks. It has been proven to improve the business, academic and life skills of young

- Provides a positive method of intervention to young people trapped behind barriers of social, economic and educational exclusion
- Model of learning provides a practical introduction to the world of business presented in materials that are user friendly and taking consideration of varying literacy and numerical capacity
- High touch model with continuous support from the NFTE Programme staff in Foróige

people as well as having a positive impact on their aspirations. Foróige NFTE is committed to changing the lives of young people in disadvantaged communities by enabling them to develop core skills in business and enterprise, and in doing so help them to unlock their individual talents and potential.

- A long term vision where young people who participate in the programme can continue to develop their education and to further their life skills and to build a better belief in their individual capacity
- It teaches young people about financial independence, understanding the needs of a community and harnessing one's entrepreneurial spirit
- Highly cost effective way of delivering an educational programme

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## Research Outcomes

Research collated by Harvard University (2001-2003) which co-ordinated research on the impact of the NFTE Programme has had on participants, concluded that:

- Career aspirations increased by 44%
- Interest in attending college increased by 32%
- Students' business knowledge increased by 20 times vs. control group
- Leadership behaviour increased by 13.2%
- Belief that attaining one's goals is within one's control significantly increased

## Key Findings

The key findings of studies conducted in Ireland on the relevance of the programme reinforced the Harvard University research and showed that:

- Participants reported enhanced confidence, self-esteem, and business skills, and taking part had influenced their academic goals.

- Young people involved in the study reported improved entrepreneurial opportunities and ability to set up a business from their engagement in the programme.
- Personal development was also an area that participants described as having improved for them over the course of the programme. These were categorised as confidence, independence and responsibility. When it came to interpersonal skills, improvements in communication skills and team working capacity were also noted.
- Participants believed that their business skills and knowledge had improved, particularly their accountancy, marketing and problem-solving skills along with the ability to take calculated risks.
- Creativity was also something that the participants reported having become more aware of, particularly their ability to innovate.

# Case Studies

## Case Study: Brace Yourself

Rianne Keaveney (16), Róisín Shaw (15), Sinead Fitzsimons (15), Sinead D'Arcy (16) and Samantha Scanlon (16) students of Mercy College, Sligo. During Transition Year they set up a business based on a hook to help people close their bracelets, amongst other functions such as zipping up the back of a dress and opening cans.

The students developed a prototype and manufactured the hook after one of the group saw that her grandmother struggled with closing a bracelet. Market research carried out by the group found that more than 40,000 people in Ireland suffer from rheumatoid arthritis. The 'Brace Yourself' products cost €2 each and are now stocked in selected pharmacies in Cork and Sligo and are available online through Facebook and Twitter. They say their design is unique, there is nothing like it on the market and also the only such product made and sold in Ireland.

To date, the students have sold more than 1,700 hooks, generating an income of more than €3,000. Commenting on their win, "Our involvement in the Foróige NFTE Programme and our experience in setting up our business has taught us so many invaluable skills, such as working as a team, communication skills and meeting deadlines. We loved the whole experience," said Rianne.



## Case Study: Key You In

Niall manufactures luminous fittings that ensure easy access to the home. His unique product is an aid to help the visually impaired and the elderly. The luminous fittings come in pre-packaged self-adhesive templates that can be easily applied by the customer. His product also saves on energy bills as it reduces the need for lights to be left on. Niall has plans to expand his range of products to include luminous stickers for light switches, doorbells and electric door or gate keypads. His long term goal is to create employment in his area.

For Niall, the NFTE Programme has been more than just a business venture, it has impacted his life. When he was four years old he was diagnosed with Aspergers and Dyspraxia. Niall has always worked hard in life to compensate for his disability but found it difficult to deal with people's perception of him and what he



was able to achieve. He believes his NFTE experience has enabled him to fit in, be more confident and has shown people who he really is. When he speaks about winning the NFTE International Business Plan competition he says "I don't remember ever being happier".

Niall won an all-expenses paid trip to New York to be honoured at NFTE's Silver Anniversary "25 Years of Inspiration" awards dinner.

[www.basispoint.ie](http://www.basispoint.ie)

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