AdCap is a program of...

AdCap is an innovative GENYOUth program that helps students bring their BIG ideas to life. AdCap inspires, empowers and motivates creative, curious and bold student entrepreneurs to design Projects that will make a difference in school and community health and wellness by teaching entrepreneurial skills and offering support through funding, mentors and experiences.

AdCap empowers students to think and act like entrepreneurs as they use the online Project Designer to develop and execute their Project ideas. AdCap provides tools and resources to help turn students’ ideas into lasting, meaningful change for their community and peers.

Who?

Students 13–17 years of age.

When?

Now! Students can visit AdCapYOUth.org at any time to explore and register to begin their Projects!

Where?

AdCapYOUth.org OR at an in-person event. Visit the website to find an event near you!

How?

Step 1 – Students identify a challenge in their school or community about health and wellness and use the Inspiration Gallery and Project Showcase online to get ideas about how they can help solve this issue.

Step 2 – Students complete and submit a Project Design that explains their solution to this issue and how they’re going to create an impact.

Step 3 – Students can apply for support from AdCap:

• Funding – Students can win a grant for their BIG ideas.
• Mentors – Students have the opportunity to connect with a mentor from one of our partner organizations.
• Experiences – Students can engage with entrepreneurs, celebrities, business executives and more!

Why?

Students will:

• Learn entrepreneurial and leadership skills along with perseverance, empathy, and personal growth.
• Create long-lasting, substantial and positive changes in their school and community.
• Be eligible for funding to continue their Projects through to completion.

Presented by

AdCapYOUth.org