



Make a Difference

Make a Great Living Doing It

A Franchise Opportunity

In This Booklet

We live in a fast-paced and crowded world, and our children need more **guidance** and **support** than ever to help them grow into responsible and productive community members. A key factor in this process is **extracurricular education** and **youth enrichment activities**, which have been shown to increase school engagement in children. A brand that offers a comprehensive, progressive curriculum, and begins with a foundation of core values, could be well placed to make a splash in the industry.



In this Booklet

Learn about today's education landscape, and find out about the difference extracurricular youth engagement can make to a child's life.



Discover

Discover the advantages of investing in a franchise versus starting a solo operation.



Learn

Learn how the **Youth Enrichment League** franchise opportunity can make you part of the comprehensive curriculum movement.

Contents

INTRODUCTION

How Education Shapes Our Children	4
Extracurricular Engagement	4
A Comprehensive, Hands-On Curriculum	6
Essential Industry Insights	6

BENEFITS OF FRANCHISING

Becoming an After-School Franchise Owner	7
Franchise Support	8
FTC Protection (for franchisor and franchisee)	8
Personal Benefits	8
Steps to Franchising	8

THE YOUTH ENRICHMENT LEAGUE OPPORTUNITY

Brand Introduction and Overall Concept	10
Franchise Support	11
More Reasons to Invest	11

HOW EDUCATION SHAPES OUR CHILDREN

The impact that education can have on children cannot be overstated. It's an essential part of a person's upbringing and can have a profound effect on the rest of their lives, and our country places a high value on it. But shifting educational priorities and increasing demands on time and resources can reduce a child's options and engagement in the process.

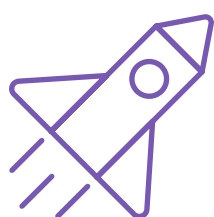
Budgets, policy, and other factors dictate both how much time our kids get at school, and what subjects they learn while they are there. Oftentimes, the bare essentials are all they have time to learn, and they might not feel a sense of connection to the material or instructors as a result. Opportunities to **explore a topic in depth**, or to get their hands dirty in **practical application**, can be rare.

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EXTRACURRICULAR ENGAGEMENT



After-school education has increasingly stepped in to provide essential 21st Century Learning Skills like technology literacy, leadership, critical thinking, social skills, leadership, collaboration, and more. **Robust extracurricular engagement** can be an invaluable tool to help children really understand the subjects that fascinate them most, and it promotes a sense of ownership in their future.

Modern extracurricular activities run the gamut from technology- and trade-based courses like programming and computer assembly, to sports like fencing and soccer, to hobbies like woodworking and magic. After-school activities like these keep kids enthusiastic about their education. A franchise that provides them and works from a foundation of core educational values could be well positioned for growth.



The connection between extracurricular engagement and its many benefits are well established. Attending quality after-school programs has been shown to lead to improved social and emotional learning (SEL), academic gains at school, increased school participation, enhanced safety awareness, and much more.

A COMPREHENSIVE, HANDS-ON CURRICULUM

A key feature of modern life is the constant variety and change all around us, and it's become part of our children's approach to life and education. There are activities and topics competing for a kid's attention all the time, and today's after-school programs should reflect this fact and offer a **wide-ranging, comprehensive curriculum** that gives them education in the areas that interest them.

Variety isn't the only necessity in today's extracurricular programs. **Hands-on instruction** can be an invaluable part of youth engagement, and helps kids understand and connect with skills and topics in a way that simply studying about them can't get across. An effective after-school center should make practical application a part of all their classes.

IMPORTANT INDUSTRY INSIGHTS



The after-school industry is expected to see continued growth over the next five years.



Demand for after-school programs is high, with more than 10 million kids participating in them annually.



After-school program providers have a market size of more than \$23 billion.



After-school and summer learning programs are gaining increasing recognition as an essential element of a child's education in school systems across the country.



There are more than 133,000 after-school program providers in the U.S.



Extracurricular centers employ more than 700,000 people in the U.S. each year.

BECOMING AN AFTER-SCHOOL FRANCHISE OWNER

Owning an after-school franchise can be an exciting thought, and it's one that many of us have shared. The idea of managing a place the way we like, becoming our own boss, and forging a path instead of following others can be the right option to help us become the next generation of business and community leaders.

Getting an education center up and running is an attractive idea, but the business portion of doing so is an aspect that can go overlooked, and it's as essential as having a great curriculum. It takes know-how and energy to start a business, and the costs can add up quickly. **Staffing, course development, marketing, client management, sales, training, inventory, and maintenance** are just a few of the concerns new owners need to stay on top of.



Locations Legend

-  Current YEL company owned locations and available markets
-  Franchise opportunities of prime interest to YEL
-  Franchise Opportunities where YEL is registered
-  YEL is not registered in these states

FRANCHISE SUPPORT

To begin with, what is a franchise? A brand and a system!

The textbook definition of a franchise is a business system where potential franchise owners pay a fee to utilize and grow an existing brand. The transaction is regulated by the Federal Trade Commission for the protection of both parties, and a Franchise Agreement spells out the intricacies of the deal.

In other words, a franchisor has developed a successful system for you. The franchisor has ideally established a brand in multiple markets which makes your initial sales and marketing process easier. Typical franchisors provide awarded franchisees with the business blueprint for operations and training, along with a wealth of support that can include everything from opening sales guidance, to technology and marketing tools, to curriculum development. Most importantly, a franchisor is obligated to disclose initial costs and ongoing fees so you'll have a good idea of what the business will cost before you even get started.

STEPS TO FRANCHISE

Taking the steps toward owning a franchise is called “doing your due diligence,” and may include:

1. Completing an inquiry form.
2. Connecting with a director of development.
3. Reviewing disclosure document.
4. Meeting the franchisor team for **Discovery Day**.
5. Signing the franchise agreement.
6. Finalizing your site location and set-up.
7. Hiring your team and conducting training.
8. Preparing to launch your after-school business!

Franchise ownership means going into business *for yourself*, but never *by yourself*.



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THE YOUTH ENRICHMENT LEAGUE OPPORTUNITY

At {YEL!}, we're working to change the concept of an after-school program, and give the communities we support the kind of **educational opportunities** that can **make a difference** in their children's lives.

{YEL!} finds, cultivates, and trains **dynamic** and **enthusiastic** coaches and teachers, and we offer the kinds of courses kids want to learn. Our progressive, comprehensive curriculum is aimed at helping children find the engagement they need to grow as 21st Century Learners.

YOUTH ENRICHMENT LEAGUE: A MODERN EDUCATION MODEL WITH A MISSION



The Brand:

{YEL!} has an established brand in hundreds of schools in multiple markets. Tens of thousands of students sign up for our programs annually.



The Method:

Our trademarked Teach It! Practice It! Play It!® methodology engages all students with {YEL!}'s robust curriculum, dynamic instructors, and FIVE STAR service.



The Values:

At {YEL!}, we base our decisions on our five core values: trust, stewardship, enthusiasm, can-do attitude, and service.



The Leadership:

{YEL!} is the industry leader in every market we work with, outpacing our competitors in multiple subject areas. We have built a model that keeps our community partners raving for more {YEL!} classes, more {YEL!} curriculum, and more {YEL!} coaches and teachers!

HOW WE SUPPORT OUR FRANCHISE OWNERS

{YEL!} understands that franchise support can be essential when opening a new business. Our owners know that we've got their backs and are there for them when they need assistance.



- Owners have direct access to brand leadership and can benefit from their decades of experience, accrued in hundreds of communities and multiple markets.



- Because {YEL!} is an emerging franchise with fewer units, new owners can enjoy personalized, one-on-one attention and guidance from the national office on daily, weekly, and monthly bases.



- {YEL!} understands that brand growth relies on our owners establishing and growing their customer base, and we've developed our support system to help you build the best {YEL!} brand you can in your community.

JOIN US

{YEL!} wants to bring a new approach to after-school engagement to neighborhoods across the country. Our goal is to help you create an education center and community hub, and we're ready to lend a hand.



- More than 70 hours of **initial training** to help you get started
- **Curriculum development** to provide your local students with the courses they want
- **Operational support** when you need the extra assistance
- **Marketing support** and development to help spread the {YEL!} word
- Access to the {YEL!} **brand** for name recognition and to aid in customer loyalty

Contact Us

For more information on how you can join the {YEL!} group of franchise owners, contact us today!



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YOUTHENRICHMENTLEAGUE.COM/FRANCHISE

{ This advertisement is not an offer to sell a franchise. An offer can only be made by a disclosure document filed first with the appropriate agencies of the respective filing states. Such filing does not constitute approval by any such agencies. }