

# San Bernardino Investment Playbook

## Project Details: Center for Youth Financial Literacy and Entrepreneurship

The Center for Youth Financial Literacy and Entrepreneurship (CYFLE) will provide a transit-accessible hub to connect young people to relevant programs and resources offered by Uplift SB and other stakeholders. Situated in the downtown Enterprise District, the CYFLE office will match San Bernardino youth to educational programming, coaching, and mentorship that will make it easier for them to acquire financial management know-how and engage in entrepreneurial activity. Co-location with the Entrepreneurial Resource Center and the Food Entrepreneurship Hub will create opportunities to leverage resources, space, and programming across all three efforts.

### RATIONALE

Solid financial literacy knowledge and skills help young people make better decisions about money management, student loans, credit card use, and more. Unfortunately, a significant proportion of young people (particularly those from historically disadvantaged communities) lack opportunities to acquire these skills before they finish high school. Similarly, exposure to entrepreneurship can open up new possibilities for young people interested in starting their own businesses, but only if age-appropriate programming and resources are available.

### OBJECTIVES

- Increase the financial literacy of young people in San Bernardino
- Cultivate entrepreneurialism and encourage entrepreneurial activity among San Bernardino youth

### ADDITIONAL DETAILS

CYFLE will be co-located with the Entrepreneurial Resource Center and will be able to rent / use ERC classroom and meeting space on an as-needed basis. Staff will be composed of a full-time receptionist and a part-time programming coordinator.

### COST

\$1.25M	Programming (\$250K per year)
\$750K	Operations, staffing, physical space (\$150K per year)
\$250K	Marketing and outreach (\$50K per year)

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**\$2.25M TOTAL** over five years

## POTENTIAL FUNDING

### *Federal*

ED College Access Challenge Grant Program  
(includes funding for promote financial literacy and debt management)

### *State*

California Department of Education

### *Private sector*

Bank of America  
Horace Mann Ins  
JP Morgan Chase  
Kaiser Permanente  
Wells Fargo

### *Philanthropic*

Council for Economic Education  
Kaufmann Foundation

## LEAD ORGANIZATION

Uplift San Bernardino – Karen Suarez, director

## SIMILAR PROJECTS ELSEWHERE

[Young Americans Center for Financial Education](#)