



## A New Organization

Empowering our youths to be more socio-economically aware, engaged and responsible citizens

<https://resolvefoundation.org>



# Outline

- The Organization – Who we are
- Mission
- Social Need – ICD Survey
- Tactical Planning
- Growth Strategy



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# The Organization

## Who We Are

- A Public Charity
  - Section 501(c)(3) Nonprofit Organization
- An All-Volunteer Organization
- Created, led and driven by millennials and youth



# The Organization

## Why the Youth?

- Have a greater stake in the future of our communities
- Most impacted by the rapid technological, socio-economic and political transformations
- May have minimal political, religious, business, or ethical encumbrances resisting change
- Have the least financial resources to support a nonprofit
- **Inspire a passion to transform our future for the better**



# The Organization

## Founding Members



- Cathy Chukwulebe (Programs)
  - Mechanical Engineering
  - University of Notre Dame alumni
  - Pursuing MBA at Harvard
  - Leadership and Technical Development Program at Caterpillar Inc.



# The Organization

## Founding Members

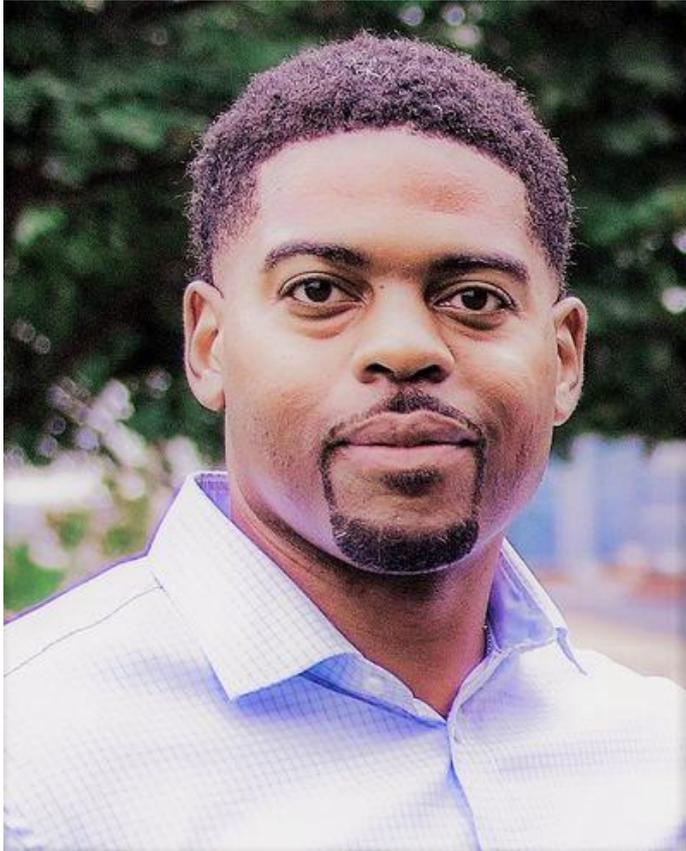


- Aliona Chukwulebe (Operations)
  - Chicago area Singer and Songwriter
  - Passionate about social work
  - Purdue University Northwest alum
  - Background in Communications and Advertising
  - More on [www.alionamedia.com](http://www.alionamedia.com)



# The Organization

## Founding Members



- Robert Abiamiri (Development Director)
  - Former NFL player
  - University of Maryland alumni
  - Backgrounds in:
    - Economics & Criminal Justice
    - Information Technology Management
  - Currently a site manager for Facebook's infrastructure organization
  - Passionate about inspiring curiosity in the youth



# The Organization

## Founding Members



- Steve Chukwulebe, MD (Finance Director)
  - Emergency physician
  - Loyola University of Chicago alumni
  - MD at University of Pennsylvania
  - Residency at Northwestern University
  - Passionate about creating a healthier and brighter younger generation



# The Organization

## Founding Members



- Ihuoma Abiamiri (Media Director)
  - Background in:
    - Criminal Justice
    - Computer Forensics
  - University of Maryland alumni
  - Masters at George Washington
  - Currently works federally in the technology and cyber security space
  - Passionate about youth education



# The Organization

## Founding Members



- Stephanie Nelson (Budget/Finance)
  - Backgrounds in:
    - Biomedical Engineering
    - Intellectual Property Law
  - Boston University alumni
  - JD at Chicago-Kent College of Law
  - Chicago representative for the Associate's Committee and the Women's Forum
  - Passionate about encouraging women in STEM



# The Organization

## Founding Members



- Elizabeth Chukwulebe (Youth Outreach)
  - Thornton Fractional South High School,
  - Attending the University of Illinois at Urbana-Champaign
  - Recipient of many awards:
    - Top ten percent of the class of 2019
    - President’s Education Awards Program for Outstanding Educational Excellence
    - SSC Scholar Athlete,
    - U.S. Marine Corps Distinguished Excellence Award
    - Illinois State Scholar
    - All- Conference Athlete 2017 and 2018
    - American Family Dreams Foundation Scholarship
    - Golden Alumni Association Scholarship
  - Passionate about social engagement



# The Organization

## Founding Members



Dr. B. Chukwulebe is President of Resolve Foundation and a Steel Industry professional with over 25 years in the industry. He currently works as a manager at ArcelorMittal Global R&D focusing on developing and implementing process solutions for modern Steel Manufacturing

Inspired by their children, Dr. Bernard and Mrs. Larisa Chukwulebe championed the creation of Resolve Foundation to reflect their family's commitment to empowering younger generation and providing them with the skills needed to thrive in a rapidly changing and socio-economically challenging world.



Mrs. L. Chukwulebe is the current Vice President of Resolve Foundation and also works as a local Insurance Agent in the Chicago area. She has over 15 years volunteering experience in the Lansing area.



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## Our Mission

“to provide the ways and means of improving youth social awareness, civic engagement, and fitness as a way to drive social change and find lasting solutions to chronic social problems affecting our future”



# Our Mission

## The How

- **Our focus is to be youth-centric organization**
- We strive to create programs and invest in people and organizations that harness the powers of innovation, technology and collaboration to improve youth health, safety and economic well-being
- We strive to create programs that are youth-driven and focused on supporting young high school and college-age students of all genders and socio-economic backgrounds, religious affiliations, from all across the country



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# Social Need – ICD Survey

## Customer Discovery Phase

- Introductory Training on Customer Discovery Course
- Organized by Purdue and Midwest NSF I-Corps
- On Purdue University West Lafayette
- Cathy, Helen, and Larisa participated
  - Compared our original goals with the needs of our target audience



## Social Need – ICD Survey

### Findings

- The original customer segment 14 - 24 is too broad
- Smaller subsegments have different needs
- Younger students tend to know less about their needs
- Therefore we narrowed our age to 16-22
- Furthermore, specifically identified what each age group desires and what their goals are for the future

14-16 Years Old

17-19 Years Old

20-22 Years Old



# Social Need – ICD Survey

## Findings

14-16  
Year Old's

- Feel unprepared to lead adult lives
- Undecided about post high school goals
- Feel pressured by family advice on career, college, and finance

17-19  
Year Old's

- Feel uncertain about career path, and would like more exposure to options
  - Would like more understanding on how to navigate a career roadmap
  - Feel unprepared to succeed academically in college

20-22 Year  
Old's

- Looking for mentors in their profession to shadow and learn from
  - Student debt is a MAJOR issue in this age group



# Social Need – ICD Survey

## Findings – What Youth's See as Barriers

- Lack of knowledge:
  - No idea of what to do or where to find help
  - Many have given up on learning more or think it is already too late
- Dependent on parents. Feel that a lack of money is an obstacle to success
- High loan debts and lack of scholarships
- Many have already very busy schedules due to numerous activities
- In the age of Fake News: some information on internet is not true

How can the Resolve Foundation Help



## Social Need – ICD Survey

Findings – How can the Resolve Foundation Help

- Adulting Seminars (Economy/Paying bills)
- Helping people physically and mentally
  - Free therapy sessions
  - Athletic Clubs
- Mentoring students before freshman year



# Social Need – ICD Survey

## Conclusions

- Narrowed the target age to 16-22 and set goals of each age group
- The types of programs that students and young professionals would like to see is not limited to just personal finance, health, and safety  
**They need help with adulting in general.**
- Found that most youths **learn about adulting is from their peers**, less from their parents and teachers/mentors
- Still need help engaging youths, and learning more about their specific preferences and needs
- We will be continuing our surveys to better refine our goals to make sure we deliver the most value to the youths
- The youths have spoken **there is a need for the Resolve Foundation**



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# Tactical Planning

## Our Long Term Plan

We would like to set up ResolvePress - a not-for-profit media programs and audio/visual content production focused on creating content that educate millennials and our younger generations on life skills, providing them a voice in public debates on crucial topics affecting our future, encouraging a healthy lifestyle among them and promoting their civic engagement in their local communities.

**RESOLVE**<sup>®</sup>  
*Press*



# ResolvePress

Three Areas of Focus

Shortly, we have developed programs that are aligned with three axes of our mission including programs that will engage and educate our youths regarding Healthy, Safety lifestyles and Economic well-being



#iResolveToBeDebtFree



#iResolveToBeSafe



#iResolveToBeHealthy



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# Growth Strategy

## Our Road to Success

- Our long-term goal is to grow into a large public charity with name recognition for our social impact
- We will measure our success primarily by how many lives our programs are able to touch but also by our membership growth, fundraising and partnership growth, social media following and name recognition
- Accountability, transparency, financial prudence, high ethical standards, hard work and result orientation are our management commitment and strategy to success
- We will use all available fundraising options including peer-to-peer, crowd funding, online donations and grants to pursue our goals
- Our success going forward will rely on the selfless sacrifice of our ever-growing volunteers and generous tax-deductible donations from members, private and public organizations and the general public.
- **We count on your continued support.**

Spread the news, volunteer with us, donate...

Please post your pictures using our hashtag

**#iResolveToBeDebtFree**

Make sure to follow us on all our social media for upcoming events!



@resolvepress



@resolvepress



@resolvefoundation



# Thank You

## Resolve Foundation

Driven by the passion and selfless sacrifice of our ever-growing volunteers. Powered by generosity of private citizens, businesses and organizations alike.