

# The Pickypath<sup>™</sup> Foundation



## Career Exploration with Businesses (CEB)

*Better skills  
Brighter futures  
Stronger communities*

# Our Mission

Our mission is to provide aspiring students with equitable access to hands-on experience and mentorship, empowering them to build meaningful careers and enhance the financial well-being of their communities. We strive to close the opportunity gap, fostering a generation of skilled, ethical professionals who create lasting social impact.



**We believe in the power of community impact.**



**We believe in equal access to opportunity.**



**We believe in fostering ethical leaders.**



# Career Exploration with Businesses

Career Exploration with Businesses (CEB) is a 2-week program that helps students explore accounting careers, see their potential impact, and make informed career decisions.

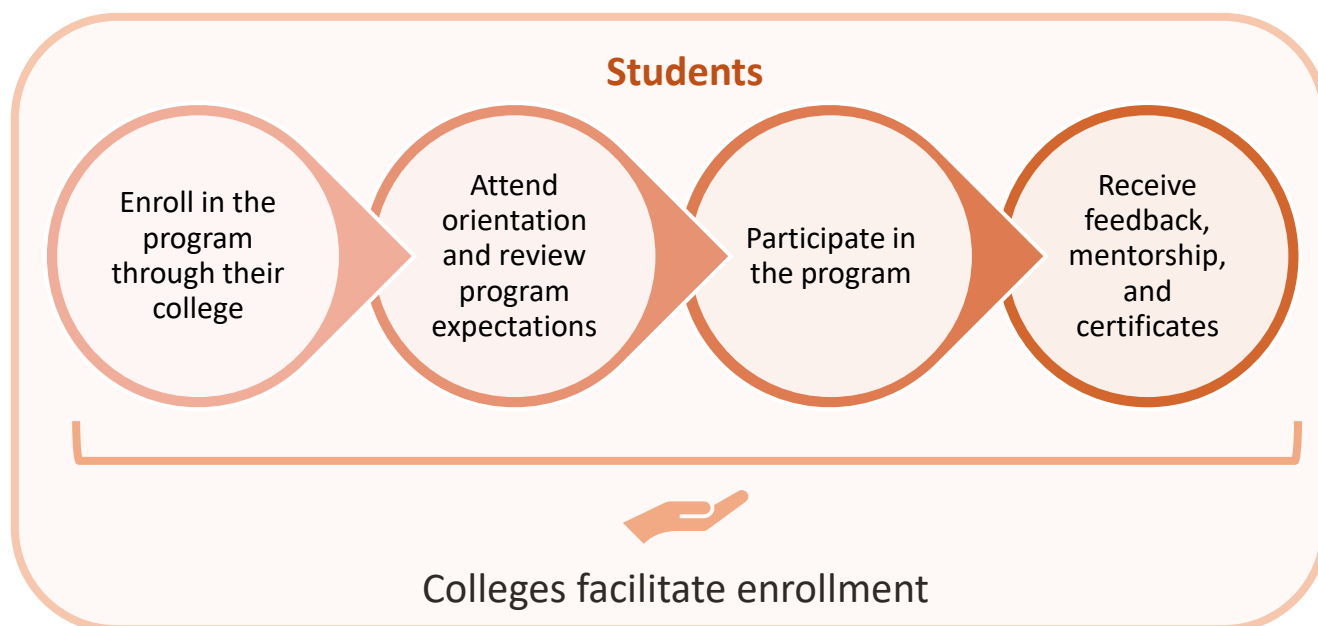
## Our story

Founded by a small community of CPAs who saw firsthand the struggles of talented young people unable to reach their potential, our foundation is built on a simple yet profound belief: that every student with the desire to pursue a career in accounting should have access to real-world experience and practical mentorship, no matter their background or financial resources. We watched countless students with dreams of contributing to their communities face barriers that hindered their success, from lack of opportunity to limited access to mentors who could guide them.

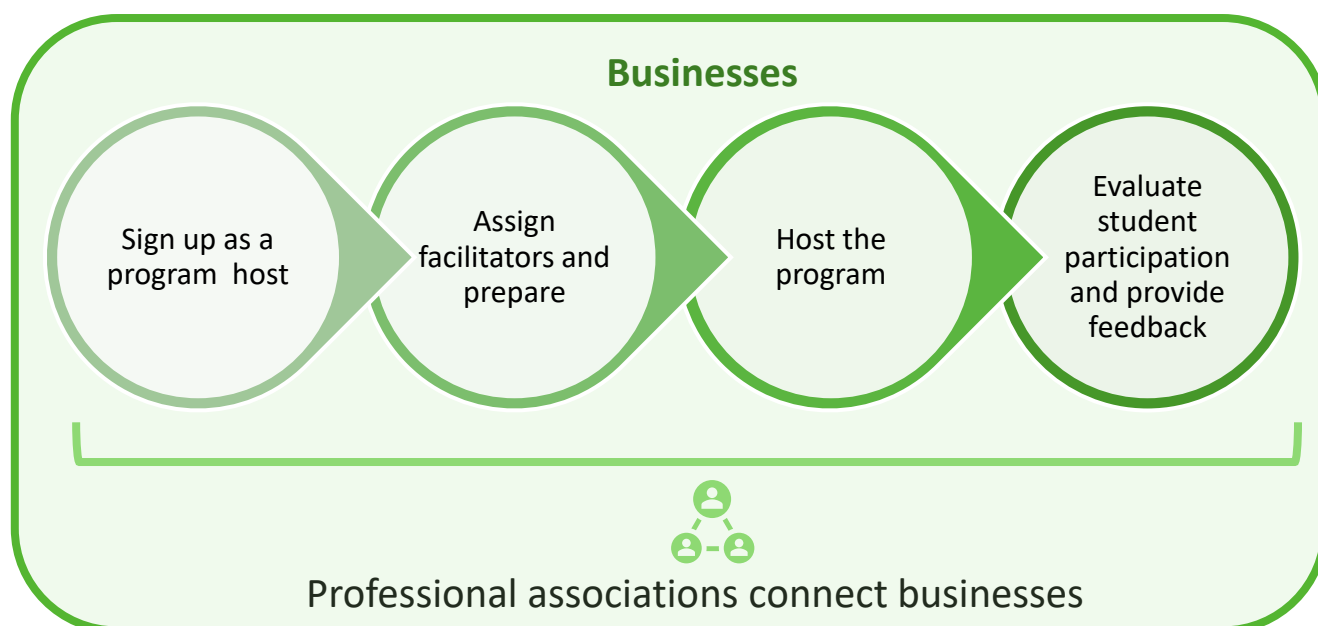
We exist to bridge the gap between classroom learning and meaningful careers. Through our foundation, we're committed to creating equitable pathways for the next generation of accounting professionals, so they can thrive in their careers and give back to the communities they come from.



# How CEB Works

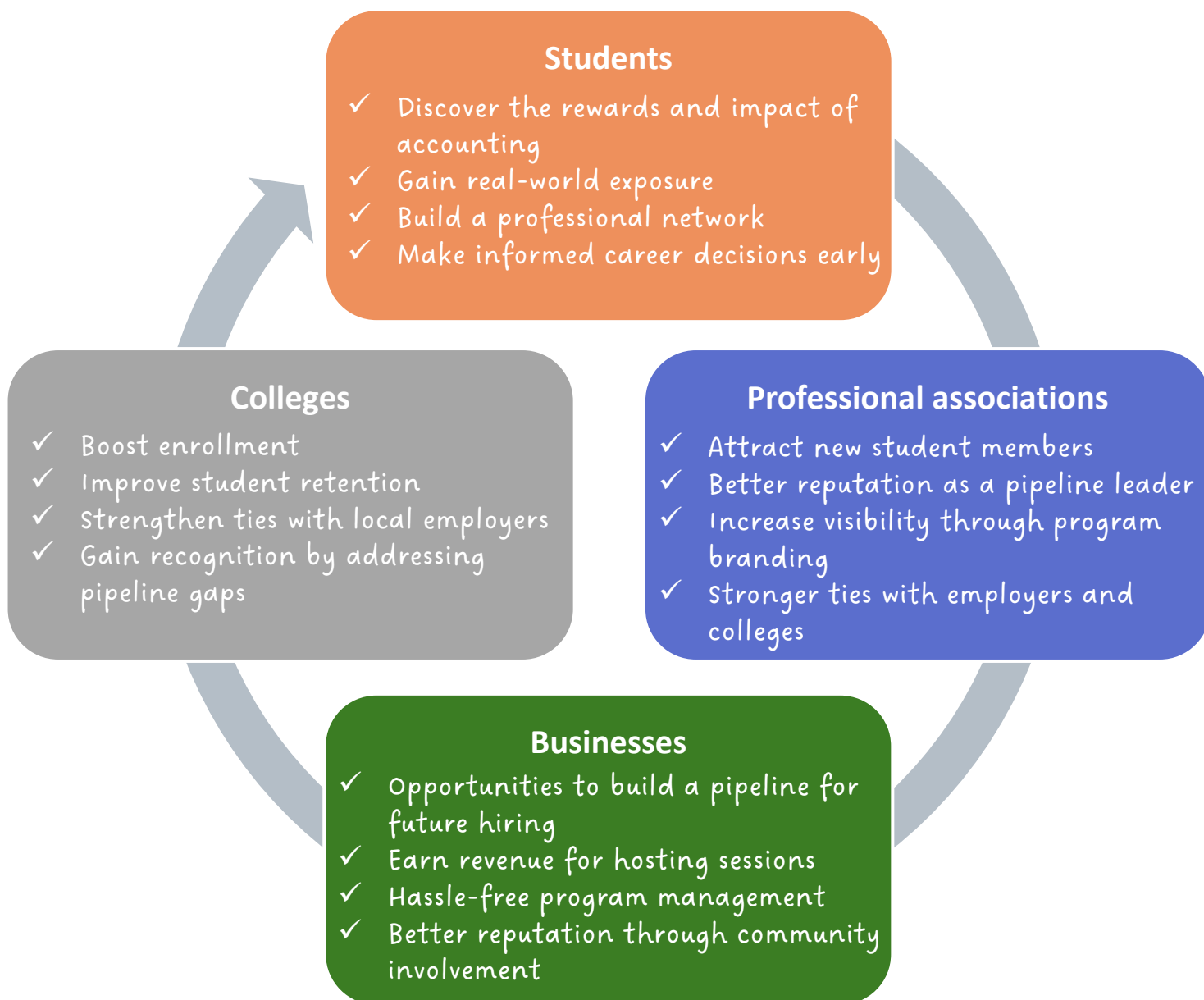


- ✓ Develop program framework and content
- ✓ Manage business sign-up and onboarding
- ✓ Train facilitators before the program
- ✓ Oversee logistics and on-site sessions
- ✓ Arrange guest speakers
- ✓ Issue co-branded certificates
- ✓ Track participation and attendance
- ✓ Collect feedback for improvement



# Shared Success, Lasting Impact

CEB offers students the opportunity to explore accounting careers through on-site experiences with real businesses. By gaining insights into the day-to-day work and long-term impact of the profession early in their decision-making years, students can make informed career choices. The more they understand the value of a career in accounting, the more likely they are to pursue it.



# How CEB is Funded

## Income derived from



**Donations**  
from individuals and  
corporate donors



**Philanthropic contributions**  
from foundations and  
charitable organizations



**Grants and funding**  
from government programs  
and tax incentives



**Program fees**  
paid by student participants

## Costs allocated to



**Administrative costs**  
for operations, staffing,  
oversight, and coordination

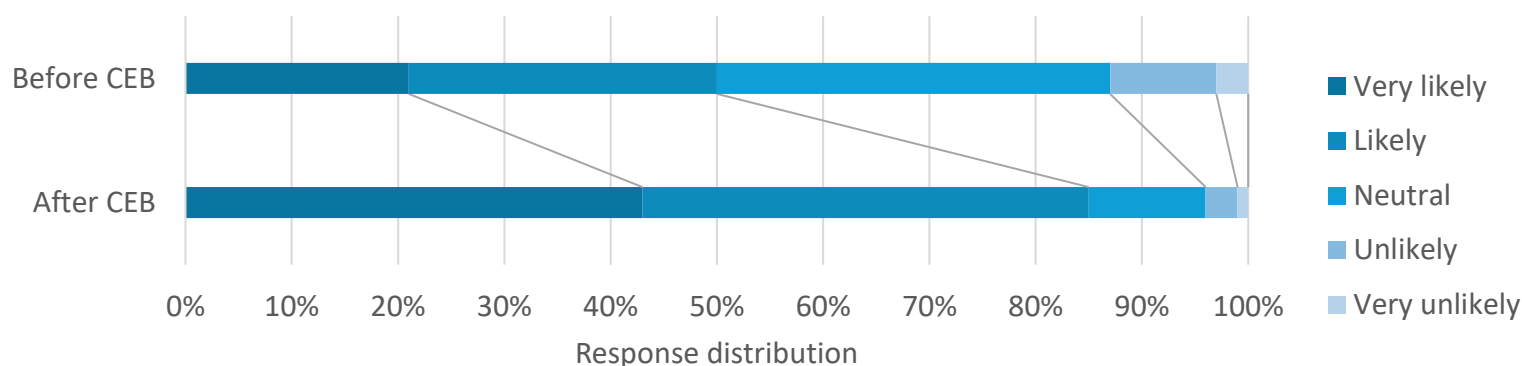


**Compensation**  
for hosting businesses

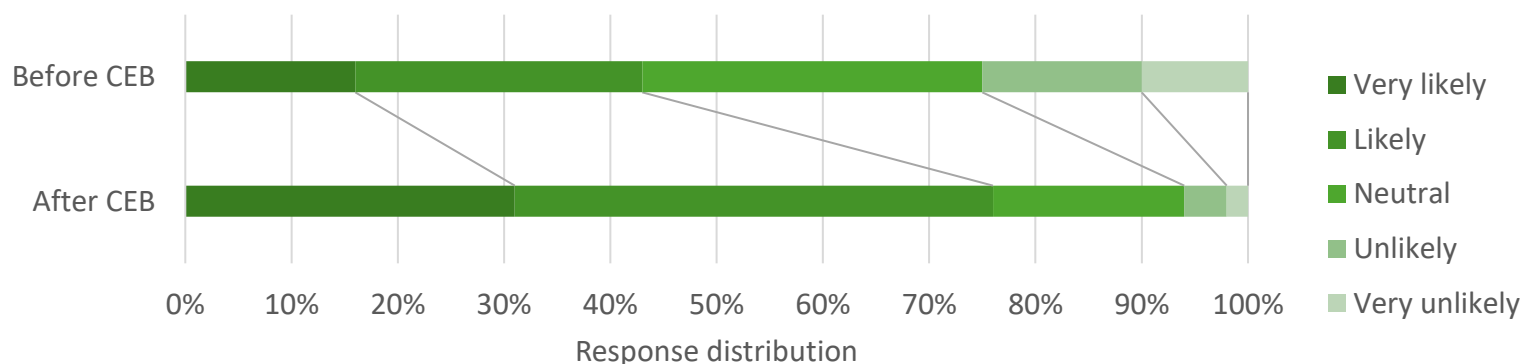
# Reigniting Passion for Accounting Careers

Hands-on experience during CEB had a transformative impact on students, shifting their perspectives and increasing their commitment to pursuing a career in accounting.

## How likely are you to pursue a career in accounting?



## How likely are you to pursue a CPA certification?



## To what extent did the hands-on experience influence your decision to pursue accounting?

Very influential   Moderately influential   Slightly influential   Not influential



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