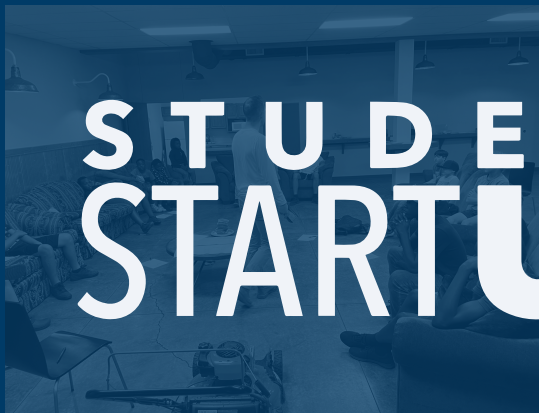


# 2024

## IMPACT REPORT

Empowering Students, Building Communities



STUDENT  
STARTUP

# MESSAGE FROM THE FOUNDER

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Dear Supporters and Friends,

Thank you for making 2024 an incredible year for Student Startup! Because of your support, we are on track for a record-breaking year with nearly 150 students impacted on their entrepreneurial journey of business/personal growth.

Your generosity has fueled incredible successes featured in this report. Lives are changing by pairing mentoring with productivity. This is upstream work, and we're learning that through partnerships with like minded organizations we can go even further upstream by investing in the families of students we serve and helping connect them with economic opportunity and spiritual support.

One of my favorite stories from 2024 is a student from South High who completed the Raising Men program and is now growing his business with the help of his mentor from Student Startup who gives him rides to his customer's properties most weeks. One Saturday, they were discussing the importance of shopping for healthy and affordable food when the student revealed his family didn't have a refrigerator. The team was then able to connect the family with the Build & Rebuild community center near their house which is a referring agent of Care Portal and within 48 hours a fridge was delivered from a local church. Build & Rebuild's ministry is now connecting this student's mother to life-changing empowerment programming they offer for adults. This is the power of partnership, impacting entire families, not just kids.

Looking ahead, we're excited to complete our capital campaign project to scale the program to other cities through our new tech platform. This project is already bringing results and has led to a growing partnership with the Wichita Public Schools who recently purchased fifty licenses of our online startup business program. This week alone we have recruiting visits booked at three of their high schools.

To finish the year in the black we need to raise \$38,000 which will help set the stage for future growth. Because of our belief in Student Startup's operating team and strategy, my family is planning to make our largest gift yet, and we invite you to join us.

Thank you for your partnership in the mission and for making this life-changing work possible.

With gratitude,

A handwritten signature in white ink that reads "Joe Woodward". The signature is written in a cursive, flowing style.

# Wins for KANSAS



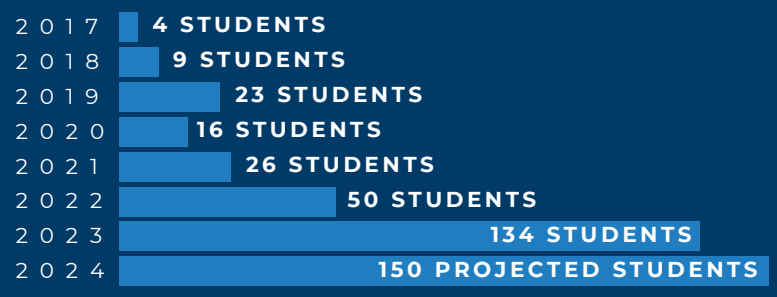
# BY THE NUMBERS

2024 was a standout year for Student Startup! With record participation in our programs and over 412 students served since our start, we expanded our impact and strengthened our community. This year's success sets the stage for an even brighter future!

# 133

STUDENTS THROUGH OCT.

## HISTORIC TOTAL PARTICIPATION



**58** STUDENT MOWERS | **44** STUDENT SITTERS | **15** STUDENT ENTREPRENEURS

# RMLC

- 22 STUDENTS
- 9 GRADUATES
- 8 STUDENTS COMPLETED 25+ YARDS
- 5 STUDENTS COMPLETED 10+ YARDS
- 55 CUSTOMERS SERVED
- 259 YARDS MOWED FOR FREE
- 17 COACHES



# 2024 FOCUS AREAS



**Practical training through our Babysitter Bootcamps**



**Growth of Raising Men Clubs serving the elderly while students train for business**



**Driving personal and business growth at the Student Summit**

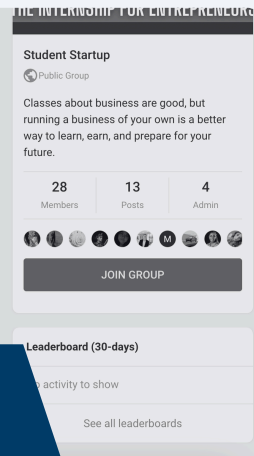
**Growing Partnership with USD 259 Business Classes**



**Partnered with Mentoring Warriors to go deeper with student leaders.**



**Launch Functional Prototype for New Tech Platform**



**Launched the "Mow-Kart" to remove transportation barriers for students without a car.**



**Engage the business community for volunteer opportunities**

**New Partnership with Enterprise Stewardship to Increase Operational Effectiveness**



**Introduced New Tools such as Lemonade Stand for Kids to Rent**

# EVENTS

In 2024, Student Startup hosted events that empowered young entrepreneurs through learning, networking, and skill-building, highlighting our mission to inspire creativity and equip the next generation for success.

## **Raising Men Summer Mowing Clubs**

Many of our most effective community building events were the Raising Men Mowing clubs that Student Startup hosted twice per week during June and July. 22 students benefited from business training and character coaching on what it means to be a real man and then had the opportunity to work together to provide free mowing to the elderly as they sharpened their skills. 9 students completed the 50 Yard Challenge and earned new equipment to start their business while learning the joy of using your strength to serve others.



# 63

NET PROMOTER SCORE

FEB 11

## **FEBRUARY BUSINESS TOUR**

*Tropical Smoothie Cafe*

The February Business Tour with Aaron Courtney offered valuable insights on franchising, risk-taking, and lessons from Tropical Smoothie Cafe's success, inspiring our entrepreneurial journey.



MAR 2

## **STUDENT MOWING BUSINESS BOOTCAMP**

*Wichita State University*

APR 6

## **APRIL BUSINESS TOUR**

*Wichita State University*

MAY 30

**GET STARTED EVENT**

*Wichita State University*

JUN 6

**RAISING MEN LAWN CARE FAMILY BBQ**

*L+N Ranch*

JUN  
10-23

**BABYSITTER BOOTCAMP**

*Trinity Academy*

Our Babysitter Bootcamp helped participants enhance their skills with training in business, safety, infant care, and CPR, along with hands-on activities and prizes.



JUN 25

**BUILD A BUSINESS**

*Wichita State University*

JULY  
25

**STUDENT SUMMIT**

*Wichita State University*

Our annual Student Startup Summit brought together Student Sitting, Student Mowing, and Student Entrepreneur participants for dinner, networking, guest speakers, and more!



AUG 5

**RMLC GRADUATION**

*The Ellis Residence*

The RMLC Summer BBQ at the Ellis residence featured a pool party, dinner, and inspiring speeches from Chris Ellis and Joe Woodward, celebrating the RMLC graduates.



OCT 13

**STUDENT STARTUP NIGHT OUT**

*The Wark Farm*

NOV 23

**BABYSITTER BOOTCAMP MINI SESSION**

*The Learning Lab*

DEC

**DECEMBER CRASH COURSE SERIES**

*Wichita State University*

## STUDENT PROFILE

# ISAAC'S STORY

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### **From Mowing Lawns to Building Apps:**

Isaac Graves, a Student Startup participant for multiple years, is now a freshman at K-State studying business. While he once mowed lawns through the program, Isaac has since embarked on a new entrepreneurial adventure: developing an exercise logbook app called Lift Tracer Workouts.

Designed for gym enthusiasts and beginners alike, the app helps users track their progress over time, learn about weightlifting, and even provides an AI coach to answer questions about exercises, meal plans, and workout routines. Isaac's journey into app development began with an IT/Business mentor provided through Student Startup. With guidance and online courses, he turned to tools like OpenAI to learn coding from scratch, creating a functional app in just two and a half months.

Beyond his entrepreneurial pursuits, Isaac's faith is central to his life. While he grew up with some exposure to church, it wasn't until high school through connections at Student Startup that he began asking deeper questions about faith. Inspired by his mentors, Isaac came to embrace Jesus as Lord and Savior and is now actively involved in campus Bible studies.

Isaac's passion for growth extends beyond business. "Why would I do anything if it's not to glorify God?" he

says. His journey of learning—both spiritually and professionally—shows how deeply intertwined faith and entrepreneurship can be. Isaac's story is a powerful example of how curiosity, mentorship, and dedication can lead to growth in every aspect of life.



## STUDENT PROFILE

# CODIE'S STORY

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### **From Landscaping Hustle to Sustainable Growth:**

Codie's entrepreneurial journey began with the encouragement of his family, especially his mother, who saw his potential and supported his decision to start Exotic Landscapes. From the very beginning, Codie recognized the challenges of running a business, but he also saw the rewards of persistence.

As the business expanded, Codie made a conscious effort to involve family members in the operation. He recognized that bringing them on board not only helped the business grow, but also provided them with an opportunity to learn valuable skills. This collaboration not only strengthened the business but also allowed his family to earn some extra money, creating a shared sense of accomplishment and learning in the process.

When he faced health challenges which landed him in the hospital this summer, his family and the Student Startup community had his back helping him cover his customers and recoup lost revenue.

With support from his mentors at Student Startup, Codie is pursuing higher education at Wichita State Tech and Wichita State's new Spero program. He is also mentoring younger students as a driver and coach for the Raising Men Mowing program.

Codie's journey serves as a reminder

that business principles of service, community and growth apply to all areas of life. Entrepreneurship isn't a quick path to success. It takes patience, dedication, and resilience. Starting small and focusing on establishing trust, managing resources, and building relationships all contribute to lasting success. Despite the challenges, Codie's experience reinforces the value of perseverance in entrepreneurship, proving that with the right mindset, growth will come.





## STUDENT PROFILE

# KAILYN'S STORY

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### **Building a Business, One Step at a Time**

For Kailyn Jackson, starting her own business wasn't just about earning money—it was about creating something she could be proud of and work hard to build. "I wanted to have something of my own," she shares, reflecting on the inspiration behind her entrepreneurial journey. That determination has been a guiding force as she's navigated the ups and downs of running her business.

Kailyn has faced her fair share of challenges, from balancing a busy schedule that sometimes made booking jobs difficult to managing injuries that required her to take breaks. Yet, these setbacks only fueled her resilience, teaching her how to adapt and stay committed to her goals.

Student Startup has played a pivotal role in Kailyn's growth, both personally and professionally. The program helped her establish a strong base of loyal clients, while also encouraging her to strive for more. "It's helped me want to work harder and do more for myself," she explains. That drive has led to some truly rewarding milestones, like hitting her financial goals to save for her car—a moment she describes as one of her proudest achievements.

Kailyn's impact extends beyond her personal success. Her business has been a meaningful resource for families in her

community, allowing parents to participate in more activities while knowing their children are in safe, caring hands. Building trust with her clients and prioritizing their needs has been a cornerstone of her approach. Looking to the future, Kailyn is excited to continue growing her business, using it to support her financial goals throughout high school and college.

With her determination and a foundation of success already in place, she's well on her way to achieving even greater things. Kailyn's journey is a testament to the power of hard work, resilience, and a passion for making a difference.



## STUDENT PROFILE

# MYLEE'S STORY

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### **Mylee's Bright Future: From Babysitter to Lifelong Caregiver**

For over three years, Mylee has been a dedicated member of Student Startup, where she grew from a promising student into a trusted and skilled Student Sitters business owner. Her journey began during a pivotal moment: the early days of the pandemic. Masked yet radiating warmth, Mylee's natural connection with children immediately stood out to Erika, a parent who has since become one of her biggest supporters.

Mylee's commitment to babysitting was never just a side gig—it was a foundation for her future. Graduating a year early from Heights High School, she has since taken on new opportunities while keeping her passion for working with children at the forefront. Whether spending quality time babysitting Erika's children—who adore her—or managing her shifts at Il Primo Espresso Café, Mylee is constantly growing. Her enthusiasm for life shines in everything she does, from hosting cozy stargazing nights with her young charges to inviting customers to see the café's fresh remodel.

Looking ahead, Mylee envisions a career that continues her journey of care and compassion. She's exploring paths in education as a para educator or supporting expectant mothers as an ultrasound technician. Both careers

reflect her deep-seated desire to nurture and make a difference.

Mylee credits Student Startup for much of her growth, providing a platform where she thrived with ample opportunities, supportive mentorship, and meaningful events like the Babysitter Boot Camp and Student Sitters Summit. Through the program, she built strong connections with families, gaining confidence and the tools to succeed.

Erika recalls Mylee's dedication from the very beginning, noting how her children specifically request her for babysitting. "In my kids' world, she's a rockstar," Erika says. "In my world, she's rocking the babysitting business!"

As Mylee continues to explore her future, one thing is clear: whether she's nurturing a child's imagination, guiding students in a classroom, or supporting families during their most joyous moments, her journey will remain rooted in her passion for care and connection.



# STUDENT STARTUP ALUMNI

# BRIAN'S STORY

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## From Student Startup to Soaring Skies

At just 19 years old, Brian was running his own window-washing and lawn-care business through Student Startup. The program offered him more than a chance to earn income—it gave him the opportunity to learn how to manage a business while maintaining a flexible schedule.

Building his clientele was one of Brian's biggest challenges. He had to prove his value to potential customers. To overcome this, Brian knocked on doors with flyers and offered incentives like discounts and promotions. His persistence not only grew his business but also sharpened his entrepreneurial skills.

"During my time at Student Startup, I polished my people skills and learned how to handle setbacks on job sites," Brian reflected. These experiences helped him achieve one of his proudest accomplishments: paying for his college tuition entirely through his earnings.

Now training to become an airline pilot, Brian credits the lessons he learned during Student Startup for shaping him into who he is today. "Student Startup helped me develop discipline, deal with stressful situations, and adapt to last-minute changes," he said. These skills are crucial for the high-pressure world of aviation.

Faith is also a cornerstone of Brian's

journey. "Everything you do is for God's glory," he shared. "Your hard work does not go unseen. God sees your work ethic and blesses us in return." Guided by this belief, Brian gives back by mentoring kids in his free time, helping them build strong values and leadership skills through the Raising Men Mowing clubs.

From scrubbing windows and mowing lawns to preparing for the skies, Brian's story exemplifies how the principles learned through Student Startup can pave the way for both professional success and personal growth.



# STUDENT STARTUP ALUMNI

## BRANDON'S STORY

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### **From Lawncare to Leadership:**

For Brandon, joining Student Startup was more than starting a lawn mowing business—it was a chance to serve his community, grow spiritually, and develop as a leader. Growing up in foster care, Brandon faced challenges that shaped his resilience and determination. His lawncare business and opportunities to mentor younger entrepreneurs became a platform to learn and grow, teaching him lessons that would guide him throughout his life.

One defining moment came when an employee accidentally damaged a customer's favorite plant. "She was upset but didn't fire me. We developed one of the best relationships because of how we handled it," Brandon recalls. This experience taught him the importance of turning obstacles into trust-building opportunities. Student Startup played a key role in Brandon's journey, providing mentorship and practical insights into business. "It's hard, and something you can't learn from reading a book," he says. The guidance he received helped him lay a foundation in ethical decision-making and personal growth.

Brandon's hard work and determination led him to an internship at Koch and a degree in business from WSU. Now, as a Second Lieutenant in the U.S. Marine Corps, he

serves as a supply chain management officer. He plans to pursue a master's degree in supply chain management and is committed to making a meaningful impact on the Marines he leads.

Brandon's advice to students reflects his journey: "Continue to challenge yourself every day and never give up. Keep on grinding—or as I say, 'keep on pounding the stone.' Something unbelievable will happen if you do that."

From foster care to faith, from mowing lawns to leading Marines, Brandon's story is a testament to perseverance, spiritual growth, and the power of ethical leadership.



# BUILDING FOR THE FUTURE

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As 2024 comes to a close, we need to raise \$38,000 for our Wichita-based programming to finish the year in the black and pave the way for future growth.

We're thrilled about the transformative potential of our new tech platform. So far, we've raised \$104,000 toward our \$250,000 capital campaign. With your support, we can complete this project and create infrastructure that benefits students in Wichita and beyond.

If you'd like to invest, please visit [StudentStartup.org/Donate](https://StudentStartup.org/Donate) or reach out to Eli Isaacs at [eisaacs@studentstartup.org](mailto:eisaacs@studentstartup.org) or connect with one of our board members.



GOAL OF  
**38K**

## YOUR IMPACT IN ACTION

Your gift will make a lasting impact on the Student Startup community, empowering students with opportunities to grow, innovate, and embark on their entrepreneurial journeys.

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**\$100**

COVERS GAS AND SUPPLIES FOR ONE DAY OF OUR RAISING MEN SUMMER MOWING CLUB.

**\$500**

FUNDS STARTUP CAPITAL FOR ONE STUDENT, LAUNCHING THEIR ENTREPRENEURIAL JOURNEY.

**\$1K**

FUNDS A FULL SCHOLARSHIP FOR A STUDENT, COVERING PROGRAM PARTICIPATION AND DEDICATED STAFF SUPPORT TO GUIDE THEIR JOURNEY.

# 2025 GOALS



Leverage our tech platform to maximize impact.



Broaden the reach of our babysitting program with two new initiatives.

Double the number of students served, achieving 100% growth.



Expand free lawn care services for foster families.



Develop a more structured and impactful coaching program.

Streamline event operations to enhance efficiency and outcomes.



# THANK YOU FROM OUR BOARD OF DIRECTORS

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**JOE  
WOODWARD**

Stand  
Together  
Foundation



**PASTOR  
BRANDON REDIC**

Lead Pastor at The  
Bridge Church in  
Wichita



**DR KEVIN  
HOPPOCK**

Family Medicine at  
Ascension Via  
Christi



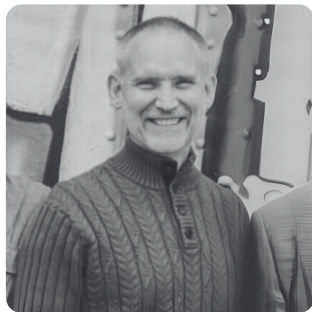
**KEN  
BENGTSON**

Founder of  
MKEC  
Engineering



**LISA  
HERREN**

Mentor and  
Business  
Coach



**ROB  
NOXON**

Owner of Solid  
Rock Commercial  
Roofing



**ABRAHAM  
RODRIGUEZ**

Koch Ag &  
Energy  
Solutions



**ZACH  
BROWN**

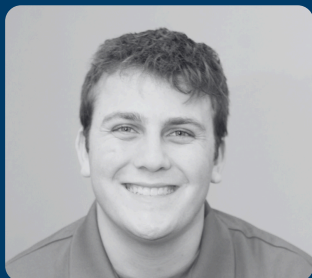
Co-Owner of  
Pinnacle Fire &  
Automation

## STUDENT LEADERSHIP TEAM

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**ELI  
ISAACS**



**CADER  
NEWTON**



**SADIE  
ROBINSON**



**CODIE  
GOLSTON**



**Sign Up for our Newsletter & Join our Community!**

*Studentstartup.org | info@studentstartup.org*



**Thank you to our dedicated staff, generous donors, and supportive community for making 2024 a successful year for Student Startup!**

To help our initiative, email [cnewton@studentstartup.org](mailto:cnewton@studentstartup.org).