



NORTHEAST COMMUNITY CHALLENGE COALITION COMMUNITY-WIDE ASSET INITIATIVE



Asset Building Ideas for Businesses

Whether for profit or nonprofit, businesses have a lot of influence when it comes to asset building. Enriching the lives of children and youth not only is good for society in general, but it also can be good for business. Asset building strengthens the community, which is good for business, and asset-rich young people become asset-rich, productive employees and customers. Here are some ways businesses can build assets.

- Provide family friendly policies that allow parents to be active in the lives of their children.
- Use the asset framework as a resource for employee training, such as parenting programs or training.
- As a part of your company's efforts to build goodwill and corporate responsibility, assume a leadership role in the NECC Community-Wide Asset Initiative.
- Encourage your staff to be mentors or reading tutors and to support volunteer activities through schools and youth serving organizations.
- Focus corporate giving on the programs of the Community-Wide Asset Initiative.
- Make it possible for all employees (parents and non-parents) to engage in asset building efforts by offering flexible scheduling, and other family and youth friendly policies and benefits.
- Assess if your organization can involve children and youth in ways such as volunteering, internships and support opportunities for youth leadership. Service is an important component of asset building, and young people need high quality service opportunities.
- Promote and support clear boundaries, positive values, high expectations and healthy behaviors for all children and youth.
- Be intentional about nurturing the 40 Developmental Assets in the lives of teenagers employed by your company.

Permission given by Search Institute to use Search Institute's materials to develop the Northeast Community Challenge Coalition Community-Wide Asset Initiative.