



# ASSET-BUILDING IDEAS FOR BUSINESSES

**PROJECT  
CORNERSTONE**  
A YMCA of Silicon Valley Initiative

As a business owner or employee, you can make a big difference by enriching the lives of children and youth through asset building. This strengthens the community and helps our youth grow up to be responsible, caring and productive adults, and future employees and customers. It's rewarding and easy. Here's a few tips to get you started today:

- **Commit to at least one act of asset building every day.**
- **Learn the names of children and teenagers who** frequent your place of business. Greet them by name.
- **Offer internships for youth** with concrete learning opportunities, good supervision, and plenty of support and guidance.
- **Train employees in social competency assets** as well as in the competencies and skills your business requires.
- **Make it possible for all employees (parents and non-parents) to engage in asset-building efforts** by offering flexible scheduling, time off for volunteering, and other family- and youth-friendly policies.
- **Build partnerships within the community to build assets.** Link up with a school, youth organization, or athletic team.
- **Support local youth development programs** through financial donations, human resources, and in-kind contributions.
- **Participate in mentoring programs** that pair adults and young people.
- **Examine your attitudes about children and youth. See young people as resources not problems.**
- **Thank people who work with children and youth** (teachers, youth group leaders, social coaches, clergy, and others).
- **Use your access to many sectors in the community to promote, inform, and support asset-building efforts.** Work to create new asset-building ventures for children and youth in your community.
- **Take time to talk with young people** who live near you or work with you.