

## Who should Apply?

Motivated young men who want to make a difference, explore leadership, and grow in character – no prior experience required.

Space is limited and admission is competitive.



**TO APPLY:**

[www.projectlead.ca](http://www.projectlead.ca)



**Project  
LEAD**

**Build Something that Matters**

# WHAT IS PROJECT LEAD?

**Project LEAD** is a unique leadership and service initiative for young men aged 15-17 in Calgary.

Over five Saturday sessions during the school year, participants will work in small teams to design and execute a real-world social impact project – with mentorship, training, and funding support along the way.

You'll learn the skills, develop the confidence, and gain the experience to lead, collaborate, and serve – in school, in your community, and beyond.



## Why it Matters?

- **Leadership & Teamwork:** Take on real roles – CEO, CFO, COO – in your project team.
- **Learn by Doing:** Plan and launch a real service initiative that helps your community.
- **Expert Mentorship:** Work closely with mentors from business, education, and public service.
- **Professional Training:** Gain hands-on experience in public speaking, budgeting, marketing, strategic planning, and more.
- **Make Friends. Make a Difference:** Join a group of purpose-driven young men.
- **A Standout Experience:** Whether for university applications, scholarships, or future employment, Project LEAD provides a story that stands out.

## The Project Journey

- **Session 1: Kickoff & Project Planning:**
  - Learn the ground rules. Meet your team. Begin shaping your vision.
- **Session 2: Brainstorm & Develop:**
  - Pitch ideas. Refine your plan. Get feedback and expert input.
- **Session 3: Present & Compete**
  - Pitch your project to a panel for funding. Up to \$1,000 in seed support available.
- **Session 4: Report Progress**
  - Share your team's progress. Get mentorship on how to improve execution.
- **Session 5: Celebrate & Reflect**
  - Present results. Receive awards. Reflect on lessons learned and next steps.

### Time Commitment:

Saturdays from 10am–2pm.

### Cost to Participate:

\$150 for the full school year. Food and required materials included.