FOR IMMEDIATE RELEASE

Young Entrepreneur Institute, YIPPEE Exchange Expand Operations to Northwest Arkansas, Supported by the Walton Family Foundation

Bentonville, AR - July 31, 2023 - [Young Entrepreneur Institute at University School (YEI)](https://www.youngentrepreneurinstitute.org/) in Cleveland, Ohio, a leading organization dedicated to fostering entrepreneurial skills and mindset among K-12 students, is excited to announce its expansion to the Northwest Arkansas region. This expansion is made possible by generous funding from the [Walton Family Foundation](https://www.waltonfamilyfoundation.org/).

A key component of this expansion is YEI’s strategic partnership with [YIPPEE Exchange](https://yippee.exchange/), a market-based online platform designed to provide innovative and engaging entrepreneurship education resources for teachers to implement with their students. This collaboration will allow K-12 public and charter school educators in Northwest Arkansas to access a marketplace of vetted curricula, materials, and experiences from local and national providers designed to instill an entrepreneurial mindset in their classrooms – all free of charge or available at no cost through easily accessed mini-grants.

"We are thrilled to expand our services to cultivate a vibrant youth entrepreneurial ecosystem in Northwest Arkansas," said Ilene Frankel, Executive Director of YEI. “We look forward to utilizing our almost 20 years of experience in the space, in collaboration with YIPPEE, to equip Northwest Arkansas K-12 scholars with the best in youth entrepreneurship education resources.

Ilene added, "We firmly believe that by igniting an entrepreneurial spark in young minds, we equip children with important skills, including creative problem-solving, public speaking, financial literacy, resilience, and more. Entrepreneurial learning empowers students to become the next generation of innovative leaders, driving economic growth and making a positive difference in their communities. Our partnership with YIPPEE will further enhance our ability to reach educators and inspire young minds to think outside the box."

YIPPEE founding director, Emily Bean with Burton D. Morgan Foundation in Hudson, Ohio, added, “Skill-building and teacher choice are at the core of the platform. All of the resources on YIPPEE have been expertly curated to ensure a high-quality entrepreneurial learning experience. Teachers can select what will work best for their classrooms by reading reviews from other educators or getting a personalized consultation from a YIPPEE team member. We then pay for what qualifying educators want using funding from our generous sponsors.”

For those who qualify, YIPPEE will offer resources such as [a field trip to the Arkansas Technology Research Park,](https://yippee.exchange/products/clkblj6mn9300616omc3j0wx25y) [classroom workshops by Hens at Home](https://yippee.exchange/products/cljyp95xf6126016omc7k4yi7iq), and YEI’s [Supplies and Advice on a Real-World Selling Experience](https://yippee.exchange/products/ckvcloka509694gtosh2yi6s3), among others.

To celebrate the launch of YIPPEE, Young Entrepreneur Institute will host several events throughout the Northwest Arkansas region in the coming months. These events will provide an opportunity for educators and community members to learn more about the platform and how it can benefit their students.

"We are excited about the upcoming launch of YIPPEE," said Marion Dunagan, Program Director for YEI’s NWA initiative. "We believe this initiative will be a game-changer for K-12 education in Northwest Arkansas. Developing entrepreneurial skillsets in our youth is an investment in the future of our region; working towards economic growth, building a stronger, more capable workforce, and encouraging community engagement. We are excited about our goal of reaching 350 NW Arkansas educators and thus, impacting over 6,000 K-12 students.”

“Mini-grant” funds, sponsored by Walton Family Foundation, will be available to K-12 public and charter school teachers in Benton and Washington counties for the purchase of resources on YIPPEE. Free resources are also available on YIPPEE, and can be accessed by all educators, including those who work for private school or out-of-school time organizations, or for parents homeschooling their children.

For more information about YEI and YIPPEE, see the contact information below.

Young Entrepreneur Institute: [youngentrepreneurinstitute.org](https://www.youngentrepreneurinstitute.org/)

YIPPEE: [YIPPEE.exchange](http://yippee.exchange/)

Marion Dunagan  
Program Director, Young Entrepreneur Institute at University School  
Northwest Arkansas  
[MDunagan@us.edu](mailto:MDunagan@us.edu)  
479-422-9775

Ilene Frankel  
Executive Director, Young Entrepreneur Institute at University School  
[ifrankel@us.edu](mailto:ifrankel@us.edu)  
216-533-3135

Emily Bean  
Director of Youth Entrepreneurship Education, Burton D. Morgan Foundation;   
Founding Director, YIPPEE Exchange  
[ebean@bdmorganfdn.org](mailto:ebean@bdmorganfdn.org)  
216-440-0526

**About YEI**

[Young Entrepreneur Institute at University School](https://www.youngentrepreneurinstitute.org/) (YEI) was established in 2006 in Cleveland, OH with a mission to provide K-12 students with entrepreneurship education and experience. Initially developed as a curriculum within [University School](https://www.us.edu/) (US), an independent K-12 school for boys, YEI expanded outside University School in 2012 with the goal of making entrepreneurship education accessible to students throughout its region and across the country. YEI’s work outside of University School is supported by individual, corporate, and foundation donors.

YEI’s vision is that all children understand and experience entrepreneurship, developing the skills and mindset to thrive in an ever-changing world.

Their mission is to equip K-12 students with an entrepreneurial mindset and skills for the future by:

* Training, supporting, and providing resources for K-12 educators
* Offering hands-on experiential learning opportunities for students

YEI remains housed at University School, which provides fiscal oversight to the organization.

**About YIPPEE/Burton D. Morgan Foundation**

YIPPEE was developed by Burton D. Morgan Foundation and officially launched in 2022 in partnership with YEI. It is a seamless, integrated platform that gets the best entrepreneurial skill-building opportunities in front of students. All parties involved get a say in what resources reach students:

* Educators choose the products that work best for them.
* Providers decide where and how they want to offer resources.
* Sponsors decide how they will direct their support.

When all three align, a match is made and educators get a grant – without any paperwork!

YIPPEE is a perfect embodiment of Burton D. Morgan Foundation’s mission - to champion the entrepreneurial spirit and foster the free enterprise system.