



CASE STUDY



Detroit Phoenix Center

Empowering Youth With Financial Knowledge & Investment Awareness

Organization Overview

Detroit Phoenix Center (DPC) is a nonprofit organization dedicated to supporting youth experiencing homelessness and instability by providing resources, mentorship, and life skills programming.

As part of its youth development programming, DPC offers workshops focused on employment readiness, college preparation, and financial literacy.

Challenge

Many young people entering adulthood have limited exposure to financial education topics such as budgeting, saving, and investing.

DPC sought to introduce youth participants to foundational financial concepts while making the learning experience interactive, engaging, and practical.

Program Delivered

Biddles Group delivered a **90-minute financial education workshop** designed to introduce youth to key financial topics, including:

- budgeting fundamentals
- saving and financial planning
- understanding credit
- introduction to investing
- long-term wealth building

The workshop incorporated **interactive quizzes and real-world examples** to encourage participation and engagement.

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Audience

Youth participants ages **14–22**

Approximately **40 attendees**

Program delivered as part of DPC's youth summer development series.

Impact & Outcomes

Following the session:

- Participants demonstrated strong engagement during interactive financial quizzes
- Several attendees reported opening investment accounts after the workshop
- Participants expressed increased interest in saving, investing, and financial planning

The session contributed to DPC's broader mission of preparing youth with practical life and financial skills.

Participant Feedback

Students rated speakers during the event and the workshop received **positive engagement ratings**.

Several participants later shared that the session encouraged them to begin their personal financial journey.

Why It Matters

Early financial education can have a significant impact on long-term financial behavior.

Programs like this help young people:

- understand how money works
- develop confidence in financial decision making
- begin building long-term wealth habits earlier in life



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