

# Resources

## CEE

**Challenge #4: Create a solution that increases awareness of CEE to target client audience.**

Most common current methods for advocacy are flyers (physical paper pamphlets that are handed out in neighbourhoods) and inbound referrals from partner organizations. When asked, the most common reason that young people reach out to CEE is because they saw young black people that they thought they could relate to on the pamphlet, website, social media, etc.

### Current Advocacy Processes:

- Email blasts
- Social media posts
- Canvassing community including door knocking
- Hosting presentation at community organizations
- Referrals from community organization
- Referrals from CEE alumni

### Target Audience:

- Black Youth
- Ages 18-29
- Resident of neighbourhood improvement areas/ priority neighbourhood
- Out of school and work
- Facing barriers to employment including contact with the law, young parents, poverty, under employment.