In this talk, I will describe an final project I have assigned in multiple quantitative literacy courses. The goal of the project assignment is for students to connect math to their own interests and passions. The requirements and directions for the project are left non-specific to encourage students to be creative and original with their project. However, students are required to submit progress reports during the semester, and extensive feedback is provided on an individual basis. The final projects are shared with their peers at the end of the term in science-fair style sessions. While students are initially nervous (and sometimes angry) about the open nature of the project, the majority of students create impressive projects, and show great enthusiasm for sharing their creations. The presentation will include examples of student projects from recent classes. (Received September 16, 2014)