EMPOWERING YOUTH FOR SUCCESS THROUGH L.I.F.E.

Presented by Lift Up America®
America has a bright future but also faces significant challenges in the 21st century. Perhaps our greatest challenge is engaging youth, our next generation of leaders, with opportunities that inspire and motivate them with hope for the future.

Education is a significant part of that hopeful future. It equates to workforce productivity and economic success for individuals and communities. But in today’s world, academic education is not enough. Students need to learn life skills – motivation, self-regulation, character development, personal and social responsibility, and leadership development. Combined with the backdrop of education, these attributes build powerful momentum toward assuring a successful future.

“...The Ambassadors of Compassion experience has reinforced qualities in me that can make me a greater leader and example. It has reminded me that life can be tough but it is up to us to persevere through obstacles.

Danny, High School Student, San Diego, CA

HOW DID AMBASSADORS OF COMPASSION BEGIN?

Lift Up America, founded by 40-year career non-profit leader Dave Hannah, began in 2004 as a collaborative effort of national partners that came to include over 100 caring companies such as Tyson Foods, Give the Gift of Sight (Luxottica Group that included LensCrafters and Pearle Vision), Starkey Hearing Foundation, Ty Inc., Cinemark Holdings, Inc., Interstate Batteries, more than 40 pro and college sports teams, and over 1,500 nonprofit organizations. Together, we provided the gifts of food, sight, hearing, hope, and comfort to our nation’s less fortunate.

In 2006 Lift Up America President Eric Hannah added the “Giving Hope Tour,” using movie premieres as a platform for helping the less fortunate through food distribution. When young people and their families from less fortunate backgrounds were given recognition by the celebrities, they began to realize that they could dream and hope. The power of those events left an indelible impression on everyone who attended.

As a result, Lift Up America’s unique approach to fighting generational poverty was transformed from an event-based outreach to reaching students through the
Ambassadors of Compassion “Journey.” In partnership with schools across the country, each 14-week Ambassadors of Compassion (AOC) Journey empowers youth, aged 14-21, for success through L.I.F.E. as their journey experience develops character, leadership, and service, instilling hope for a bright and productive future. The AOC Journey is for all students and has a strong emphasis on helping at-risk teens stay in school and graduate.

A SIMPLE BUT POWERFUL JOURNEY

The AOC Journey helps youth internalize four foundational principles:

- **Labor** – taking responsibility for your life and working hard to achieve your goals and dreams
- **Influences** – limiting negative influences in your life and making the most of positive people, opportunities and influences
- **Forgiveness** – forgiving yourself for past failures and forgiving others for betrayal and wrongs against you, so that you are free to achieve your goals and dreams
- **Experiences** – recognizing that today’s circumstances don’t dictate tomorrow’s outcomes and we learn from our experiences and the experiences of others that dreams can be achieved in spite of obstacles

The Journey engages, energizes, and rewards students. It starts with a high energy “Kickoff Event” featuring celebrities from sports, movies, and television, who share their own story to create a credible connection with youth that motivates them to begin their Journey. Within the Journey are three core elements:

- **TRAIN** – Adult Team Coaches guide “teams” of 8-10 students through the weekly 14-week interactive Journey during which they also choose and carry out a LABOR service project within their community.

The mission of Ambassadors of Compassion is to empower youth by equipping them to succeed as they take responsibility for their own LIFE and serve the needs of their community.

Hear Yisel’s amazing story of success….
“The impact this journey had on my life was to stay in school, get good grades, and go to college. The most important thing I learned was to be yourself and not let anybody tell you what you can’t do.”

Adam, High School Student, San Diego, CA

• MEASURE – In addition to tracking their participation over 14 weeks, and the completion of their LABOR service project, students take part in a pre and post strengths-based assessment administered by Resiliency Initiatives, a leader in educational assessment and consultation.

• HONOR – Student achievement is rewarded at an “Honor Event” where they are individually recognized in a way that helps “lock in” what they have learned as something of value for their life journey.

CREATING A BRIGHT FUTURE

Educators recognize the value Ambassadors of Compassion brings in combating negative social behaviors, including drug and alcohol abuse, bullying and violence, depression and suicide, truancy and school dropout. Schools have found the AOC Journey so valuable that some have even made it part of curriculum.

“Students at Crestview High School in Phoenix have been greatly impacted by the Ambassadors of Compassion program. This opportunity to structure a safe place for students to talk and discuss issues was a truly amazing thing.”

Samantha Sinclair, Grants Coordinator, Leona Group Charter Schools, Phoenix, AZ

Because this experience of self-discovery is transformational for students, we call AOC a Journey, not just a “program.” As the Ambassadors of Compassion Journey helps students develop life and leadership skills, it also:

• Increases graduation rates
• Decreases mental health issues
• Increases positive social engagement
• Increases workforce productivity
WHY DOES THE AOC JOURNEY WORK?

Dr. Hammond is the AOC Educators Circle lead consultant, having evaluated more than 500,000 teenagers in North America. After studying the social impact of the AOC Journey, he made the following observations:

“Research clearly indicates that positive academic outcomes for students are based upon two critical factors: 1) students experiencing success and confidence in their ability at learning to learn; and 2) students developing the essential character and social traits that will support their transition toward adulthood.

It is the concept of character when added to how to learn that are the two ingredients in working toward success. The Ambassadors of Compassion program prepares students to learn and helps them develop the character and social traits that support their transition into adulthood.

The Ambassadors of Compassion Journey adds that missing component of developing character. It develops kids from the inside out.”

WHO SUPPORTS AMBASSADORS OF COMPASSION?

- Endorsements have come from former President George W. Bush and Secretary of State Condoleezza Rice
- Celebrities such as Mario Lopez, Rob Morrow, Lauren Potter from “Glee”, Noel G, Dyan Cannon, and many others
- Sports personalities like Spencer Tillman, Wayne Huizenga Jr., Jerry Colangelo, and Clark Hunt
- The prestigious Lombardi Awards has presented the Ambassadors of Compassion Leadership Award for Perseverance to an outstanding graduate the past two years
- Business luminaries like Ken Blanchard
- Noted educators, including National Outstanding Educator of the Year Gene Bedley, and Erin Gruwell, author of Freedom Writers.

“I want you to know how important your work is and how greatly it impacted our kids and adults ... and me. I have never been so blown away by a group of speakers in my life!”
Trish McCarty, Founder and CEO, StarShine Academy Schools
MAKING AN IMPACT

A continuation high school in California’s Inland Empire, where kids with very challenging life environments attend, had only 12 of 343 students (3%) graduate from high school in 2011. The following year, 104 seniors at this school took the AOC Journey and 93 (91%) of them graduated from high school.

To date, approximately 5,500 youth in 12 cities and over 20 school districts across the nation, along with several charter schools, have completed their AOC Journey. Most schools that have implemented the Journey are planning to expand Ambassadors of Compassion to have more students in the coming academic year. For the 2014/15 academic year AOC will be in markets such as Houston and the Los Angeles Unified School District.

VISION TO IMPACT A NATION

We envision one million youth across North America absorbing these principles by experiencing the AOC Journey, taking responsibility for their own lives, contributing meaningfully to the lives of those around them, and showing leadership to overcome the challenges facing their generation.

Based on the outstanding results we have experienced the past two years and the feedback from school administrators, there is every indication of a strong demand in the marketplace for the AOC Journey. So we are set to expand rapidly.

Over the next three years we plan to train, measure and honor 10,000 students in the 2014/15 academic year; 25,000 students in 2015/16; and 40,000 students will experience the AOC Journey in 2016/17.

We look forward to working with you and together having a positive impact with thousands of youth throughout America!
“I believe the Ambassadors of Compassion program will be the fuel that ignites the passion to begin and the perseverance to finish for millions of teenagers. I’ve seen the results and they are stellar!

Gene Bedley, National Outstanding Educator of the Year

“The Ambassadors of Compassion journey challenges and inspires youth to leave the past behind and reach out to their full potential in life.”

H. Wayne Huizenga, Jr.,
President, Huizenga Holdings, Inc.
Former owner, Miami Dolphins

“Nothing significant happens without leadership. Ambassadors of Compassion builds leaders. That’s why I’m involved”

Spencer Tillman, CBS Senior Sports Analyst
GET INVOLVED!

Right now thousands of youth are ready to become an Ambassador of Compassion™.

For more information about the program in Ohio, please contact:

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