

FOUNDATIONAL MESSAGING

NAT'L NONPROFIT, ESTABLISHED (YOUTH DEVELOPMENT)

**TRANSFORMS WHAT SELECT LOW-INC. STUDENTS
BELIEVE IS POSSIBLE FOR THEMSELVES. IT WORKS.***

**RIPPLE EFFECT: FIRST IN FAMILY TO EARN COLLEGE DEGREE; LEADERS WHO GIVE BACK
"SUMMER SEARCH HELPED ME BECOME THE PERSON I WAS MEANT TO BE."-ALUMNA**

CHARACTER-BASED PROGRAM IS LONG-TERM
INVESTMENT IN STUDENTS WHO DEMONSTRATE
RESILIENCE, ALTRUISM, DETERMINATION**

**** 5 + YEARS AT LEAST, THROUGH COLLEGE**

PROGRAM IS A UNIQUE COMBINATION:

**1) CIRCLE OF RELATIONSHIPS, ANCHORED BY PROFESSIONAL MENTOR
(TEACHERS, PEERS, COLLEGE ADVISORS, PROFESSIONAL NETWORK)**

**2) EXPERIENTIAL OPPORTUNITIES
(TRAVEL, LEADERSHIP PROGRAMS, CMMTY SERVICE, INTERNSHIPS, COLLEGE-PREP PROGRAMS)**

"MEET THESE KIDS. MEET _____, AN ALUMNUS. THEY'LL INSPIRE YOU. THEY CHANGED MY LIFE."

**** 83% OF OUR STUDENTS ARE ON TRACK TO GET A COLLEGE DEGREE COMPARED TO 1 OUT OF 10 OF THEIR PEERS; 80% SURVEYED ALUMNI VOLUNTEERED FOR A SOCIAL CAUSE.**

VISION STATEMENT

Our vision of the future

We envision a world in which young people, regardless of circumstances, have the opportunity to fulfill their potential and lead their families and communities to thrive.

MISSION STATEMENT

How we will achieve our vision

Our mission is to help low-income teenagers transform what they believe is possible for themselves and develop the skills they need to become college-educated leaders who give back to their families and communities.

BOILERPLATE PARAGRAPHS

Intended to be written/read

PRIMARY

Summer Search is a national youth development nonprofit organization. We work with low-income high school students to transform what they believe is possible for themselves. We help students in seven cities across the country develop the skills and character traits they need to become college-educated leaders who give back to their families and communities.

SECONDARY

Since 1990, we've partnered with high schools to identify students short on opportunity and long on resilience, altruism and determination—character traits that hold the seeds for success in school and in life. We make a long-term investment in these students (at least five years, from high school through college).

Our character-based program is a unique combination of relationships and opportunities that helps them build the skills they need to thrive. We partner each student with a professional mentor and build a circle of relationships around them. Then, we offer them experiential opportunities that crack open their view of the world and ultimately reveal what they're capable of accomplishing.

Summer Search alumni, often the first in their families to earn a college degree, are beacons of change who give back to their families and communities.

- 83% of Summer Search students are on track to get a college degree; contrast that with fewer than 1 in 10 of their peers.
- 80% of surveyed alumni volunteered for a social cause.

ELEVATOR PITCH

Intended to be spoken/heard

Summer Search is a youth development organization—we started in California twenty years ago—and now we're across the country.

We partner with high schools to identify low-income students who demonstrate certain character traits.

We make a long-term investment—at least five years—from high school through college.

By the time we're finished, they've got what they need to thrive.

They are often the first in their families to earn a college degree—not only do they lead the way for their families, but they become leaders in their communities as well.

ADD YOUR OWN PERSONALIZED CLOSE. (THE WHY)

1. It's a joy to watch.
2. Ripple Effect/Impact: What really works is that we aren't transforming one life at a time, we are transforming the lives of many.
3. It's the right thing to do.
4. Results/Numbers

THE KIDS. (THE WHO)

We're looking for students/kids with certain character traits—resilience, altruism, determination—it's an inner spark that often goes unnoticed. It's not necessarily the 4.0 student/kid, not necessarily the troublemaker. They're all students/kids who are short on opportunity.

THE PROGRAM. (THE HOW)

What works about our program is our long-term commitment and the unique combination of relationships and opportunities that transforms what our students/kids think is possible for themselves.

RELATIONSHIPS

We partner each student/kid with a professional mentor and build a circle of relationships around them. It takes a great deal of support (never mind courage) to turn away from the familiar and the expected.

OPPORTUNITIES

Then, we give them experiential opportunities that crack open their view of the world—travel, Outward Bound, community service, college prep, internships—and ultimately reveal what they're capable of.

IT WORKS. (THE RESULTS)

Summer Search students/kids become college-educated leaders who give back to their families and communities.

— 83% of Summer Search students are on track to earn a college degree and most are the first in their family to go to college. Contrast that with fewer than 1 in 10 of their peers.

— 80% of surveyed alumni volunteered for a social cause.

WHY IS IT CALLED SUMMER SEARCH?

A summer trip is one of the first things the students/kids do once they are accepted into the program. It's a very enticing name for them—it really works for them.

ORGANIZATIONAL NARRATIVE

Think of this as an extended, more poetic boilerplate

Inside each one of us sounds the call of our deepest gifts—urging us, over and over, to put them to their finest purpose in the world.

The question is: are we listening?

For too many young people in America, kids whose potential is often snuffed out by the demands of just getting by, the answer is NO.

We are Summer Search. Since 1990, we've been seeking out high school students short on opportunity and long on a certain inner spark. We look for certain character traits—resilience, altruism, determination—that often go unnoticed. But with care, attention and courage, reveal the seeds for transformation.

And then we do two things:

I. RELATIONSHIPS

We build a circle of support customized for every student (teachers, peers, college advisors, career coaches) anchored by a professional mentor who helps them meet the challenge of integrating their outer experience with their inner one.

II. EXPERIENTIAL OPPORTUNITIES

We introduce them to life-changing experiences and opportunities—travel, wilderness experiences, college prep, internships. Their comfort zone is left behind. Their worldview cracks wide open. And, bit by bit, they begin to reconsider who they really are, who they might be in the world and what it might look like to fly.

It isn't easy. Our staff digs deep, our kids dig deeper. Because to turn away from the familiar and the expected requires unimagined courage. And it isn't quick; our program begins sophomore year of high school and continues all the way through college. It requires a considerable investment of time, money and love.

That's why it works. That's why, as they become who they really are, they begin to tell a new story for themselves. One rooted in the emerging discovery that the power to chart their own course has been inside them all along.

It's a story about transcendence. It's a story about what they have to offer the world. Most of all, it's a story about the joyful transformations we're so honored to witness, year after year.

Join us.