



THE RESPECT INSTITUTE

"The Respect Rally was a great way to reinforce the importance of self-respect and respect for others." **Sharlee Jeter, DEREK JETER'S TURN 2 FOUNDATION**

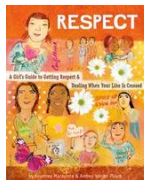
"The activities were inspiring and incredibly impactful for the youth and adults alike." **Leanne Gluck, GIRL SCOUTS OF THE USA**

"Our students saw themselves as agents of change and developed ways to begin spreading respect locally and globally." **Stephanie Payes, KIPP Schools**

"The best book of its kind that I've read-by FAR!" **Carolyn See, The WASHINGTON POST**

"Learning the Respect Basics, which this program emphasizes, is every bit as important as learning the basics of reading, writing and math in terms of a person's education for a meaningful successful, and happy life." **Jack Huntington, SIDWELL FRIENDS MIDDLE SCHOOL**

Featured by CNN, NPR, USA TODAY, TEEN VOGUE and OTHERS...



The Respect Institute
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MISSION we empower youth and families with the tools to foster self-respect and spread respect for all so we all can thrive

Millions have learned to use The Respect Basics to change their worlds inside and out...

Programs

- **National RESPECT Tour: 2011-2012.** 50,000 tweens, teens, young adults and families empowered with The Respect Rally. 1,000 trained to implement RESPECT programs in their city. Millions more reached through media.
- **The Respect Rally.** Half-day summit or assembly where middle school, high school and college students learn to boost their self-respect, improve relationships and lead change so all are respected.
- **RESPECT: Keep It Going! Kit.** Our program guide including 18 Respect Pod sessions that can be led after a Respect Rally, as classroom/advisory sessions or as an after-school program.
- **Parent/family workshops, retreat and keynotes.** From tween to college years, get respect coaching tools to keep your connection strong as their independence grows and deal with hot topics like bullying.
- **Community Respect Summit.** Stakeholders identify disrespectful trends they've identified that are holding their community back from thriving, and design an action plan for change.
- **Training and membership.** We train organizations and schools to lead our programs on their own year-after-year. Members get research/tools to teach respect-building skills to youth and families.

Partner Opportunities

TOUR: Connect with thousands of youth and families directly through events **Social media and consumer electronics sponsor integration** (video cameras for youth tour diaries, web videos, social network campaign, on-site digital photo booth) **Tour branding** (Respect: Keep It Going! Kit, signage, website, e-communications, take-aways, video diaries)

OTHER: In-kind video cameras, program material printing, travel, digital cameras **General operating support:** Founding Ambassadors

THE RESPECT BASICS tell your TRUTH • know you're VALUABLE • follow your PASSIONS • trust your GUT
speak up—set BOUNDARIES! • be compassionate LISTEN • get HELP • spread RESPECT