



THE  
**RESPECT**  
INSTITUTE  
I matter. You matter.

**2014**  
**IMPACT**  
**report**

## ABOUT US

**OUR MISSION** IS TO MAKE RESPECT THE STATUS QUO. We give youth and their influencers the tools to redefine respect & build self-respect so they can break cycles of disrespect and thrive.

### OUR WORK

Since 2010, The Respect Institute has created collective-impact partnerships with leading youth development organizations to reach more than **33,000** youth and their influencers in more than **61 U.S. cities, 20 U.S. states and 7 countries.**

- **Vulnerable youth.** Respect 360 is a toolkit containing 400 group and 1-on-1 activities, discussion questions, Common Core State Standard-aligned journaling assignments, and the Respect Basics Coaching method. Influencers use the toolkit to guide youth and young adults ages 11-24 to: redefine respect, practice The Respect Basics, break cycles of disrespect, strengthen connections with caring adults, and achieve positive life and academic outcomes so they can increase their resiliency and thrive.
- **Youth influencers.** Professional development and capacity-building training (in-person and online) certifies educators, counselors, mentors, and youth development organizations to integrate Respect 360 and Respect Basics Coaching into their girl and vulnerable youth development frameworks within schools, community-based organizations, child welfare, juvenile justice and residential programs.
- **Research.** Self-respect development research, including the study of self-respect indicators, and how self-respect impacts resiliency and academic outcomes for vulnerable youth.

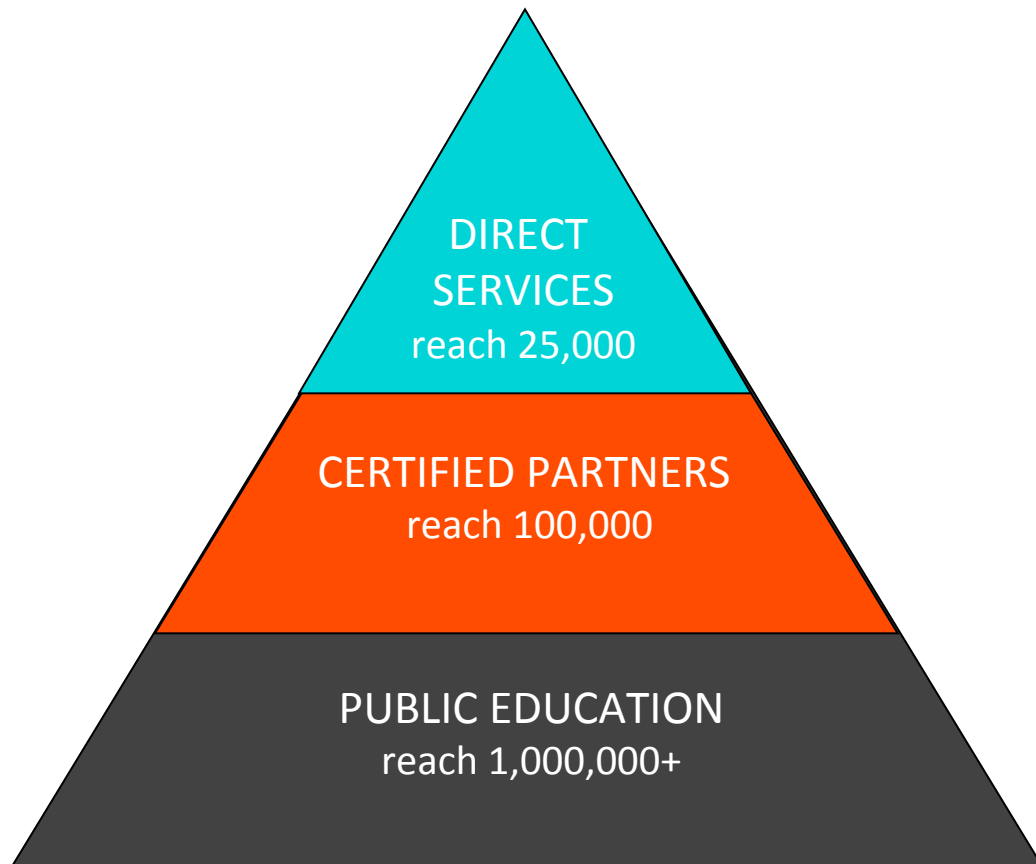


**“Our advisory program is constructed around The Respect Basics, and these basics frame the work of our school and are helping our students develop the belief in self and resilience that will propel them to, and sustain them, in college.”**

**–Dr. Jennifer Gkourlias  
Founding Principal, YWCP**

# IMPACT MODEL

How we're carrying out our Strategic Plan [through 2015](#):



## DIRECT SERVICES

- **Respect Labs** develop, test, and deliver programs such as Respect 360.
- **Train and certify partners** to deliver Respect 360 to their populations and staff.
- **Create educational content** such as free educational handbooks and online tools.
- **Conduct research** to create self-respect indicators scale for youth and pinpoint the best respect-based prevention, intervention and recovery methods.

## CERTIFIED PARTNERS

- **Deliver programs and impact** through trained partner organizations who integrate our programs into their existing prevention, intervention, and recovery programs. Partners report their impact metrics to the Institute and participate in R&D process for program innovation.

## PUBLIC EDUCATION

- **Provide public education through all media** to raise awareness among youth and their influencers about our new definition of respect and how to use The Respect Basics to thrive.

# PROGRAM REACH: 2014

<p># of people <b>directly served</b></p> <p>through programs including the Respect Rally, Respect 360 trainings and toolkit, Respect Circles, keynotes and workshops</p>	<p># of people <b>who benefit</b></p> <p>• over 1-year period after program: youth and young adults served directly by educators and organizations trained <b>and</b> estimated % of peers and family members who program participants directly teach program tools and definitions</p>
<p><b>510</b> youth (ages 10-17)</p>	<p><b>1,440</b> peers and family</p>
<p><b>295</b> young adults (18-24)</p>	<p><b>610</b> peers and family</p>
<p><b>3,100</b> youth influencers (parents, educators and youth organization staff)</p>	<p><b>30,785</b> youth/young adults reached with The Respect Basics <b>2,000</b> reached with free Ri educational materials</p>
<p><b>3,905</b> total</p>	<p><b>34,835</b> total</p>

## 2014 AWARDS

- American Express NGen Leadership Award top five national finalist
- Local Hero Award Winner by Cosmopolitan for Latinas!
- \$50,000 Idea Prize Winner. Building Vibrant Communities: Activating Empathy to Create Change contest by The David and Lucile Packard Foundation and Ashoka

**“As youth and young adult influencers, we look forward to creating a culture of self-respect not only for our programs and services, but also for our team. Using the Respect 360 toolkit allows Planned Parenthood Mar Monte to build upon our participants’ resiliency and perseverance to create a positive and thriving environment.”**

**Julie Smith-Reid, Director of Education Services  
Planned Parenthood Mar Monte**

# 2014 PROGRAM REACH

## Where we served...

### California

Los Angeles  
Middletown  
Oakland  
Palo Alto  
Sacramento  
San Jose  
Santa Clara  
Sunnyvale

### Connecticut

Orange  
North Franklin

### Illinois

Chicago

### Kansas

Newton

### Kentucky

Berea

### Louisiana

New Orleans

### Internationally

Rohero, Burundi  
Prince Albert, Saskatchewan, Canada  
Kelowna, British Columbia, Canada  
Victoria, British Columbia, Canada  
Oakville, Ontario, Canada  
Guadalajara, Mexico  
Hamilton, New Zealand  
Nelson, New Zealand  
Kigali, Rwanda

### North Carolina

Statesville

### New York

Brooklyn  
New York City  
Otisville  
Queens  
Rochester  
The Bronx  
Watertown

### Ohio

Columbus

### Oregon

Ashland  
Portland

### Pennsylvania

Philadelphia

### Washington

Seattle

## Who we worked with this year...

Akilah Institute

ARC Programs, LTD

Center for Employment Training

Ever Forward Club

Family Engagement Institute

Independent Sector

Janet Carlson Calvert Library

Jefferson County Department of Social Services

Kids In Common

Los Gatos Teen Therapy

Mentoring USA

Middletown High School

National Coalition of Girls' Schools

National Crittenton Foundation

Nelson College

New Orleans Charter Science and Math High School

New York State Department of Corrections and  
Community Supervision

Opportunity Youth Partnership

Partners for Education – Berea College

Planned Parenthood Mar Monte

Project Access

Project Cornerstone

Roots of Renewal

Santa Clara County Children's Vision Council

St. Margaret's School

Starling PreK-8

Sunnyvale School District

Waikato Family Works Northern

West Iredell High School

Young Women's College Prep of Rochester

Young Women's Leadership Network

Youthville

YPO-WPO

# PROGRAM HIGHLIGHTS

2014 was a year of growth and expansion! Here are just some of the many highlights.

## Respect 360 Training + Toolkit

Online and in-person, we train youth and young adult influencers to use our toolkit to co-actively build self-respect. Respect 360 contains 375+ activities, discussion questions, journaling assignments, and a coaching method all designed to guide youth and young adults in redefining respect and practicing The Respect Basics in order to break cycles of disrespect and achieve positive goals and thrive.



## The David and Lucile Packard Foundation and Ashoka

We were honored as 1 of 6 award winners out of almost 300 entries in the **Building Vibrant Communities: Activating Empathy to Create Change** competition. We were awarded \$50,000 in support of the expansion of our work with Opportunity Youth. In addition, The David and Lucile Packard Foundation's Diversity in Grantmaking program awarded us \$45,000 in support of our program expansion in the Silicon Valley.



Through 2015, Ri and our partners committed to providing 10,000 vulnerable young women ages 11 to 18 with tools and coaching to build their self-respect in order to improve their academic and life outcomes. Ri will train partners to integrate Respect 360 into their girl development frameworks, including:

- Mentoring USA
- Young Women's College Prep of Rochester
- The National Crittenton Foundation
- Learning Times
- Santa Clara County Opportunity Youth Partnership
- Kids in Common
- Planned Parenthood Mar Monte
- Young Women's Leadership Network

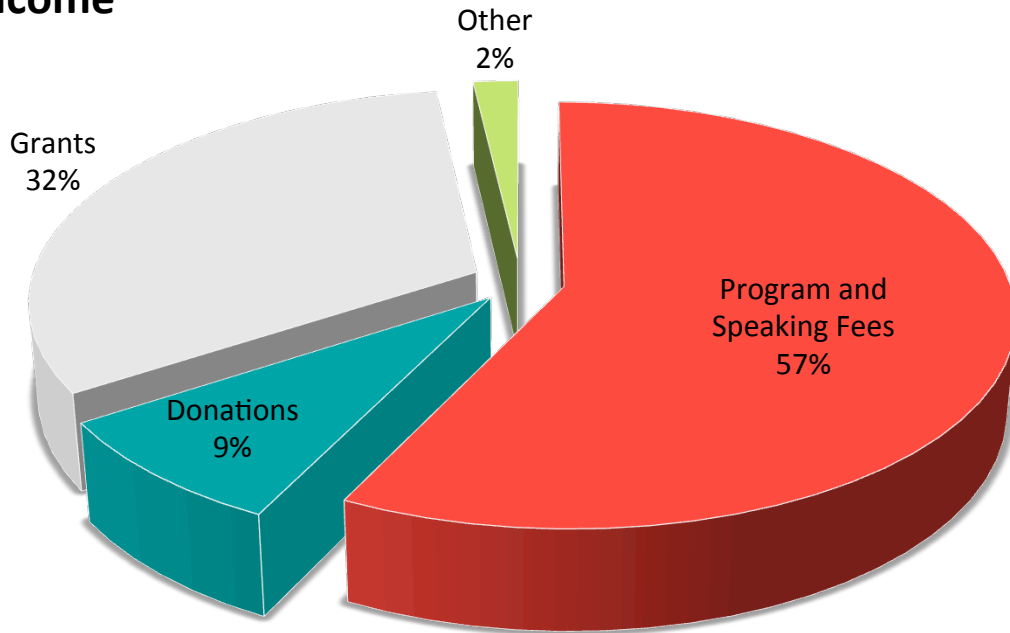
This year, Ri and our partners also committed to providing 1,000 young men of color ages 16 to 24 in the San Francisco Bay area and Silicon Valley with self-respect building coaching to improve their ability to stay connected to caring mentors and choose positive pathways. Ri will train partners, including:

- Applied Survey Research
- Boys and Girls Club of America
- Learning Times
- Santa Clara County Opportunity Youth Partnership
- Kids in Common
- Family Engagement Institute at Foothill College
- Advisors: Christopher Chatmon, Brian Sparkes, and Scott Seaman

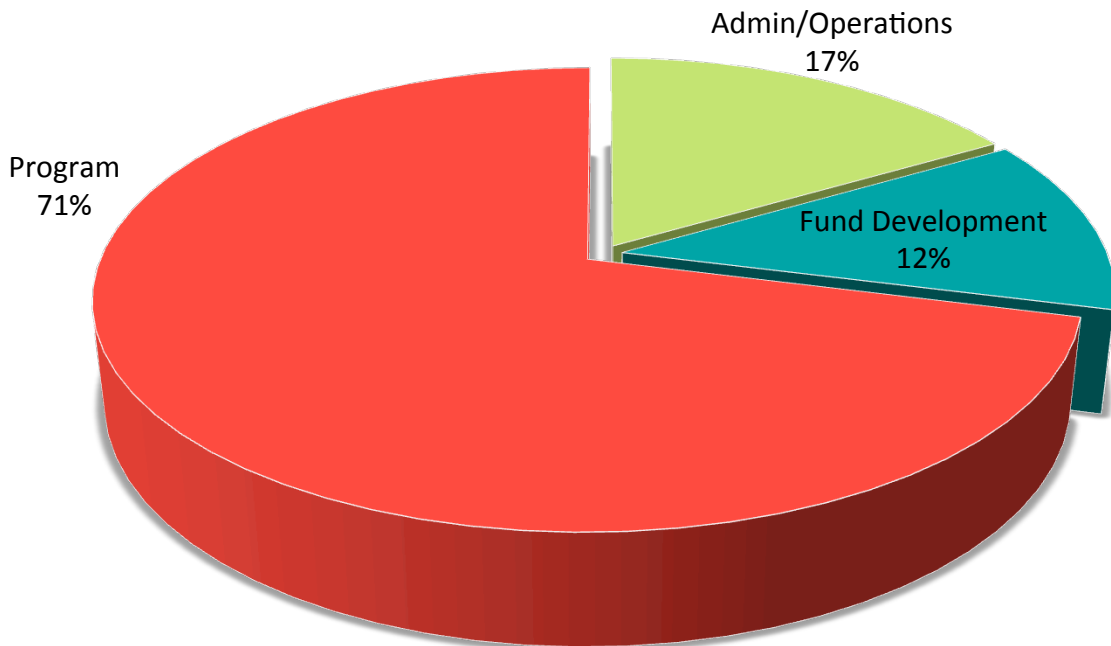
# OUR FINANCIALS

Below is a snapshot of our income and expenses for 2014:

## Income



## Expenses



# OUR TEAM



## Co-Founders

Jessica Baker, COO



Courtney Macavinta, CEO

## THE RESPECT BASICS

Tell Your TRUTH

Know You're VALUABLE

Follow Your PASSIONS

Trust Your GUT

Set BOUNDARIES

Be COMPASSIONATE

Get HELP

Have COURAGE

## 2014 Board of Directors

Lisa Askins, Treasurer of the Board of Directors (Full Glass Corp)

Jessica Baker, Co-Founder & COO, Member of the Board of Directors (Ri)

Tiffani Brownley-Meijer, Member of the Board of Directors (Human Rights Law and Advocate)

Courtney Macavinta, Co-Founder & CEO, Member of the Board of Directors (Ri)

Michael MacNeill, Vice Chairman of the Board of Directors (Mac Advisors)

Julianne Manske, Secretary of the Board of Directors (SNP Communications)

Johnson Tran, Member of the Board of Directors (Bay Area Debate Club)

Kim Vu, Chairman of the Board of Directors (Bank of America)

## Visiting Scholars

Christopher Bogosian, public mental health counselor SC County, Visiting Mental Health Clinician

Dr. Nancy Niemi, Chairperson of the Dept of Education at the University of New Haven, Visiting Professor

## Program Advisory Circle

Dana Bunnett, Executive Director, Kids in Common and Santa Clara County Opportunity Youth Partnership

Christopher Chatmon, Executive Director, African American Male Achievement, Oakland Unified School District

Carrie Ellett, Academic Director, Akilah Institute for Women

Jonathan Finkelstein, Founder and Executive Producer, Learning Times

Dr. Jennifer Gkourlias, Founding Principal of Young Women's College Prep Charter School of Rochester

Laura Rebell Gross, Director of Girls' Education, Young Women's Leadership Network

Sandy Maskell, Operations Director, Mentoring USA

Scott Seaman, Retired Chief of Police, Los Gatos/Monte Sereno (CA) Police Department

Brian Sparkes, Former Youth Offender and Program Facilitator, California Department of Corrections

Jennifer Uribe, Respect Rx Founding Member, Santa Clara University student.

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Featured on    and others!