

**Creating a world where every child feels
safe, loved and celebrated**



ChallengeDay

Annual Report 2005-2006

The Mission of Challenge Day

Challenge Day Mission Statement

Challenge Day provides youth and their communities with experiential workshops and programs that demonstrate the possibility of love and connection through the celebration of diversity, truth and full expression.

The Be The Change Movement Mission Statement

To inspire people to be the change they wish to see in the world for the benefit of the planet and its people.

Circles of Change Mission Statement

To fuel the flame of the Be The Change Movement and support Be The Change Teams in achieving their goals.

Be The Change Teams Mission Statement

To be the driving force in creating the school of their dreams.

“Challenge Day has opened my eyes to how much teens are suffering right now. There are so many of us who feel so much pain and loneliness on a daily basis that we are overwhelmed. Challenge Day has showed me how important it is for teens just to know that they are heard. Throughout the day participants were able to raise their voices high and express what they are feeling in their lives. That’s what teens are looking for right now.”

Emily Medina

Letter from the Founders



Dear Friends,

Each year when it comes time to sit down and write this letter, we do it with hearts full of gratitude at the countless miracles that have happened in schools and communities around the world. We are inspired by the powerful people who have shown up to support our dream. This year we continued to focus on building a strong foundation for Challenge Day programs and Community Workshops. We are especially proud that we have been able to maintain the highest level of program delivery while simultaneously building the solid infrastructure needed to support our rapidly growing organization.

Through it all, what feeds our souls and warms our hearts is seeing young people rise up inspired, connected, and committed to creating new possibilities in their lives. The "Miracle Board" in our office is bursting with the testimonials, connections, and appreciations that we receive from youth and adults around the world. This is, after all, the reason we exist.

It has been another year filled with creativity, increased abundance, sustained inspiration and countless achievements. Thank you for your continued love and your commitment to Being The Change!

In Gratitude and Service,

Yvonne and Rich

Year at a Glance

The Big Picture

It is always amazing to look back at what our organization has accomplished and this year is no exception. In 2005-2006, we conducted 586 program days for nearly 60,000 teens and 12,000 adults across the world, including our first days in the International Schools in Japan. We provided nine Next Step to Being the Change community workshops. We have provided more programs than ever and we look forward to the continuation of growth this year.

The office has made some big changes. In August 2005, Challenge Day moved from a 1,500 square foot space in Martinez, California to a wonderful 5,600 square foot facility in Concord, California. The new facility provides office space for our ever-expanding staff along with a "Miracle Room" in which we conduct our community workshops, staff retreats, and training for new leaders. The move provided a major opening for the expansion of our organization which has averaged at least 20% growth in Challenge Day programs per year for the last three years.

Our Founders

Our founders continue to be recognized for their work throughout the nation. In 2005, the Worldwide Forgiveness Alliance honored Rich and Yvonne with the Champions of Forgiveness award. In April 2006, they received the "People Helping People" Award bestowed by the New Directions Counseling Center.



The Board of Directors

The Challenge Day Board of Directors has empowered the organization to grow strategically and thoughtfully. A large part of our program growth and success has stemmed from their insightful leadership and talent. Their dedication to Challenge Day's mission and vision was reflected in the May 2006 annual board retreat that focused on strategic planning and team building. In May, some of our board members also attended a retreat with Challenge Day staff and leaders. This retreat inspired us to reflect on personal growth and build a stronger community within our organization.

Our Leaders

After an ongoing recruitment process, we began interviewing and auditioning potential Challenge Day leaders in March 2006. After the auditions, fifteen trainees were enrolled in the Leader Training Program. This year, for the first time, Challenge Day implemented a \$3,000 stipend program that paid each trainee as she or he reached various benchmarks in the training process. Our goal is to develop the financial means that will support and enable our trainees to focus all of their energies on the spiritual, personal and professional growth required to be a Challenge Day Leader.

Office Accomplishments

In May 2006, we received the first version of SEVA, our new, powerful, custom database from Soliant Consulting. SEVA translates to "compassionate service" so it was the perfect name for a program that truly is at the heart of everything we do. It has helped us transform many of our work processes, automating time consuming tasks and providing a powerful base from which we can support our clients, leaders, and donors.



For every Challenge Day that we provide there is a considerable amount of preparation and follow-up work with schools, their teams, and coordinators. This is one of the most important pieces of creating a successful Challenge Day as it empowers the school to sustain the changes that take place at the actual Challenge Day. To do this most effectively, Challenge Day envisioned a team called Client Relations – to hold and support the schools throughout the process and beyond! This vision became a reality in 2005-06. We could not have provided the number program days that we did had it not been for the addition of the client relations team!

Be The Change School

In December 2004, a parent of a teenager at Clayton Valley High School (CVHS), approached Challenge Day with an interest to start the first Be The Change School. Work with Clayton Valley High School continued with additional Challenge Days, coaching and support provided to a growing Be The Change Team. Jill Collaro continues to head this team at CVHS. Kushal Naik and Roya Biarash, two students from the Clayton Valley Be The Change School Team, joined our Board of Directors in April 2006. We are excited to see more Be The Change Schools in the upcoming year.

Inspiring Connections

In March we returned to the Westin St. Francis Hotel in San Francisco for our 5th annual fundraising brunch, "Inspiring Connections". We are proud to say it was our most successful event ever...we filled the 1,000 person Grand Ballroom and exceeded all of our fundraising goals. As always, the speakers were amazing, especially the teens. We showed a short video clip that Alachua County, Florida, Circle of Change developed for fundraising events. We look forward to another powerful year of changing lives through the generosity of our donors.





Awards and Honors

In June, Challenge Day was honored to be the featured presenter at the Million Dollar Round Table (MDRT) Annual Convention in San Diego. MDRT was granted permission to use the Be The Change logo as the theme for the event. It was incredible to experience the dream they created. Imagine, walking down a street in San Diego where all the traffic was blocked off and 7,000 people were wearing Be The Change t-shirts. On one building they projected a Be The Change logo that was 15 stories high. Challenge Day Leader, Kekoa Won, was the main platform speaker and he inspired the crowd – which included over 7,000 people representing 67 countries. He received a heartfelt standing ovation at the end of his presentation as his one year old son came running across the stage to leap into his arms. It was quite a moment to behold.

The feedback we were given from MDRT was that this was the single most successful event they had ever done. Because people were so moved and inspired by the powerful message, they not only donated generously but continued to Be The Change by hugging and connecting with one another throughout the convention. The MDRT Foundation granted \$50,000 to Challenge Day. We continue to receive an outpouring of love from MDRT members that desire to bring Challenge Day and the Be The Change movement to their communities.

We are really proud of the year's accomplishments and we are so grateful for all of the people that have made this possible. We hope you will join us this year in creating a world where every child feels safe, loved, and celebrated.

Challenge Day Programs

Challenge Day

The transformation and miracles of Challenge Day programs continue in schools everywhere. Young people and adults alike are stepping up to our challenge of Being The Change they wish to see in their schools, homes, and communities. This year our leaders have provided 586 Challenge Day programs in 320 schools. This is a 20% increase from the previous year. We are incredibly proud of this achievement.

What this really means is that Challenge Day has had the privilege to teach teens and adults about compassionate communication, examining their judgments, and speaking their truth. For us, this is what our work is all about – helping teens build communities of acceptance, love, and connection.

Next Step to Being the Change Workshops

Over 500 adults and teen leaders participated in the Next Step to Being the Change Workshops this year. There were seven workshops held in our "Miracle Room" here in Concord, California and due to the many requests we received from other states, we brought these workshops to other communities in Toledo, Ohio and Basking Ridge, New Jersey.

Since the requests continue to pour into our office for community workshops, Pam Dunn and Vinny Ferraro have begun training to lead workshops in partnership with our founders, Rich and Yvonne. Pam and Vinny are currently senior leaders as well as co-directors of the training department. We are excited to expand these workshops during the next year.



One of the most rewarding parts of the Next Step workshop is the networking and follow-up participants have with one another. Not only does the Challenge Day office stay in communication with participants, but participants tell us how they continually connect with one another and share how the workshop has moved them to show up in a new and powerful way in their lives. This is how our community workshops are building community.

Circles of Change

Circles of Change are leading the nation in living the change! Our Circle members are finding new and powerful ways to build communities that teach youth and adults how to connect with one another and how to value the contribution every individual makes in this world.

This year, our Circles of Change Director launched a new guest speaker series for the National Circle Call. The featured topics have included, "The Challenges of Third Party Funding", "The Business of Running a School," and "Meet your Challenge Day Development Team." The Alachua Circle of Change piloted an Elementary Staff Development Challenge Day to help teachers develop a support network with each other in order to better support their students and the Washtenaw Circle of Change developed a "Be The Change" Teacher Training program. They have seen many positive changes in their schools because of these innovative programs.

This year, we added four new Circles in Ohio, Washington, and California. We now have 13 Circles of Change throughout the nation. We expect next year to be another incredible year of growth with many new Circles around the world.



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\$100-\$249

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to our Donors . . .





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a world where every
child feels safe, loved,
and celebrated!**

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\$25,000-\$99,999

Wendy Jordan

\$100,000-above

Anonymous

Challenge Day Financial Statements

July 1, 2005 through June 30, 2006

Operating Revenues

Program and Public Support Revenue	
Youth Programs	1,435,927
Discounts	-51,252
Community Workshops	58,467
Donations	255,488
Fundraising Events	164,257
Grants	31,500
Receivables	177,600
Other Income	193,009
Uncollectible Accounts	-11,416
Total Operating Revenues	2,253,580

Operating Expenses

Program Services Expense	
Program Expenses	369,209
Program Payroll	542,808
Program License Fees	39,871
Community Workshop Expenses	6,747
Total Program Services Expense	958,635

Supporting Services

Support Services	320,669
Support Payrol	831,939
Contract Labor	6,476
Professional Services	11,339
Depreciation	43,994
Inventory & Marketing Costs	30,962
Interest Expense	490
Total Supporting Services Expense	1,245,869
Total Operating Expenses	2,204,504

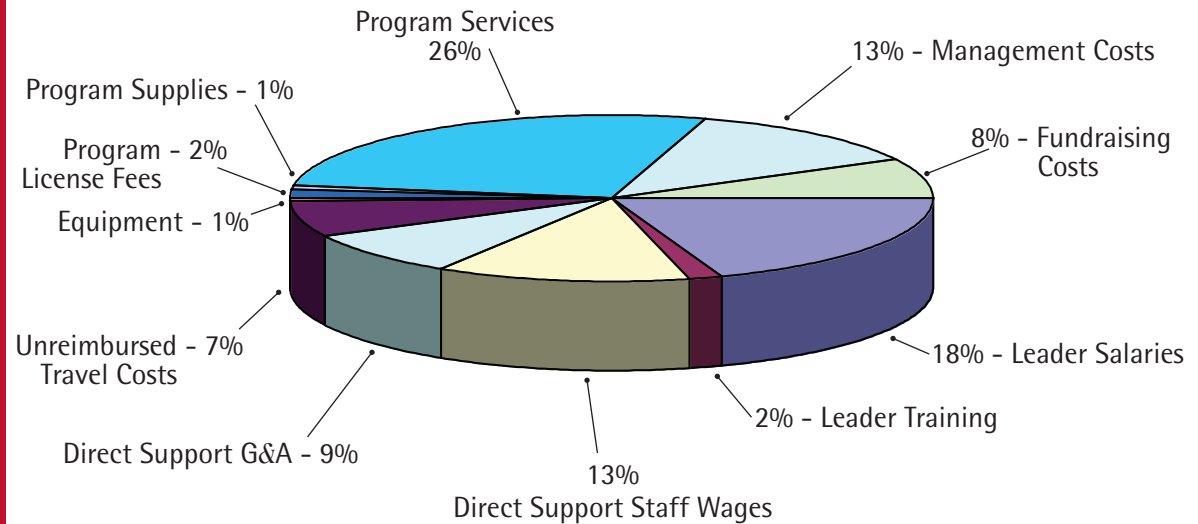
Deposits Received for 2006-2007 Programs

Change In Net Assets From Operations 49,076



Program Cost Allocation or

“Where Does the Money Go?”



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For the Year 2005-2006

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Treasurer Jeff Malone

Secretary Larry Boxer

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Kushal Naik (Teen Member)

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Roya Biarash (Teen Member)

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Vicki Abadesco

Yvonne Dutra St. John



Global Leadership Council



IN MEMORIAM

Dr. Richard Carlson

Loving Husband, Father, Son, Brother and Friend
PhD, Lecturer and Best-Selling Author of *Don't
Sweat the Small Stuff*

We lovingly dedicate the Challenge Day annual report to our Global Leadership Council member and friend, Dr. Richard Carlson. Richard passed away suddenly on December 13, 2006. Richard taught people through his writing, lecturing and the way he lived his life to be fully present, empowering them to enjoy the reason we are alive – to love our family, friends, and everyone we encounter in this world.

Richard was an incredibly wise man and even wrote about losing a loved one, *"If it's at all possible, don't be alone. Seek out the comfort and help you need and deserve. This is not the time to be brave or strong. Instead it's the time to reach out to others and to be open to receive their kindness. It's your turn. Finding life after death is among the greatest challenges we face. But it is possible, and it will happen for you. I send you my love."* Dr. Richard Carlson.

We send our love to the Carlson family and the world that mourns the loss of Richard. We are honored that we had the privilege of having our souls and hearts touched and inspired through his presence and life calling. Richard will be dearly missed.

Alanis Morissette

Singer, Songwriter, Actress, Director and Entertainer

Arnold Shapiro

Emmy and Academy Award Winning Producer and Director

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Co-founder, Youth for Environmental Sanity (YES)

Kris Carlson

Author, Former Challenge Day Board Member

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Co-founder, Omega Institute

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Attorney, Founder of the Ella Baker Center for Human Rights



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