Dear Friends,

We could not have asked for a more encouraging second year of outreach through Growing Leaders’ philanthropic arm – The Growing Leaders Initiative.

Due to continued generosity of our donors, the Initiative was able to equip 30,613 students and 2,353 teachers from 38 public school and faith-based partners worldwide. Thanks to our partners, we are seeing at-risk young people learn to think and act like life-giving leaders. Over the years, these schools have demonstrated that thinking and acting like a leader improves graduation rates, grades, classroom engagement, empathy and vision for the future.

At a Glance:
86% of our partnerships were with educators leading at-risk young people here in the United States. Teachers in rural Indiana, North Carolina, and Alabama hosted conversations about self-care, grit, resiliency and life goals with marginalized youth under their influence in the classroom.

63% of our partners serve in our home state of Georgia. While the need for strong leadership in our state is great, we have hope in students lead by partners like Atlanta-based La Amistad, Inc. serving Latino middle school students in Atlanta Public Schools.

Internationally, Habitudes® shaped church small group curriculum in Ethiopia, served as life-skills development for schools in Liberia and gave way to the Egyptian Ministry of Education’s first ever student leadership development program.

This report offers a review of the Initiative’s steadfast work. Thank you for partnering with us as we continue to labor in this noble cause. We’re excited to be on this journey with you as we create a world full of young leaders who solve problems and serve people in every sector of society.

Tim Elmore
President
Growing Leaders, Inc.

Morgan Hill
Chairman of the Board
The Growing Leaders Initiative
MEET OUR BOARD

The Growing Leaders Initiative Board of Directors consists of executives, educators and ministry leaders who contribute unique perspectives to the Initiative’s leadership and philanthropic efforts. They volunteer their time, talents and resources to support the organization and offer operational insights.

Board Chair: Morgan Hill – President and Owner of Hill & Hill Financial, Inc.
Jim Reese – CEO of Atlanta Mission
Jeff Henderson – Campus Pastor of Gwinnett Church
Diane Ray – Assistant Director for Teacher Leader Development at PAGE
Jason Lane – Principal of Mill Creek High School
Gregg Capin – Partner at Capin Crouse LLP
David Salyers – Vice President, National & Regional Marketing at Chick-fil-A

“Employability at Chick-fil-A hinges on an applicant’s character and always shows in his or her decision-making on and off the job. The Growing Leaders Initiative is readying tomorrow’s workforce by making premier leader development available to kids in under-resourced schools and organizations. We’re preparing tomorrow’s leaders today.”

— David Salyers, Vice President, National & Regional Marketing at Chick-fil-A
Committed to preparing tomorrow’s leaders today, Growing Leaders has created Habitudes: Images That Form Leadership Habits and Attitudes® to teach 21st century students the tools to develop character, leadership, and soft skills through the power of images, conversations and experiences.

Since 2003, schools and organizations have included Habitudes in their comprehensive plans to improve retention rates and address college and career readiness among students.

To provide all students equal opportunity to personal growth and development necessary for lifelong success, Growing Leaders launched The Growing Leaders Initiative in May 2013.

Thanks to faithful donor support, The Growing Leaders Initiative makes Habitudes curriculum available to students in underfunded schools and organizations throughout the United States and is committed to preparing the hearts and minds of students around the world for a successful life.

“I interact with homeless men every day whose story would be radically different if they had more hopeful guidance and a leadership perspective when they were students. Supporting The Growing Leaders Initiative allows me to help kids — at risk of giving up — picture a different, bigger and better future for their lives.”

— Jim Reese, CEO of Atlanta Mission

<9%
OF AT-RISK STUDENTS IN THE U.S. GRADUATE HIGH SCHOOL
Since 2003, Growing Leaders, Inc. has brought Habitudes to more than 8,000 schools and youth organizations. Students and teachers report:

“Teachers consistently tell me they are having more conversations with students that are meaningful and have impact. Habitudes has been a game changer.”

— Billy Richardson,
Asst. Principal, Kennesaw Mountain High School

FOUR POSITIVE OUTCOMES OF USING HABITUDES

1. Detention Goes Down.
   In just one year, a Georgia high school reported that disciplinary action was reduced by almost 50%.

   Although adolescent attention spans average seven seconds, Habitudes helps capture and engage students.

   Students begin living on purpose. As a result, school culture is healthier.

   Habitudes discussions foster humility and perspective among students. The result is increased courtesy in classes, according to high school principals.
2015: A YEAR OF GROWTH

- Habitudes Grants served 36% more schools and organizations than in our first year of service. That means 56% more teachers and youth leaders were trained and resourced to host conversations with students about self-leadership, core values, conflict management, and social-emotional intelligence.

- Educational partnerships in Georgia benefitted students in Atlanta Public Schools, DeKalb, Forsyth, and Paulding counties. Outside of Georgia, students in both urban Detroit, Michigan, and rural Indiana began Habitudes programs.

- With the 2015 release of Habitudes Online®, teachers were able to access free video teacher training as well as digital powerpoints and other facilitation materials.

IN 2015, THE GROWING LEADERS INITIATIVE GLOBALLY REACHED A TOTAL OF:

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<thead>
<tr>
<th>30,613</th>
<th>2,353</th>
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<tbody>
<tr>
<td>STUDENTS</td>
<td>TEACHERS</td>
<td>STATES</td>
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38 SCHOOLS & ORGS

25% INCREASE IN NUMBER OF STUDENTS RESOURCED OVER YEAR PRIOR

Jefferson County High School freshman Shemika McCall with a LEGO formation of her Discipline Bridge (a Habitudes lesson that teaches the importance of discipline in reaching goals).
LaAmistad, Inc.
Atlanta, Georgia

Atlanta non-profit organization LaAmistad is leveraging Habitudes to nurture personal growth traits like resilience and self-discipline in middle school students. Staff member Brianna Bacorn facilitates weekly Habitudes discussions among middle schoolers during the organization’s afterschool program. Bacorn explains how the curriculum serves as a guide for her students: “Our kids have faced struggles that have provided them with fortitude and character uncommon for most American youth. Habitudes nurtures traits as our students grow into adults and leaders in their families, schools, and communities.”

New Partnership with LaAmistad, Inc.
Equipping Atlanta’s Latino students with resources for life-long leadership development

THE TOTAL GEORGIA REACH THIS YEAR INCLUDED:

17,663 STUDENTS 739 TEACHERS 27 SCHOOLS & ORGS
Our Reach

HABITUDES IN THE UNITED STATES

More students than ever in communities across the country are learning Habitudes!

Outside of Georgia, an additional 12,558 students and 1,534 teachers from 7 schools and organizations within the U.S. were resourced with Habitudes curriculum.

Building Hope Community Life Center
Greenville, NC

“Habitudes helps all of our students better understand who they are, the importance of having good character, and a willingness to engage in the process of change.”

— James Haskins, Executive Director

Butler County Schools
Greenville, AL

“After a year discussing self-leadership, my students look at things from a more mature standpoint. This curriculum has raised their standards for themselves. I see them making better decisions.”

— Coach Palmer, Social Studies Teacher

Area 31 Career Center
Indianapolis, IN

“These students often come to the career center with stigmas such as ‘bad kids’ or ‘the stupid kids.’ With Habitudes, we’re changing those stigmas.”

— Dedra Andreko, Career Pathway Specialist
HABITUDES INTERNATIONALLY

The Growing Leaders Initiative has partnered with organizations around the world to bring *Habitudes* to their local communities. Thanks to you, we maintained current partner relationships and expanded into six new schools in Liberia.

**ETHIOPIA**

Millennials Sofi Desalgne, 19, and Rahel Kidani, 28, use *Habitudes* to teach discipleship, leadership development, and prayer during summer programs for local youth at Bethel International Church in Addis-Ababa, Ethiopia.

**EGYPT**

April 2015 meetings with the Ministry of Education’s Student Union Director laid the groundwork for *Habitudes* to operate as the crux of the Ministry’s inaugural student leadership development program. Named the Student Union, the group is made up of the top students from each of Egypt’s 27 states (educating a total of 19 million students) that meet monthly in Cairo for personal development.

**LIBERIA**

Following the recent Ebola outbreak, a resilient group of 120 Liberian educators and key student leaders committed to facilitate *Habitudes* conversations with over 1,000 students among 6 secondary schools in the city of Monrovia through 2017.
**COMMITMENT TO FINANCIAL INTEGRITY**

The Initiative is blessed with support from individuals, businesses, foundations, and churches.

- **1%** Churches
- **14%** Foundations
- **29%** Businesses
- **56%** Individuals

**Total dollars raised:**

$352,951.49

**2015 SOURCES OF REVENUE**

**100% OF SCHOOLS AND ORGANIZATIONS THAT APPLIED AND MET GRANT GUIDELINES RECEIVED FUNDING**

**COMMITMENT TO AFFORDABLE CHANGE**

Total Cost to Bring *Habitudes* to Students Near You.

The Growing Leaders Initiative is committed to financial transparency as it provides affordable and effective leadership curriculum to under-funded schools and organizations all over the world.

- **$25** BRINGS *HABITUDES TO A STUDENT*
- **$5,000** EQUIPTS A SCHOOL OF 1,500 STUDENTS WITH *HABITUDES RESOURCES*
- **$500** PROVIDES 2 CLASSROOMS WITH *HABITUDES TEACHING MATERIALS*

Students at La Amistad, Inc. engage in a self-leadership group activity from *Habitudes Book #1*. 
SUPPORT FROM COMMUNITY SPONSORS

The success of the Initiative’s second year is due in large part to the support of these donors:

12Stone Church
Alexander & Company
BizLab
Chick-fil-A Foundation
Grange Insurance
Jackson Spalding
LocumTenens.com
Milton Martin
Sewell Family of Companies

GIVING BY STATE

As the Initiative’s impact spread across the Nation, so did the breadth of donor support. Giving in 2015 came from a total of 12 states (indicated in blue below).
SUPPORT FROM INDIVIDUALS

Richard and Cathy Adams
Dale and Kimberly Alexander
Eric and Pam Anderson
Gary and Dana Avant
Terry and Debbi Barber
Joshua Beers
Michael and Cheryl Belk
Mike and Jamie Berens
Mary Martha Black
John and Michelle Boyea
Eric Brinson
Doug and Cathy Brockelbank
Sterling Brown
Dan and Cheryl Callahan
Gregg and Diana Capin
CG Tech Park
Mark and Stephanie Cole
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Bob and Linda Taylor
Mimi Thigpen
Len Van Popering
Dawn Ward
Matt and Tiffany Ward
Amber Strain and Charles Wardell
Ted and Susan Weyn
Alysse Whatley
Emily Wilburn

BREAKING FINANCIAL BARRIERS SO THAT ALL STUDENTS CAN BE COLLEGE AND CAREER READY.