

A BULLY-FREE SCHOOL WHERE EVERYONE IS SAFE AND RESPECTED



# CHALLENGE DAY PROPOSAL

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## PREPARED BY

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## PRESENTED TO

Centerville Junior High School | Fremont, CA  
Fremont Unified School District





*"I wish the 6th graders were coming to my school this year, so the 8th graders wouldn't pick on us 7th graders." - Xander*

**OUR VISION: A world where every child feels safe, loved and celebrated.**

For too many teens, bullying, violence, emotional trauma and alienation are part of a typical school day. Research shows that for every 100 kids in school:

- 47 have experienced some form of physical assault
- 30 feel sad or hopeless a lot of the time
- 28 are bullied
- 20 are living in poverty
- 17 have thought seriously about attempting suicide
- 13 females experienced physical or sexual or dating violence
- 12 have had adverse life experiences that can harm their health and development
- 8 attempted suicide

*These problems reduce learning, increase discipline problems, and can result in physical harm or even death. With your help, we can make a difference in the ability of young people to be in a social and emotional environment where they can thrive. Data sources: U.S. Centers for Disease Control. Youth Risk Behavior Study (2013); Child Trends Data Bank (2013, 2014); Census Bureau 2014*



**IMAGINE A SCHOOL WHERE EVERY CHILD FEELS SAFE, LOVED AND CELEBRATED. WHERE BULLYING, VIOLENCE AND OTHER FORMS OF HATE ARE THINGS OF THE PAST.**

**What is Challenge Day?** More than just an anti-bullying workshop, Challenge Day is a *breakthrough experience* that shifts the school culture in just one day.

Imagine enemies finding common ground and creating peace; friends healing past hurts and making amends; students and adults coming together to create safer schools and inspiring each other to be the change in school and in their world. It's simple: Once a student's social + emotional needs are met, their grades go up and their life satisfaction improves.

*"It was the best day of my life. It also saved mine. Thanks Challenge Day."*

- HUYANNA, STUDENT



## IGNITE SCHOOL CONNECTEDNESS & CREATE A MOVEMENT OF POSITIVE CHANGE

Our signature Challenge Day program is 6 ½ hours and takes place in a gym, assembly room, or large conference room. Challenge Day Leaders work to create trust and connection in the morning by helping participants step out of their comfort zones through music and games. Participants begin to recognize stereotypes and labels that exist among them, and are then willing to share and connect as human beings. During the afternoon, participants examine the impact that bullying, oppression and other forms of violence has on their lives and the lives of people around them. They find commonality and a sense of belonging through a deeply memorable exercise known as Cross The Line. Our programs go beyond traditional anti-bullying efforts, building compassion and igniting a movement of positive change. At the end of the day, students are challenged to step up and be the heroes they've been waiting for to create the school and world they want to live in. Students and adults leave inspired, and **many say it's "the best day of my life!"**



*"This is how we change the world." - Oprah*

Co-founders of the innovative, award-winning Challenge Day program and the Be the Change Movement, authors and transformational teachers—**Yvonne and Rich Dutra-St. John, M.A., MFT**—are experts on relationship building and communication. As parents of 4 young children, they didn't want their kids or anyone else's kids to go through the same teasing, bullying and torture that they did in school. That's how it began.

Our programs for schools, businesses, families, couples and individuals transform people through the power of compassion; we've served 1.5 million youth and adults in 2200 schools and organizations around the world in the last 31 years, and been featured on The Oprah Winfrey Show, MTV's *If You Really Knew Me* docu-series, Tom Brokaw and many others. Our nonprofit has 30 program facilitators to lead 700 program days annually, a modest team of 9 full-time employees, a volunteer board + thousands of volunteers.



## Challenge Day Program | Ignite School Connection | \$3,475

Our signature day-long Challenge Day is an experiential social and emotional learning program for grades 7-12 and offers schools and youth organizations an opportunity to ignite a shift toward greater school connection, empathy, belonging and inclusion. Programs are typically held in gyms or assembly rooms, feature music and interactive exercises, and are led by two energetic, highly trained leaders. **100 students + 25 adults**

We don't talk *at* people, we include everyone in the conversation. The program goes beyond traditional anti-bullying efforts, building empathy and inspiring a school-wide movement of compassion and positive change. We address common issues in most schools including cliques, gossip, rumors, negative judgments, teasing, harassment, isolation, stereotypes, intolerance, racism, sexism, bullying, violence, suicide, homophobia, apathy, hopelessness, and hidden pressures to success or live up to the expectations of others.

## Challenge Day Assembly | Increase Student Empathy | \$4,650

1.5-hour experiential program for the whole school that increases student awareness and empathy. Like our traditional Challenge Day program, the assembly features interactive learning exercises, music, and the powerful life stories and lessons of our highly trained facilitators. Assemblies are most effective when held in conjunction with the Challenge Day program, which deepens the experience of the students who participated, and introduces essential Challenge Day teachings to the rest of the student body. Students that have gone through the Challenge Day Program become mentors and peer leaders in deepening the movement of positive change on campus. **All students + adults**

## Faculty Day | Strengthen & Inspire Teachers & Faculty | \$5,000

Strengthen the faculty and staff community by building connection, increasing communication, deepening compassion and inspiring a culture of appreciation and commitment among your team. This workshop offers ground breaking teambuilding activities designed to connect and inspire participants with the power of team and a shared vision regarding the youth you serve. Similar in flow to Challenge Day programs, the primary purpose is to create shared experience, personal celebrations, and acknowledgement for faculty and staff. Great as a launch to a new school year or during National Bullying Prevention Month, or as a social and emotional recharge for faculty and staff that might benefit from an inspirational boost, teambuilding, connection and tools involving social and emotional learning. **125 faculty + staff**

### Dates available:

- December 11, 18, 19 and 20
- January 9 & 11

A FEW OF OUR LOCAL CLIENTS



**JORDAN MIDDLE SCHOOL**  
Palo Alto



**COSTANO/49ERS ACADEMY**  
East Palo Alto



**FREMONT HIGH SCHOOL**  
Sunnyvale



**CESAR CHAVEZ ACADEMY**  
East Palo Alto



**RONALD MCNAIR MIDDLE**  
East Palo Alto



**WALTERS JUNIOR HIGH**  
Fremont



**JOHN F. KENNEDY HIGH**  
Fremont



**ROBERTSON HIGH SCHOOL**  
Fremont



**OAKLAND UNIFIED  
SCHOOL DISTRICT**  
*Community Schools, Thriving Students*

**OAKLAND UNIFIED DISTRICT**  
Multiple Schools | Oakland

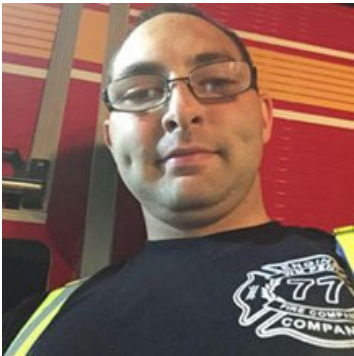
## TESTIMONIALS



*"There are many programs available which tell kids how and why bullying hurts. The genius of Challenge Day is the simple way in which the activities show kids that lesson. The students see others who have experienced many of the same obstacles they have faced. They see peers who experienced even greater challenges."* – DWAYNE NEWMAN, Superintendent, Colusa Unified School District, Colusa, California



*"It was the most AMAZING day!!! It was THE PERFECT way to start the year! I have never felt so close to all of my people than I do now...this was one of the best decisions I've made in a long time!!!"* – KARA TREVINO, Principal, Charles Patterson Middle School, Killeen, Texas



*"I am a high school teacher and today we had our be the change event and as emotional it was for not only myself and students but it was such a great opportunity and I would like to thank Chris and Sealoyd for a great time. My students who participated loved it and left with their heads a little bit higher. Thank you!"* – DANIEL HOFFMAN, High School Teacher in Pennsylvania



*"In 2013, Challenge Day came to Port Coquitlam. What struck me as one of the highlights of the experience was in the final hour when both young people and adults shared thoughts about the experience and what they would and could do to Make the Difference. So many individuals today DO NOT understand or realize the impact that their actions or words can make, both positive and negative. Challenge Day has given them this opportunity to reflect on their experiences and make a change to how they can change and lead their lives. I am the mother of Amanda Todd and I wish that she could have experienced a Challenge Day. It would have undoubtedly made a difference. Thank you for being there as a way to promote change and a healthier world to live in."* – CAROL TODD