

YEAR IN REVIEW 2023

STRIVE
How You Lead Matters



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Dear Strive Family,

In 2023, when the world once again proved that change is constant, the Strive team committed to returning to our roots and actionably serving our community by re-launching our foundational program, Sports Challenge.

In this time of distance and mistrust, our youth deserve spaces where they can choose laughter, embrace failure, and have their tanks filled by the genuine energy of the adults around them. As a previous coach, educator and athlete, I know that spaces like this are not created by accident and are therefore quite rare to come by. Sports Challenge 2023, just like the years before it, proved to be different. Our all star coaches demonstrated that incredible things happen through intentional cultures and character-driven leadership.

At the end of 2022, alongside the re-launch of Sports Challenge, we shared our visions of rolling out eLearning and virtual programming. In 2023 we designed three new programs to include virtual learning and eLearning certifications. Following through with our promise to adapt to the evolving needs of a post pandemic world, we collaborated with over 40 program partners and gathered both new generous donors and longtime supporters, who helped us provide 75% of our programming hours at low or no cost.

I am humbled every day by the tremendous commitment of our team and greater community. At its core, our work is human. It is about understanding yourself in order to bring out the best in those around you. I hope you enjoy reading the stories of the humans who make Strive what it is and look forward to you joining us for more in 2024.

Sincerely,



Caroline Letner
Executive Director

WHO WE ARE

MISSION

To spread the **power** of **character-driven** leadership

CORE VALUES

At strive we stand for the following values:

- **Know thyself**
- **Fill Tanks**
- **Brush it off and grow**
- **Be fair and honest**
- **Choose laughter**
- **Stick with it**
- **Find the best in yourself so you can inspire the best in those around you**

CHARACTER-DRIVEN LEADERSHIP

7 CORE COMPETENCIES



SELF AWARENESS

Leading ourselves in order to lead others

CULTURE

Values-based intentional culture creation



EMPATHY

The ability to understand, perceive, and relate to others

ENERGY

Harnessing and influencing the energy of self and others



MOTIVATION

Autonomy, mastery, purpose, and sense of belonging

COMMUNICATION

Connecting and collaborating with others



GRIT

Passion and perseverance towards a long-term goal

STRIVE
How You Lead Matters



OUR IMPACT

2023 will be remembered at Strive as a year of ACTION. Driven by our goal to re-launch Sports Challenge, we conducted extensive outreach to understand how to adjust the program to serve the needs of today's student-athletes. With each step in this process, we returned to our mission and core values. After practicing perseverance, grit, and growth, we are thrilled with the success of Sports Challenge! Because of the commitment from our coaches and staff, the community's support, and our athlete's willingness to learn and grow, this transformative program is back!

In addition to re-launching Sports Challenge, Strive provided leadership training and education to local and national partners. Supporting our local schools and community programs, we maintained our work with long-standing partners. Nationally, Strive continued our successful collaborations with Haverford College and The Baltimore Ravens. When introduced to the Junior NBA, we couldn't have been more thrilled to pilot a hybrid leadership education series.

As we plan for 2024, we remain grateful to our Strive community, partners, and supporters. We are excited to build on our successes, expand our reach, and deepen our impact.



1,200

PROGRAM
PARTICIPANTS.



300

PROGRAM HOURS
IMPLEMENTED.



75%

OF PROGRAMMING
WAS FREE OR
SUBSIDIZED.



40+

SCHOOLS & ORGANIZATIONS
PARTICIPATED IN
STRIVE PROGRAMS.



3

NEW VIRTUAL &
HYBRID PROGRAMS
LAUNCHED.



SPORTS CHALLENGE 2023: THE RELAUNCH YEAR

In June, Sports Challenge re-launched! Sanford School in Hockessin, Delaware served as our Sports Challenge host; 24 student-athletes joined us for a week of character-driven leadership and intensive soccer and basketball training.

We filled our student-athletes' days with core Strive programs. Athletes participated in "Vitamins" strength and conditioning workouts, sports practices, leadership classes, mentorship groups, and competitive games. At the end of each day, athletes attended Evening Leadership Forum, where we reflected upon the day's lessons, and previewed the next day's theme. True to Sports Challenge traditions, coaches awarded Red Shirts to the athletes who demonstrated the Theme of the Day. Over the course of the week, athletes received 20 hours of strength, conditioning, and sports training and 20 hours of leadership development.

Concluding the week, Strive hosted a Visitors Day. Friends and family gathered to spend time with staff and coaches, cheer on athletes and participate in character-driven leadership programs. Our athletes were excited to share all they learned; Strive was equally excited to revive the Sports Challenge impact!

We are grateful to the Strive community, including new supporters, who helped us raise \$54,410 for the re-launch. Because of this generosity, 80 percent of our athletes received tuition assistance. While today's Sports Challenge may be different from the original, the program continues to be a transformative experience for student-athletes!



Fitness



Sports Practice



Mentorship



Workshops



Leadership Forum

Now that Sports Challenge is back, Strive seeks to grow the program and explore different models. Our goals for 2024-2025 include:

- Increase touch points with athletes throughout the year.
- Expand coaches training to a 4 day model
- Provide employment opportunities for alumni as coaches in training at our year round programming
- Pilot middle school mini-clinics.

OUTCOMES:

- Raised \$54,410 towards the 2023 Sports Challenge Relaunch
- 1 / 3 of our donors are new supporters of Strive's mission
- 70% of Sports Challenge coaches donated a portion of their paycheck back to Strive
- 80% of student-athletes received tuition-assistance
- Multi-tiered model that served high school student-athletes as well as coaches, who are college coaches and athletes and high school coaches and teachers
- 18 hours of Coaches Training plus ongoing, hands-on coaching and feedback from Sports Challenge veterans throughout the program
- 20 hours of leadership development ranging from 5:1 mentorship groups to whole group leadership forums
- 20 hours of strength, conditioning and sport training
- Relationships built amongst a diverse group of student-athletes and coaches



JAHILIL

Now employed by Strive through his school's Co-op program, Jahlil was first connected to Strive through a workforce development program before attending Sports Challenge. At Sports Challenge, Jahlil learned many valuable lessons about character-driven leadership that he can “take into the workforce, coaching, and his everyday life.” Jahlil's favorite part of Sports Challenge was the energy and support system the coaches and staff provided. Currently, Jahlil is supporting Strive in the organization's outreach and marketing efforts. He hopes to start his own nonprofit one day and is enjoying learning as much as he can about what goes into running a nonprofit organization.



Student-athletes rate their understanding of Strive concepts on a scale of 1 to 5 before the program and at the end of the program

I understand what grit is and how to demonstrate it

I understand how to set goals and achieve them

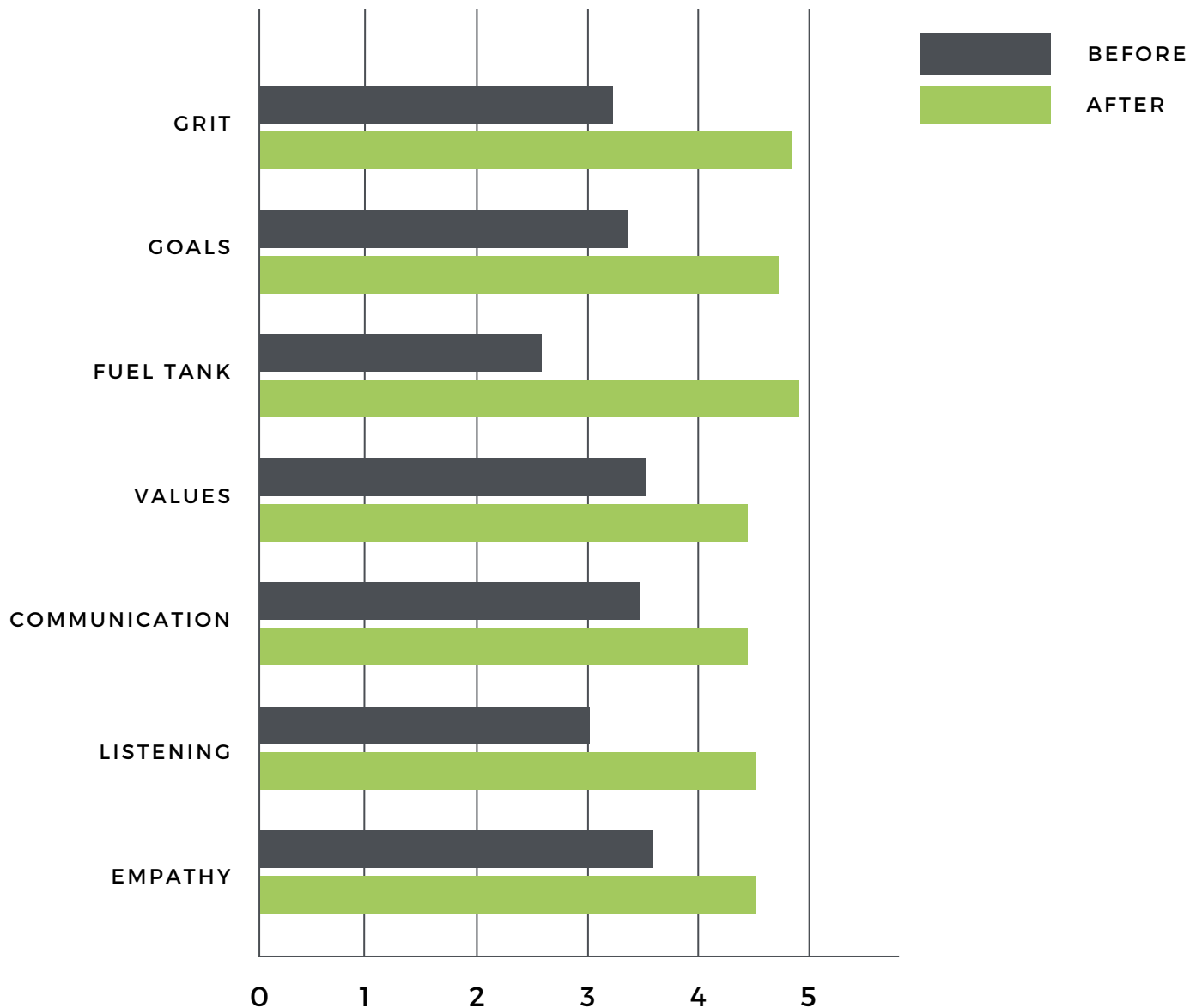
I understand what my fuel tank is and how to fill it

I understand what my core values are

I understand how to effectively communicate

I understand how to actively listen

I understand what empathy is and how to show it





MEGAN

Sports Challenge revived love and passion for girls soccer player Megan, making her “fall back in love with the sport.” Megan learned how to energize her teammates, brush off mistakes, and rise through challenges. She plans to carry these lessons to her team in order to spread encouragement and character-driven leadership. Megan found Sports Challenge to be unlike other sports programs because not only does it focus on athletics, but it provides lessons on leadership and “the mental and humane side of sports”. She is grateful for the positivity she was surrounded with and looks forward to bringing these lessons into her day-to-day life. Megan’s one word to describe Sports Challenge is “family”.



NATHAN

Nathan will use the life skills he learned at Sports Challenge forever, making him “a better person, teammate and leader.” Nathan quickly saw himself using the lesson of active listening not only during the program, but also in his home life with his parents and friends. Sports Challenge was different from any other experience he has had, because the majority of each day was spent learning how to be “a better player on and off the field.” Nathan hopes to become captain of his soccer team, where he would utilize the leadership skills he developed at Sports Challenge.

SPORTS CHALLENGE



OTHER PROGRAMMING HIGHLIGHTS

Strive has expanded the breadth and depth of our character-driven leadership training. Whether working with sports captains and athletes, high school students entering the workforce, or college students building community culture, Strive equips young people with the tools needed to navigate today's challenges. Live Like Blaine, Haverford College, and The Teen Warehouse represent some of our longest-running partnerships. We continue to collaborate with students and staff to evolve each program!

Our work with The Baltimore Ravens, a partner since 2018, grew to include a four-part leadership series within their larger player engagement efforts. Together, with their players, we integrated character-driven leadership content and skill-specific sports development.

In addition to our training, Strive sought opportunities to invest in our curriculum to create innovative tools and services. With grants from the Welfare and Crestlea Foundations, Strive developed an E-Learning leadership program, allowing us to provide content across virtual and in-person platforms. The Laffey McHugh Foundation continued to support our efforts to expand our coach's certification, providing coaches AND players with flexible training and education options. Because of these developments, Strive partnered with The Junior NBA Court of Leaders program, to launch a hybrid leadership program to support athletes on and off the court.



MIDDLE SCHOOLS & HIGH SCHOOLS

DOVER HIGH SCHOOL
POLYTECHNICAL HIGH SCHOOL
DELAWARE COLLEGE SCHOLARS
BURR AND BURTON ACADEMY
ODYSSEY CHARTER SCHOOL
VERNON SCHOOL DISTRICT
SANFORD SCHOOL
URSULINE ACADEMY

COLLEGES & UNIVERSITIES

HAVERFORD COLLEGE
CAPITAL UNIVERSITY

COMMUNITY BASED & YOUTH-SERVING ORGANIZATIONS

SPORT VISITOR: FHI 360
UNITED WAY OF DELAWARE
LIVE LIKE BLAINE
THE TEEN WAREHOUSE
GAME CHANGERS
RODNEY STREET TENNIS
GREATER NEWARK BOYS & GIRLS CLUB
WALNUT ST. YMCA
CHOIR SCHOOL OF DELAWARE

PROFESSIONAL SPORTS PROGRAMS:

JR. NBA COURT OF LEADERS
BALTIMORE RAVENS LIFT
(LEADING AND INSPIRING FEMALES
TO THRIVE) CONFERENCE
BALTIMORE RAVENS PLAYER
ENGAGEMENT



THANK YOU

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Lon Charitable Fund

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John Mensch
Mary Ellen Noreika
Rocanelli Veale Charitable Fund
Wasserman Foundation

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Diamond: Bacchieri Family Foundation
Platinum: Barclays, JP Morgan Chase Foundation
Gold: M&T Charitable Foundation
Silver: Independence Wealth Services
Bronze: Jennifer & Bill Esposito, National Basketball Association, Struthers Family Foundation

STRIVE SLAM PICKLEBALL TOURNAMENT & FUNDRAISER 2023 SPONSORS

Gold: Diane & Tom Arenberg, Jonathan & Erin Debrich, Kevin Morgan, SAP NS2, Stacey Bacchieri
Silver: Boys & Girls Clubs of Delaware
Bronze: The Racquets Realtor
Auction Item Donors: Andrea Valentine, House of StellaMer, Kevin Morgan, Newark Arts Alliance, Nolan Bacchieri, Snuff Mill Restaurant, Stacey Bacchieri



AS WE PREPARE FOR 2024, OUR GOALS INCLUDE:

- Refresh Strive's Curriculum Framework around our core competencies with a range of expert topic lenses.
- Deepen our impact through newly designed Strive hosted full year programming,
- Increasing our touch points with the athletes we serve.
- Double the number of athletes served in Sports Challenge 2024 and expand the associated Coaches Training to a 4 day model.
- Grow our full time team to enhance program impacts and marketing efforts.



FIND THE BEST IN **YOURSELF** TO INSPIRE
THE **BEST** IN THOSE AROUND YOU

KEVIN MORGAN
STRIVE: HOW YOU LEAD MATTERS FOUNDER



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THE HOW YOU LEAD MATTERS PODCAST
AVAILABLE ON SPOTIFY, ITUNES, GOOGLE

SAVE THE DATE!

SPORTS CHALLENGE 2024: JUNE 24 - 28TH, 2024 AT SANFORD SCHOOL

MIDDLE SCHOOL MINI CLINIC: FEB 19 AT WILMINGTON FRIENDS SCHOOL

MONTHLY MEETS: JAN 21, FEB 18, MAR 17 & APR 21 AT THE TEEN WAREHOUSE



