

**STUDENTS
ACHIEVE.**



**LIVES
TRANSFORMED.**

**ATTITUDES
CHANGED.**

**CONNECTIONS
MADE.**

Awakening individual transformation and promoting safer, more connected schools.

Rachel's
Challenge

STUDENTS ACHIEVE.

“Everything we do with culture work leads to academic achievement. Our ACT scores have improved by 2%.”



Rachel's Challenge

LIVES TRANSFORMED.

“One week ago I thought that the next time I cried would be before I killed myself. I was wrong. The last time I cried was when I decided to keep on living. Rachel Joy Scott saved by life.”

ATTITUDES CHANGED.

“I’m the butt of all the jokes and rumors. One of my bullies accepted Rachel’s Challenge. After the presentation he came up and apologized. Thank you. THANK YOU! He started tearing up... the one I thought was heartless.”

CONNECTIONS MADE.

“For the past 4 years I’ve been having problems with my dad, I told him I didn’t want to have anything to do with him anymore. After listening to the story of Rachel I was inspired to call my dad and fix things. I did just that and now I have my dad back.”

Rachel’s Challenge is a 501(c)3 non-profit that strives to foster academic achievement and social-emotional learning by focusing on the connection between students, faculty and staff. **Our mission is to promote safer, more connected schools.** Using the remarkable story of Rachel Scott, the first person killed in the Columbine High School shootings as the catalyst, **we awaken hope and desire** for change; pique **awareness of self and others**; and **stimulate academic achievement** in millions of students’ and teachers’ lives annually.

AWAKEN | AWARENESS | ACHIEVEMENT

MISSION:

Awakening individual **TRANSFORMATION** and promoting **SAFER, MORE CONNECTED SCHOOLS**.



VISION:

We see a school free from harassment, bullying and violence where teachers are free to teach and **STUDENTS ARE AWAKENED TO LEARN**.

THE CHALLENGE PRESENTATION

[Recommended for 7th-12th grade]

This 60-minute Challenge Presentation is the inspiring story of Rachel Scott whose example of kindness and acceptance was brought to light when she became the first victim of the Columbine High School tragedy. Conveyed through stories from Rachel's life and writings, the Challenge Presentation shows the profound positive impact we can have on those around us. It demonstrates to the listener the power of deliberately reaching out in word and action to others to start what Rachel called "a chain reaction of kindness and compassion."

Supplemented with the Friends Of Rachel (FOR) Club training and materials

Student surveys showed a **123% increase in number of students that would intervene in a bullying situation** after seeing the Challenge Presentation.

PROGRAM THEMES:

- Look for the best in others
- Dream big
- Choose positive influences
- Speak with kindness
- Start your own chain reaction

STUDENT OUTCOMES:

- Motivates the individual to consider where they are personally in relationship to the Five Challenges
- Prompts the listener to reflect on the relationship with – and impact on – the people around them
- Renews hope that their life has purpose through service to others
- Gives permission to start their own chain reaction of kindness and compassion, which positively affects their school climate



THE LEGACY PRESENTATION

[Recommended for 7th-12th grade]

This 60-minute follow-up to the Rachel's Challenge Presentation program builds upon the legacy that Rachel inspired in the lives of people around her. Through a series of stories told from the perspective of those who Rachel touched, the Legacy Presentation encourages participants to take specific steps toward making their own positive legacy a reality.

Supplemented with the Friends Of Rachel (FOR) Club training and materials

PROGRAM THEMES:

- Leave a legacy of kindness
- Show compassion
- Practice pre-acceptance
- Learn from your mistakes
- Forgive yourself and others

STUDENT OUTCOMES:

- Participants realize that they are not defined by the labels that they or others have placed upon them in their current circumstance or in the past
- Students grant forgiveness to themselves and others so that they are free to start a new legacy
- Students understand that they can begin to make their own positive legacy, today

Student surveys show a **282% increase** in students believing that their school is a safer place after seeing the Rachel's Challenge program.



For booking information and program availability: 877-895-7060 | rachelschallenge.org

THE STORY PRESENTATION

[Recommended for 5th & 6th grade]

The 60-minute Story Presentation introduces younger middle school students to Rachel Scott's story and her challenge to deliberately reach out to others with kindness. Rachel's story is told through the eyes of her family. The Columbine tragedy is introduced at an intensity level appropriate for 5th and 6th graders. Her story shows the profound positive impact students can have on those around them by simply paying attention to the little things they do and say every day. Rachel's story encourages participants to consider their own behavior.

PROGRAM THEMES:

- Dream big & believe in yourself
- Be kind to others
- Practice positive gossip
- Show appreciation to those you love
- Be the answer



STUDENT OUTCOMES:

- Students have a renewed hope that their life matters and they have a purpose
- Participants are inspired to use their words in a positive way because they understand that words have the power to hurt AND the power to heal
- Help students understand that they too can start a chain reaction of kindness & compassion
- The importance of appreciating others, and to express appreciation to the ones that they love
- Students are empowered with the knowledge that they can be the answer by making a personal difference at their school
- Friends Of Rachel (FOR) Club training to equip them to create positive changes

Schools report up to a **90% reduction in disciplinary referrals** and out-of-school suspensions.



For booking information and program availability: 877-895-7060 | rachelschallenge.org

THE ELEMENTARY PRESENTATION

[Recommended for K-6th grade]

The 40-minute Elementary Presentation introduces elementary students to Rachel Scott and her challenge to reach out to others with deliberate acts of kindness.

The presentation is a fun, energetic, interactive assembly that mixes music, video and activities to tell her story. Students will learn about a young girl named Rachel; however they will not hear nor see footage related to the Columbine tragedy or her death. **The program includes the Kindness & Compassion Program Guide and can be used to kickoff the school year, as a mid-year boost or as a celebration of what has happened throughout the year.** Although appropriate for K-6th, the presentation is most effective with K-5th students.

Rachel's Challenge presentations have been deployed in over **5000 schools** in the last 3 years with a **98% approval rating**

PROGRAM THEMES:

- Use kind words & do kind things
- Accept & include others
- Choose & be a positive influence
- Set goals & keep a journal
- Continue the chain reaction

STUDENT OUTCOMES:

- Students understand that treating others with respect is fun and should not just be what they do—but who they are
- Students understand issues of bullying and destructive behavior and receive permission to be kind
- Students leave excited about treating others with respect and wanting to start their own chain reaction of kindness—both figuratively and literally with the paper chain of kindness exercise and activity



Rachel's
Challenge

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ELEMENTARY PROGRAMS

The purposes of the Elementary School Programs are to encourage students to use kind words and to do simple acts of kindness through the example of Rachel Scott. The 40-minute presentations and follow-up materials will address root problems like isolation, prejudice and bullying in an age-appropriate manner. Rachel Scott is an example of how one person can make a difference to make her school a better place. All topics are presented in an age appropriate, positive language for the elementary-age audience. The Columbine tragedy is NOT mentioned.

The packages are separated into AWAKEN, SUSTAIN and IMMERSE to allow programming customization and flexibility for your school. All three packages contain elements from the *Awaken the Learner* framework, with the Immerse package containing ALL elements of the ATL program and process. *Awaken the Learner* gives you the tools, resources, and the process road map to fully implement the Rachel's Challenge vision and system with high fidelity.

WHAT YOU GET:

	AWAKEN <i>Get Emotionally Involved</i>	SUSTAIN <i>Establish Momentum</i>	IMMERSE <i>ALL IN</i>
ONE OR TWO PRESENTATIONS • Link Up! • Rachel's Challenge Banner	•	•	•
PROGRAM MATERIALS • Kindness & Compassion Materials – Year One • Power of One Materials – Year Two	•	•	•
VIDEO COMMUNITY EVENT Ambassador of Kindness documentary DVD with instructions	•	•	•
ON-DEMAND PROFESSIONAL DEVELOPMENT & TRAINING The Elementary Program Overview – Dr. Dina Rowe	•	•	•
ON-DEMAND PROFESSIONAL DEVELOPMENT & TRAINING • Awaken the Learner – Darrell Scott • WhyTry? – Christian Moore		•	•
SAME-DAY LIVE COMMUNITY EVENT		•	•*
ON-DEMAND PROFESSIONAL DEVELOPMENT & TRAINING Strategies to Awaken the Learner – Dr. Robert Marzano			•
	\$3,600	\$4,800	\$6,500

AWAKEN THE LEARNER



“Rachel’s Challenge is the single most powerful intervention I have seen in 40 years of working in education.”

– Dr. Robert Marzano

Schools may add \$1,000 to the Elementary Awaken package (only) and split it between two schools/locations.

*For the Immerse Package, choose either the Same-Day Live Community Event OR On-Site Professional Development and Training



MIDDLE/HIGH SCHOOL PROGRAMS

The Middle School and High School Programs encourage participants to take specific steps toward making their own positive legacy a reality. The 60-minute presentations and follow-up materials will challenge students and staff to show compassion, learn from their mistakes and forgive themselves and others. Participants examine their own lives in the light of personal challenges – to dream big and start their own chain reaction of kindness and compassion.

The packages are separated into AWAKEN, SUSTAIN and IMMERSE to allow programming customization and flexibility for your school. All three packages contain elements from the *Awaken the Learner* framework, with the Immerse package containing ALL elements of the ATL program and process. *Awaken the Learner* gives you the tools, resources and the process road map to fully implement the Rachel's Challenge vision and system with high fidelity.

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WHAT YOU GET:

	AWAKEN <i>Get Emotionally Involved</i>	SUSTAIN <i>Establish Momentum</i>	IMMERSE <i>ALL IN</i>
TWO PRESENTATIONS • Choose two of three: Story / Challenge / Legacy • Rachel’s Challenge Banner	•	•	•
FRIENDS OF RACHEL (FOR) CLUB Training, helpline and materials	•	•	•
VIDEO COMMUNITY EVENT Ambassador of Kindness documentary DVD with instructions	•	•	•
SAME-DAY LIVE COMMUNITY EVENT		•	•
TEACHER’S KIT for teachers / students / the school Simple digital tools to continue the momentum all year		•	•
ON-DEMAND PROFESSIONAL DEVELOPMENT & TRAINING • Champion the Chain Reaction – Brad Nye • Awaken the Learner – Darrell Scott		•	•
ON-DEMAND PROFESSIONAL DEVELOPMENT & TRAINING • Strategies to Awaken the Learner – Dr. Robert Marzano • WhyTry? – Christian Moore			•
	\$3,600	\$4,800	\$6,500

AWAKEN THE LEARNER



K-8 AND K-12 PROGRAMS

The K-8 and K-12 School Programs are designed to address the broad age-range of K-8 and K-12 schools. The 40-minute Elementary and 60-minute Middle/High School presentations encourage students to say kind words and do simple acts of kindness through the example of Rachel Scott. All content is presented in an age-appropriate manner.

The packages are separated into AWAKEN, SUSTAIN and IMMERSE to allow programming customization and flexibility for your school. All three packages contain elements from the *Awaken the Learner* framework, with the Immerse package containing ALL elements of the ATL program and process. *Awaken the Learner* gives you the tools, resources, and the process road map to fully implement the Rachel’s Challenge vision and system with high fidelity.

WHAT YOU GET:

	AWAKEN <i>Get Emotionally Involved</i>	SUSTAIN <i>Establish Momentum</i>	IMMERSE <i>ALL IN</i>
TWO PRESENTATIONS • Choose two from: Link Up! / Story / Challenge / Legacy • Rachel’s Challenge Banner	•	•	•
PROGRAM MATERIALS • Kindness & Compassion Materials – Year One • Power of One Materials – Year Two – AND – FRIENDS OF RACHEL (FOR) CLUB MATERIALS	•	•	•
VIDEO COMMUNITY EVENT Ambassador of Kindness documentary DVD with instructions	•	•	•
ON-DEMAND PROFESSIONAL DEVELOPMENT • The Elementary Program Overview – Dr. Dina Rowe (Elementary) • Champion the Chain Reaction – Brad Nye (Secondary)		•	•
FRIENDS OF RACHEL (FOR) CLUB Training, helpline and materials		•	•
SAME-DAY LIVE COMMUNITY EVENT		•	•
TEACHER’S KIT for teachers / students / the school Simple digital tools to continue the momentum all year		•	•
ON-DEMAND PROFESSIONAL DEVELOPMENT & TRAINING • Awaken the Learner – Darrell Scott • Strategies to Awaken the Learner – Dr. Robert Marzano			•
	\$3,600	\$4,800	\$6,500

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