

Mission Statement

The Second Mile challenges young people to achieve their potential as individuals and community members by providing opportunities for them to develop positive life skills and self-esteem as well as by providing education and support for parents and professionals addressing the needs of youth.



Providing Children
with Help and Hope

Spring 2009
Milestones
www.thesecondmile.org

Helping More “Than You Could Ever Imagine”

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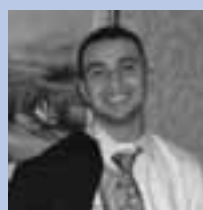
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The official registration and financial information of The Second Mile™ may be obtained from the PA Department of State by calling toll-free within PA, 1-800-732-0999. Registration does not imply endorsement.

With college costs higher all the time and the availability of student loans diminishing, finding the means to attend college is tougher than ever.

That's especially true if your family is struggling financially and unable to provide support. For that reason, **The Second Mile's Children's Fund** includes a scholarship program that provides educational scholarships of \$500 or \$1,000 for **Second Mile program “graduates”**—those who have participated in the Challenge Program, Friend or Friend Fitness, or The Leadership Institute. Each scholarship is awarded on the basis of financial need and academic achievement.

The recipients of The Second Mile's scholarship are self-motivated and often self-funded. They understand the *value* of their educations and try to maximize their collegiate experience. Many are taking advanced classes because they know that they can't afford to stay in school any longer than necessary. Still others put their scholarship funds to use funding lab



“The Second Mile's mission is ‘Providing Children with Help and Hope.’ That is what I truly feel has been

done for me through this wonderful program. I am very thankful to you for awarding me this scholarship once again. By helping me receive an education, you have helped me achieve my goals in life.” —Jose Allyon

“With the rising costs of education and general living expenses, it has become increasingly hard for a self-funded student, such as myself, to



find ways to pay for my education without completely relying on loans. Your generosity as Second Mile donors has helped me more than you could ever imagine.” —Lindsey Hoff

“The Second Mile scholarship has been a tremendous help. The prospect of attending four years of undergraduate study and additional years of graduate school seems financially daunting. Your support has made this undertaking more feasible...



I am committed to ensuring that the resources you have invested in me will not be unfounded.”
—Eric Fontaine

“The Second Mile scholarship has been a really big help in continuing my career goals. I would like to sincerely thank The



Second Mile donors for providing me with this valuable opportunity. I am now willing to face new challenges and never give up what I'm doing.”
—Quyen Ma

work or research projects or participating in clubs and activities with fees that were prohibitive without The Second Mile's help.

No matter what their individual situations, majors, and choices, Second Mile scholars return to similar themes when they describe their past Second Mile experience and the meaning of our Children's Fund Scholarship

*Helping More “Than You Could Ever Imagine”
continued on next page*

Stories from Staff

"I hope it snows"



In December 2007, one of my co-workers talked to "Tommy." He was crying, worried that he would fail a class at school because he didn't have a necessary item to complete a project. His Dad wouldn't buy the item because he needed "beer money." Tommy was hoping that Santa would bring him the needed school supplies, so he wouldn't fail his class.

While a conversation like this tugs at your heart, the fact that it was a few days before Christmas made it especially tough. Our office contacted Tommy's school counselor to see if The Second Mile could help with the needed school supplies. During our chat, the counselor shared that Tommy, in spite of a tough family situation, is one of the nicest little boys she knows. She went on to share that he has so much potential—if someone would just give him a chance. We shared information about our Challenge Program with the counselor, and she referred Tommy to the program. When July rolled around, we were thrilled to see Tommy at Challenge camp! He had a ton of fun and made many new friends.

This past December, almost a year to the day after that initial contact, Tommy once again talked to one of my coworkers. This time, Tommy was smiling. He was hoping that it would snow. He wasn't particularly interested in sledding or skiing; he wanted it to snow so that he could shovel an elderly neighbor's walkway—because one of his Challenge goals was to help a neighbor in need. Tommy wanted to make sure he completed his goals so he could "go to that awesome camp again!"

When you think about it, snowflakes start out fairly simple, but they can grow into something magnificent. As a staff, we sometimes forget that the smallest action (like a school supply) can turn into something much greater in the life of a child. Tommy reminds us that our actions and partnerships with other caring friends can turn into opportunities and hope for the future. And that's magnificent!

Kathy Anderson-Martin serves as Executive Director of The Second Mile's Southcentral Region.

Helping More "Than You Could Ever Imagine" continued from cover

today. Every student mentions the confidence, self-esteem boosting, and support that The Second Mile has provided and still continues to provide. Every student mentions the financial struggle to achieve their dreams. All express their thanks to Second Mile donors for helping them achieve their dreams, and many share that they want to extend that kind of help to others, either through their career choices or a commitment to service:



"I am so deeply grateful. My parents do not speak English, and we have had many struggles. You have given me

courage to keep going and the will to never quit. One day, when my future goal has been met, I hope to help another young person as you have so generously helped me."
—Prathna Nhem

"I am an elementary education major at Penn State University, and experiencing The Second Mile has made me want to reach out and make a difference in as many kids' lives that I can. Thank you so much for making this possible!" —Megan Gross



Like Megan and Pranthna, other Second Mile scholars are looking to enter meaningful and enriching careers paths. These students want to give back to their communities in a variety of ways: child advocacy lawyer, teacher, social worker, disabilities advocate. As one student wrote, "I want to be a role model and mentor to young

people with the same background of poverty that I experienced." Another student shared, "I want to be the voice for people who have no voice for themselves."

These students can say these words because you, as Second Mile donors, have provided them the opportunity to give voice to their dreams. This year, we had more students seeking scholarships than ever before. We want to continue to provide help and hope, to alleviate the financial pressure so each student can become the best versions of themselves: as a chef, a social worker, engineer, or teacher. As long as these students have the drive and determination to continue their education, The Second Mile hopes that our donors will continue to help students turn their dreams into reality so the students can share sentiments such as these:

"This award has reduced some of the economic hardships I have encountered and has helped me focus more on my education. However, there is something more valuable than money. I have received the extra



push, the extra encouragement to go on, and the opportunity to pursue my dream in the future."
—Chanrachna Thai



"Every day, I never forget the people who have supported me and had faith in me: my parents, my friends, and The Second Mile donors."
—Lychhay Kim

Miles Ahead

Past Second Milers: Where Are They Now?



Brendan Miele

Then

Brendan spent his summers during middle school at The Second Mile Challenge Program “learning how to work together with others and to gain confidence in my own abilities.” He is also a Second Mile scholarship winner.

Fondest Memory

“My best memories are the last times each camp week when we would go to the pool together. I always felt so comfortable with myself and others at the end of the week because everyone was there to help each other.”

The Second Mile’s Impact

“Attending The Second Mile’s programs has taught me how to surround myself in comfortable and helping environments. The lessons learned during those weeks at camp have proven to be a great asset, not only to me, but also to others around me.”

Now

Brendan is finishing a Bachelor of Science in computer science and hopes to earn a graduate degree in his future. Brendan hopes to go into electronic product design and testing or systems and security.

Ariana Bonner

Then

Ariana is a past scholarship recipient and a former Challenge Program camper.

Fondest Memory

“My fondest program memories are diving into a pool for the first time in my life and meeting other students from all walks of life.”

The Second Mile’s Impact

“My experiences at camp made it possible for me to open up. This program helped me learn about myself more than I ever knew. The Second Mile also made me cherish meeting new people and learning new things.”

Now

Ariana is currently a sophomore at Delaware County Community College and is majoring in Business Management. She is a member of many clubs, including the student union, and hopes to join many more in the future. She is very appreciative of the doors The Second Mile opened for her in the past and of our continuing support of her dreams through her Children’s Fund scholarship.

Thoughts from the President



Knowing that The Second Mile relies on private donations from individuals, organizations, businesses and foundations, receives no government funds, and starts each fiscal year at “zero,” many of you have asked me how The Second Mile is doing in this very tough economy. On the back page of this issue of *Milestones*, we have provided some fairly specific information about what we’ve been experiencing since the start of our fiscal year (9/08-8/09).

I feel awkward writing about these issues because I don’t want donors to think we aren’t thankful for their contributions or feel as though they aren’t doing enough. Just the opposite is the case! I see our volunteer leadership and special events committees working harder than ever to make sure that we can maintain our commitments to the young people who count on us. Everyone who supports The Second Mile realizes that the children we serve are among those who are hit the hardest in tough financial times. Many are also kids who have experienced one broken promise after another from the adults in their lives.

I know that, like me, you are committed to doing what you can to ensure that we can keep our promise of service. Thanks to your past support, these children are now part of “The Second Mile family” and have learned to trust us to be there for them—different from their past experiences. I know that we all want to honor that trust.

Anything that you can do to help us maintain our collective commitment to these children is appreciated. Any doors you can open to additional support would be welcome. Any individuals or businesses you can encourage to participate in the upcoming special events (the event calendar is on the back page, too) would be a real boost in this tough year.

I look forward to continuing to work together to make tough situations better and futures brighter for children who deserve that second chance!

Miles To Go

The “Economy” and The Second Mile



The Second Mile’s fiscal year begins September 1 and ends August 31, congruent with the academic year calendar on which many of our programs operate. Unfortunately, this year, [the start date of our fiscal year was also concurrent with the escalation of both events and news about serious economic concerns for the United States and the global economy.](#) Since we start each year with zero dollars and need to reach \$2.5M to meet our commitments to The Second Mile children who have come to count on us, we were understandably concerned about the possible impact of this turbulent economy on annual fundraising as we started the fiscal year. [Here’s how things are going...](#)

Through November, The Second Mile was faring better than might have been anticipated: donors’ generosity allowed us to meet the projections we had made based upon last year’s donations for the first three months of the fiscal year, and thus, we were able to meet the needs of the children to whom we have committed service. Unfortunately, that trend did not continue through December: [the income from both our major year-end mailings was significantly lower than last year.](#) Our holiday outreach raised 50% less than last year, and our end-of-year letter to those who had given in 2007 but had not yet given in 2008 raised 60% less than last year. A camp week sponsor shared uncertainty about repeating that \$50,000 sponsorship in 2009.

That potential loss, along with the decline in individual donations at year-end, began a worrisome trend that has continued in 2009. And from the notes included in the responses to these mailings, we know that the issue is *not* the care and concern of our donors for the children we serve. Numerous donors noted their

disappointment in not being able to give at the level they had in the past. The other unfortunate event that we experienced concurrently is that one of the two campsites we rent for the Challenge Program was sold. In exploring and finally finding an alternative location that meets the needs of our program and the children, [we needed to reserve a space that will cost us an additional \\$25,000 for the Challenge Program.](#) Of course, this situation reinforces the importance of completing the Center for Excellence.

In the face of these challenges, volunteers and staff are working very actively to identify new funding sources or market sectors for special event sponsorships that might be less impacted by this downturn. We would also like to implement a new special event or project in a new geographic location, as well as continue to step up our contact with current contributors so they understand our situation and might connect us to new donors. [Meeting our budget allows us to honor our promise of service—caring mentors, safe places, educational activities—to young people who have been disappointed by the adults in their lives.](#) We know you share our commitment to keep that promise and thank you for giving at whatever level works for your family or business. [We would also welcome any introductions you are willing to make to individuals, business owners, and foundations that might support our collective cause and help us raise the funds needed to meet the needs of Second Mile children during this economic downturn.](#) If you have made a contact with whom you would like us to follow-up, contact Katherine Genovese, Executive Vice President, katherine@thesecondmile.org.

Special Events Calendar 2009

March 1

Clinton County Chapter
Texas Hold 'Em Tournament
Mill Hall, PA

March 1

Clearfield Chapter Sports Banquet
Clearfield, PA

March 20

The Second Mile Reverse Drawing
Altoona, PA

March 27

The KPMG Celebration of Excellence
Hershey, PA

TBD

Southeast PA Celebration of Excellence
King of Prussia, PA

April 24

Clinton County Sports Night
Lock Haven, PA

April 28

Berks County Kickoff For Kids
Reading, PA

May 1

The Second Mile Charity Auction
State College, PA

May 1

Sandy Kranich Golf Benefit
York, PA

May 12

Lehigh Valley Chapter
Celebrity Banquet
Allentown, PA

June 8

Chester County Second Mile Golf Classic
Downingtown, PA

June 12, 2009

Pitt vs. Penn State Golf Challenge
Pittsburgh, PA

June 25-26-27, 2009

Second Mile Golf Classic
State College, PA

July 2009

Clearfield Chapter Monte Carlo Night
Clearfield, PA

September 2, 2009

Universal Media Second Mile
Celebrity Golf Classic
Hershey, PA

November 13, 2009

The Second Mile Reverse Drawing
State College, PA

TBD

Lancaster Chapter Divas of Jazz
Lancaster, PA

Checking the Mileage

Evaluation of the Challenge Program: Initial Results from Self-Perception Profiles for Children and Adolescents

By Kate Norwalk, M.Ed. and Erin E. Reid, M.Ed., The Pennsylvania State University

The Challenge Program is one of the largest early intervention programs conducted by The Second Mile each year. The objective of the program is to provide children and adolescents with an environment that will promote positive growth and development in areas such as social competence, academic competence, problem solving, coping, and self-esteem. Youth who are in need of extra support in their lives are referred to the program by school counselors, youth service workers, and other community professionals. Children between the ages of 8 and 12 are eligible for referral, and once initially referred, all children have the opportunity to earn their way back to successively more challenging program experiences—the Second Mile Intensive Learning Experience (SMILE) and the Leadership modules—through mid-adolescence.

In order to gain a better understanding of the thoughts and feelings of the young people in the program, The Second Mile had participants complete a measure of global self-esteem, called the Self-Perception Profile for Children (Harter, 1995) and the Self-Perception Profile for Adolescents (Harter, 1988) during the summer of 2008. A total of 760 young people attended the Challenge Program this summer, 280 of which were first-time attendees and 480 returning attendees. Youth who participated in the program completed the children's version of the Self-Perception Profile for Children (Harter, 1988) while older participants attending the SMILE program completed the adolescent version of the Self-Perception Profile for Adolescents. The child version measures how children feel about themselves in the areas of academics, making friends, athletic ability, and physical appearance, and also measures how much they like themselves. In addition to these areas, the adolescent version also measures how desirable individuals perceive themselves to be in regards to romantic peer relationships (Romantic Appeal), how well they behave as well as they think they should (Behavioral Conduct), and their ability to form meaningful relationships with peers (Close Friendships).

Responses on the Harter Self-Perception Profiles revealed some interesting findings. Although Second Mile participants tend to have more risk factors than typical children and adolescents, their scores on the Self-Perception Profile for Children (see Table 1) and the Self-Perception Profile for Adolescents (see Table 2) indicate that they perceive

Table 1. Challenge Attendees and Normative Sample Score Comparison on the Self-Perception Profile for Children

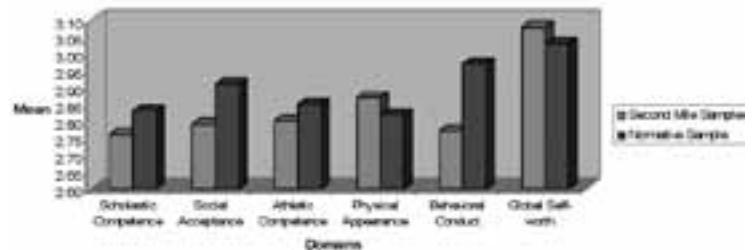
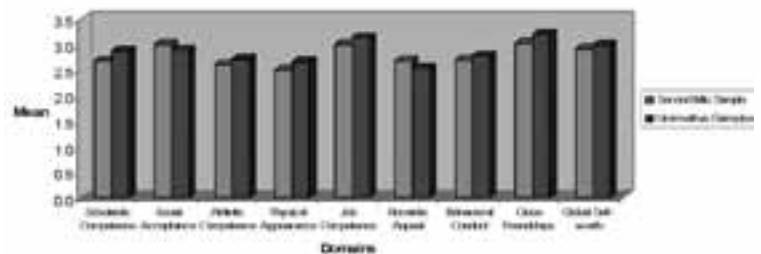


Table 2. SMILE Attendees and Normative Sample Score Comparison on the Self-Perception Profile for Adolescents



themselves similarly to other children in most domains. There were, however, indications of gender differences. For instance, males in the child sample reported more confidence in their academic and athletic abilities than females. For both children and adolescents, males reported more satisfaction with their physical appearance than girls. Children in lower grades also reported more satisfaction with their physical appearance than children in higher grades.

Overall, the results of the Harter scores are promising. The majority of the children and adolescents reported average to high levels of self-worth, providing support for the effectiveness of the Challenge Program. Important gender and grade differences were also discovered. The Second Mile may want to focus its efforts on improving self-perceptions in particular areas differentially for males and females, and for children in lower grades versus those in higher grades. It appears that females may benefit more from interventions targeted at improving confidence in their academic and athletic abilities, as well as their physical appearance. Likewise, it may be more important to focus on improving perceptions about physical appearance for children and adolescents in higher as opposed to those in lower grades. We plan on administering this same measure in 2009, which will provide the opportunity to compare scores over time.

Miles of Smiles



► *Friend Programs across the Commonwealth.*

◀ *Volunteers help mail the Tips Program to 1600+ counselors.*



► *Friend Fitness Programs in motion*

