

## 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.

**THE  
SECOND  
MILE™**  
Providing Children  
with Help and Hope

Spring 2010  
**Milestones**  
www.thesecondmile.org

## Celebrating Leadership... Creating Leaders

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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.

On February 5, The Second Mile honored Ford Motor Company CEO Alan Mulally at The Second Mile Celebration of Leadership 2010 presented by LB Smith Ford Lincoln Mercury Inc. in Hershey, PA. This flagship event was created to honor distinguished business leadership and social responsibility in American enterprise. Mr. Mulally is not just a role model to American young people; his business discipline and turnaround strategies will be discussed in executive leadership classes for decades to come.

In addition to Mr. Mulally answering guests' questions in an open forum, he also shared how his unfulfilled childhood dream shaped his career path and how that experience created resonance with The Second Mile's mission: teaching young people skills so they can achieve their potential and their dreams.

Mr. Mulally didn't grow up dreaming of a career as a business leader or of ever being named one of the world's "Most Influential People" by *TIME* Magazine. In fact, as the crowd at the Celebration of Leadership learned, he once dreamed of having a very different career: he wanted



*Leigh McCauley with Ford Motor Company CEO Alan Mulally*

to be an astronaut. After Mr. Mulally's dreams of space travel were dashed due to color blindness, he chose to pursue an education in aeronautical and astronautical engineering. Working at Boeing for more than 30 years, Mr. Mulally made significant contributions to the aeronautic and astronautic industries, especially in the development of the 777 airplane. He became not only a leader at Boeing but also served as president of the American Institute of Aeronautics and Astronautics

*Celebrating Leadership...Creating Leaders  
continued on next page*

## Stories from Staff

### “Service, Safety and Respect”



Each year, The Second Mile Leadership Institute convenes 275+ Pennsylvania sophomores to answer these important questions: what are the issues facing my community, and how can I serve as a leader in my school to address those issues? To find the answers, The Second Mile provides students with a variety of mentors and learning activities that foster their leadership growth, and as an outcome, participants leave with skills and a business plan to lead others in addressing a community issue.

But in the years that I have been leading the Institute, I also see other important outcomes. Last year, in a meal-time conversation with a young man at the Institute, I asked him how he thought things were going. His response was, “I love it here. I wish I could live in a place like this.” My curiosity piqued, I replied, “Here at the Ramada?” We both laughed, and then he elaborated.

“Well, this is my first time in a hotel, but it’s more than that. Even though I haven’t seen the whole town, State College just seems like a very safe place, and people are so nice. All of you just talk and deal with us in such a different way - nothing like where I’m from.”

That moment crystallized two important things happening beyond leadership training. First, we expose students to a world beyond where they live, and at the same time, with so many diverse students in one place, we help them recognize that all of them are struggling with similar issues and capable of finding creative solutions. Second, we give them a voice. We treat them in a way that conveys respect and worthiness, promoting their courage to use that voice to effect change.

I think we would all agree that if students leave the Leadership Institute with the ability to identify and address the issues that confront them, underpinned by a broader understanding of other people and other worlds, we are preparing them for the challenges that lie ahead in life. I find that to be very cool.

A handwritten signature in blue ink, appearing to read 'Jeremy Fegert'.

Jeremy Fegert is The Second Mile’s most senior Director of Programs.

(AIAA) and as a member of NASA’s advisory board.

At Ford, Mr. Mulally has continued to display exceptional leadership with a strong emphasis on social responsibility. Under Mr. Mulally’s leadership, despite being the only American automobile company to forgo government bailout money, Ford is emerging strongly from the recent economic downturn. *Automobile Magazine* named Mr. Mulally its “2010 Man of the Year” for “steering Ford onto a clearly defined road toward success,” and *TIME* named him one of the “Most Influential People” in their “2009 *TIME* 100” issue.

Mr. Mulally donated his time to this first annual Celebration of Leadership because his beliefs in leadership, social responsibility, and working better together coincide with the core values The Second Mile instills in youth. Second Mile program graduate, Leigh McCauley, shared with the audience The Second Mile’s impact on her life. With tough beginnings—an unstable home environment with a drug-addicted mother who died when she was young—Leigh felt different from all her peers at school.

As a child, Leigh had dreams just as Mr. Mulally did, but she didn’t know there were possibilities for her to achieve them. A school counselor referred her to The Second Mile’s Challenge Program and through the acceptance she found there and the experiences she had, Leigh learned to believe in herself and others. She acquired the skills needed

to meet her goals through a curriculum that emphasizes goal setting, positive decision making, teamwork, leadership skills, and serving others. Thanks to the support of The Second Mile, her grandmother, and her faith, Leigh is now a college student, working toward her dreams, engaged in community service, and sharing her story with others in hopes of providing inspiration to those who may be struggling as she once did. She serves as a wonderful role model and leader to young girls who are now part of The Second Mile Challenge Program family.

Tailored for the appropriate age levels, all nine Second Mile programs promote the skill building and mentorship that have served Leigh so well. All programs include skills training on goal setting and accountability for reaching goals. They also provide the tools needed to work successfully with others and to resolve conflicts when the team confronts tough issues. All programs promote student participation in community service: The Second Mile believes that instilling the value of serving others not only positively impacts communities as youth serve others but also positively impacts youth as they learn that, no matter what their life circumstances, they have something to offer others. These are the skills and values that will lead toward positive life choices, accomplishments, and ultimately, to good leaders. The children The Second Mile provides help and hope to today may become the teachers, the engineers, the scientists, or even, like Mr. Mulally, the business leaders of the future.

# Miles Ahead

## Past Second Milers: Where Are They Now?



### Eric Fontaine

#### Then

Eric is a Second Mile scholarship winner and has been involved with The Second Mile Friend Fitness Program since he was in 6th grade.

#### Fondest Memory

“I really enjoyed working with my mentor and friend, Kelli. She inspired me to create goals, address them, and, most importantly, meet them. I suppose that my fondness stems from my own personal transformation that developed throughout the program and the insight I have gained from it.”

#### The Second Mile’s Impact

“I like the opportunity to give back to The Second Mile since I was a participant. I now enjoy interacting with the current mentees as it allows me to make a difference in their lives.”

#### Now

Eric is a junior at Penn State University. He is a member of the Schreyer Honors College and the glee club. Eric is a kinesiology major with a focus on movement science. He is aspiring to be a physical therapist and is currently involved with Friend Fitness as a mentor.

### Tiffani Guiser

#### Then

Tiffani was a Challenge participant, attending both SMILE Camp and the Leaders Program at the Summer Challenge camp.

#### Fondest Memory

“My fondest memory of The Second Mile is camping outside for an entire week and realizing I can do anything I set my mind to!”

#### The Second Mile’s Impact

“While working with children as a Second Mile leader and eventually as a teacher, I can help show them that they have the potential to follow their dreams.”

#### Now

Tiffani is a senior at Lock Haven University majoring in Elementary Education and minoring in Reading. She is currently a resident assistant and the local chapter co-president and statewide student Vice President of the Student Pennsylvania State Education Association, S-PSEA.

### Thoughts from the President



This issue has focused on leadership. The Second Mile is committed to providing children and teens programs that lead the way by conducting outcomes research and by ensuring our programs continue to reflect and consider, where appropriate, emerging research addressing the personal development of young people. In past columns, I’ve shared information about areas that cut across all programs: goal setting and decision making training, team work and conflict resolution skill building, and personal accountability and community service. In this column, I’d like to preview some avenues we are exploring with university faculty in PA and beyond.

Two of the areas under exploration are those of mindfulness and positive psychology. Mindfulness is paying full attention to the here and now, increasing awareness of self and surroundings with an attitude of compassion. Individuals trained in mindfulness experience benefits that include increased attention, decreased stress and anxiety, and increased resilience and peace. Positive psychology is also about creating the conditions that one needs to flourish: it studies the strengths and virtues that enable people to thrive. Positive psychology curricula focus on increasing positive emotions, identifying personal strengths, and finding personal meaning. We are currently working with faculty to develop and evaluate curricula that would infuse mindfulness and positive psychology into our programs for both youth and mentors.

Last, but certainly not least, we are working with faculty at Rutgers and Penn State to enhance our communications training for the 275+ students who attend our annual Leadership Institute, and we continue to explore the impact of the Challenge Program with a University of Pittsburgh faculty member. We anticipate that all of these collaborations will keep our programming on the “cutting edge” and result in life-altering program experiences for Second Mile children.

# Miles To Go

## Developing Tomorrow's Leaders

*Smiles at the successful completion of a Leadership Institute exercise*



Today's youth are challenged in ways hard for adults to imagine. They are bombarded with media images and messages encouraging them to engage in high-risk behavior, including drug and alcohol use, smoking, and promiscuity. The need for us to reverse current trends and ensure that youth develop social and academic competencies enabling them to have productive futures is urgent. **The Second Mile** believes leadership skills must become part of their core developmental competencies at an early age. Unfortunately, many parents work long hours to provide food, clothing, shelter, and health care for their families and are unable to provide this foundation.

**The Second Mile** developed **The Leadership Institute** to address this critical need. Our goal is to develop student leadership and teamwork skills and implement action plans to improve schools and communities across Pennsylvania. This spring, 275+ sophomore high school students and their mentors from 55+ schools across Pennsylvania will converge on State College, PA for a four (4) day residential program. Staffed by our program staff and volunteer facilitators, the Institute will prepare these young adults to return to their schools and implement year-long service projects.

And, speaking of leadership, **The Second Mile** provides this program to all of the participants free of charge—one of the few programs of its type across Pennsylvania and the nation. We focus on our leadership students leaving this experience with

- an increased self-awareness and understanding of personal styles
- a more complete knowledge of and skills in teamwork and leadership
- a commitment and dedication to community service
- a desire to bring diverse groups in their schools by engaging others in their project.

And, like any good leader, **The Second Mile** measures our success conducting follow up studies with both students and mentors, tweaking our program each year to provide our youth with the tools for increased success. As one former student explains, "The Leadership Institute really taught me a lot about taking charge of situations in my life."

How do we do this? How do we manage to serve so many young adults at no cost to the students or their schools? Back to the leadership model—we depend on philanthropic leadership from our donors each year to provide more than \$200,000 necessary to implement the Leadership Institute at no charge to the participants. Since its inception, The Second Mile has relied on private philanthropy to fund all of its programs, accepting no state or federal dollars for its annual budget.

For **The Second Mile**, philanthropic leadership comes in many forms. Our business and corporate partners support the Leadership Institute through Pennsylvania's Education Improvement Tax Credit (EITC) as well as outright contributions; private foundations from Pennsylvania support the Institute each year with renewable grants; and individuals across the state and the nation provide the annual support with Angel scholarships and other leadership gifts that solidify the foundation of not only the Leadership Institute but also the other eight programs The Second Mile provides to the children of Pennsylvania each year.

What will your leadership role be with The Second Mile?

- Will you volunteer to be a Leadership Institute facilitator?
- Will you send a gift in support of the Leadership Institute?
- Will you help others recognize the young leaders we are helping to mold?

**We need your leadership—now and throughout the coming year.**

## Special Events Calendar 2010

### February 5

The L.B. Smith Ford Lincoln Mercury Celebration of Leadership  
Hershey, PA

### March 19

The Second Mile Reverse Drawing  
Altoona, PA

### March 26

The KPMG Celebration of Excellence  
Hershey, PA

### TBD

Clearfield Chapter Sports Banquet  
Clearfield, PA

### April 23

Clinton County Sports Night  
Lock Haven, PA

### April 25

Lancaster Chapter Divas of Jazz  
Lancaster, PA

### April 30

The Second Mile Charity Auction  
State College, PA

### TBD

Berks County Kickoff For Kids  
Reading, PA

### May 11

Lehigh Valley Chapter Celebrity Banquet  
Allentown, PA

### TBD

Southeast PA Celebration of Excellence  
King of Prussia, PA

### June 7

Chester County Second Mile Golf Classic  
Downingtown, PA

### June 8

Pitt vs. Penn State Golf Challenge  
Pittsburgh, PA

### June 10

Sandy Kranich Golf Benefit  
York, PA

### June 24, 25, & 26

Second Mile Golf Classic  
State College, PA

### September 1

Universal Media Second Mile Celebrity Golf Classic  
Hershey, PA

### October 13

Clays for Kids  
Wellsville, PA

### November 5

The Second Mile Reverse Drawing  
State College, PA

# Checking the Mileage

## Evaluating the Nittany Lion Tips Program

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

The Nittany Lion Tips Program began in 1988 with the distribution of approximately 20,000 sets of sports trading cards featuring Penn State football players to youth services professionals in the state of Pennsylvania. On the back of each trading card, or “Tip,” was an inspirational message written by the featured athlete. School counselors and other professionals who work with children use the Tips cards with students as a reward for meeting goals, demonstrating positive behaviors, or dealing with a particular issue.

More than two decades after the program began, The Second Mile has provided over a million sets of Tips cards to school-aged children. During the 2009-10 academic year, 160,000 sets of Tips cards were distributed to 1,685 school personnel in 418 districts throughout 67 counties in Pennsylvania. In addition to Tips cards featuring football players, the Winter set features athletes who participated in Penn State gymnastics, basketball, and wrestling.

In their ongoing effort to monitor and improve their youth programs, The Second Mile mailed surveys to school counselors and other professionals who received sets of the fall edition of the Tips cards in 2009 and asked them to provide information on how the Tips cards were used and to rate the Tips cards’ usefulness. One hundred (100) school counselors, teachers, principals, and other professionals completed and returned the surveys.

Survey respondents reported that they distributed the Fall Tips cards to an average of 57 student, although

this number ranged from 5 to 1000. A large proportion of respondents (23%) reported distributing half or more of their Tips cards through classroom teachers. Nearly 18% of respondents report distributing them in small group settings, 16% report distributing half or more of their cards in counseling sessions, and 19% used other methods. Respondents indicated that 60% of Tips cards were distributed to males and 40% were distributed to females. The majority of respondents distributed most of their Tips cards in complete sets (32%), whereas many other professionals distributed the cards one at a time, allowing the students to earn a complete set (23%) or a partial set (9%) over time.

A majority of the respondents reported using the Tips cards to reward positive behavior (94%), to reinforce positive behaviors as part of a behavior management program (92%), or to recognize students’ achievements (89%). The respondents also indicated that the Tips were very effective when used in those ways. When asked about the value of the Nittany Lion Tips Program, an overwhelming majority of survey respondents indicated that the program was extremely valuable (see Figure 1). Below are examples of comments respondents shared on the survey.

*“One of our male teachers uses them to facilitate building communication and relationships with the boys in the classroom. Many do not have strong role models in their lives and this has helped.” - Arlene M., School Counselor.*

*“When used as part of a token economy for at-risk elementary students, Nittany Lion Tip cards are usually the most*

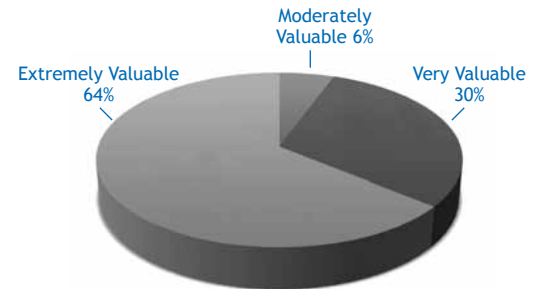


Figure 1: Overall Value Rating of Tips Program

*popular item purchased.” - Diana S., School Counselor.*

*“My 4th grade students’ eyes light up when I hand these out. We have a series of lessons about responsibility and goal setting and each student sets a goal. The students LOVE them!” - Melissa K., School Counselor*

*“A client had a hard time discussing feelings in certain situations. He held everything inside until he would explode. By having a ‘face’ to put to a situation, the client was able to discuss openly his feelings, realizing others feel the same way in certain situations.” - Lori B., Therapeutic Staff Support*

*“After using the cards in groups, the kids remember A LOT of what the cards say (and who says it) - they will tell me, ‘I was a Daryll today.’” - Melanie S., School Counselor*

Overall, school personnel expressed overwhelming gratitude for the Nittany Lion Tips Program. Their responses to the survey indicated that they continue to view the program as extremely useful. They reported that Tips promote prosocial behaviors, goal setting, and leadership skills, while providing children with positive role models.



▶ The Wilson Area High School team is supporting their local rescue unit by holding fundraisers throughout the school year, including a cookie sale (shown) and taco dinner.



# Miles of Smiles

Two of the 2009 Leadership Teams in Action



◀ The Berwick Area High School team mobilized student groups in their school to paint murals representing their clubs and the school.

